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From the SOURCE

# LUNCH & LEARN

MANCHESTER





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## 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



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## ONCE UPON A BRAND WHY STORYTELLING STILL WINS IN A NOISY MARKET

**JENNY WOOD**

Global Head of Marketing, Salt



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# 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

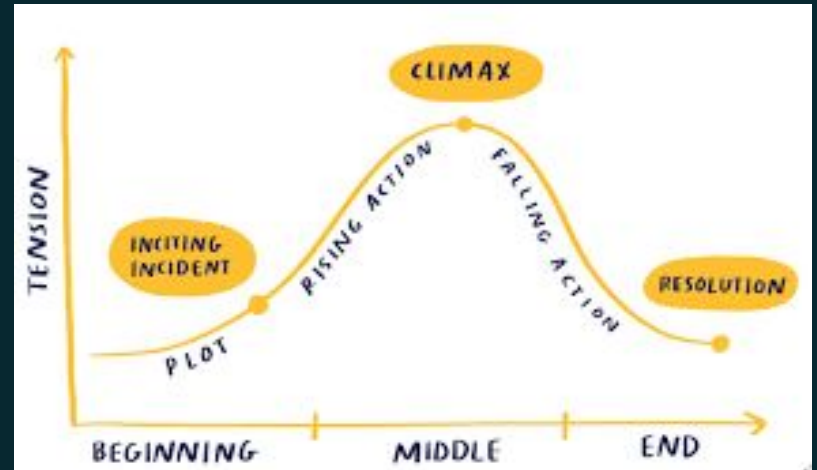




# Storytelling has an algorithm

Once upon a time there was \_.  
Every day, \_.  
One day \_.  
Because of that, \_.  
Because of that, \_.  
Until finally \_.

\_\_\_\_\_ *The Story Spine*



# There are only a few stories

Overcoming the monster

Rags to riches

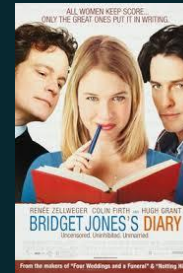
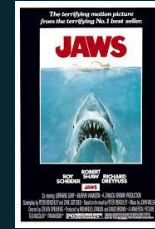
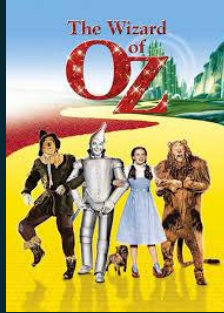
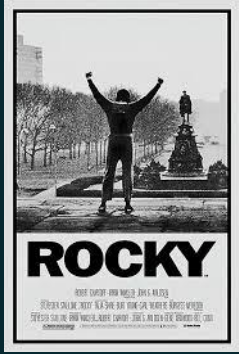
The quest

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:**

$$x=24 \ y=30 \\ =01.(y^2-x).(y^2-10^6)x10$$

**Software Developer**  
£35,000 - £45,000

Software Developer / VB6  
Programmer / VB Developer - VB6  
/ Visual Basic, SQL Server (core  
skills), VB.NET, Crystal Reports  
(nice to have)

Microsoft requires an experienced  
Software Developer with excellent  
experience with VB6 / 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



# Storytelling will decide whether anyone cares





[welovesalt.com](https://welovesalt.com)

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## 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



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# 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



[Library](#)

# Persona Library

Your collection of buyer personas, organized and ready to use

[+ 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

1

+

+

+

+

## Sales Copy Center

1 of 5 script slots used

 CIO

 Mid sized law firm

 East Anglia

 50-150

+ 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, 2026

[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
<b>Week 1</b> • Jan 26 – Jan 30				
<b>26</b>   CEO/Founder   VP Energy Strategy	<b>27</b>   CEO/Founder   VP Energy Strategy	<b>28</b>   CEO/Founder   VP Energy Strategy	<b>29</b>   CEO/Founder   VP Energy Strategy	<b>30</b>   CEO/Founder   VP Energy Strategy
<b>Week 2</b> • Feb 2 – Feb 6				
<b>2</b>   CEO/Founder   VP Energy Strategy	<b>3</b>   CEO/Founder   VP Energy Strategy	<b>4</b>   CEO/Founder   VP Energy Strategy	<b>5</b>   CEO/Founder   VP Energy Strategy	<b>6</b>   CEO/Founder   VP Energy Strategy
<b>Week 3</b> • Feb 9 – Feb 13				
<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>

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COMING SOON



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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!

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### SPEAKER

Everyone

Will Astbury

Jenny Wood

Ben Browning

Everyone

Kris Holland

Panel Members

Will Astbury

Everyone



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## 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



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

**oyster**

**protiviti**<sup>®</sup>  
*Global Business Consulting*

 **Fruition**

 **Robert Half**<sup>®</sup>

**QX**

 **harnham**

**vgc**

**auxo**

**SOURCE  
FLOW**

**XCE**

**enablis.**  
THE POWER OF POSSIBILITY

*understanding*  
RECRUITMENT  
TECHNOLOGY & SOFTWARE SPECIALISTS



**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





## Attraction & Visibility Goals

- Website traffic
- LinkedIn followers
- Impressions
- Qualitative feedback



## Engagement Goals

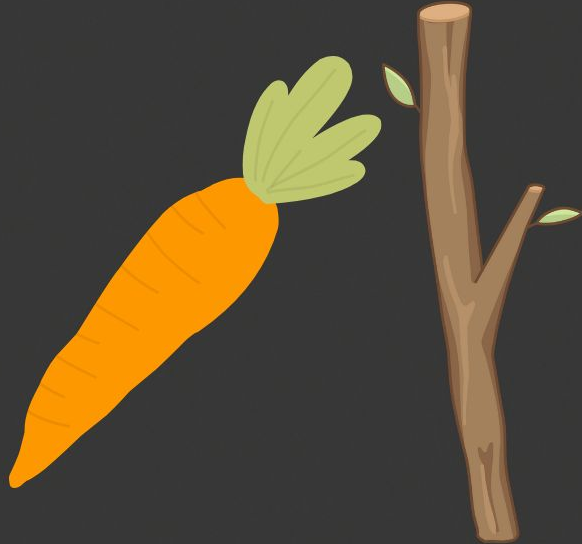
- MQLs - community members
- Webinar sign ups
- Downloads of high value content
- # of pieces created and published



## 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



**This is not a useful sauce**





**This is not a useful source**



**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:



**Connect  
with me**

**Kris Holland**

kris@kitto.uk





KITTO

# 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, RESTACK

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SIGN UP TO  
WEBINAR**



# Questions?



[www.weare\*\*kitto\*\*.com](http://www.wearekitto.com)

**Recruitment** is a **marketing** job



**Kitto**

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**Recruitment** is a **marketing** job



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





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