

# **HOW TO ATTRACT CANDIDATES TO YOUR MARKETING AGENCY**

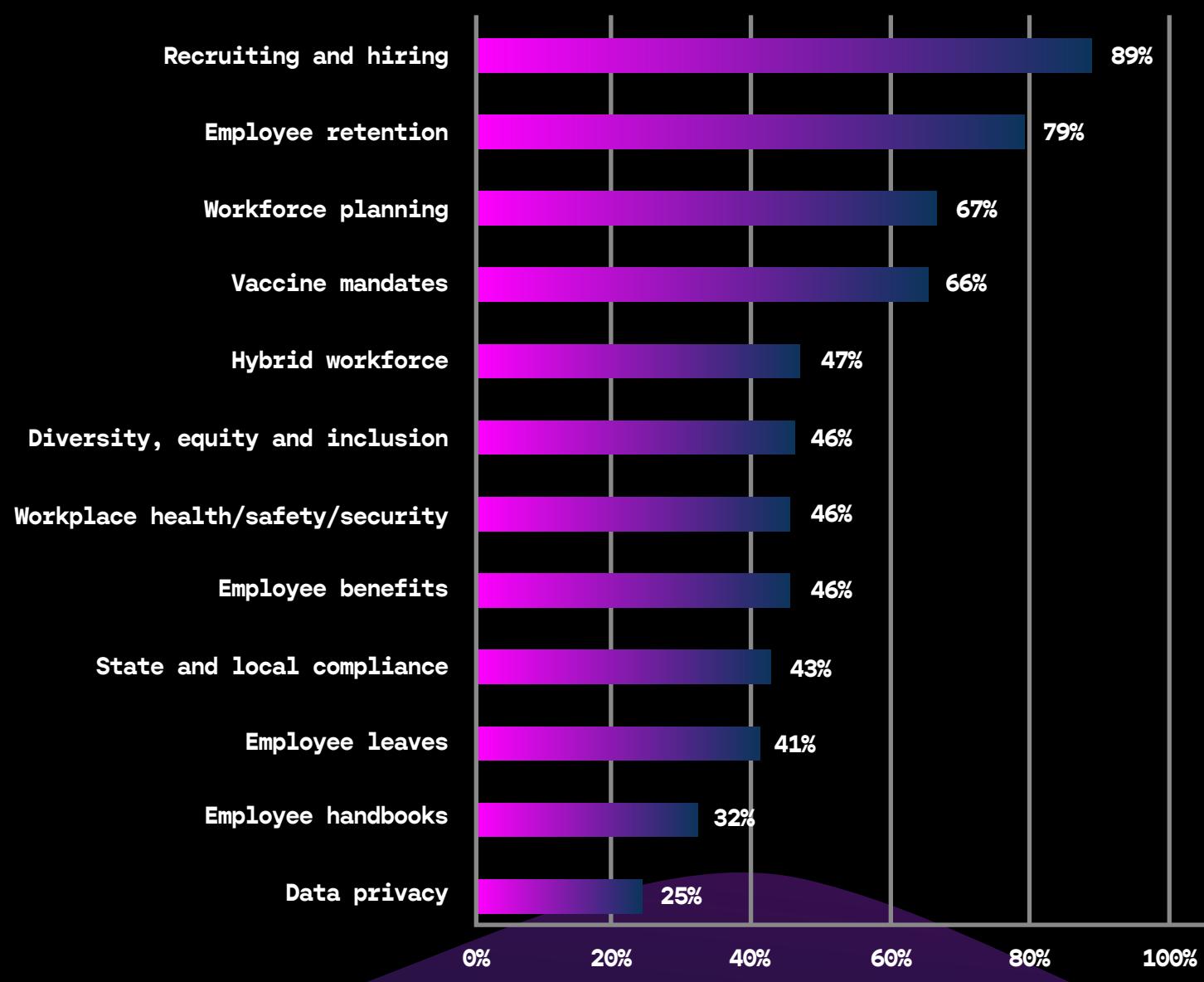
**It's a war for talent. Getting the right person can supercharge your agency growth.**

**Here are our top points to help you stand out from the crowd.**



Let's face it, it's a battle to hire and retain top talent. People are getting messages from recruiters each week. And... with so many marketing agencies, you're always in a competitive market for the best.

