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## So what is **EMAIL MARKETING**?

- Email "blasts"
- Newsletters
- Personal emails
- Social messaging
- Service notifications
- Auto responders



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## Has email marketing lost its **IMPACT**?

"On Wednesday we sent out our first mailing using Haley and received **4 confirmed job orders** within 4 hours. In each case one of the 8 candidates was specifically named as the person they would like to have come in for an interview."



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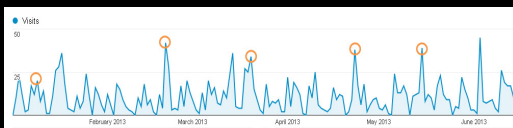
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## The **HIGHEST ROI** marketing tool



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## Four Keys to Successful Email Marketing

- Content
- Subject Line
- Design
- Deliverability



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## Content Is King!

What is Content Marketing?



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## Content Is King!

"Marketing is telling the world you're a rock star. **Content Marketing** is showing the world that you are one."

-Robert Rose CMI



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## Content Is King!

- Tell your story
  - Who is XYZ Staffing
  - What makes XYZ Staffing unique
  - What type of people work at XYZ Staffing



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## Content Is King!

- It's not about you!
  - A problem your customer has
  - Talk about the customer problem not yourself
  - How can you relate to the customer



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## Content Is King!

**"Sell something and you make a customer today. Help someone and you create a customer for life."**  
**-Jay Baer**



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## Content Is King!

- Develop Your Brand
  - If you don't provide your brand to consumers, they will make it up themselves.
  - Likes and Followers don't build a brand...content does!
  - As Social Media use increases, brand preference decreases.
  - What does your social media, website, blog and email marketing say about your brand?




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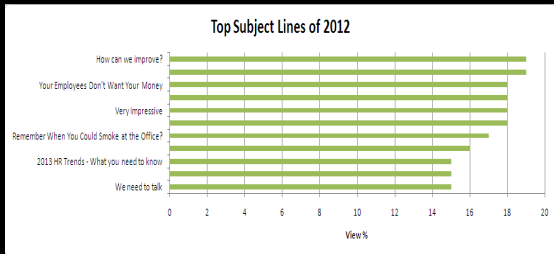
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## How to get your email opened Subject Lines




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## How to get your email opened

<u>Old Version</u>	<u>New Version</u>
Want to get hired, improve your listening skills	Shut up and listen?
Conducting reference checks	Have you ever lied on a reference check?
Why are exit interviews important?	Before you go...
Employee retention tips	You're fired




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## Mobile Revolution

In 2011, 16% of emails were opened on a mobile device (iPad, tablet, smartphone, etc.)

In Q2 nearly 50% of emails were opened on a mobile device!\*

\*According to Experian Marketing Services



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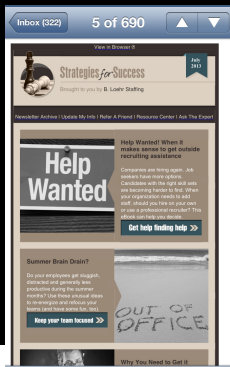
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## Mobile Revolution



Is your email mobile friendly?

- Subject lines
- Less is more
- Readability.
- Choose background colors wisely
- Call to action front and center
- If all else fails — always include a "view as web" link



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## Maximize your Results!

Build a Questionable Email List

- Scraping data
- Purchasing "opt-in" lists
- Data appending
- Jigsaw & other data services
- Trading lists
- Facebook
- Resumes



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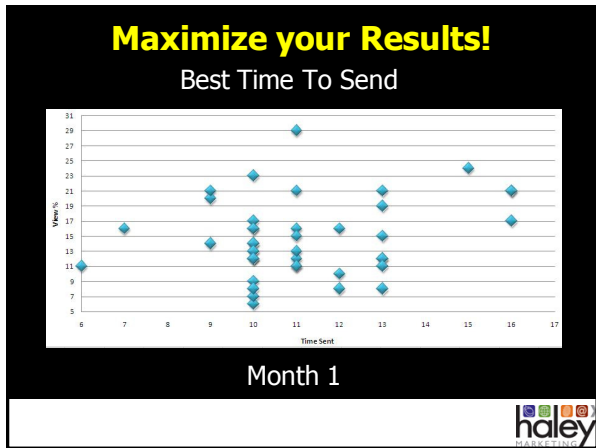
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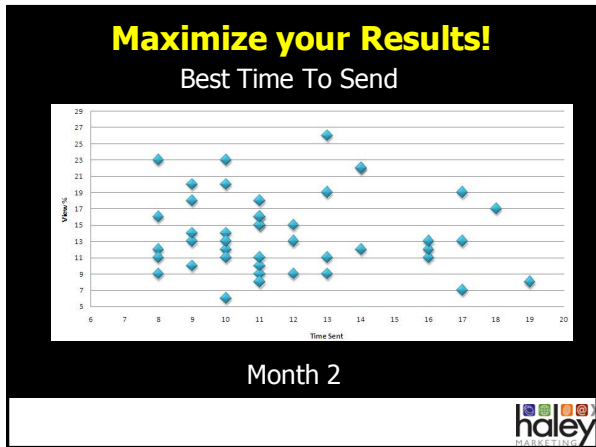
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## Maximize your Results!

