

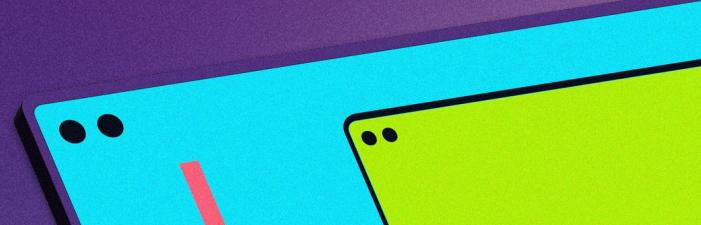


SOURCEFLOW

From the SOURCE

LUNCH & LEARN

MANCHESTER



AGENDA

TIME TOPIC

SPEAKER

1:00	Arrivals Coffee Eat Network	Everyone
1:30	Take Seats Welcome to Lunch & Learn	Will Astbury
1:35	Once Upon a Brand: Why Storytelling Still Wins in a Noisy Market	Jenny Wood
2:00	Unifying Sales and Marketing with a Revenue Operating System	Ben Browning
2:25	Break Time Recharge Your Plates & Drinks 🍞☕	Everyone
2:45	How to Measure, Manage, and Maximise Your Marketing ROI in 2026	Kris Holland
3:10	C-Suite Panel Discussion 🎙 Wayne Brophy, Brian Johnson, Jeanette Barrowcliffe & Victoria Short	Panel Members
3:40	Thank Yous From SourceFlow	Will Astbury
3:45	Recruitment Marketinis Time 🍸	Everyone

SOURCEFLOW

ONCE UPON A BRAND

WHY STORYTELLING STILL WINS IN A NOISY MARKET

JENNY WOOD

Global Head of Marketing, Salt



From the SOURCE

LUNCH & LEARN

MANCHESTER



Why storytelling remains a powerful marketing tool

Jenny Wood

salt[™]



We've never communicated more



The rate of change



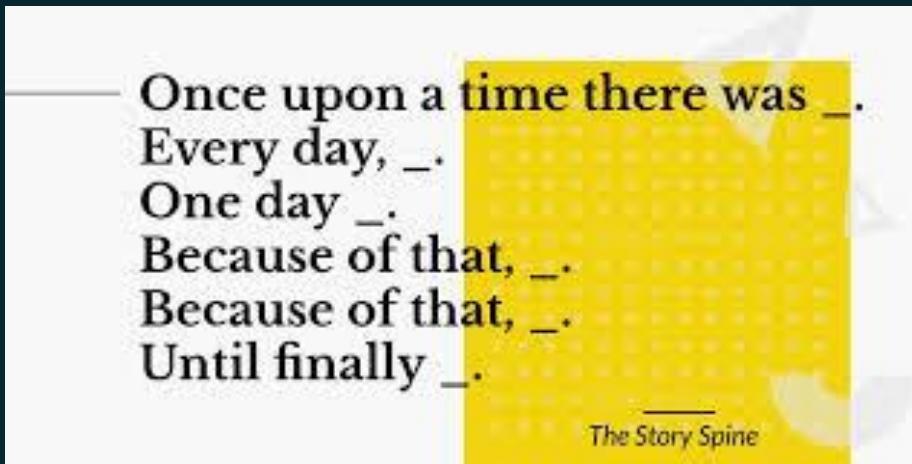
People need a motive



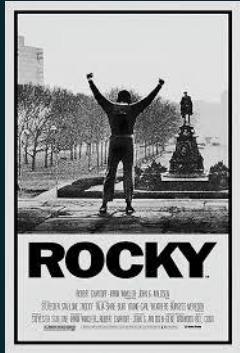
Bad news spreads



Storytelling has an algorithm



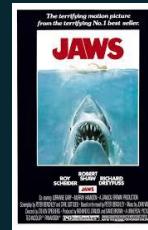
There are only a few stories



Overcoming the monster



Rags to riches



The quest



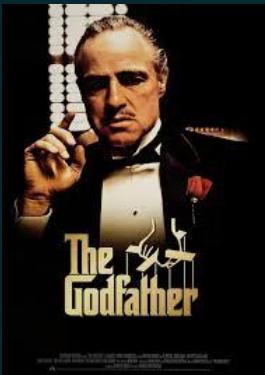
Voyage and return



Comedy



Tragedy



Rebirth

The brand is rarely the hero



A simple framework



What's the problem?

