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[Event name] · [Date]

Marketing that proves ROI.

From vanity metrics to conversations, opportunities and revenue.

Sam Rasdall · Co-founder, Potent

sam@potentpositioning.com · potentpositioning.com

Answer in the chat

Do you know what your marketing made you last quarter?

In pounds.

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Things recruitment founders have said to me this year.

"We have like 80,000 followers and I've got about 800 impressions on that post."

- MD, recruitment agency

"It's not a thing where I know exactly what those posts are actually doing."

- Founder, specialist recruiter

"We do the marketing, but then what are you going to do with it?"

- Director, recruitment group

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From 165 sales calls, May 2025 – Sept 2026

I came into marketing from the sales side.

Psychology degree, then a master's. Sales Director, then MD, of a brand agency we grew to £1m.

Now I run marketing for recruitment businesses, and it has to pay its way.

Everything today comes from 165 sales calls with recruitment founders and MDs. Their words, not mine.

In sales, I always knew my number.

Calls. Meetings. Deals. Cash.

Then I walked into marketing.

Everyone was counting likes.

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“People are not buying efficiency now. It’s revenue, revenue, revenue.”

A recruitment founder, on a sales call this year

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You can’t bolt ROI on afterwards.

Marketing that wasn’t built to start conversations can’t be measured on them.

Four parts. One ROI Tracker at the end.

01 Start at the number

Line your marketing up with your commercial objectives.

02 Count conversations, not likes

Measure what creates conversations and qualified opportunities.

03 Be the advisor, not the supplier

Content that makes you the trusted advisor in your market.

04 Track it to revenue

A simple framework from engagement through to revenue.

01

Start at the number.

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Work back from the money.

£240k	40	20	80	400	8
new-client fees this year	placements at a £6k average fee	new clients, two roles each in year one	first meetings, if 1 in 4 becomes a client	conversations, if 1 in 5 books a meeting	conversations a week

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Example numbers. Swap in your own.

That’s marketing’s job description.

Make those eight conversations easier to get, and make each one more likely to turn into a meeting.

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Report it top down.

Sales	New clients won, placements, fees invoiced
Appointments	Meetings and calls booked with people who hire
Inputs	Posts, emails, calls, events, reports

Marketing is your midfield.

Your consultants are the strikers. Marketing's job is to put the ball at their feet.

A reason to call. A warm name. A prospect who already knows who you are.

"Every bit of content I see you create is really good, but it's getting lost in a Slack channel."

- Recruitment founder, on a sales call

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Do yours with me.

1 Your new-client fee target ÷ your average fee = placements

2 ÷ 2 roles per client, × 4 meetings, × 5 conversations

3 ÷ 50 weeks. Type your number in the chat.

Use your own rates if you know them. If not, these are fine for today.

02

Count conversations, not likes.

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Lead, or not a lead?

1

100 people opened your email

2

Your post got 4,000 impressions

3

A hiring manager at a target account viewed your profile

4

Someone downloaded your salary guide

5

“Send it over, I’ll have a look.”

6

“Can you come in and talk about our Q2 hiring?”

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Type the numbers you think are real leads in the chat

Signals aren’t leads. Conversations are.

Signals

Engagement: opens, views, downloads, likes. Intent, not interest.

Conversations

A two-way exchange with a named person who hires.

Opportunities

A real need, a rough timeline, and the person who decides.

Revenue

Placed, invoiced, paid.

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A signal is a to-do, not a result.

The signal	What a human does within 48 hours
An ideal client views your profile	Message them. No pitch.
Someone downloads your report	Call: “What made you grab it?”
A prospect opens your email three times	The consultant who owns that account rings
A hiring manager comments on a post	Reply, then DM something useful

The cheapest conversations are already in your CRM.

150

past clients nobody has spoken to in six months

10%

pick up when you ring with a reason

15

conversations with people who have already paid you

5

roles, if 1 in 3 has something live

£30k

at a £6k fee. No new data, no ad spend.

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Example numbers. Run it on your own CRM.

