

Your patience is appreciated...



...Lunch with Haley will be served shortly.

Show 'n Tell with Haley Marketing

The latest marketing ideas in
the staffing industry



PRESENTED BY
David Searns
Kelly Waite-Stabler
Matt Lozar
Brad Bialy
Stephanie Ryndak

Agenda

- Websites
- Branding
- Job Board
- Social Pro
- Ongoing SEO
- Programmatic Job Ads
- Pay-Per-Click (PPC)
- HaleyMail
- Direct Mail
- The Podcast



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WorkForce Unlimited

LET'S GET TO WORK!

TEMPORARY AND FULL-TIME JOBS INNOVATIVE WORKFORCE SOLUTIONS

WorkForce Unlimited is a talent partner for manufacturers, distribution centers and top employers throughout the Southeast.

LOOKING FOR A BETTER JOB? START YOUR SEARCH HERE:

[SEARCH JOBS](#)

LEADERSHIP TEAM



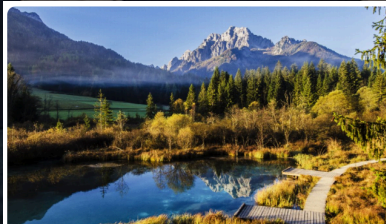
Mike Brannock
CEO



Lauren Macy
VP of Sales and Service



Traci George
Corporate Business Development
Officer



DON'T GET STUMPED BY TOUGH INTERVIEW QUESTIONS

example | March 20, 2019 | Career Tips, Hiring Advice, News, Uncategorize

You're in the middle of an interview for an amazing new job opportunity. Everything is going great. You look polished; you sound confident; you're nailing every question. Then the interviewer asks you, "If you were a car, what kind of car would you be?" Your heart starts racing. Your mind goes blank.

[READ MORE](#)

FEATURED JOBS

Order Picker

Rural Hall, NC | Light Industrial

Material Handler

Mount Airy, NC | Light Industrial

Order Picker

Mount Airy, NC | Light Industrial



Industrial Trade Services

Quality First Trade Solutions

Skilled Craftsmen. Top Jobs.

ITS is your total construction staffing solution.

ITS Is Hiring
Craftsmen.

Apply Today!

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Find a Job

Find Your Job

Search our database for exciting jobs and projects across the country.

Search Jobs

Request Craftsmen

ITS employees are tooled up and ready to get to work.

Request Tradesmen

About Us

See how ITS is redefining commercial and industrial staffing.

Our Approach

Talk To ITS

Reach out to our experts to learn how our skilled trades staffing company can help you today.

Contact Us

Search Jobs

Explore exciting industrial and commercial construction job opportunities from great employers who value your work.

Job title, skills, etc.

Location

Industry

Search Jobs

Craftsmen Looking for Work?

ITS offers local and travel opportunities for tradesmen across the country.

Get Started

BRI Staffing

THE RIGHT PEOPLE. THE RIGHT JOBS.

We bring talented people and great companies together. How can we make you sm

[HIRE TALENT](#)[GET HIRED](#)

Categories

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Employers

Discover the BRI Staffing Inc. difference.

[SERVICES](#)

Job Seekers

Check out our current job opportunities.


[START NOW](#)


WHAT PEOPLE ARE SAYING ABOUT BRI STAFFING INC.





Friendly staff, dedicated to finding the right job for the right person. Fast and immediate callbacks, flexible scheduling. Overall a great place to work for.

Former Employee




EMPLOYER SERVICES
[VIEW](#)



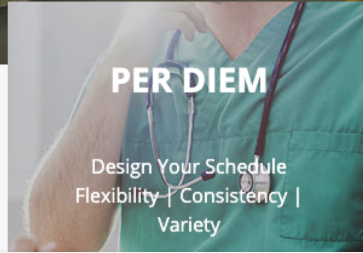

CONTRACT STAFFING
[VIEW](#)




DIRECT HIRE
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MAS Medical Staffing

You **commit** your time to help others.
We **commit** our resources to help you.



This is MAS Medical Staffing

Watch later Share

MAS MEDICAL STAFFING

Welcome to MAS! We are excited to learn your passion and help pick the right track for your unique journey.

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Keywords

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State/Province

[Begin Searching](#)

[View All Jobs >>](#)

Where Do You Want to Take Your Talent?

Maine

Select State

Massachusetts

Select State

New Hampshire

Select State

Find Jobs Faster

Login or sign up to create customized job alerts, save your searches, upload your resume and more!

