

*Your patience is appreciated...*



*...Lunch with Haley will be served shortly.*

# Show 'N Tell

Recent work and case studies



**Presenters:**

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# Example #1: Attracting Talent

The screenshot shows the Integrity Healthcare website. At the top, there is a navigation bar with the company logo and name: "INTEGRITYHEALTHCARE Staffing America's Healthcare Needs One Provider At A Time". Below the navigation bar is a "CALL US TODAY (800) 479-5028" button. The main content area features a large image of healthcare professionals and a job posting titled "Block Schedule Hospitalist Job in Miami Florida" dated June 7th, 2012. The posting describes the company's search for skilled physicians and lists the job details: "A two Internist and two mid-level practice in Miami, Florida is looking to hire two to three hospitalists to admit and follow their patients in the hospitals they admit to." The schedule is listed as "Work a 7 day on and 7 day off schedule" and "12 hour shifts". The setting/role is "Growing Multi Specialty".

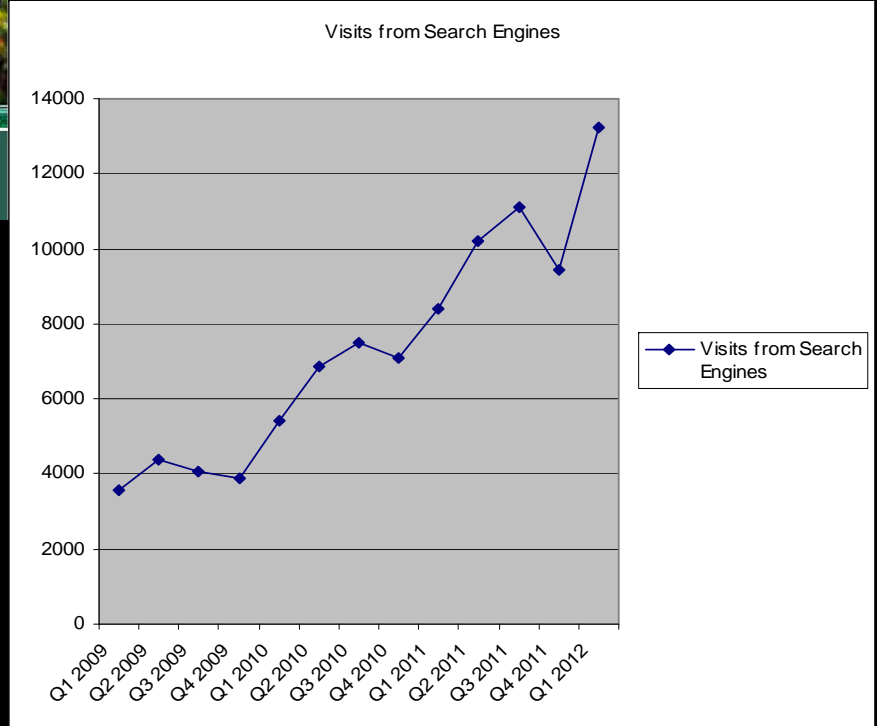
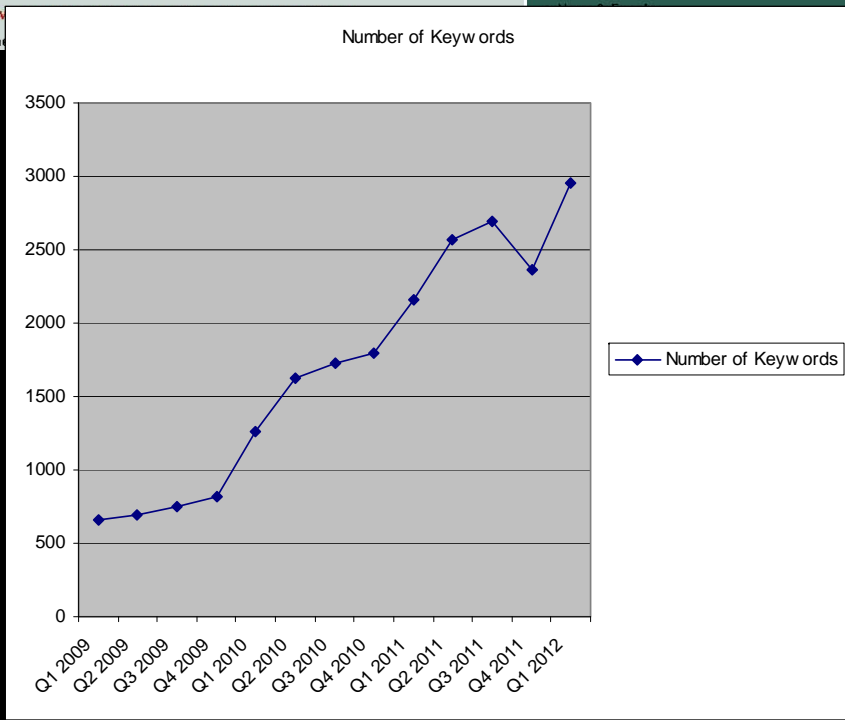
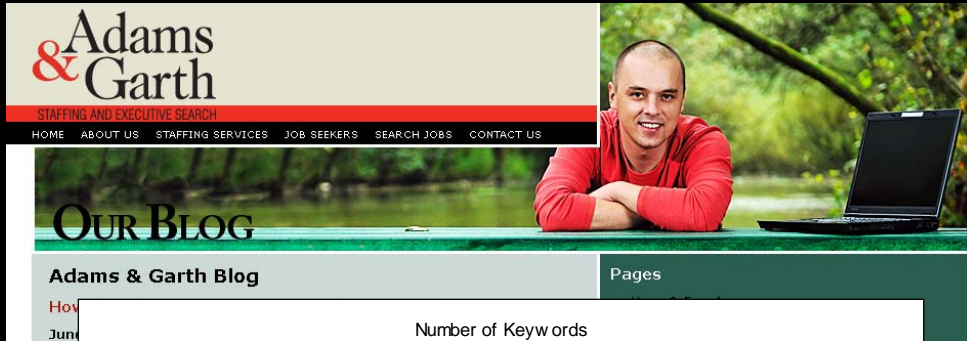
The screenshot shows a Google search results page for the query "Block Schedule Hospitalist Miami, Florida". The search results show "About 422,000 results (0.35 seconds)". The top result is an advertisement from acponline.org/careers titled "Jobs for Hospitalists - Find & Apply for jobs in all States". Below the ad, there are several search results from various sources, including "Block Schedule Hospitalist Position in Miami Florida | Physician ..." and "Block Schedule Hospitalist Opening In Miami, Florida #3400 job".

