







What is a BLOG?

A type or part of a website usually maintained by an individual that shares regular news, commentary or updates.



Blogging in 2012



Source: Blogging.org



Blogging in 2012



Source: Blogging.org



This is great, but why should a staffing firm care?

Inavero found the most common source of information your prospects use to evaluate you against competitors is **your website**.

BUT...



Brochure-ware websites are no longer good enough!

Inavero's research found **your** clients and prospects want:

- Industry specific staffing trends
- Current salary information
- Quarterly hiring trends by region
- Job candidate hiring trends
- White papers & best practices



Ok, now I see why people blog.

Let's talk about how to apply this for my firm.



Attract clients

Your clients are looking for answers & solutions:

- Healthcare reform
- How to do more with less
- How other companies solved the same problems they have (case studies)
- Current salary information
- Retention tips and best practices



Search forums for blog topics

- Pre-Interview assessments
- Employee orientation
- Internal interviews
- Welfare/Unemployment practices
- Recruiting

Topic	Last message	View count
Interviews interesting for the candidates within same business unit processes - 09/29/2010, 04:56 pm	Interviews interesting for the candidates within same business unit processes - 09/29/2010, 04:56 pm	151
Looking for Job Opportunities in HR/Recruitment	Looking for Job Opportunities in HR/Recruitment	118
Pre-employment Assessments (Bhargava) - 09/19/2009, 02:23 pm	Pre-employment Assessments (Bhargava) - 09/19/2009, 02:23 pm	39
HR Retention	HR Retention	55
Best Welfare Practices Award - 04/29/2007, 04:56 am	Re: Best Welfare Practices (Bhargava) - 09/19/2009, 07:34 pm	252
Alberta Labour Crisis (17/06/2010) - 09/19/2009, 11:49 am	Re: Alberta Labour Crisis (Bhargava) - 09/20/2009, 11:09 pm	376
Recruiting from the crib?	Re: Recruiting from the crib? (17/06/2010) - 10/09/2009, 02:11 am	1837
Employee Orientation and Productivity	Re:Employee Orientation and Productivity (17/06/2010) - 09/20/2009, 06:38 am	822



Attract candidates

If you want better talent, you need the right bait to lure successful people to you.

- Salary information
- Outstanding job opportunities
- Interview questions and how to answer
- Industry specific content
- Share success stories (employee testimonials)
- Employee of the month
- Announce referral contests



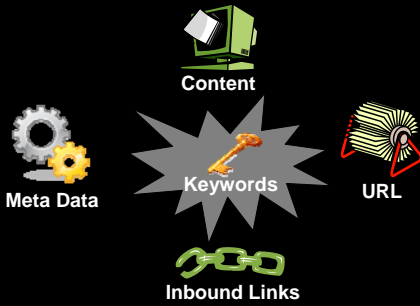
Improve your search engine rankings

Blogging allows you to:

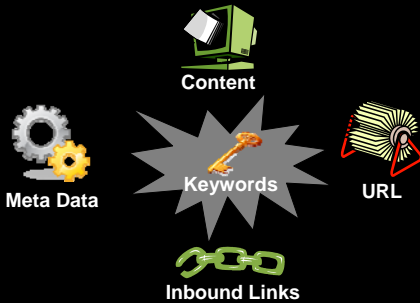
- Continually add fresh and relevant content to your website.
- Increase the overall number of pages in your website.
- Attract the attention of the search engines; your site will be indexed more frequently.
- Include specific keywords in key areas.



A Closer Look at SEO



Blogs Let You Control All of These Key Elements



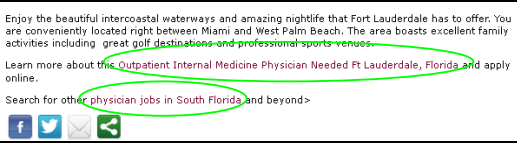
Blog Title & Content



Include keywords throughout.



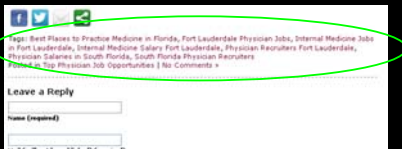
Links



Using keywords in your link text and linking to other pages in your website can pass "link authority" and increase the chances your site ranks well in searches.