[Login](#) [Sign Up](#)

Skip the Search

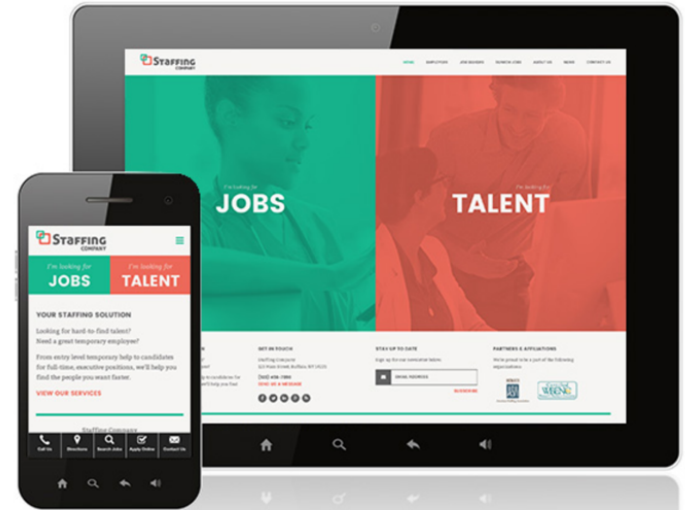
Send us your resume, and we'll find the jobs that are the best match for you.

[Submit Your Resume](#)

The All-Inclusive Staffing Website

WHAT DO YOU GET?

- Award-winning design
- Copywriting
- Job Board software
- 100% mobile responsive
- HMG Plugin Suite
- SEO
- Content Management & Analytics
- Managed Hosting, Help Desk & Priority Support
- Two pricing options



www.haleymarketing.com/websites2019



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FIND TALENT

OUTSOURCE HR

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job title, skills, etc.

Location

Industry

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Apply Now

Testimonials

From the day I signed up, Personnel Services has been extremely courteous and professional handling any concern or question I have had. They have made me feel like a valuable part of what they do.

Waylon B.

APPLY NOW

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Why PS?

Types of Jobs

Process

Testimonials

Refer a Friend

Assignment Feedback

Documents

Candidate Resource Center



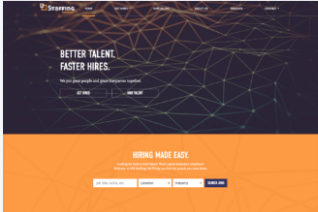
NEW Starter Sites

haley
MARKETING


Standard Sites Multi-Divisional Sites

Standard Sites

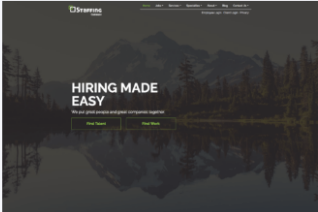
Our most popular option! Fully responsive, mobile optimized designs. Customized to fit your company.




Mazama
Description




Shasta
Description



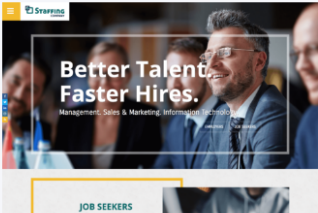
Eldorado
Description




Rainier
Description




Lassen
Description




Tahoma
Description



Unlabeled website preview



Unlabeled website preview



Unlabeled website preview

Get our FREE staffing website features checklist: 1.888.696.2900

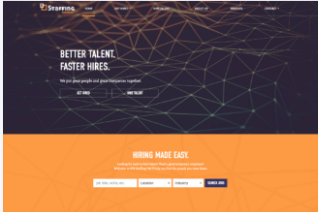
NEW Starter Sites

haley MARKETING


Standard Sites Multi-Divisional Sites

Standard Sites

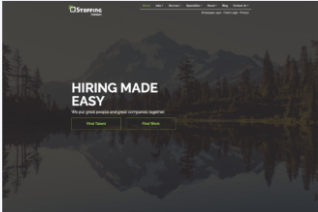
Our most popular option! Fully responsive, mobile optimized designs. Customized to fit your company.