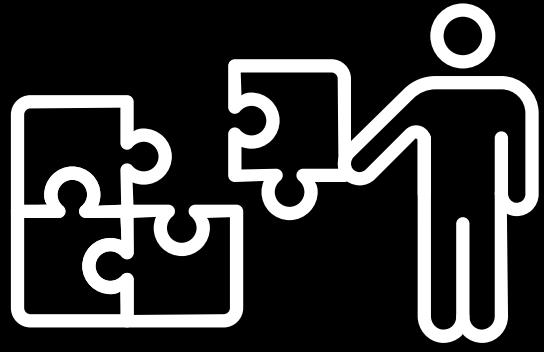
### HR Issues for 2022, Rated “Somewhat” Or “Very” Challenging Percent of Employers



# OUR TOP POINTERS TO HELP YOUR MARKETING AGENCY ATTRACT THE TOP TALENT

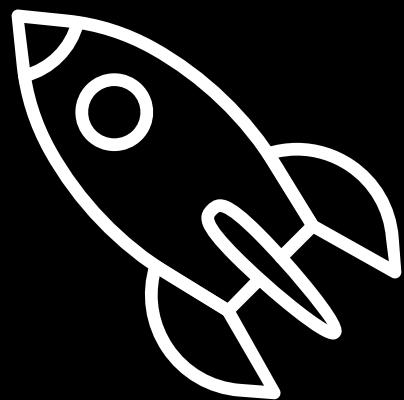


## **HAVE CLEAR COMPANY VALUES THAT REPRESENT YOUR CULTURE**



**Nothing like “Quality” or “Excellence”. These are overused, in every industry. Make them unique to you, and true from top to bottom.**

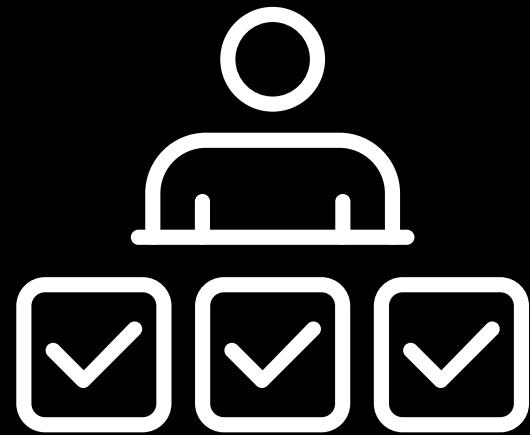
## **WRITE SHIT-HOT JOB ADS**



**Please don’t copy-and-paste the job description. That’s boring. Add some fun! Paint the picture. Sell the opportunity.**

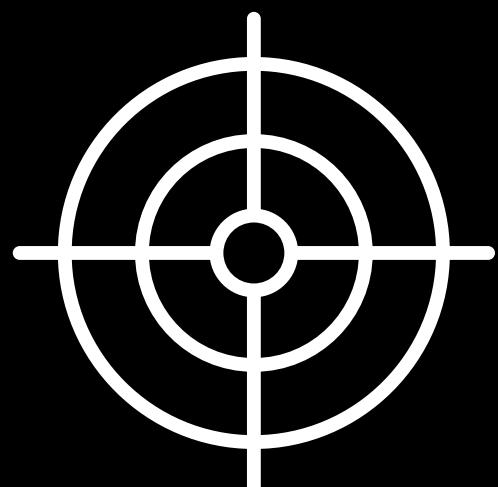


## **SET UP AN EMPLOYEE REFERRAL PROGRAMME**



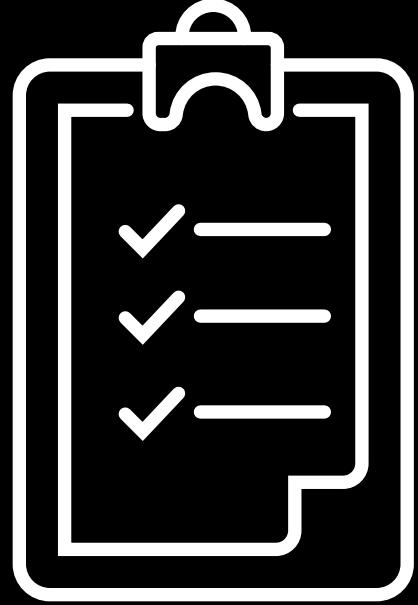
**Great employees know great people. Whether it's a friend, or a former colleague... encourage candidates to come from within the business.**

## **GET HEADHUNTING YOURSELF**



**Pick and choose who you want to work in your business. You could partner with a recruiter, but sometimes messages can have more of an impact coming directly from the CEO.**





## HAVE AN AWESOME LIST OF PERKS

This could include trips, holidays, pension, unlimited PTO, the latest tech stack, and more. Everything that someone gets when joining you, should be sung from the rooftops.



## BE FLEXIBLE WITH HOME/OFFICE

There was a pandemic... you might have heard? This led to a huge demand for home working (and flexible working). Being in the office is cool, but so is cutting down a commute.

