



How to Use Sales Navigator to Run an MPC Campaign

How to scale-ably market candidates to hiring managers (and win more job reqs)



Introduction



Outbound marketing to win new clients can feel overwhelming if you're starting from scratch. In this playbook, we'll show you a repeatable process that your team can use to bring in a steady stream of fresh leads, scaling it up or down as needed to ensure your agency thrives in any market.

We'll dive into MPC (Most Placeable Candidate) marketing—one of the most effective client acquisition strategies. Many agencies struggle to scale it, but this guide will walk you through a process that works.



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 reaching out, ensure your MPCs are genuinely desirable. Ask, “How hard is it to find a candidate of this quality in the current market?”

Example Analysis: If you’re targeting roles like .NET developers (high demand, low supply), your candidate is likely to spark interest. Run a quick search on LinkedIn Jobs and filter postings from the last 24 hours to gauge market demand.

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Creating a Target Company List on Sales Navigator



STEP 2: SET UP SALES NAVIGATOR FOR SUCCESS

Go to the Accounts Tab: Use the filters below to narrow down companies:

- Industry
- Company Size
- Job Opportunities (Toggle “Hiring on LinkedIn”)
- Headquarters Location
- Keywords (use Boolean search)

Save to an Account List: Identify companies that would value your MPC and save them to an account list in Sales Navigator.

Building a Lead List



STEP 3: FIND YOUR TARGET AUDIENCE WITHIN EACH COMPANY

Navigate to the Lead Tab: Select “See All Filters” and choose your saved account list.

Add Relevant Filters:

- Seniority Level: Broader scope
- Job Title: Targeted outreach to HR and managers directly related to your MPC’s function.

Exporting & Automating Outreach with Talin



STEP 4: STREAMLINE CONTACT WITH TALIN

After building your lead list in Sales Navigator:

- Export it through Talin.
- Talin gathers email addresses and sets up a LinkedIn + email outreach sequence.

With Talin, you can export the entire lead list, find their email, and automatically sequence a LinkedIn + Email campaign to market our MPC to this list.

Watch the Full Process: [Talin's BD Playbook for Agencies](#)

Expected Results & Metrics



STEP 5: SETTING REALISTIC GOALS

Target 300—400 hiring managers weekly. After refining, aim for:

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

Imagine how powerful it is to have a process like this that you know works, that you can turn on and off - **on demand.**

Conclusion: Your Next Steps



CONSISTENCY & PERSISTENCE ARE KEY

Agencies fail at this for two reasons: They don't know where to start, or they quit too early.

It took us years to figure out how to effectively craft outbound sales programs. Too many agencies we've seen quit after one or two campaigns.

Expect trying, testing, and failing for a while if you're going to pursue this - **if this was easy, every agency would be doing it.**

Good luck,
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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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