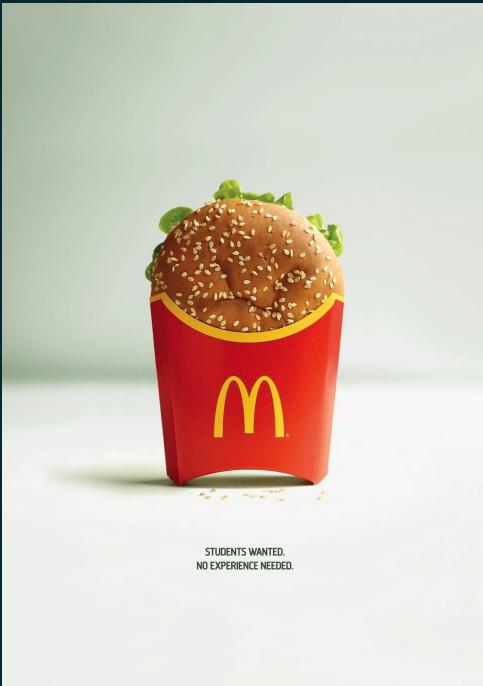
Why does it matter now?

What happens if nothing changes?

How do we help?

What does success look like?

Stories don't disappear



**Problem
solvers wanted.
Call us on this
number now:**

$$x=24 \quad y=30 \\ =01.(y^2-x).(y^2-10^2) \times 10$$

Software Developer
£35,000 - £45,000

Microsoft requires an experienced Software Developer with excellent experience with VB5 / Visual Basic and SQL Server. Any experience of VB.NET and Crystal Reports will be an advantage.

Microsoft

LinkedIn

Social Videos

Internal Comms

Sales Decks

Employer Branding...

AI will change how we create



Living and breathing an authentic story is the best way to survive in a conversation-rich world.

— Seth Godin —

AZ QUOTES

Storytelling will decide whether anyone cares



welovesalt.com

© Salt Solutions Group. All rights reserved. The content of this brochure might be subject to change as the business evolves. Conditions might apply.



UNIFYING SALES AND MARKETING WITH A REVENUE OPERATING SYSTEM

How recruitment businesses power sustainable growth - and why siloed BD is no longer enough.

BEN BROWNING

Sales Performance Coach & Founder,
Resonant



From the **SOURCE**

LUNCH & LEARN

MANCHESTER



Unifying Sales & Marketing

Revenue Operating System

Ben Browning | Resonant

1 : 50

One marketer supporting 50 recruiters
doing BD

This asymmetry isn't the problem.

50 Recruiters *all* winging it.

One marketer can't support 50
different strategies.

‘76%

of recruitment businesses have
no clear BD process’

Resonant, State of BD 2025

Most firms try training...

But training teaches skill.
Not strategy.

Marketing is pulled in 30+ directions.

Recruiters wait for a job to come in...

Then scramble to fill it.

That's just-in-time pipeline building.

Account-based prospecting:

Win the client BEFORE the
context arises.

Not 'who has a job today?' but 'which clients should we own'?

A Complete Revenue System

Clarity - *What you sell*

Precision - *Who you sell to*

Campaigns - *How you open doors*

Conversion - *How you close*

If your methodology
lives in a
document...

...it dies there.

Your Client Acquisition Engine

Build buyer personas, craft precision messaging, and execute campaigns that convert.



Company Context

Add company info to enhance AI suggestions

CAMPAIGN CHANNEL

Understand buyers → Craft messaging → Execute



STEP 1

Build Personas

Create detailed buyer personas using the 5P framework

6 personas



STEP 2

Create Sales Copy

Generate persona-tailored call scripts and messaging

8 scripts



STEP 3

Plan Campaigns

Plan and execute multi-touch outreach campaigns

3 campaigns



STEP 4

Review Performance

Analyze metrics and get AI coaching insights

0 meetings

CONVERSION CHANNEL

Define problems → Prove value → Close



STEP 1

Run Discovery

Build your library of hiring challenges you solve

4 problems



STEP 2

Showcase Solutions

Document your 7-stage recruitment methodology

Build & export



STEP 3

Create Proposals

Generate tailored proposals that resonate

COMING SOON



STEP 4

Win Negotiations

Close deals with confidence and precision

COMING SOON

Persona Library

Your collection of buyer personas, organized and ready to use

 Search personas by role or industry...[+ New Persona](#)**CIO**

Mid sized law firm 50-150 East Anglia

1 campaign

As the CIO of a mid-sized East Anglian law firm, I lead all tech operations, balancing limited resources with strict...