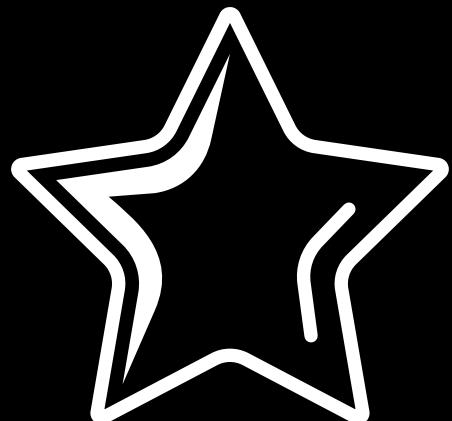


## OFFER EQUITY



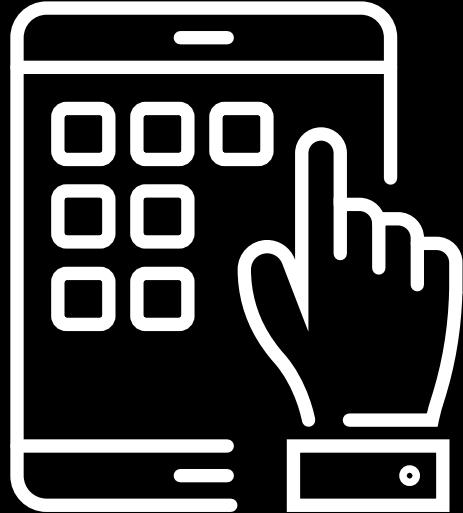
Do you **really** want someone to join you? **Offer equity.** Long term goals = long term rewards. Sounds **interesting**, doesn't it?

## CREATE AN EVP



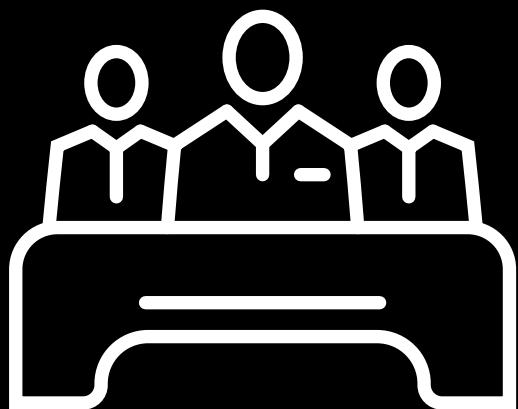
This **is** the ultimate guide into joining your business. Compensation, benefits, career ladder, culture and the work environment. It's the go-to pitch for your team.





## **BE VERY ACTIVE ON SOCIAL MEDIA**

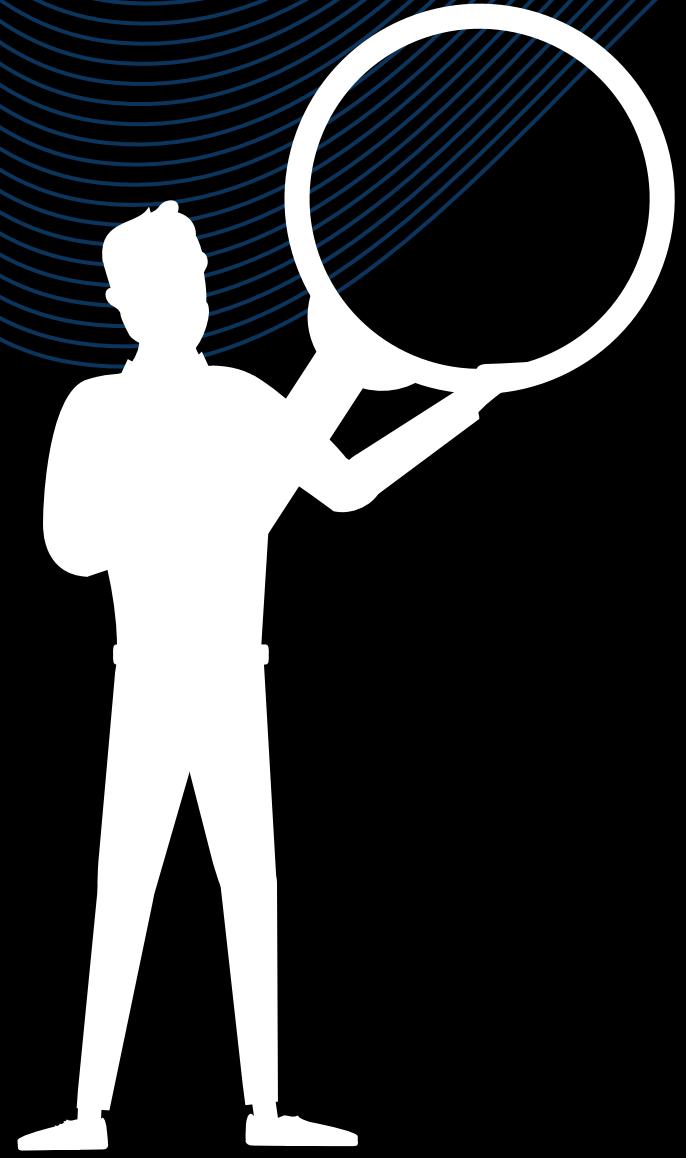
The **reality is**, the more you're seen online the more you're likely to be noticed by top people. Be active and create your own following.



## **REDUCE YOUR INTERVIEW STAGES**

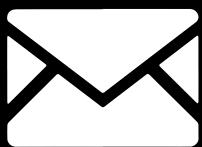
Top people don't hang around on the market for long. If you've got a 7 stage process, it's too much. Get the whole process done in a week and around 2 or 3 stages. Keep it efficient!





Are you looking for talent?

**GET IN TOUCH**



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