







What is the PURPOSE of marketing?

Purpose of Marketing

- Capture attention
- Convey a message
- Differentiate? Maybe.
- More important to create interest in a conversation
- Keep you top-of-mind
- Make sales efforts more productive
- Attract clients and candidates
- Enhance / improve the service experience

So what's the problem?

Most common marketing mistakes

- Messaging
- Assuming the competition sucks
- Assuming everyone else is just like you
- Lack of perspective
- Social media



Most common marketing mistakes

- Allowing sales people to control the message
- I tried it once and it didn't work
- Being one-dimensional
- Being impatient
- Being cheap





The value of your website

- Sets the stage
- 1,000x more visitors
- First step to action
- Makes (or break) your positioning



The value of your website

- Role of your website:
 - First impression
 - Tell the RIGHT story
 - Build credibility
 - A hub for content
 - Attract employers & job seekers
 - Get people to take action



Keys to a great website

- Information flow
- Clear, concise message
- Bold design that matches your desired image
- Simple calls to action...everywhere
- Smart approach to mobile
- Content strategy
- Tracking





The value of direct mail

- A tool to capture attention:
 - Tells a story
 - Creates intrigue
 - Drives action (ideally)
 - Warms sales calls (at a minimum)

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The value of direct mail

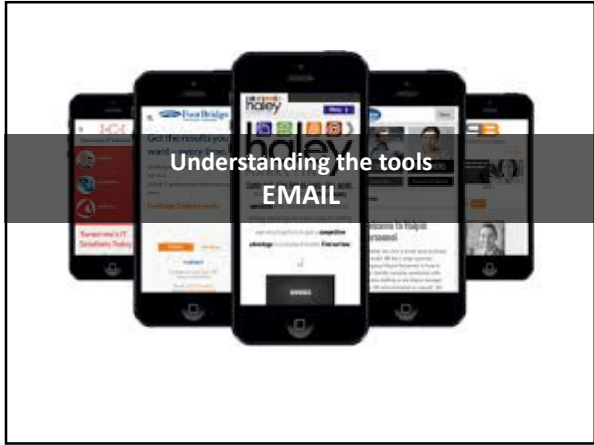
- A tool to nurture relationships:
 - Educates
 - Reinforces positioning
 - Creates a reason to call

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Keys to successful direct mail

- Bold design, message, packaging
- Integrated with sales
- Invest in doing it well
- Multiple touches
- Landing pages
- It doesn't have to be mail
- For nurturing campaigns, content must be worth the recipient's time





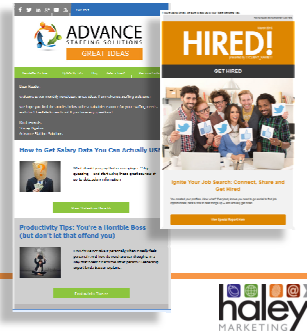
The value of email

- Highest ROI
- Fast response
- Direct selling
- Relationship building
- Stay top-of-mind



Keys to successful marketing email

- Short
- Relevant
- Timely
- Personalized
- Big calls to action
- Optimized for mobile
- Mix of HTML and text
- Landing pages



Keys to successful sales email

- Scripted
- Try emailing off hours
- Very short paragraphs
- Ideally, no more than 5 sentences
- Be specific about next steps



Understanding the tools SALES COLLATERAL





The value of sales collateral

- Ideal for:
 - Telling a story
 - Presenting capabilities
 - Cross selling
- Strengthens your positioning
- Must SUPPORT sales!



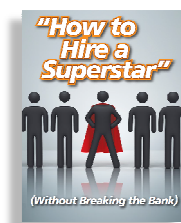


The value of sales collateral

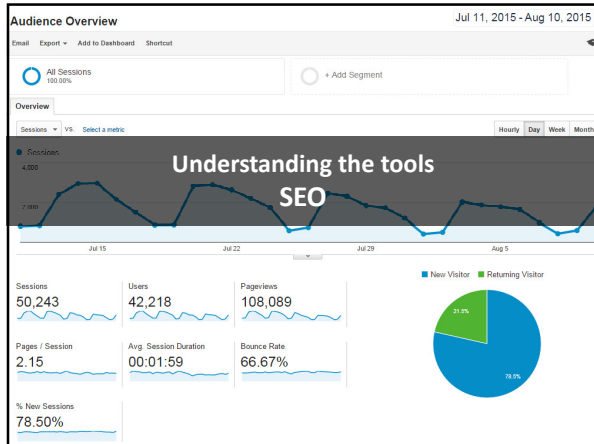
- Virtually unlimited formats
 - Brochures
 - Pocket folders
 - Sell sheets
 - Presentation decks
 - Case studies
 - Whitepapers
 - Video

Keys to effective sales collateral

- Focus on client...not you
- Tell a story
- Easy to read
- Content and format match the purpose
- Small or no inventory
- Supplements sales



The value of SEO

- Get found by people actively searching for your services
- Get found by people searching for information

Google top staffing firm in seattle

About 372,000 results (0.86 seconds)

TERRA Staffing Group
Employment Agency Seattle Building
Emery Building, 2200 4th Ave #1104 (DOW) 405-5300
Closed today

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Keys to successful SEO

- Understand clients and candidates
- Don't be overly focused on one or two keywords
- Key metric = traffic from search
- Do your homework
- Optimize around skills and locations

Google Analytics

Visits	1,046,517	7,608
Pageviews	6,573	6,166
Avg. Session Duration	1:20	00:00:24
Bounce Rate		91.32%

