

# 20 Actionable Marketing & Recruitment “Quick Wins”

- Apply for your own job
- Check your website and recruitment copy against your persona
- Consider creating multiple personas
- Ask a question in your ad copy
- Use You, Your, Yours, Features and Benefits copy
- Set up a recruitment autoresponder sequence
- Systematically ask for referrals from all applicants
- Postcards to old employees
- Separate phone number for recruits and enquiries/on-call
- Set up a company page on indeed and ask your team to leave you a review