Mazama
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Shasta
Description



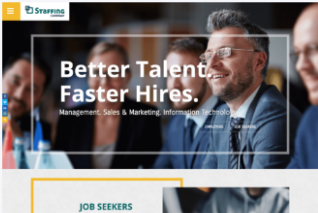
Eldorado
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Unlabeled website preview



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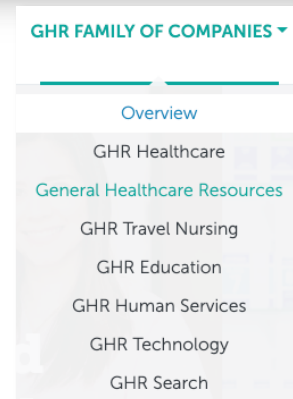
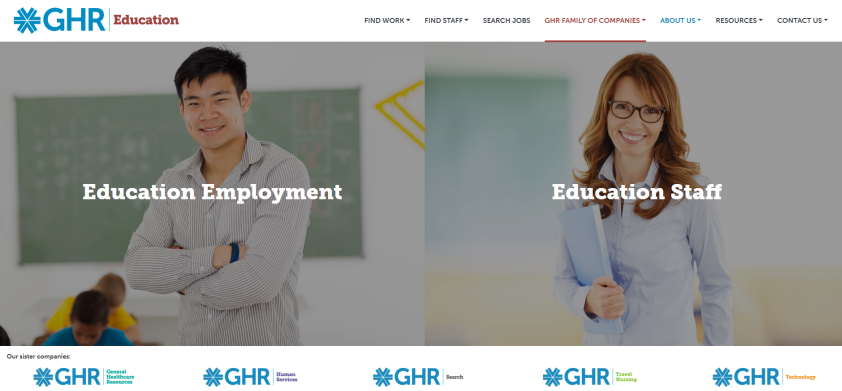
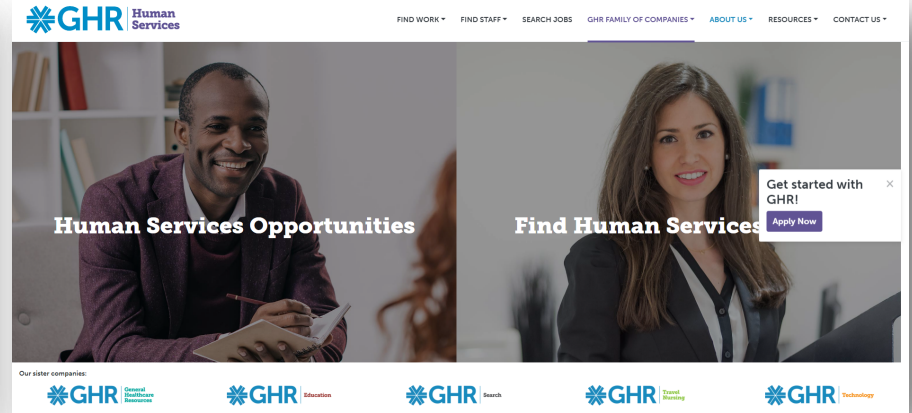
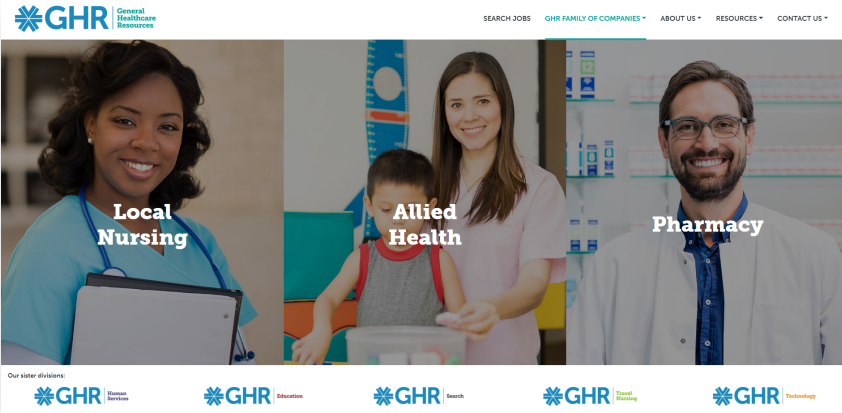
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Branding



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Job Board

WHAT'S NEW?