[Read More](#)

[Review Sales Copy](#)[Campaign](#)[View](#)[Edit](#)[Copy](#)**CTO**

Management Consulting - Transformation - BA

50-200 headcount UK

2 campaigns

As a UK-based senior decision-maker in IT transformation consulting, my primary focus is delivering projects on time, a...

[Read More](#)

[Review Sales Copy](#)[Campaign](#)[View](#)[Edit](#)[Copy](#)**Head Of Talent Acquisition**

IT Transformation Consulting Firm 51-200

London

As a Head of Talent Acquisition, I lead strategic hiring for a growing professional services firm, primarily in London's...

[Read More](#)

[Review Sales Copy](#)[Campaign](#)[View](#)[Edit](#)[Copy](#)

[← Back to Persona Library](#)

Sales Copy

Sales Copy Center

CIO

Mid sized law firm

East Anglia

50-150

1

+

+

+

+

1 of 5 script slots used

New Script

New Email

Mid sized law firm - CIO - East Anglia - Script 1

Ready

Optimizing legal tech for operational efficiency and compliance

- 1 They face difficulty securing ~£100k+ budget for essential IT upgrades and cybersecurity headcount.
- 2 They struggle to secure budget for essential IT upgrades, impacting their operational efficiency by up to 20%.
- 3 They struggle to secure budget for crucial IT upgrades, delaying critical projects by 6-12 months.

Script Ready

View Script

Add to Campaign

Delete

← Back

Q1 Sales Outreach

Starting Jan 26, 2024

View Performance

+ Assign Persona

2 PERSONAS

180 WEEKLY CALLS

180 WEEKLY EMAILS

90 WEEKLY DMS

Today's Focus

Monday, January 19 • 0/3 complete

3-WEEK CAMPAIGN

Calendar

Feed

3-Week Campaign Calendar

Daily targets: 40 40 20

Mon	Tue	Wed	Thu	Fri
Week 1 • Jan 26 – Jan 30				
26	27	28	29	30
📞 CEO/Founder 📞 VP Energy Strategy	✉️ CEO/Founder ✉️ VP Energy Strategy	📞 CEO/Founder 📞 VP Energy Strategy	✉️ CEO/Founder ✉️ VP Energy Strategy	▢ CEO/Founder ▢ VP Energy Strategy
Week 2 • Feb 2 – Feb 6				
2	3	4	5	6
✉️ CEO/Founder ✉️ VP Energy Strategy	📞 CEO/Founder 📞 VP Energy Strategy	✉️ CEO/Founder ✉️ VP Energy Strategy	📞 CEO/Founder 📞 VP Energy Strategy	▢ CEO/Founder ▢ VP Energy Strategy
Week 3 • Feb 9 – Feb 13				
9	10	11	12	13

Your Client Acquisition Engine

Build buyer personas, craft precision messaging, and execute campaigns that convert.



Company Context

Add company info to enhance AI suggestions

CAMPAIGN CHANNEL

Understand buyers → Craft messaging → Execute



STEP 1

Build Personas

Create detailed buyer personas using the 5P framework

6 personas



STEP 2

Create Sales Copy

Generate persona-tailored call scripts and messaging

8 scripts



STEP 3

Plan Campaigns

Plan and execute multi-touch outreach campaigns

3 campaigns



STEP 4

Review Performance

Analyze metrics and get AI coaching insights

0 meetings

CONVERSION CHANNEL

Define problems → Prove value → Close



STEP 1

Run Discovery

Build your library of hiring challenges you solve

4 problems



STEP 2

Showcase Solutions

Document your 7-stage recruitment methodology

Build & export



STEP 3

Create Proposals

Generate tailored proposals that resonate

COMING SOON



STEP 4

Win Negotiations

Close deals with confidence and precision

COMING SOON

Unifying Sales & Marketing

76% have no BD process: training won't fix that

Strategic shift: ABM beats just-in-time

4-Levels: Clarity, Precision, Campaigns, Conversion

The OS enable marketing to direct activity – not just support



BREAK TIME!