“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 the 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.”

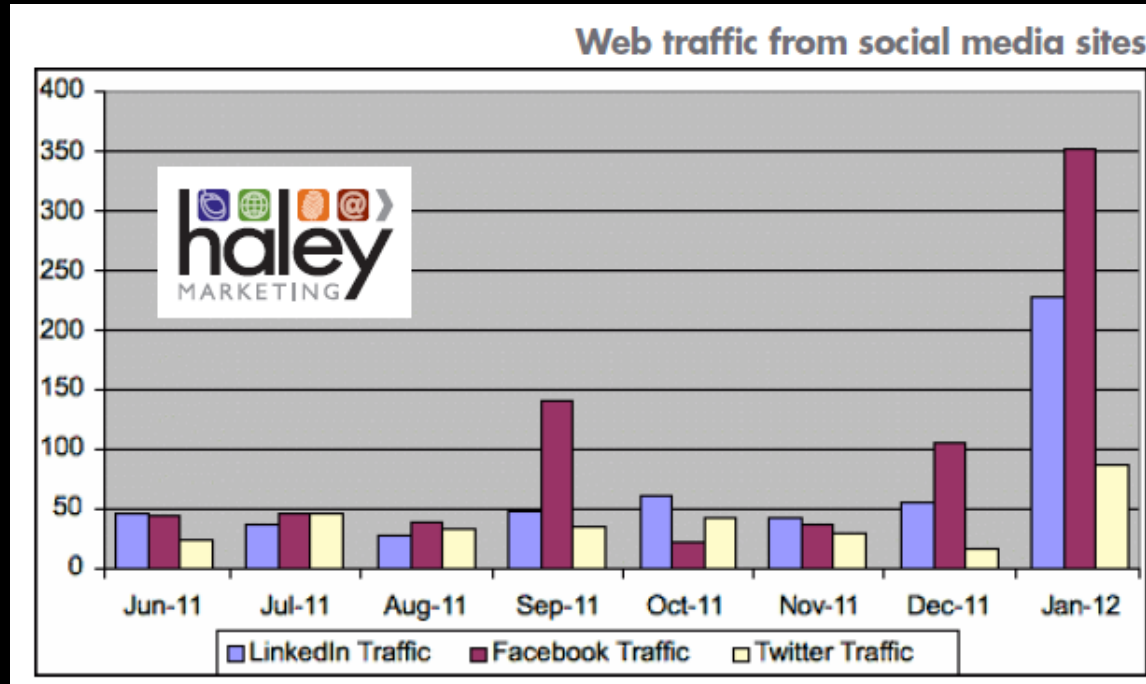
**Tim Devereux, Integrity Healthcare**



# Example #2: Blogging/SEO



# Example #3: Social Sharing



# Example #4: Facebook Timelines

**The Connected Recruiter**

**John Palcisko / AgentHR**  
329 likes

Consulting/Business Services  
Take a Moment and "Like" My Page <http://www.johnpalcisko.com/>

About

**TRIUMPH SERVICES**

We can't find candidates with the skills we need

I want health benefits while on assignment

We need a recruiting process that works...


