



I am **NOT** a fan...
of cold calling.



haley
MARKETING

How to go **16 YEARS**
without making a cold call.



haley
MARKETING

Does it work in **STAFFING?**



haley
MARKETING

Does it work in **STAFFING?**
 In a word, "YES".

So what is **CONTENT MARKETING?**

Content Marketing **DEFINED**

According to the Content Marketing Institute:

“Content marketing is a method of marketing involving **creating and distributing relevant and valuable content** to attract, acquire, and engage a clearly defined and understood target audience – **with the objective of driving profitable customer action.**”

Pop QUIZ

Which of these are Content Marketing?

- Employment law webinar
- New sales brochure
- Email newsletter
- Top candidates email
- Salary survey
- Article on workforce planning
- Press release about your firm
- Video about your firm's mission
- Video about how to interview
- Sales call
- Dropping off an article on hiring
- Postcard mailing
- Free consultation
- Salary survey
- Article on workforce planning
- Sell sheet about clerical staffing
- eBook on workforce planning
- Company blog



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- Video about how to interview
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- Postcard mailing
- Free consultation
- Salary survey
- iPad presentation about your firm
- Sell sheet about clerical staffing
- eBook on strategic staffing
- Company blog



Definitely
Maybe
Probably not



How does it WORK?

Content marketing is about education.









Step 2: Add the content to your website

The screenshot shows the Haley Marketing website's landing page for the 'Email Marketing' guide. The page features a navigation menu with 'SERVICES', 'FREQUENTLY ASKED QUESTIONS', 'OUR WORK', 'WHY HALEY', and 'CONTACT US'. The main content area is titled 'Email Marketing' and includes a sub-header 'Break through the Clutter.' Below this, there is a list of bullet points and a 'Download eBook' button. To the right, there is a graphic of the eBook cover titled 'BREAKING THROUGH THE CLUTTER: A Guide to Email Marketing for the Staffing Industry'. The footer contains social media icons, the phone number 1.888.696.2900, and the Haley Marketing logo.

Email Marketing Guide landing page:
<http://www.haleymarketing.com/idealab/ebooks/email-marketing/>



Step 3: Promote your content

The slide features a list of promotional methods on the left and a silhouette of a person shouting into a megaphone on the right. The Haley Marketing logo is in the bottom right corner.

- Email
- Social messaging
- Social sharing
- SEO
- PPC
- Get others to share your stuff
- Pick up the phone
- Direct mail
- Email signatures
- Business cards
- Feature content on your website



Step 4: Repeat. Repeat. Repeat.

The slide features three identical analog stopwatches arranged horizontally. The Haley Marketing logo is in the bottom right corner.



ESSENTIAL TOOLS



TOOLS: The essentials

- Website
- Blog
- Email
- LinkedIn
- Phone
- A starting piece of content
- A plan!



TOPIC IDEAS



Topic Ideas: It starts with the client!

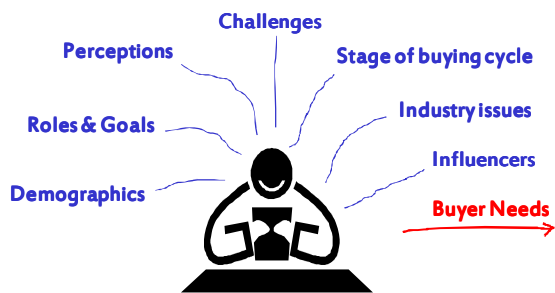
- Staffing problems & solutions
- Hiring and managing specific types of people
- Improving workforce performance
- Reducing personnel costs
- HR issues
- Workforce strategy
- Any topic that matters to your target client!



ADVANCED TOPICS



1. Buyer personas



2. Understanding your value



3. A content curriculum



4. Communication channels



5. CRM integration

The screenshot shows a webpage from PSI Group. On the left, there are three whitepaper covers: 'The Payoff', 'Missing the Mark', and 'The BOTTOM Line on TOP Technical Talent'. The main content area is titled 'Download your FREE copy...' and includes a short paragraph about the value of hiring great hires. Below this is a form with fields for Name, Company, Phone, and Email, and a 'Submit' button. A checkbox option is also present.

6. Creative leverage

The screenshot shows a website layout with several elements connected by orange arrows. On the left is a social media post from 'Ask Haley' featuring a man with an umbrella. In the center is a list of 'CONNECTIONS' with various social media icons. On the right is a stack of books, including 'CREATING A KILLER STAFFING WEBSITE'. At the bottom is a video player titled 'Creating a Killer Staffing Website: Lessons for 2012' by David Seaman. Arrows indicate the flow of creative content between these different platforms.

7. Analytics

The screenshot shows a web analytics dashboard with the following data:

Daily Visits: A line graph showing daily visits from Jan 1 to Jan 22, with values ranging from approximately 10,000 to 20,000.

Traffic Types: A pie chart showing the distribution of traffic sources:

- 25.79% feed
- 24.99% organic
- 23.05% referral
- 14.83% direct
- 7.33% social

Time on Site by Country: A table showing visits and average time on site for various countries:

Country/Territory	Visits	Avg. Time on Site
United States	67,445	00:01:54
United Kingdom	16,948	00:01:37
India	8,882	00:00:58
Canada	6,371	00:01:02
Germany	5,945	00:00:32
France	5,243	00:00:08



Any questions?

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Email marketing
 eBooks
 Whitepapers
 Drop off articles
 Social media marketing
 Web content





Coming Next:
 Managing and Compensating Staffing Sales Reps
 Thursday, January 24 at 2 p.m. EST

Reserve your seat: www.lunchwithhaley.com