- ROI Dashboards
- Resume Library Integration
- Category Mailings
- Category Sharing Images
- Expanded Syndication

[Resume Search Tips](#)

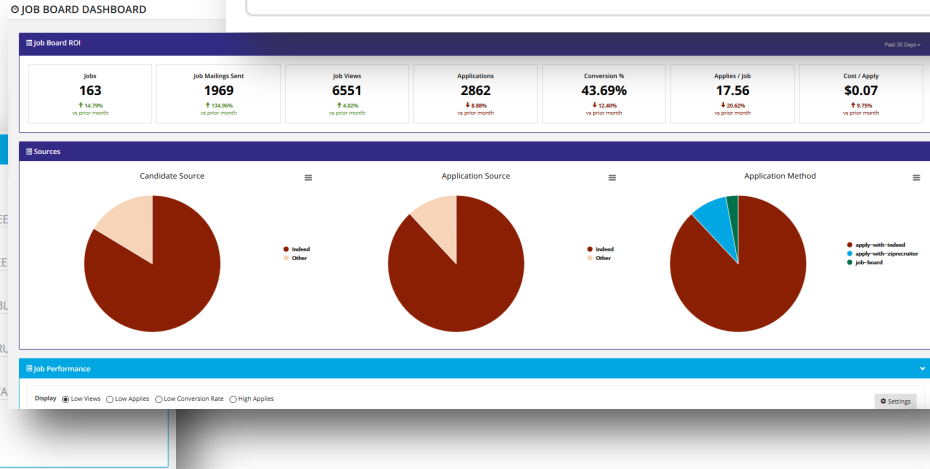
Search | **Advanced Search**

Keywords: Location: Distance:

Search job title only Or search nationwide

Min salary: to Max salary: Job type: Choose job types... Active within:

More Search Options



≡ Syndication

All Feeds:

- ADZUNA SETTINGS >
- FLASHRECRUIT SETTINGS >
- JOBCASE SETTINGS >
- NEUVOO SETTINGS >
- SIMPLYHIRED SETTINGS >
- ZIPPIA SETTINGS >
- APPCAST SETTINGS >
- GLASSDOOR SETTINGS >
- JOBFUEL SETTINGS >
- POSTJOBFREE SETTINGS >
- STARTWIRE SETTINGS >
- ZIPRECRUITER SETTINGS >
- CAREER >
- INDEED >
- JOOBL >
- RECRU >
- UPWA >

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Social Pro



I had a great experience which led to me finding a permanent job!

-Maddox



CHECK OUT OUR
**ROCK STAR
TALENT!**



How can I stay informed about open positions?



NOW HIRING



FrstStaff

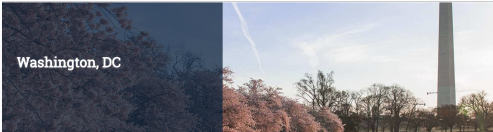


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Ongoing SEO



Washington, DC

Hospitality Recruiting in Washington, DC

Goodwin Recruiting is a leading hospitality search firm serving in Washington, DC, connecting dynamic businesses with top talent for over two decades. Our local team has deep roots in the region and we make it our business to keep our finger on the pulse of the market.

Not only do we understand the business landscape and the unique challenges of employers in the DC area, but we also understand what drives local professionals and what they want from their next opportunity. We bridge the gap between business and talent, ensuring both the client and the candidate achieve their goals.

The Goodwin Recruiting Difference

Goodwin Recruiting is a full-service management search firm with a reputation for excellence when it comes to connecting organizations in Washington with well-aligned talent.

What began as a company focused on hospitality recruitment in Washington, DC has grown into a full-service search firm serving a variety of industries. That growth has been driven by our recruiters' attention to detail, their focus on results, and their commitment to personalized attention.

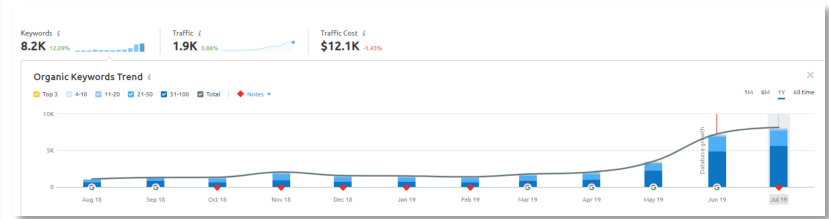
Google search results for "hospitality recruiters washington dc".

Hospitality & Restaurant Recruiting Washington, DC | Goodwin ...
<https://www.goodwinrecruiting.com/hospitality-recruitment-washington-dc/>
 Goodwin Recruiting is a leading hospitality and restaurant recruiting firm serving in Washington, DC, connecting businesses with top talent for over two decades.

Washington DC Hospitality & Tourism Executive Search - Reaction ...
<https://www.reactionsearch.com/.../washington-dc-hospitality-tourism-exec...>
 Washington DC Hospitality & Tourism Executive Recruiters. Restaurant Manager, Executive Chef, Concierge, Lodging Manager, Meeting/ Event Planner, Travel Agent.