**Triumph Services**  
33 likes · 1 was here

Employment Agency  
140 East Shore Dr., Suite 101 (East Shore III), Glen All...  
1 804.290.0088  
Add Your Hours

Photos Likes Open Positions Map

# Example #5: Facebook as a Website

**Stand OUT**  
Break through the clutter.  
Stop being treated like a commodity.  
Reach real decision makers.



**haley**  
MARKETING

**Haley Marketing Group**  
855 likes · 13 talking about this · 0 were here

▼ Liked Message

▼ Email Marketing · Marketing Consultant  
6028 Sheridan Drive, Williamsville, NY.  
1 (888) 696-2900  
Add Your Hours

About Photos Start here! Ask Haley Blog Freebies

facebook Haley Marketing Group Start here! ▼ Liked

Don't forget to "Like Us" ▲

**Stay TOP of mind.**  
Nurture relationships.  
Sell your expertise.  
Be the first one to get called.

**Your Company Here.**

**ASK HALEY**  
What is a Google Places page? And why should I care?  
By Brad Smith | Monday, June 11th 2012  
Q: When people go to Google to search for our office, they end up with a very old address. How can I fix this? A: ...  
Read more >>>

**get FREE GUIDES**  
Marketing Best Practices Guide  
Email Marketing Guide  
Killer Staffing Websites  
Staffing Website Optimization

**our NEXT WEBINAR**  
Tuesday, June 19, 2012  
SHOW US TELL with Haley Marketing! See the latest marketing ideas in the staffing industry! Want to ...


**Our Services**  
websites social media newsletters campaigns identity strategy

facebook Haley Marketing Group Our Team ▼ Liked

Don't forget to "Like Us" ▲

**haley**  
MARKETING

**OUR TEAM**



Jari King  
Co-Founder

facebook Haley Marketing Group Jobs ▼ Liked

Don't forget to "Like Us" ▲

**haley**  
MARKETING

**JOBS**

Search Jobs Sign Up Now Login

Please enter your search criteria:

**Keywords:**

**Location:** ALL

**Type:** ALL

**Position:** ALL

**View Description:**  Brief  Detailed


**Begin Searching**

**Get your Personal Job Search Agent!**  
Login to your account (or Sign Up Now for a free account) to automatically be notified of new Jobs that match your search criteria.

Login Sign Up Now















# Example #6: Facebook Contest


 **High Profile, Inc.**  
25 seconds ago

Happy Birthday High Profile! 25 years ago today, we started a great little company that has helped a lot of people find jobs, and a lot companies find great staff!

Flash back to the '80s with us for a chance to win \$100!! Take a look at these pictures of our staff, try to guess who is who and leave your answers in the comments. First person to guess everyone correctly wins a \$100 AMEX gift check!! P.S. you can cheat and read our blog <http://blog.highprofilestaffing.com/see-how-weve-grown/> for some of the answers :) We will announce the winner tomorrow at 4pm.

 1	 2	 3	 4
 5	 6	 7	 8
 9	 10	 11	 12

Like · Comment · Share









 **HIGH PROFILE**  
Hiring Excellence

Placing experienced professionals with Dallas' finest companies.

Home Contact Us Employers Job Seekers

Posted on June 7, 2012 by admin

## See How We've Grown!




Share        

Happy Birthday High Profile Staffing! As we look back over the past 25 years, we're proud to reflect on how far we've come as a company since 1987.

We have had the pleasure of helping thousands of talented office professionals find rewarding work with Dallas-Fort Worth's finest companies. And we have enjoyed creating partnerships with these companies and working with them to grow their businesses through our staffing solutions.

