WEBINAR + MARKETING PLAYBOOK



Marketing Your Executive Search Specialization

Webinar & Content Playbook



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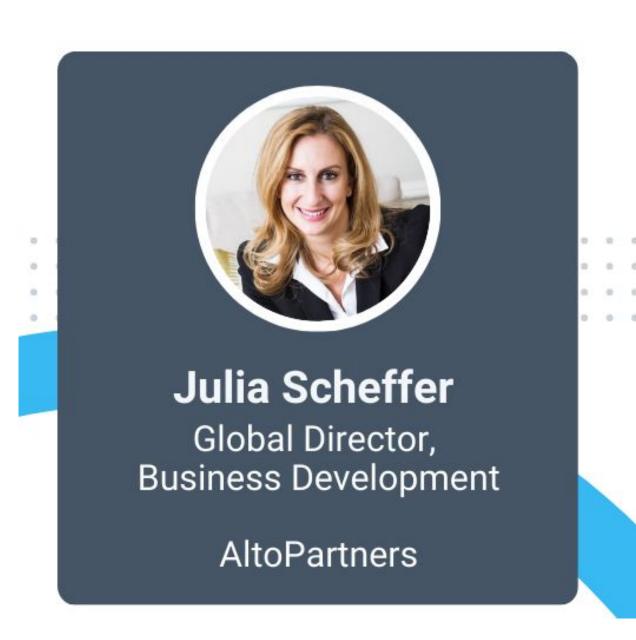


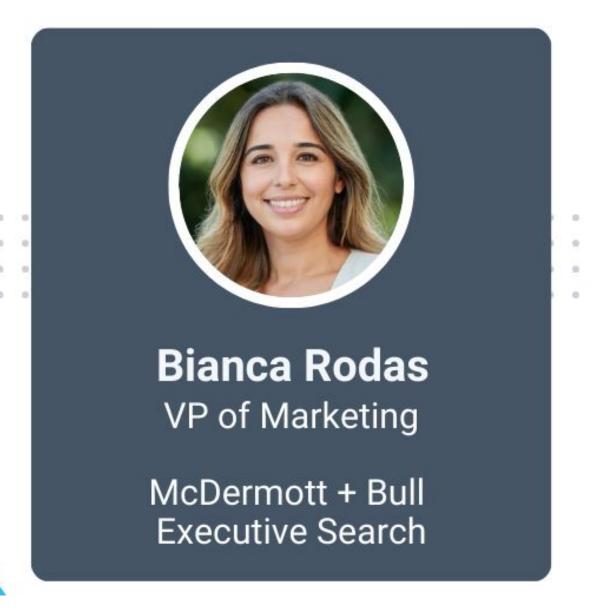
3:00 pm ET | 11:00 am PT

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...







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

CLOCKWORK

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!

