

**Due North's Marketing Maven Guide Service is a proven 8 step process that is designed to *quickly* bring your organization *top marketing talent* that uniquely fits your role, culture and organizational needs.**

**1** Exploration Session: In-depth learning about your needs and the key features of your opportunity to sell to top marketing talent.

**2** Guide Map: Develop a comprehensive plan to get your role in front of the top talent you want. The plan will leverage years of industry experience, marketing and search experience and how to recruit top talent from a variety of sources.

**3** Marketing Maven Magnet: Your Marketing Talent Guide will leverage extensive proprietary databases and will directly reach out to hard-to-find top marketing talent. We will never have junior recruiters that do not understand the industry and function to call upon top candidates and ruin your employment brand.

**4** Marketing Mastery Assessment: We contact and assess the identified set of top talent and present to you those that are only the best of the best. Then we share a detailed presentation on how and why these candidates were selected.

**5** Marketing Interview Mastery: We work with you to develop an interview process that helps you to better assess the talent. In addition, we help prepare the candidates to tell their story so you can get a full understanding of the talents they can bring to your organization. Most search firms never pursue this step as they have no idea what the role does and thus no context or content to help the candidate prepare.

**6** Marketing Guide Map Review: Our process thrives on status reports and regular reviews to discuss candidates in process, interview results and adjustments to your intended target. Many of our competitors will simply give up on the search or treat it as a new search complete with new fee obligations.

**7** Landing the Big One: Once you have your top pick, we ensure they are excited by the role and are a fit for your compensation needs. We work with you to structure an offer that meets both your needs and those of your chosen candidate.

**8** Top Talent Retention Program: We follow-up with all placed candidates at 30, 60 and 90 days to ensure their retention and successful onboarding. In addition, we offer a 1-year replacement guarantee.