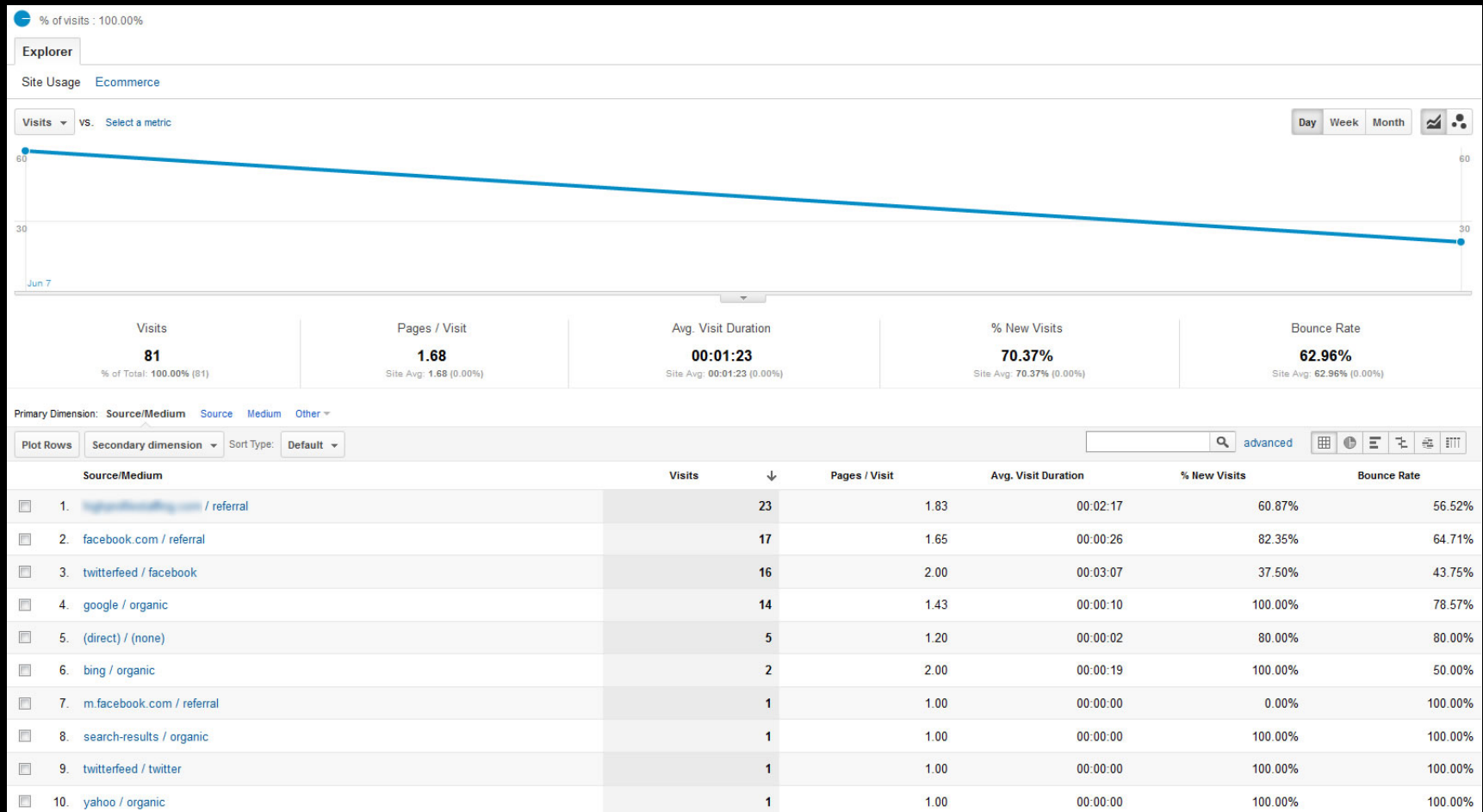
We've weathered the ups and downs of the staffing industry and the economy and are still going strong. We look forward to serving our clients and candidates for many more years to come!

Now, flash back to the '80s with us! As part of our anniversary celebration, we asked our employees to provide us with a picture of themselves from that decade. And they've bravely agreed to let us post them on this blog and on Facebook (in fact, check out our [Facebook page](#) to participate in our "Guess Who?" contest and for a chance to win a \$100 AMEX gift check).

