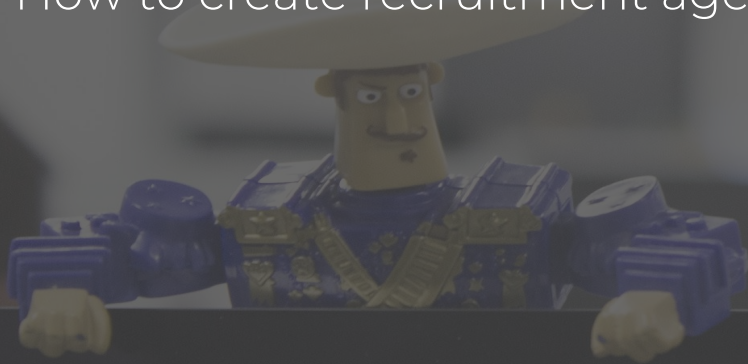


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Better People Technology

How to create recruitment agency buyer persona



Introduction

Developing buyer personas helps you think about your target market, drives you to think about them as a group and understand what they like, how they like to read data and to quickly get the message over - all whilst still providing valuable content.

Personas should be used when writing every piece of content. Not only are they a great tool for making sure that your content hits the mark, they can also be used as a training tool for your internal staff. Do your recruiters *really* know who their clients are? If not, personas are a great way of aligning conversations to buyers.

This template which follows Hubspot's best practice, will help you create your own personas. Most agencies will have 3-5 different candidate personas, 1-2 client personas and a persona for potential staff.

Persona Type (e.g. low margin temp)

BACKGROUND

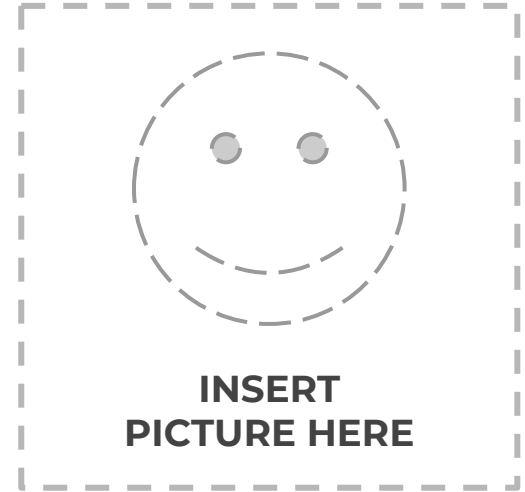
- *Is this their first job?*
- *What concerns do they have in life?*
- *How do they live, are they future focused?*
- *What is their family situation?*

DEMOGRAPHICS

- *Are they likely to be male, female or an equal split?*
- *What is their age range?*
- *What is their income range?*
- *City, urban, rural?*
- *What are their qualification levels likely to be?*

IDENTIFIERS

- *Do they live hand to mouth, are they cash rich?*
- *Are they driven by money or lifestyle?*
- *Are they looking for temp, perm, contract or temp to perm?*



Persona Type (e.g. low margin temp)

GOALS

Goals are usually (or can be a mix of) career, finance or personal motivations

- *Goal 1*
- *Goal 2*
- *Goal 3*

CHALLENGES

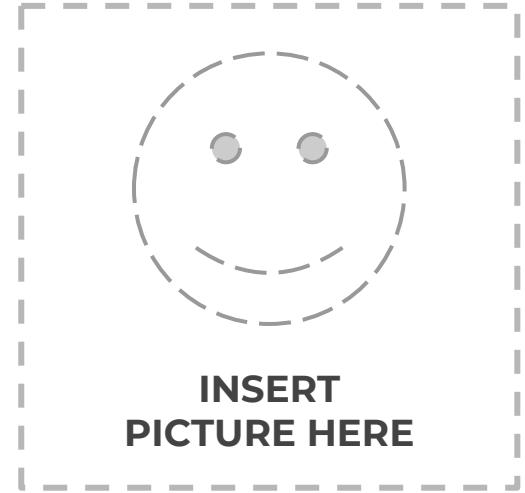
Is stability a major factor for your candidate, are they concerned about money? Are family issues a major concern of theirs?

- *Challenge 1*
- *Challenge 2*
- *Challenge 3*

HOW WE HELP

How is our agency going to help the candidate achieve their goals?

- *Selling point 1*
- *Selling point 2*
- *Selling point 3*



Persona Type (e.g. low margin temp)

REAL QUOTES

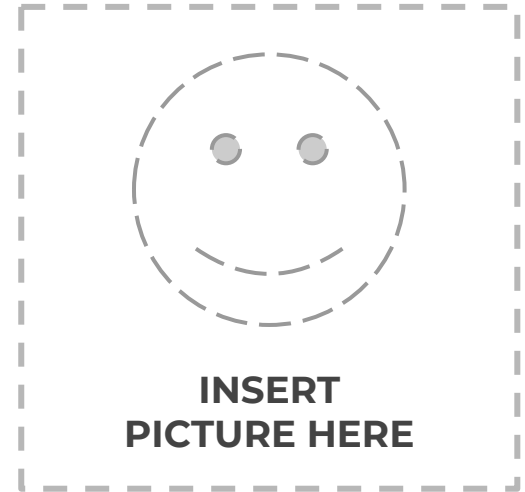
What are the common things that this type of user says to your consultants?

- *“e.g. I just need a job, I’ll take any employment”*
- *“Quotation 2”*
- *“Quotation 3”*

COMMON OBJECTIONS

What are the main reasons your candidates won’t accept your job offers? Do they trust you? Is the money/location right for them?

- *Objection 1*
- *Objection 2*
- *Objection 3*



Persona Type (e.g. low margin temp)

MARKETING MESSAGING

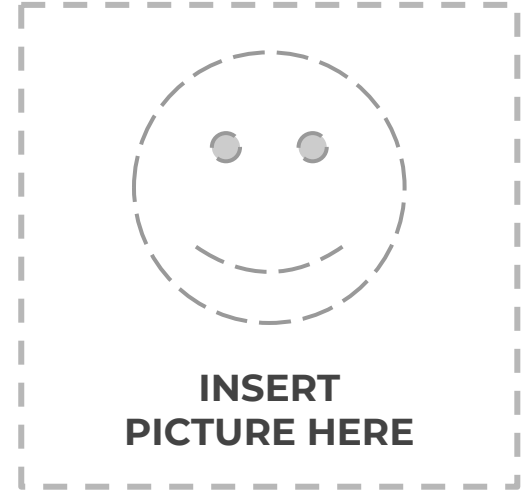
What message, based on what we know, will appeal to the candidate?

“ACME Agencies temporary recruiter service is based on honesty, transparency and finding the best solution for you, the worker.”

MARKETING CHANNELS

Based on what we know about the background of these candidates, where should we advertise?

- Website
- Newspapers (red tops)
- Social media - facebook, twitter, snapchat
- Email marketing
- SMS texting
- Telephone calls
- Job boards (including Gumtree and broader publications)



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