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Keys to successful SEO

- Content. Content. Content.
 - Service / specialty pages
 - Individual locations
 - Every job as its own page
 - Regular blogging
- Get others to link to you
 - Online PR
 - Guest blogging
- Get professional help





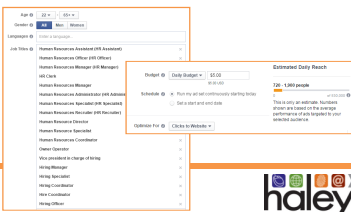
The value of PPC

- Short-cut to the top of SEO results
- A tool to go after specific people
- Low-cost way to stay top-of-mind
- Can be done on search engines and social media




The value of PPC

- Best uses
 - Google Adwords
 - Google and Facebook remarketing
 - Sponsored content



The screenshot shows a dashboard for a PPC account. It includes fields for Account ID, Name, and Language. A dropdown menu for 'Job Title' lists various roles such as 'Senior Account Executive', 'Account Manager', and 'Sales Representative'. On the right, there are input fields for 'Daily Budget' and 'Estimated Daily Reach', along with a 'Schedule' section and a 'Optimize For' dropdown.



Keys to successful PPC

- Clearly define your goals
- Understand the value of each result
- Have a strategy
- Be bold
- Video
- Test keywords, budgets, ads
- Monitor and adjust regularly



The image shows two social media posts. The top one is from 'PPC Marketing' with the text 'Thinking about using PPC? This is a video on how to really get it right.' and features a photo of a building. The bottom one is from 'Dorco' with the text 'The 30-second video in this post will tell you what I look for in a PPC agency.' and features a photo of a person.



Understanding the tools

SOCIAL MEDIA



The illustration shows a row of six stylized human figures in various colors (orange, green, red, blue, light green, purple). Above each figure is a speech bubble of a different color and shape, representing communication and social media interaction.

The value of social media

- It's a communication tool
- Use it to attract and engage
 - Open doors
 - Attract people you don't know
 - Nurture relationships
- Strengthen individual and company branding
- Effective for lead generation, lead nurturing and recruiting.



Keys to successful social marketing

- Know your target audience
- Be relevant
- Be bold
- Focus on driving people to your website
- Build networks – personal and company
- Use paid promotion to dramatically extend your reach



Keys to successful social marketing

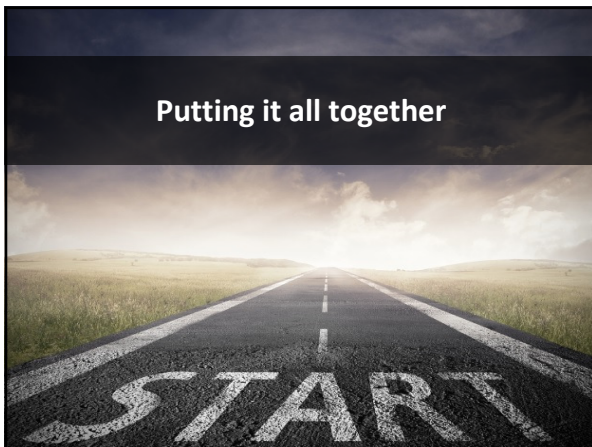
- Use the right tool at the right time
 - LinkedIn
 - Facebook
 - Twitter
- Watch our webinars





Other tools

Online Marketing	Direct Marketing	Branding
Websites <ul style="list-style-type: none"> Company website Campaign specific microsites 	Direct sales <ul style="list-style-type: none"> Cold calls Telemarketing 	Print advertising
Email <ul style="list-style-type: none"> Newsletters Top candidates email 	Drop offs <ul style="list-style-type: none"> Sales collateral Promotional products Educational materials 	Broadband advertising
Search marketing <ul style="list-style-type: none"> SEO PPC advertising 	Direct mail <ul style="list-style-type: none"> Sales letters Postcards Creeting cards Flat mailers Dimensional mail 	Outdoor advertising
Social media <ul style="list-style-type: none"> LinkedIn Facebook Twitter Blogging Industry specific forums 	Faxing	Public Relations <ul style="list-style-type: none"> PR distribution Speaking & webinars Publishing Sponsorships
SMS (text messaging)	Direct response advertising	Market research
Banner advertising	Trade shows & job fairs	Event marketing
Online PR <ul style="list-style-type: none"> Content distribution PR distribution services 	Referrals	Professional association membership
	Printed directories	Community activities
		Custom publications



Start with a STRATEGY

- What are my goals?
- How will I measure success?
- What are the best ways to achieve the goals?



Think MULTI-DIMENSIONAL

- How many different ways can you drive the results that you want?



BUDGET appropriately

- What will it cost to do this right?
- What results do you need to justify that investment?



Pick the RIGHT TACTICS

- What tools are best for each strategy?
- Which fit our planned budget?



Create your ACTION PLANS

- Marketing calendar
- Content plan
- Ownership
- Outsource or in-house?



TRACK your RESULTS

- Landing pages
- Google Analytics
- Social Analytics
- Lead source in your CRM
- Marketing automation



TEST...and REINVEST!

- Test every tactic
- Experiment
- Do more of what works... until it stops working!

Questions?

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Coming Next:

High Velocity Hiring
An Interview with Scott Wintrip
Thursday, March 9 at 2 PM EDT

Lessons from the 2017 Executive Forum
Thursday, March 23 at 2 PM EDT

Reserve your seat: www.lunchwithhaley.com