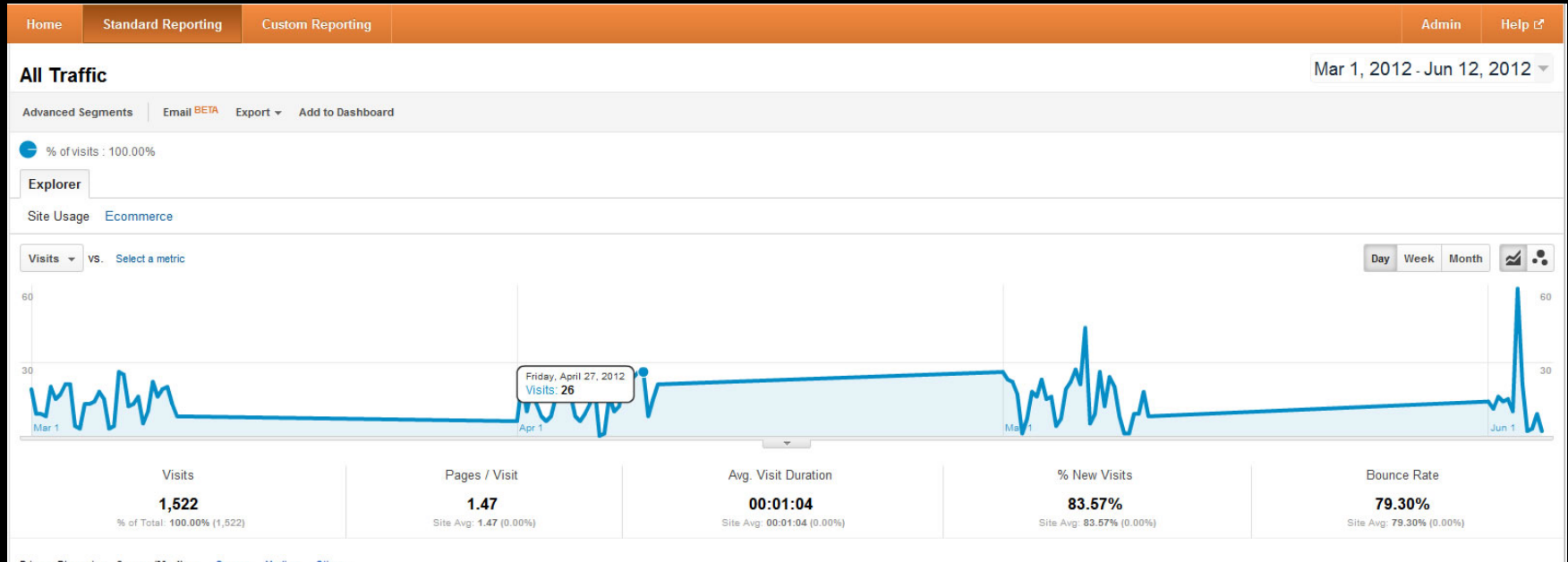
 Amale	 Bronwyn	 Callie
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We hope you enjoy seeing our staff in a different way!