Tags



- Organize content for the user
- Allow you to add more keywords
- Create a TON of new entry points for your site



One post = much more!



One blog post created seven unique pages optimized for a variety of search strings:

- Best Places to Practice Medicine in Florida
- Fort Lauderdale Physician Jobs
- Internal Medicine Jobs in Fort Lauderdale
- Internal Medicine Salary Fort Lauderdale
- Physician Recruiters Fort Lauderdale
- Physician Salaries in South Florida
- South Florida Physician Recruiters





So you've attracted the right people, what's next?



Once you've developed blog content, leverage it!

- Email newsletters
- Local newspaper columns
- Trade association newsletters
- LinkedIn Groups
- Social bookmarking sites:
 - Digg
 - Delicious
 - StumbleUpon
- Social media



Step 1: Define Your Target Audience


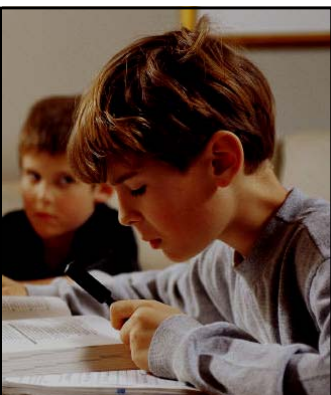
Who will you target?

- Prospects
- Current clients
- Candidates
- Specific industries
- Specific types of decision makers



Step 2: Do Your Homework

- Check out your competition. Do they have a blog? What information are they sharing?
- Ask your clients, prospects and candidates what their biggest problems are.
- Use forums and groups on LinkedIn to listen.



Step 3: Plan Your Content

Brainstorm a list of topics:

- **Clients:**
 - Salary data
 - Hiring trends
 - Case studies
 - Employment law
 - Local/industry events
- **Candidates:**
 - Salary data
 - Job hunting tips
 - Hot jobs
 - Employment trends
 - Local job fairs/events



Step 4: Plan Your Calendar

The biggest challenge is finding the time to blog.

- Set a goal to add one or two new posts each week.
- Get your entire staff involved so the burden isn't on one person.
- Assign specific people to contribute each month.
- If you're short on time (or writing talent) outsource it!



Step 5: Choose your blogging platform

Whatever you choose, make sure the blog content resides on your domain:

- **Don't use:**
yourblog.wordpress.org
- **Do use:**
yourblog.yourwebsite.com
www.yourwebsite.com/blog



Step 6: Be active



Source: Blogging.org



Case Studies

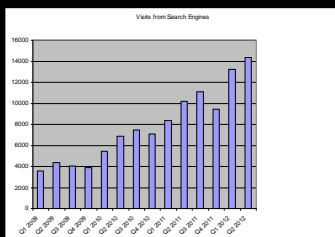


"Over the course of the last year we have analyzed all of our recruiting efforts to determine our most effective recruitment channels. We looked at not just total number of applications, but how many physicians we actually placed on assignment to determine our ROI. **Our job board and blogging services from Haley Marketing Group have generated the highest return of all our recruitment activities.** In fact, the results are nearly double most other sources."

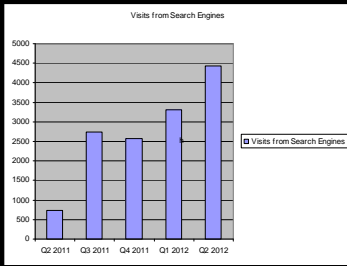
Tim Devereux
Integrity Healthcare



Case Studies



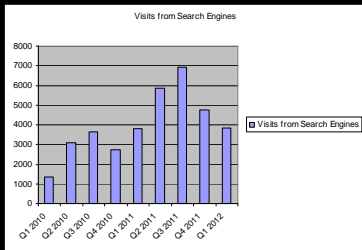
Case Studies



Accounting and Finance firm in New England increased search engine traffic by over 500% in a year!



Case Studies



Industrial staffing firm in Texas blogged through Q3 of 2011 then stopped.



Questions?

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Coming Next:
Email Marketing Success for Staffing
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Reserve your seat: www.lunchwithhaley.com
