



Show 'n Tell
with Haley Marketing
 The latest marketing ideas in
 the staffing industry

PRESENTED BY
David Searns
Rob Eisman
Matthew Lozar
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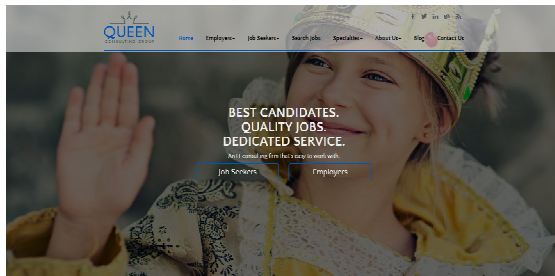
Agenda



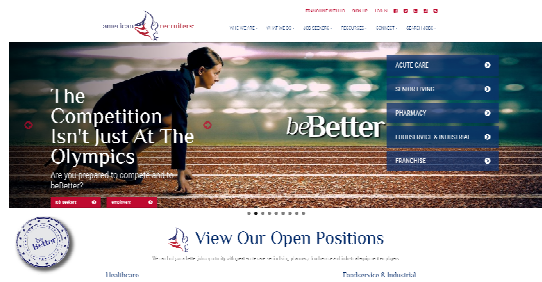
- Websites
- Job Board
- Social Media
- Reputation Management
- Email Marketing
- HaleyMail
- Direct Marketing
- Other Cool Projects
- BIG NEWS!



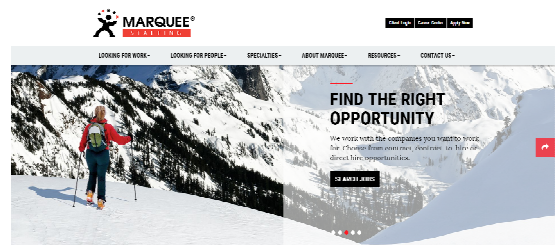
Queen Consulting Group



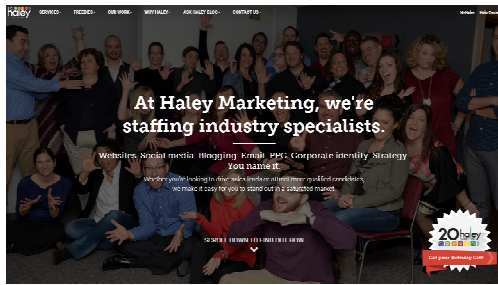
American Recruiters



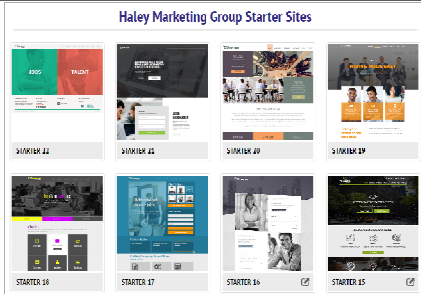
Marquee Staffing



Haley Marketing



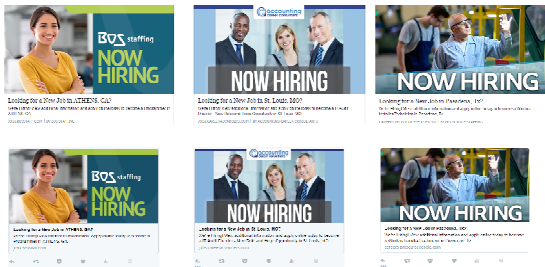
NEW Starter Sites



Get our FREE staffing website features checklist: 1.888.696.2900



Job Board



Social Pro

2015 Best of Class VOICE Award
2015 VOICE Award – Social Media Campaign

Social Pro

Facebook Advertising

- Raise Awareness
- Target New Talent
- Engage Current Candidates
- Drive the entire target audience back to the website and job board to interact with CCS Construction Staffing

Since April 1 – ads have been seen more than 192,000 times

Facebook – CCS Construction Staffing

- Like Campaign
 - Increase brand awareness
 - Since April 1 – Generated **661 likes!**



Facebook – CCS Construction Staffing

- Re-Recruiting
 - Target more than 40,000 previous applicants or Job Board visitors
 - Since April 1 – more than 1,500 clicks back to the Job Board
- Social Recruiting
 - Target geography and industries
 - Since April 1 – more than 2,000 clicks back to the Job Board



Facebook Advertising

- Since April 1
 - Reached more than **26,000 individuals**
 - Increased brand awareness - Ads seen more than **192,000 times**
 - Increased traffic to Job Board by more than **112 percent**
 - Increased Job Alert Signs by **154 percent**
 - Increased overall website traffic originating from Facebook by **953 percent**



Online Advertising

- 365 Healthcare Staffing
 - Different social media marketing programs
 - Social Pro
 - Google Remarketing
 - Facebook Social Recruiting
 - Facebook Like Campaigns



Online Advertising

- Google Remarketing
 - Great option to stay top of mind
 - More than 6,000 impressions per month



Online Advertising

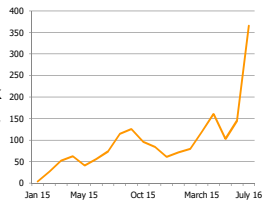
- Facebook Like Campaign
 - Increase brand awareness
 - Great place to reach allied healthcare and nursing