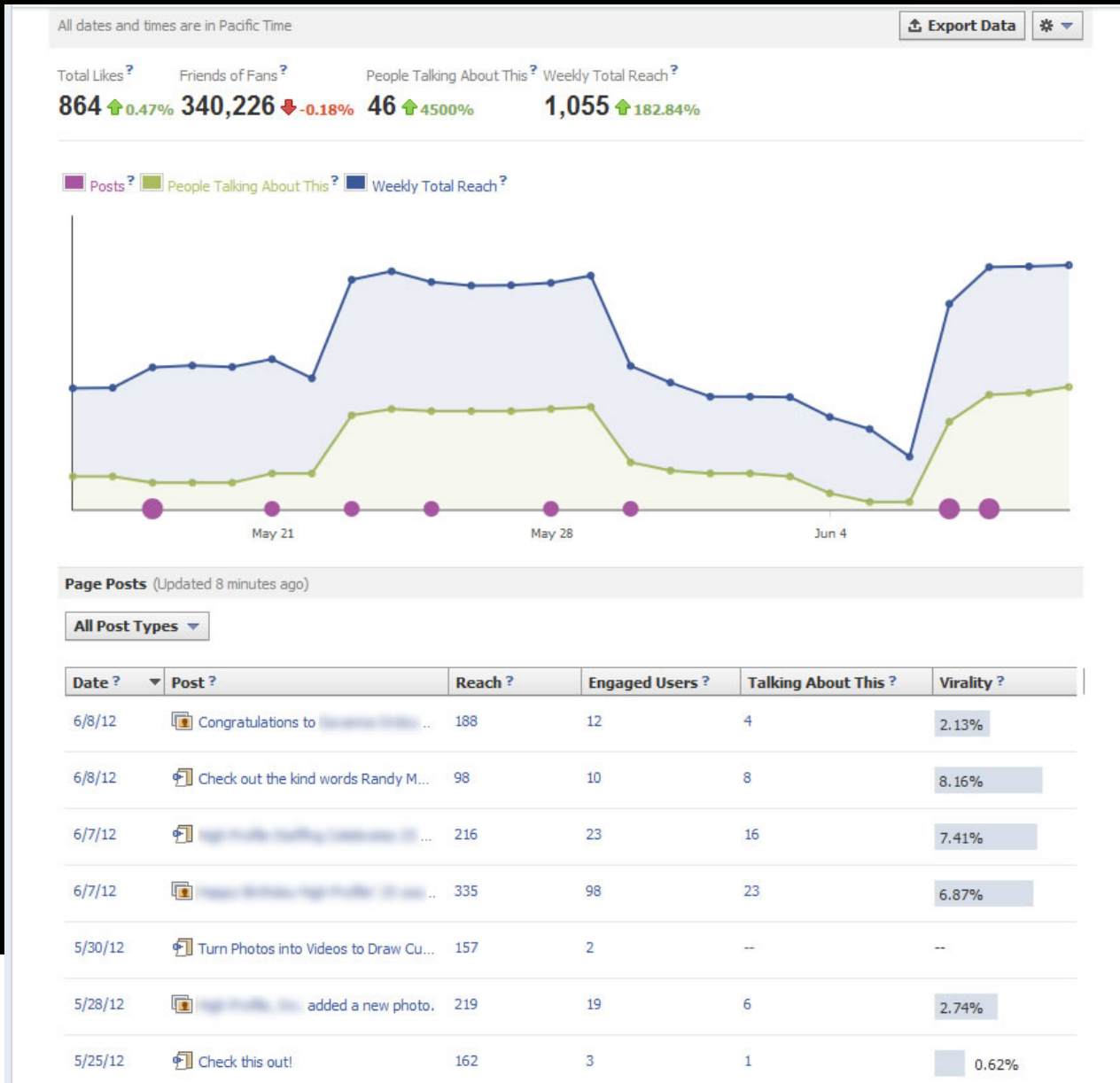
# Facebook Contest Results



# Facebook Contest Results



# Facebook Contest Results



# Example #7: Website Design

COBB  
**PEDIATRIC**  
THERAPY  
services

**Cobb Pediatric is seeking Qualified Speech Language Pathologists, Occupational Therapists, and Physical Therapists!**




Cobb Pediatric Therapy Services is different from other companies because we are owned and operated by speech language pathologists, occupational therapists, and physical therapists – just like you. We understand the unique challenges that come with finding the right fit in a pediatric speech therapy, occupational therapy, and physical therapy job.

Are you looking for a job with a company who is known for its corporate philosophy, its reputation, and the support it provides to therapists? You'll find it at Cobb Pediatric Therapy Services!



**Quick Links**

- ▶ Apply Online
- ▶ Job Openings Email
- ▶ Speech Language Pathologists
- ▶ Occupational Therapists
- ▶ Physical Therapists

Follow us on:    

[Employees](#) [Timesheet](#) [Refer a Friend](#)

Home | [About Us](#) | [Employers](#) | [Careers](#) | [Resources/News](#) | [Contact Us](#) | [Site Map](#)

© 2012 Cobb Pediatric Therapy Services. All Rights Reserved. Site Credits.

# Example #8: Website Design

**CBI GROUP**  
AN OUTSIDE-IN® COMPANY

(877) 746-8450

Home Our Story Solutions Opportunities Knowledge Connect

OUTSIDE-IN® IS CUSTOMER-CENTRIC

We need to hire people fast...

I need flexible talent but I'm not sure I want to own the cost...

We can't seem to find a candidate that is a good fit for our culture...

I need a flexible, temporary solution to complement...

One size does not fit all for outplacement...

We have a business plan but no people plan...

**We Build Recruitment SOLUTIONS**

If you're not sure what the best solution is for your recruitment needs, we can help you. You might be wondering what makes our search practice strategic. Or you might want to know what our managed staffing services entail or how our contract recruiters can assist your HR team. Perhaps you just want the right fit, but aren't sure how to hire for your culture or skill set. We can help you.

**Our Blog**

**June 6th, 2012**  
**Outside-In® is the Power of I...**  
Outside-In® is blowing the customers mind. Every nuance [...]

**May 30th, 2012**  
**Growing Your Business With Ubi...**  
Ubiquity means existing everywhere. In the 1980s, Microsoft [...]

