



How to Use LinkedIn Recruiter to Run an MPC Campaign

*A Battle-Tested Playbook for Lead
Generation Success*



Introduction



Getting Started with Outbound Marketing for Recruiters

Ready to win clients through outbound marketing but unsure where to start? This playbook outlines a step-by-step process that scales up or down to keep your agency thriving, even in challenging markets.

This guide focuses on MPC (Most Placeable Candidate) marketing—an effective, time-tested strategy to help you build relationships by solving hiring problems first.



What is MPC Marketing?

*Market your best “**Most Placeable Candidates**” (MPC) to prospective clients in a highly targeted way. You’re solving a hiring problem upfront—an excellent way to start a relationship with a company.*

THREE CONDITIONS FOR SUCCESS

Position Difficulty: The role is tough for the company to fill.

Willingness to Work with Agencies: The company is open to agency partnerships.

Right Candidate Fit: Your MPC genuinely meets the role requirements.

REASONS WHY MPC MARKETING SOMETIMES FAILS

The role isn’t hard enough to fill, so the client won’t pay a 25% fee.

The client has had negative agency experiences and isn’t open to partnerships.

The candidate presented doesn’t truly fit the client’s needs.

Building Your Set of MPCs



STEP 1: CHOOSE THE RIGHT MPC

Before you start, make sure your MPC is desirable. Ask, “How hard is it to find a candidate of this caliber right now?”

Example Analysis: High-demand roles, like .NET developers, increase your chances of interest. Run a quick search on LinkedIn Jobs and filter postings from the last 24 hours to gauge the demand.

Creating a Prospect List in LinkedIn Recruiter



STEP 2: USE LINKEDIN RECRUITER TO BUILD YOUR PROSPECT LIST

Your objective is to find hiring managers and decision-makers who would value your MPC. Using Boolean operators in LinkedIn Recruiter helps you create a targeted list.

Recommended Filters:

- Industry
- Job Title
- Company Size
- Location
- Keywords (Boolean search)

Exporting & Automating Outreach with Talin



STEP 3: STREAMLINE YOUR OUTREACH WITH TALIN

With your LinkedIn Recruiter list:

- **Export** the list through Talin.
- Talin automatically finds verified emails and sequences a LinkedIn + email campaign.
- **Create Campaign:** Set up a LinkedIn and email campaign targeting your MPC prospects.
- **Turn It On:** Start your outreach and track results as leads come in.

Watch a Demo: [Using LinkedIn Recruiter to Market MPCs](#)

Expected Results & Metrics



STEP 4: SETTING REALISTIC GOALS

Reach 300—400 hiring managers weekly, aiming for:

- **Reply Rate:** Around 5% (15—20 replies weekly)
- **Meeting Conversion:** About 30% of replies convert to meetings, totaling 4—6 meetings per week.

This scalable process creates a steady flow of warm leads and booked meetings.

Overcoming Common Pitfalls



CONSISTENCY & PATIENCE ARE KEY

Many agencies quit after one or two campaigns. But achieving results takes time, testing, and persistence. The opportunity lies in sticking with it.

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This playbook is designed to build a consistent, scalable client acquisition system. Take it one step at a time, and remember, persistence pays off.



DFY MPC Marketing by ReqRep

We Just Handed You Our Secret Playbook—Here's Why

**You now have the exact playbook we use to help agencies
4X their client acquisition.**

So why reveal our most powerful strategy?

**Simple. Because we believe ambitious firms deserve results,
not roadblocks.**

But if you're ready to skip the legwork and start winning, ReqRep is here to
make it happen—fast.

What We'll Do for You:

- **Quadruple Your Lead Generation:** Send your MPC to 4X more highly relevant prospects weekly.
- **No Cold Calling, Only Warm Leads:** Spend 100% of your time talking to qualified, interested prospects—more qualified conversations = more new clients.

**We Handle the Heavy Lifting; So You Focus on Closing
Deals, Not Chasing Leads.**

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10