[Get this eBook](#)

### Win the War for Talent in Today's Economy

Recent statistics reinforce that while hiring remains sluggish, finding and keeping qualified, skilled workers is getting tougher. If you want to win the war for talent, read this eBook. It examines the true cost of turnover and outlines today's best selection strategies, geared to the unique needs of each of your workforce segments.

## Lead Generation

Fill out the form below to download this eBook.

Name \*

Company

Email \*

Phone

[Submit](#)

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## Maximize your Results!

Integration with sales

- Call
- Drop off
- Training





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## Maximize your Results!

Integration with social media

### When is the best time to send an email??

Month 1




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## Maximize your Results!

Blog

### Ask Haley

**Step 17** INFOGRAPHIC: When is the best time to send an email? - Email marketing for staffing

by Todd Lewandowski

One of the first questions we get from a new email marketing client is, "when is the best time to send an email?" To be honest it's really a trick question.

When is the best time to send an email??

**ideallab**

Exclusive access to eBooks, webinars, whitepapers and more.


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Search for:

[Search](#)

**CATEGORIES**

- [Ask Haley](#)
- [Content Marketing](#)




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## Maximize your Results!

### Facebook



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## Maximize your Results!

### LinkedIn



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## Maximize your Results!

### Segmentation

- By industry, job discipline, or relationship
- Response lists/non-response lists



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**Take Home**



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**Take home**

- If you are not already doing email marketing, get started **NOW**.
- Create a **PLAN**.
  - Goals, Content, Calendar
  - How you will measure results
- Choose a **PARTNER**.



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**Take home**

- Design **Mobile Friendly TEMPLATES**.
- Produce **CONTENT**.
  - Keep it relevant, useful, entertaining
  - Determine your offers
- Test. Test. **TEST**.



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## Take home

- Think **Outside the Inbox**
  - Integrate with social media
  - Integrate with blog



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Coming Next:  
Staffing World 2012 Recap  
Thursday, October 24, 2013 at 2 p.m. EDT  
Reserve your seat today!  
[www.lunchwithhaley.com](http://www.lunchwithhaley.com)

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The **only** educational email marketing system  
created for the staffing industry

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## Staffing & Candidate Resource Centers

**Staffing Resource Center**

- Best of the Web**  
Quick links for exceptional sites offering information to help you manage your staffing function.
- Staff Practices**  
Reduce personnel costs, improve productivity, and get more done with these best practices for staffing your company.
- Recruitment**  
Summaries of best sellers and cutting-edge content.
- Employment Law**  
An overview of the most important employment law issues.
- HR Essentials**  
A crash course in Human Resources management.
- Tools**  
Forms and guides to keep your staffing process on track.

Search by keyword:

[Back to the top](#)

**Candidate Resource Center**

- Best of the Web**  
Quick links to exceptional sites offering information on all aspects of your career.
- Land That Job**  
Tools to help in all aspects of your job search process including resume tips, interview skills, and more.
- Harvesting Your Career**  
Help with finding the career path that's right for you.
- On the Job**  
How to be dealing with the many issues that come up throughout your business day.
- Personal Success**  
Tips on how to improve all aspects of your life and achieve the highest level of success.
- Work-Life Balance**  
Are your work and home lives pulling you in opposite directions? Here are some tips to help achieve that sought after balance.

Search by keyword:

[Back to the top](#)

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**Call today and mention Lunch with Haley  
and receive FREE set-up on Standard HaleyMail!**

**1-888-696-2900**

This offer expires 10/31/2013

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