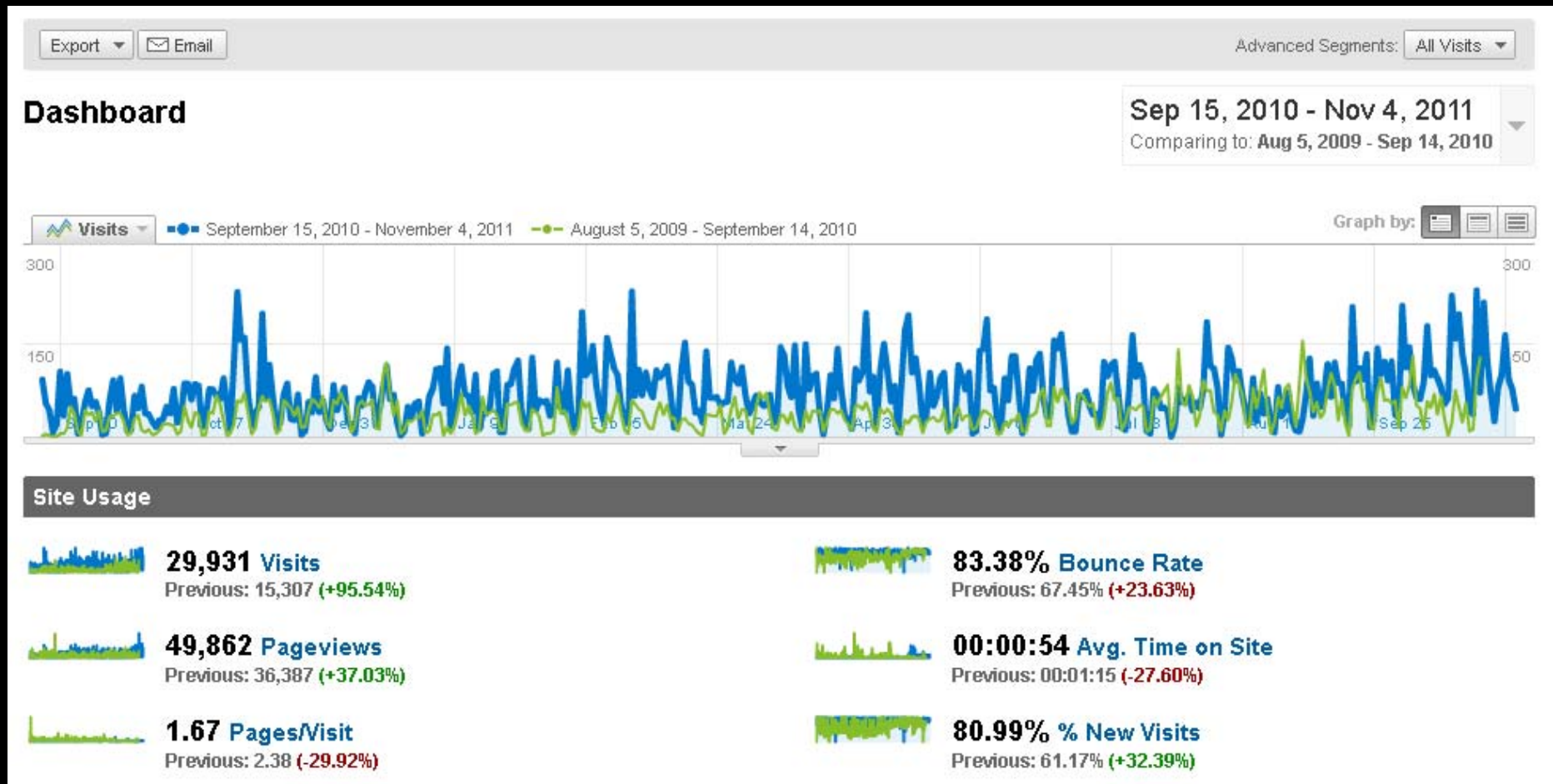
**Latest News**

**May 16th, 2012**  
**Small-firm optimism up; hiring...**  
NFIB index rose in April to 14-month high [...]

**Looking for a JOB?**

If you're currently a job seeker or just curious about what opportunities are available, we have resources just for you. We have a wide array of openings for full time, part time and contract positions across the nation.

# Example #9: Email Marketing



# Example #10: **Top Candidates Email**



ABC STAFFING

Hi Jen,

ABC Staffing wants to simplify your recruiting efforts!

It is our pleasure to present you with our monthly Candidate Highlights!  
On a monthly basis, we will reveal our most talented candidates.

Below is this month's list of superstar candidates. This is only a partial list of top performers we have in a wide variety of disciplines who are ready to contribute to your company's success!