From the SOURCE

LUNCH & LEARN
MANCHESTER



AGENDA

TIME TOPIC

TIME	TOPIC	SPEAKER
1:00	Arrivals Coffee Eat Network	Everyone
1:30	Take Seats Welcome to Lunch & Learn	Will Astbury
1:35	Once Upon a Brand: Why Storytelling Still Wins in a Noisy Market	Jenny Wood
2:00	Unifying Sales and Marketing with a Revenue Operating System	Ben Browning
2:25	Break Time Recharge Your Plates & Drinks 	Everyone
2:45	How to Measure, Manage, and Maximise Your Marketing ROI in 2026	Kris Holland
3:10	C-Suite Panel Discussion  Wayne Brophy, Brian Johnson, Jeanette Barrowcliffe & Victoria Short	Panel Members
3:40	Thank Yous From SourceFlow	Will Astbury
3:45	Recruitment Marketinis Time 	Everyone



HOW TO MEASURE, MANAGE, AND MAXIMISE YOUR MARKETING ROI IN 2026

Marketing only earns influence when it speaks the language of revenue.

KRIS HOLLAND

Founder,
Kitto Consulting



From the SOURCE

LUNCH & LEARN

MANCHESTER



How to measure, manage and maximise your marketing ROI in 2026



Recruitment is a **marketing** job

vl
01.2026

Introduction

Who are Kitto?

We are a strategic marketing agency focused solely on the recruitment sector.

The business has been founded on the back of high performance in recruitment **and** marketing.

Marketing in the recruitment space is all about sales enablement.

It can't make placements for you.

But we can generate opportunities, leads, facilitate warmer introductions and increase the number of touchpoints a prospect has with you in an increasingly crowded market.



**2 x Recruiter Award
'Marketing Team of the
Year' winners**



Our Team

Currently at **12 strong** across UK & PH.

- All client-facing roles are ex marketing managers/ directors/ heads of in recruitment agencies
- Expertise includes:
 - Branding
 - Social media
 - Copywriting
 - Design
 - Videography
 - Photography
 - Email
 - Automation



Our Clients



**WHAT ARE WE
DOING HERE?**

**WHAT ARE WE
DOING HERE?**

A FAIR BIT OF MATHS

**Here's what we're not
doing:**

What we're not doing

- Giving you a silver bullet
- Talking you through how to use a CRM
- Doing any tech demos
- Creating **anything** perfect

**so feel free to do one if it
sounds crap**

Revelation:

We're not selling T shirts

We:

- can't close the deals
- have to rely on someone else
- don't actually ever have the budget to do what anyone else in any other b2b marketing function would want or need to do to do anything effectively

**What's the best thing we
can hope for, from a great
marketing campaign?**

**What's the best thing we
can hope for, from a great
marketing campaign?**

A vacancy

Us > MQL > SQL > Vacancy > Placement

Us > MQL > SQL > Vacancy > Placement



**This big ring is, latest
where a consultant
has to get involved.**

Us > MQL > SQL > Vacancy > Placement

**but it's actually
probably more like
here**

**SO WHAT DOES
THAT MEAN?**

RECRUITERS:

- Don't like admin
- Are used to being very independent
- Usually, are 6/10 at using the CRM at best
- Don't understand you

RECRUITERS:

- Don't like admin
- Are used to being very independent
- Usually, are 6/10 at using the CRM at best
- Don't understand you

**your job: make them
understand you**

**THEY
UNDERSTAND
MONEY**

**SO MAKE YOUR
MARKETING INTO
MONEY.**

ROI Reporting & Structure

Define MQL vs SQL for

SLAs for consultant follow-ups and actions

Clear ownership of leads w/ credited source on CRM

MQL

3 MQLs: 1 SQL
MQL value: £166

SQL

10 conversations: 1 Vax
SQL value: £500

Vacancies

Fill rate: 1:3
Vax value: £5K

Placement

Average Fee: £15K

MORE MATHS!!!

More maths:

- Say you're on 35K.
- A good investment for a business is usually 5x ok, 8x decent, 10x great.
- So, $35 \times 8 = \text{£}280,000$
- If 1 MQL is £166. You need 1686 MQLs each year to generate 8x your salary
- That's 140 a month.