Hospitality Management Recruitment
<https://www.geckohospitality.com/>
 Gecko Hospitality recruitment agency specializing in hotel and restaurant management recruiting. Forbes 2018 list of America's Best Recruiting Firms... Tom Bull and his team for helping us fulfill the Market Chef position for Washington, DC.
 About Us Restaurant Clients Contact Us Recruiters & Locations
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 266 Hospitality Recruiting jobs available in Washington, DC on Indeed.com. Apply to Recruiter, Director of Human Resources, Corporate Recruiter and more!



Source	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	107.44% ▲ 9,876 vs 4,761	109.68% ▲ 9,052 vs 4,317	115.42% ▲ 13,561 vs 6,295	6.36% ▲ 33.35% vs 31.36%	4.22% ▼ 4.07 vs 4.25	13.98% ▲ 00:02:56 vs 00:02:34
1. google						
May 1, 2019 - Jul 31, 2019	8,756 (88.36%)	8,050 (88.93%)	12,031 (88.72%)	32.97%	4.08	00:02:52
May 1, 2018 - Jul 31, 2018	4,187 (87.70%)	3,822 (88.53%)	5,570 (88.48%)	31.80%	4.23	00:02:33
% Change	109.12%	110.62%	116.00%	3.70%	-3.43%	12.67%

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Programmatic Job Ads

Airport Security Jobs

- May
 - Publisher A: \$9.41 CPA, 8.3% CR, 77% of monthly budget
 - Publisher B: \$4.89 CPA, 10.7% CR, 23% of monthly budget

- June
 - Publisher A: \$9.41 CPA, 7.1% CR, 48% of monthly budget
 - Publisher B: \$6.54 CPA, 10.7% CR, 52% of monthly budget

Delivered 17 more applications!

Programmatic Job Ads

LPN Job:

- 0 applications in first 3 days... increased the bidding
- 6 applications in the next 5 days

Machine Operator Job:

- 2 applications in 3 days... increased the bidding
- 8 applications in the next 5 days


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Pay-Per-Click (PPC)

Company	PPC Channel	PPC Goal	Audience Type
HW Staffing	Google	Applications	Remarketed Users
BOS Staffing	Google & Facebook	Applications	New & Remarketed Users
Madison Resources	Google	Sales	New & Remarketed Users



Submit Your Application

Great Opportunities. Dedicated Service. Outstanding Benefits.

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Tired of pounding the pavement? We make it easy to land the job you want.



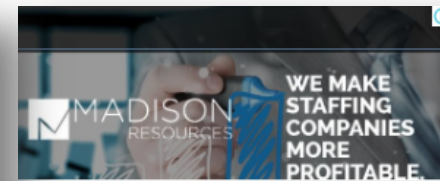
40 Years of "You're Hired!"

JOBS.BOSSTAFF.COM
Don't Wait. Start a New Job Now!

[APPLY NOW](#)

2


Like Comment Share



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WE MAKE STAFFING COMPANIES MORE PROFITABLE.

**Funding.
Technology.
Support.**

World-Class Resources & Expertise For Your Growing Staffing Business.

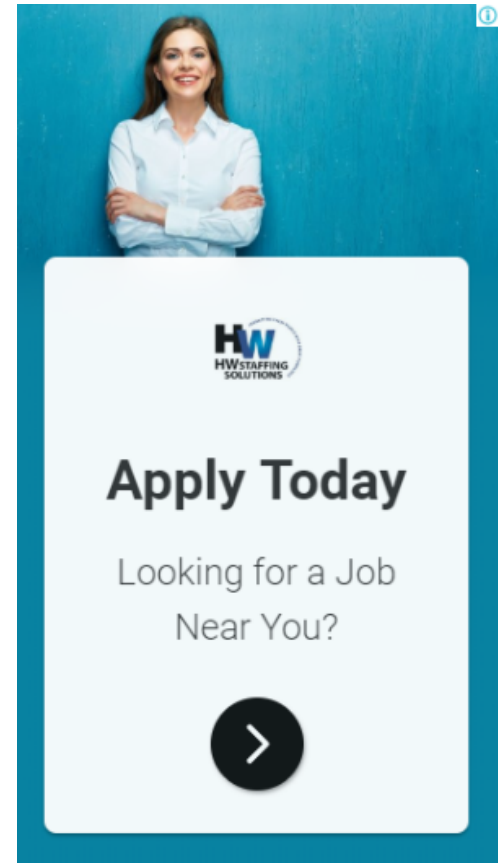


Madison Resources

Pay-Per-Click (PPC)

HW Staffing *April 1 – July 31, 2019*

- Redirected 1,000+ previous site visitors back to the website
- Initial user engagement rate averaged 0.72% higher than the industry average
- Average cost per click: \$0.37 (half the industry average!)