Online Advertising

Impact of Investment

- Facebook Likes have gone from 234 to 1,305 to 2,619
- Website sessions from Facebook
 - Increased from 4 in January 2015 to 366 in July 2016



Reputation Management

CANDIDATE TESTIMONIALS

4.8 5.0

★★★★★

★★★★★ 12 out of 12

★★★★★ 12 out of 12

★★★★★ 12 out of 12

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AVERAGE RATING AND THE NUMBER

4.8 5.0

★★★★★

John Smith,

One of your customers has left feedback for you. [View on Google+.](#)

Review from John Smith

1 star [View on Google+](#)

17 June 2015 (42-95) 0

Rating: 18 out of 18

Star Rating: 3 out of 5

Feedback: Great choice to work, my neighbors they also care about right away they will get everything they need in doing a great job.

[Respond to this review](#)

[See all reviews](#)

© 2015 Your Company Name



Reputation Management

WFS

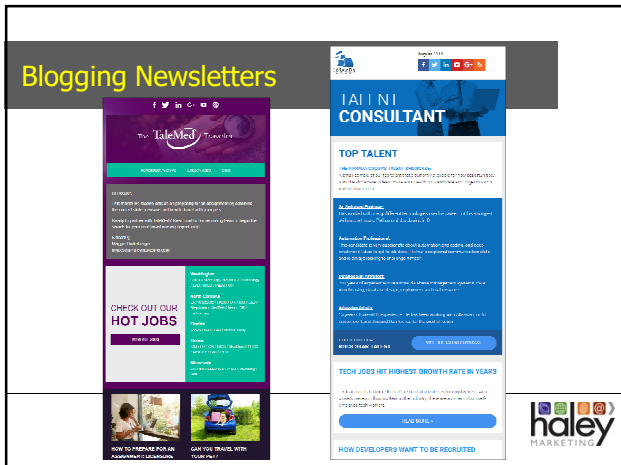
"It was great. It only took me three days to find a job I love. Looking on my own was extremely tedious and it took months on end with no results. Well I would have contacted Wood source. I have nothing but good things to say. Thanks!"

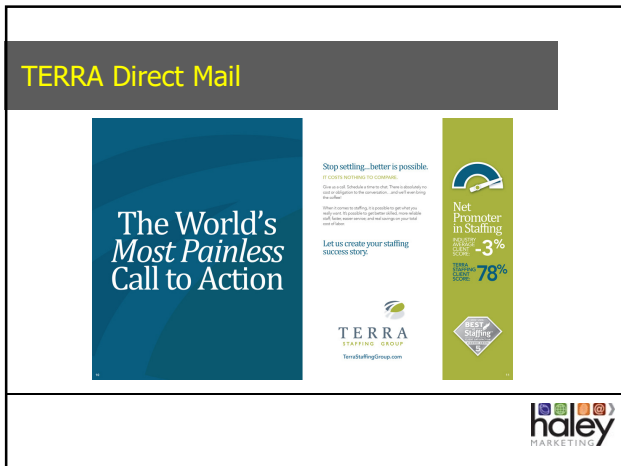
- LORY C.

I was placed with an amazing company with amazing managers! First time in a long time I enjoy going to work every day!

- David B.









Do It Right Door Openers



Light Industrial Door Openers



Get What You Want Door Openers



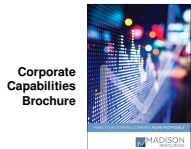
Why Staffing Now Door Openers



Corporate Identity



Corporate Identity



Collateral



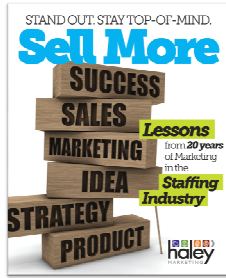
Collateral



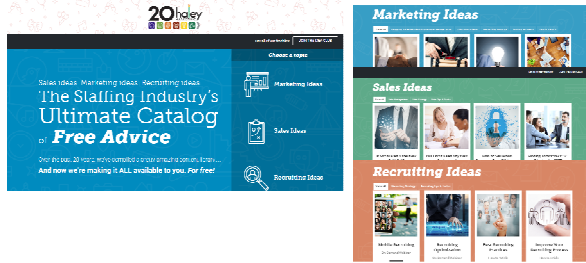
Collateral



Haley Marketing Magazine



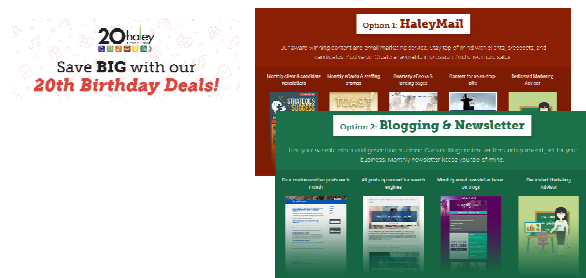
Haley Marketing's Birthday!



www.haleymarketing.com/hmg20




Haley Marketing's Birthday!




www.haleymarketing.com/birthdaydeals





Any questions?

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info@haleymarketing.com
 @haleymarketing
www.facebook.com/HaleyMarketing/





Coming Next:
2016 Sales, Marketing & Recruiting Challenges Survey: RESULTS
 Thursday, September 22 at 2 PM EDT

Reserve your seat: www.lunchwithhaley.com