**Tell a recruiter that and
watch them click.**

"You have targets too?!"

**Tell a recruiter that and
watch them click.**

"You have targets too?!"

**It's not perfect, but it's a
start, and a totally
different headspace to
the one a lot of marketers
occupy.**

Reporting & Metrics

Is a rich picture

KITTO



Attraction & Visibility Goals

- Website traffic
- LinkedIn followers
- Impressions
- Qualitative feedback



Engagement Goals

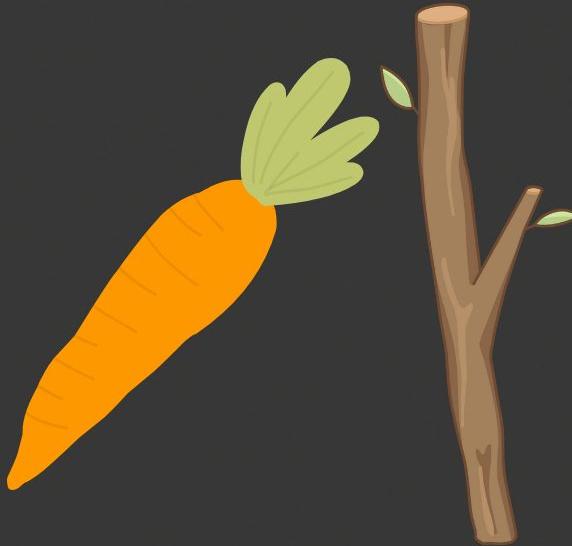
- MQLs - community members
- Webinar sign ups
- Downloads of high value content
- # of pieces created and published



Conversion Goals

- Inbound enquiries
 - CPA
- Candidates via website
- Vacancies/ Jobs on
- Revenue realised

**Sometimes you might need some
help.**



YOUR JOB ISN'T DECKS.

**IT'S ENABLING SALES, MAKING
YOUR COMPANY MORE MONEY**

**The thing everyone wants to do
is look good in front of their
boss. So ask the question, how
do I make you look good in front
of your boss?**

Practical CRM Wins

The really, really sexy stuff

KITTO

This is not a useful sauce



This is not a useful source

LinkedIn

This is not a useful sauce



This is not a useful source

JOB BOARD

**MAKE SURE THAT YOUR
SOURCES TELL A STORY AS TO
WHERE THINGS ACTUALLY
CAME FROM SO YOU CAN TELL
THAT STORY.**



I Don't Care

TIME IS MONEY

The really, really sexy stuff

KITTO

Your time costs money. And if everyone knows your time is valuable (as you enable sales elsewhere) then they will be inclined to help you save more time...

MORE MATHS!!!

**35K a year equates to about £21
per hour (account for 25 days'
holiday)**

**So, if something takes you a day,
that costs your company £147.**

**If your monthly report takes you
3 days to pull together, your
bosses are paying £500 for that
report.**

What about
consultants?

**If a consultant bills
£350,000 per year, their
time could be seen as 10x
more valuable.**

So, if you do something that improves their efficiency from 5 e shots to get a lead to two e shots. That might save them a day's work.

That might be worth £3500.

If poor outreach, bad lists, or weak collateral wastes:

2 hours per week

That's:

~£426 per week

~£22,000 per year of lost revenue potential

MATHS!

Let's get introduced:



Kris Holland
kris@kitto.uk



Connect
with me



NATIONAL RECRUITMENT
MARKETING ASSOCIATION



Your RecTech Reality Check

Thursday 29th January 2026, 12:30pm

Hosted by:



Kris Holland
Founder, Kitto



Saeed Bor
Founder, EmbeddedOps



Nitin Sharma
Founder, rectools



Holly Langley
Founder, RE:STACK

[Sign Up Now](#)

**INSERT QR
CODE TO
SIGN UP TO
WEBINAR**

Questions?



www.wearekitto.com

Recruitment is a **marketing** job



Kitto



www.wearekitto.com

Recruitment is a **marketing** job





What Do the C-Suite Really Want from Recruitment Marketers in 2026?



SOURCEFLOW

From the SOURCE

LUNCH & LEARN

MANCHESTER

