



## Target Marketing and Staff Hiring

### What does Target Marketing have to do with Staff Hiring?

#### What is Target marketing?

Target Marketing is essentially working out who your ideal customer group is, finding out what they need and then offering them a solution.

The simplest way to target your marketing is to ask yourself the following 4 questions:

1. Who is our preferred market (be specific)?
2. What is their problem (or their needs and wants)?
3. What can we offer to fix this problem (fulfill their needs and wants)?
4. How do we convey this to them (the marketing message and medium)?

Once you have answered these questions, it is just a matter of developing and implementing your product and marketing strategies.

#### So what about Staff Hiring?

With a low unemployment rate, it is getting increasingly harder to find good staff. The way you hired staff in the past, no longer works in the current climate. You need to start looking at your employment process the same way you look at marketing. To get good staff, you need to market to them and convince them that your business is the place to work. You are no longer interviewing staff to decide which one you want; they are interviewing you to decide which business they want to work at.

What you need to do is implement target marketing to your employment process!

So why not use the same 4 questions?

1. Who is my ideal employee?
2. What are they looking for in a job (what is their ideal job)?
3. How can we structure our job role to provide what they want?
4. How do we convey our job roles to them?

So how do you do this?

If you already employ people, then this should be a straight forward process. Just decide who your best staff are and talk to them. Ask them exactly what they would like in a job and get them involved in developing their existing job roles to better suit them. Then it's just a matter of marketing this (job advertisements are not enough), to a similar group of people.

If you do not already employ staff (or have no staff that stand out), then you will need to do a bit more groundwork. Decide the type of person you believe would be the best

employee. Then look for people that fit that criteria and talk to them (you can also use a bit of creative thinking). Decide what they want and continue with the above process.

### **What about Branding?**

In marketing you strive to develop a strong Brand Image. It may not necessarily be anything tangible, but you want your customers to recognise your business as something they can trust. A large part of this is being consistent in what you offer and providing what you promise.

So doesn't it make sense to work on this with your employment?

You want to become known as the place to work. You want to turn your employees into raving fans, so that they will tell other potential employees that they should work for you. The ultimate goal is to have people coming to you for a job.

Imagine if you worked hard at your employment process and had a team of people who were passionate about working with you. Wouldn't this also rub off onto your customers? Wouldn't your staff be more motivated and passionate about what they do?

So where does that leave us?

We not only have a great team of people, but we have happier customers who love dealing with our staff. This as we all know, means we will make more money!

So stop complaining about how hard it is to find good staff and start developing your Employment Brand and Target Marketing.