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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**?

Did you know...

- 247 billion emails are sent each day.
- Avg. person receives 62 emails per day.
- Avg. inbox contains 2,769 messages.
- In the time it takes to read this sentence, 20 million emails were sent!



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

Yet despite all this...

- 77% of people check email within 5 minutes of turning on their computer.
- 53% of people check email 6 or more times each day.
- Marketing emails generated an ROI of \$583 billion last year.



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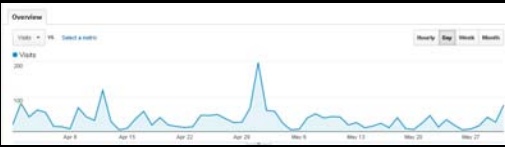
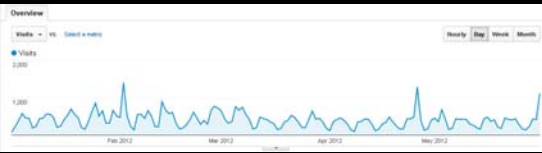
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## The **HIGHEST ROI** marketing tool




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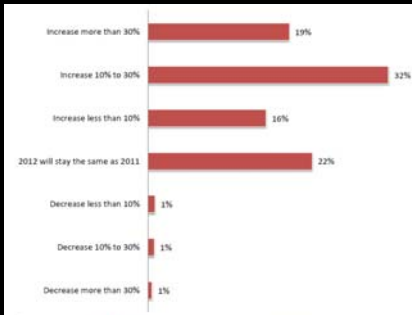
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## Marketers are investing **MORE** this year



Source: Q2011 MarketingSherpa Email Marketing Benchmark Survey  
Methodology: Fielded July 2011, N=2,739




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## Email Marketing in **STAFFING**

- Prospecting
- Client retention
- Recruiting
- Service




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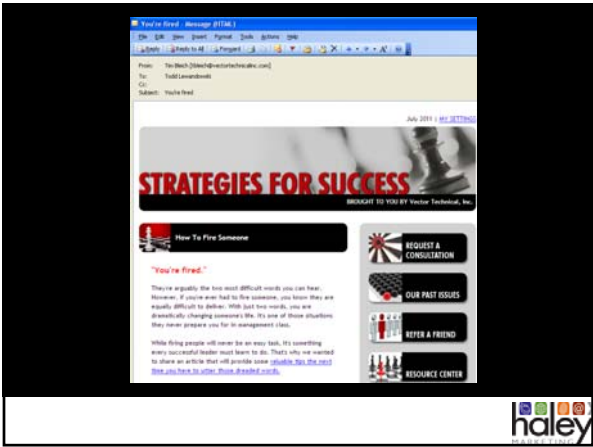
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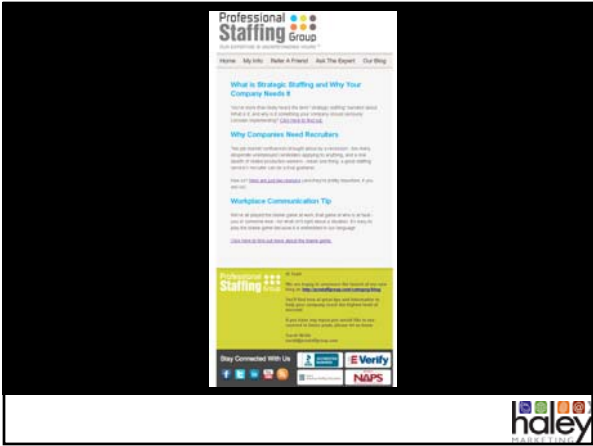
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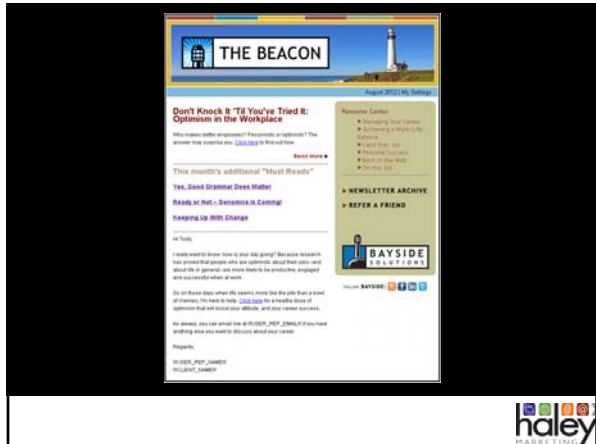
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## Four Keys to Successful Email Marketing

- Content
- Subject Line
- Design
- Deliverability



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## Content Is King!