Now do it with the whole CRM.

10,000

contacts in your CRM nobody has touched in a year

2%

re-engage when you give them a proper reason

200

conversations you weren't going to have

20

roles, if 1 in 10 has something live

£120k

at a £6k fee. From a list you already own.

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Example numbers. Swap in your own contact count and average fee.

Measure the calls around the asset, not the asset.

200
invited to an event

8
turn up

192
you still have a reason to call

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03

Be the advisor, not the supplier.

Stop talking about recruitment.

Your clients don’t care about your process. They care about their hiring problems, their market and their margins.

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On-grid data is free. Off-grid data is yours.

On-grid

Salary benchmarks, market stats, “five hiring trends for 2027”. Anyone can scrape it, so everyone is sending it.

Off-grid

What your consultants hear on calls. What sits in your CRM. Your call transcripts. Nobody else has it.

> “You can ask ChatGPT for an industry report in five minutes. The problem is that’s what everybody else is sending.”

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Every quote in this talk came from my own sales calls.

165

calls, recorded and transcribed

8

pains that came up again and again

5

objections, each with a post that answers it

> Every Friday, the week's transcripts go into AI. What problems came up? What words did they use? What did they push back on? That's next week's content.

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Build it with the market, not for it.

Month 1 Ask

100 conversations with your market. Don’t call it BD. Call it market research.

Month 2 Make

Turn what they told you into a report, a video or a roundtable.

Month 3 Take it back

Everyone who helped gets a copy, and a call to talk it through.

25–30 meetings booked from one client’s co-built industry report

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Proof beats peacocking.

Personal	Value-add	Invite	Evidence
Who you are	Useful insight	A reason to reply	The one nobody posts

“We have some great clients, we do great work, we don’t talk about any of it.”

One KPI to steal: for every placement, one client and one candidate on camera.

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Track it to revenue.

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Four numbers, every Monday.

The rung	What you count	Who counts it	A normal week
Signals (engagement)	Opens, views, downloads, comments	Marketing	120
Conversations	Two-way, with a named person who hires	Consultants and marketing	8
Opportunities	A real need, a rough timeline, the decision maker	Consultants	2
Revenue	Placed and invoiced, tagged by where it started	Directors	Monthly

Plus one more, once a month: what you spent on marketing. You need it for the sum at the end.

Where the numbers stop tells you what to fix.

If you see...	It means...	So fix...
Hardly any signals	Nobody is seeing you	What you put out, and how often
Lots of signals, few conversations	Nobody is following up	The 48-hour rule
Lots of conversations, few opportunities	Wrong people, or wrong message	Who you target, and what you say
Lots of opportunities, little revenue	It isn't a marketing problem	Sales, fees and delivery

Three habits that make the numbers real.

1

“Where did this start?”

One field in the CRM, filled in on every meeting and every opportunity.

2

Ask them

“How did you first hear about us?” on every new client’s first meeting. Write the answer down.

3

Monday, 15 minutes

Marketing and sales in one room. The four numbers. One decision.

Check it weekly. Judge it quarterly.

Signals	move in days
Conversations	move in weeks
Fees	move in months

27%

A TRN member, up against multiple seven-figure targets. It took 11 months, not one.

The sum: £ back for every £1.

What you spent on marketing this year	£35k
New clients where “Where did this start?” says marketing	6
Fees from them: 6 clients × 2 roles × £6k	£72k
£72k ÷ £35k	£2 for every £1

Deals marketing helped with but didn’t start go on a separate line. Don’t add them in.

Before Monday.

1. Finish your conversations-a-week number
2. Add “Where did this start?” to your CRM
3. Book 15 minutes with whoever does your marketing

Next time someone asks what your marketing made you, you'll have a number.

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Want the ROI Tracker?

Message me “ROI” on LinkedIn and I’ll send it over.

Book a free 30-minute audit ↗

Three priority fixes, whether we work together or not.

Sam Rasdall · Co-founder, Potent

sam@potentpositioning.com · 079123 75366 · potentpositioning.com