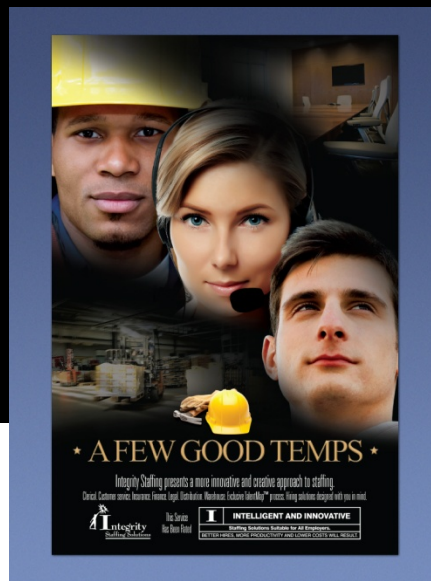
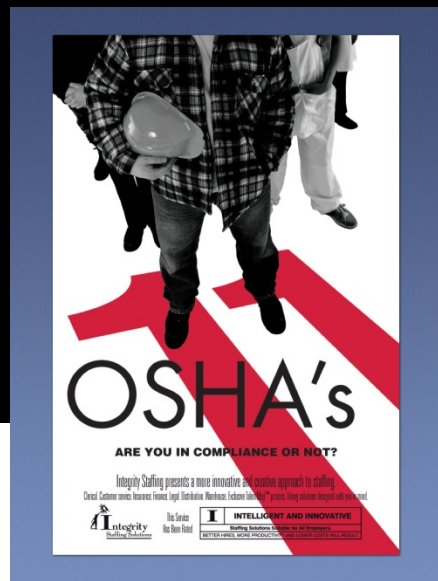
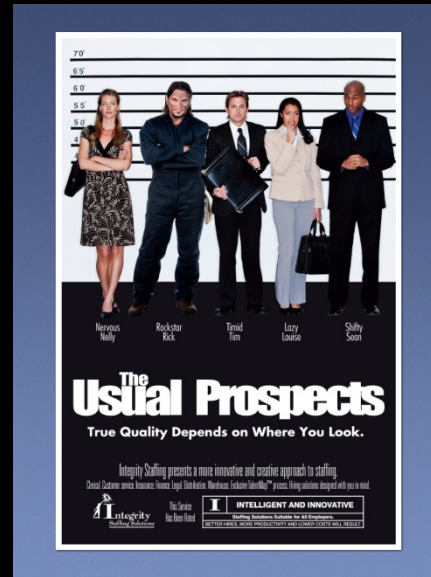
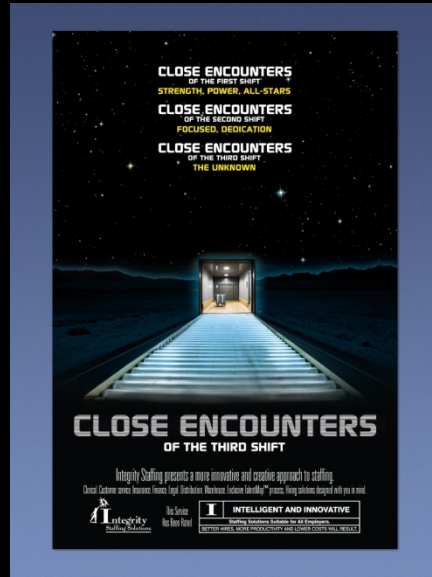
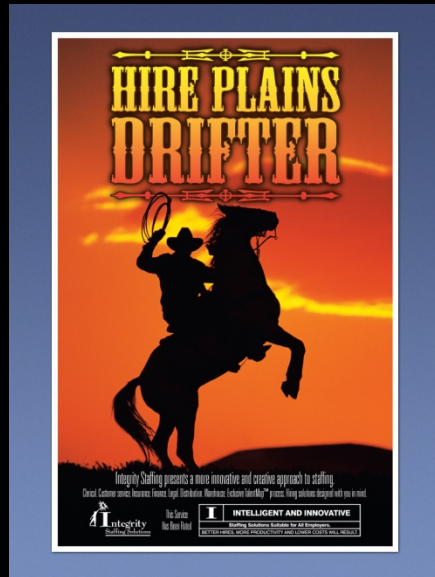
- [Administrative Assistant](#)
- [Mid-level Manager](#)
- [Entry-level Manager](#)
- [Forklift Operator](#)

For more information call us at 555-555-5555 and we'll be happy to assist you!

Regards,

Michael Smith  
ABC Staffing

# Example #11: Integrated Campaign





**Coming Next Month:**



**How to Create a Killer Staffing Website**

Discover what it takes to turn your site into your most powerful sales and recruiting tool.

**Thursday, July 26 at 2 p.m. EDT**

**[www.lunchwithhaley.com](http://www.lunchwithhaley.com)**