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**25 Innovative  
Sales, Marketing & Recruiting  
Ideas for 2016**

PRESENTED BY  
**Team Haley**

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**Agenda**

- Ideas...
- More ideas...
- Even more ideas!

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Tip 1

Use remarketing to stay top-of-mind... and bring people BACK to your website!



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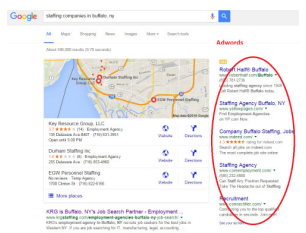
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Tip 2

Use Google Adwords to target your client and candidate lists.



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Tip 3

Proactively manage your online reputation... if you don't control your story, others will.



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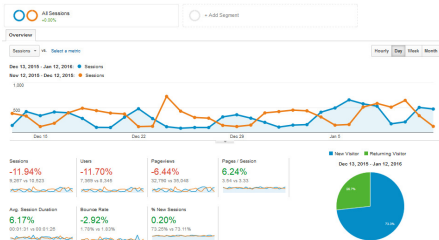
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Tip 7

Use Google Analytics to make smarter decisions. And get a better return on your marketing investments!



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Tip 8

Want better social marketing results? Get a better social marketing strategy.



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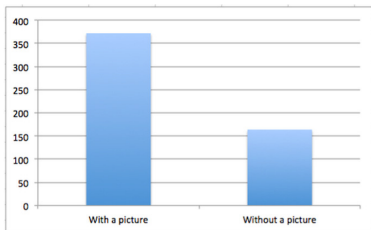
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Tip 9

Want more people to engage with your content? Make your social media marketing more visual.



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Tip 10

Use trackable links to make all your marketing more measurable.

Career Goals Achieved

Have measurable goals that are established for your career at the beginning of the year. These could be with your current employer or how to advance your career beyond that into a new role. Have all your goals tracked? Have you achieved your goals? Did you write them down for the year?

Time and Money

One of the best ways to track your accomplishments is to track all time in terms of hours completed. Did you allow your schedule to slip? Did you overcommit on your work, or business? Do you have a budget? Do you have a budget? Do you have a budget? Do you have a budget?

A Look Forward

Have your goals for the year? Do you need to take a look at 2016 to see what goals you can establish for the coming year. Start by making big and then make it back down into easy to accomplish steps. This will give you an idea of how much time is spent on the business.



Follow Us on Social Media: Facebook, LinkedIn, Twitter, YouTube, Instagram

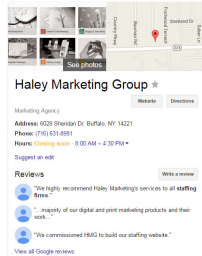
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Horizontal lines for notes

Tip 11

Get your Google My Business set up correctly.



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Horizontal lines for notes

Tip 12

Don't talk about yourself! Make yourself a workplace expert not just a workforce expert.



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Horizontal lines for notes





Tip 16

Make your website the HUB of your online marketing.

But don't forget the other access points!



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Tip 17

Longevity breeds confidence. Make the most of your big events!



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Tip 18

Say THANKS in a special way.



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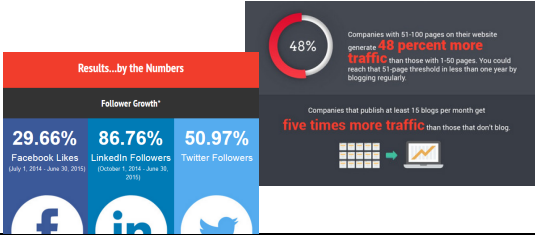
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Tip 19

Create an infographic-based marketing campaign.  
Turn case studies and other data into powerful visual content.



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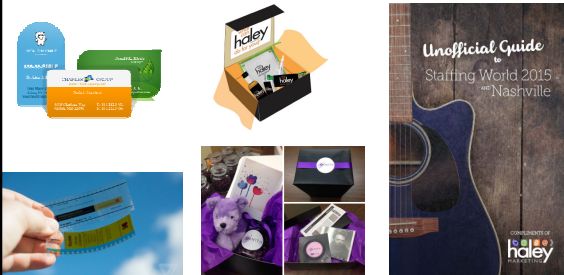
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Tip 20

Use specialty printing as a way to stand out.



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Tip 21

Want your sales team to be more productive?  
Add direct marketing to your sales process.



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Tip 22

Use inbound marketing strategies to compliment your direct sales activities.



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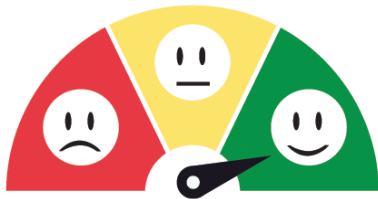
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Tip 23

Make your candidate experience a "WOW."



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Tip 24

Want more response from your website?

- Double the number of calls to action on your website.
- Use social to drive people you don't know to your site.
- Use email to drive people you do know there.



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Tip 25

Take a lesson from "Undercover Boss,"  
shop your company...or pretend to be a first-time visitor to your website.



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BONUS TIP

Make the **MOST** of your marketing investments!



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**Any  
questions?**

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**Coming Next:**

**Social Pro Demonstration**  
Tuesday, January 19 at 2 PM EST

**For Managers:**  
**Ten Tactical Tips to Boost Sales Performance**

**Guest Speaker: Scott Love**  
Thursday, February 11 at 2 PM EST

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

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