

# Marketing Your Executive Search Specialization

## Webinar & Content Playbook

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VP of Marketing  
McDermott + Bull Executive Search



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Global Director, Business Development  
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# Before We Begin

- ✓ This webinar is being recorded, which will be available after the webinar concludes.
- ✓ Submit questions in the chat or in the Q&A feature below throughout the webinar.
- ✓ Today we are going to talk about **Marketing Your Specialization with Thought Leadership**
- ✓ **Following this webinar we will share a 4-Part Marketing Playbook over the coming weeks.**

*Today my guests are...*



**Julia Scheffer**  
Global Director,  
Business Development  
AltoPartners



**Bianca Rodas**  
VP of Marketing  
McDermott + Bull  
Executive Search

# Thought Leadership Comes In Many Forms

Leads engage with content via online, social media, in-person, etc.

## Short Form Written Content:

- Blog Articles
- LinkedIn Posts
- Email Marketing
- Placement Announcements

## Long Form Written Content:

- White Papers
- Reports
- Ebooks
- How To Guides

## Events

- Webinars
- In-Person events
- Video Interviews

**Content that resonates and showcases YOUR EXPERTISE is what converts interested leads into Business**

**Development opportunities**

# Developing A Consistent TL Content Strategy

**Thought Leadership needs to be consistent and compelling in order to engage leads.**

**What Is The “So What?” that people need to know?**

## Evergreen Content:

Annual Top 5 Article

LinkedIn Posts

Quarterly Timely Blog Article

Insights on Third-Party Reports

## In-depth Content:

Reports & White Papers

Ebooks

How To Guides

SME Interviews

Virtual / In-Person Events

Shelf-life /  
Timeline:

**1-3 months**

**Quarterly / Annual**

# 10 Tips For Using LinkedIn Effectively In Business Development

1. Log in to LinkedIn every morning when having coffee / like / comment / engage with prospects
2. Post 2-3 times a week.
3. Set aside 30 minutes to an hour once a month to draft social media posts (Answer the “So What” to demonstrate expertise).
4. Have a complete profile, incomplete profiles look untrustworthy.
5. It's never too late to start building your network and connections out.
6. Use Generative AI (ChatGPT, Gemini, Copilot, Deepseek) for structure or task-based requests and not entirely for content production.
7. Organic posting and engagement vs. paid LinkedIn Ads - specialized curated network of followers.
8. LinkedIn is your online digital presence / business card.
9. Engage / tag your brand or other consultants within your organization for additional exposure
10. LinkedIn for BD at the individual level vs. Brand Awareness

# 4-Part Marketing Playbook

You will receive a 4-part marketing playbook over the coming weeks that summarizes what we discussed today, including ways to implement into your annual marketing strategy and campaigns.



# Questions?

**If you have any questions, please submit them through the Q&A feature or drop them in the chat.**

# Thank You!