

5 TIPS FOR WINNING A RECRUITMENT AWARD WITHOUT EVEN ENTERING

YOU MAY NEVER NEED TO ENTER AN AWARD IN ORDER TO GET ROI



1



GIVE SOME CONTENT AWAY TO YOUR COMMUNITY

Flag to them the awards which are important to them. It's all about them, not you!

2



ENGAGE WITH THE EVENT ORGANISERS

Find out who's running the event and engage. Don't forget the hashtag too! Be seen!

3



ENGAGE WITH PREVIOUS WINNERS

These are likely your ideal clients. Who won / was a finalist in recent years? Network and engage.

4



ENGAGE WITH THIS YEAR'S FINALISTS

Connect on LinkedIn and send them a congrats / good luck card - add them to your CRM! Improve your database!

5



GET PUBLISHED ON THE EVENT'S BLOG

It's likely the organiser is hungry for great content. What can you publish on their website... the site your clients are surfing? Their community is your target!



But don't let that stop you from entering an award.
More lead conversions
More sales
More job applications
...The ultimate ROI!