### Sample Content Topics

- HR Survival Guide
- Hiring Toolkit
- Free eBook
- Employment law updates
- Salary Information
- Surveys



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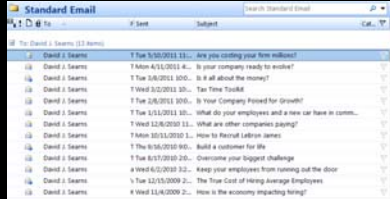
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## How to get your email opened

### Subject Lines



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## How to get your email opened

### Old Version

Want to get hired, improve your listening skills

Conducting reference checks

Why are exit interviews important?

Employee retention tips

### New Version

Shut up and listen?

Have you ever lied on a reference check?

Before you go...

You're fired



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## How to get your email read

### Design for the reader

- Preview pane
- Header
- Body
- Footer
- Mobile



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## How to get your email delivered

### Design for deliverability

- SPF
- DKIM
- Using an ESP



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## Maximize your Results!

### Build a Killer Email List

- Ask on every sales call
- Add opt-in to your website
- Ask for email address on job application
- Encourage email subscribers to refer friends
- Collect email opt-ins at job fairs
- Ask for opt-ins on landing pages
- Call all your old sales leads
- Reconnect with people you placed
- Ask clients who else in their firm would also enjoy your emails
- Add a voice mailbox so that people who call after hours can request info by email



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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



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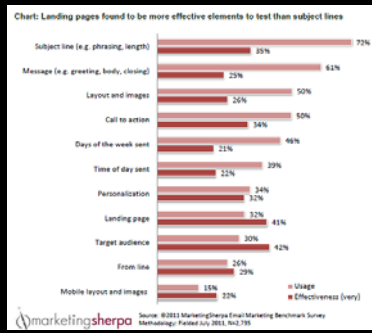
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## Maximize your Results!

### Testing

- Subject Line
- Graphics vs. Text
- Day & Time
- Offer
- Format




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## Maximize your Results!

### Offers

- Freebies
- Event Invitation
- Consultation
- Promotion
  - Discount
  - Limited Time
  - Package Deals




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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

Share an update

Attach a link

Most Popular Discussions

Are your recruiting "follow up" skills where they should be? As a recruiter (whether retained, contingent, corporate, executive search, or independent), there is "No Acceptable Excuse" for not following up. Recruiters Need to Follow Through | The Fortyce Letter

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## Maximize your Results!

Integration with social media

Recruitment Beyond

Recruitment Trends

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



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## What's trending in 2013

- Mobile Designs
- Integration with Social Media/Blogs
- Enhanced Content
- New Designs???



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Coming Next:  
Staffing World 2012 Recap  
Thursday, October 25, 2012 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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**@haley mail**

**CAREER CLUB**

**What you get:**

- Client newsletter
- Candidate newsletter
- InstantMail
  - eCards
  - Top candidates
  - Hot jobs
  - Staffing education
- Print articles

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**@haley mail**

- Staffing Resource Center
- Candidate Resource Center
- Real-time results
- A Marketing Advisor dedicated to your success

**Reports**

Job Title	Start	End	Revenue	Cost	Margin	Days to Fill	Status	Rate %
...	...	...	...	...	...	...	...	...
...	...	...	...	...	...	...	...	...
...	...	...	...	...	...	...	...	...
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*HaleyMail will help you PROVE your value!*

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**@haley mail**

**SAMPLES**

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**Staffing & Candidate Resource Centers**

**Staffing Resource Center**

- Back to the Top**
- Recruitment**  
Take time to understand what offering information to help you manage your staffing function.
- Recruitment Costs**  
Reduce personnel costs, improve productivity, and get more done with these best practices for staffing your company.
- Recruitment Law**  
A comprehensive overview of best practices and cutting-edge trends.
- Recruitment Strategy**  
An overview of the most important areas.
- Recruitment Tools**  
A high-impact Human Resources tool.
- Recruitment Tips**  
Tricks and pointers to keep your staffing process on track.

Search by keyword:

[Back to the Top](#)

**Candidate Resource Center**

- Back to the Top**
- Recruitment**  
Take time to understand what offering information on all aspects of your career.
- Recruitment Costs**  
Reduce personnel costs, improve productivity, and get more done with these best practices for staffing your company.
- Recruitment Law**  
A comprehensive overview of best practices and cutting-edge trends.
- Recruitment Strategy**  
An overview of the most important areas.
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Tricks and pointers to keep your staffing process on track.

Search by keyword:

[Back to the Top](#)

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**All new for 2013**





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

**1-888-696-2900**

This offer expires 10/31/2012

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