Pay-Per-Click (PPC)

BOS Staffing *April 12 – July 31, 2019*

- Increased job board traffic by 13.42% (4,878 total users)
- Nearly 4,600 of PPC traffic consists of *new* users
- PPC users spend an extra 20 seconds on the job board than the average user
- Average cost per click: \$0.38 (half the industry average!)

What about conversions?

The BOS Staffing Remarketing campaign generated applications 5x faster than their "new user" PPC campaigns.

Pay-Per-Click (PPC)

Madison Resources *May 1 – July 31, 2019*

- 48.28% of all website users derive from PPC sources
- Average cost per click: \$0.32 (half the industry average!)
- The "new user" PPC strategy (Beat the Competition) enhanced the results of the remarketing campaign

Conversion Breakdown | Beat The Competition | May – July, 2019

Date	Conversion Volume	Conversion Rate	Cost/Conversion
May 2019	44	3.70%	\$7.99
June 2019	38	3.00%	\$8.97
July 2019	25	2.23%	\$13.61

Conversion Breakdown | Remarketing | May – July, 2019

Date	Conversion Volume	Conversion Rate	Cost/Conversion
May 2019	8	4.30%	\$12.27
June 2019	9	4.43%	\$11.00
July 2019	15	7.25%	\$6.57

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HaleyMail



eBook Library



HR Toolbox



Infographic
Library



Land That Job



Managing Your
Career



Innovative
Thinking



Managing
Talent



Staffing Best
Practices




Personal Success



Work-Life Balance

HaleyMail

Hi TODD,
We're excited to see you for your interview!



In case anything about this process is unclear, below please find what we need from you so that we can find your next perfect job.

Please bring the following materials:

- Your resume
- Your cover letter
- Any relevant testing scores
- Names of references

If you have questions before your interview, reach out to Mackenzie Froese at mfroese@haleymarketing.com and we will be in touch shortly.

Mackenzie Froese
HaleyMail Demo

Looking for a great new addition to your team?

Check out these vetted candidates from Future Force Personnel.

Candidate 1
Candidate 1 Description - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Candidate 2
Candidate 1 Description - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Candidate 3
Candidate 1 Description - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Candidate 4
Candidate 1 Description - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Adela Gonzalez
Future Force Personnel

Looking for a new opportunity?

Check out these open jobs from Inter-Connect Employment Services.

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Job Title 2
APPLY ONLINE

Job Title 3
APPLY ONLINE

Job Title 4
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Want more options? Check out all our open positions.
OPEN JOBS

Julie Bonansinga
Inter-Connect Employment Services

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Direct Mail



When it comes to administrative staff, fit matters.

It is possible to love a candidate, only to find they aren't the best person for the job. Don't gamble on a new hire. Cardinal Staffing will find the right person for your office, fast.

- Accounting Clerk
- Administrative Assistant
- Customer Service
- Data Entry
- Executive Assistant
- Office Assistant
- Payroll Clerk
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Whether you need help with a special project, or you need to increase the capacity of your team, our customized recruitment services are scalable to your specific needs.

Find the perfect administrative employee with Cardinal.

LOCAL Contact info here

SHORT TERM | LONG TERM | DIRECT PLACEMENT

The people you're looking for aren't looking for you.

Cardinal Staffing Services knows how to find them and land them.

The best and brightest are currently employed – they aren't scouring job boards. If you want to connect to top talent rather than simply choosing from available talent, partner with Cardinal Staffing Services for your direct placement needs.

- Find the right person for your team – whether they are actively or passively looking.
- Position your opportunity as the right move for them.
- Shorten searches for your most critical and challenging roles.

Professional • Administrative • Light Industrial

Don't wait for talent to find you. Land the right candidate for your team with Cardinal Staffing Services.

SHORT TERM | LONG TERM | DIRECT PLACEMENT | ON-SITE | HR SUPPORT

LOCAL Contact info here

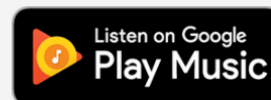
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Secrets of Staffing Success

- **[Interview]** Candid conversations with entrepreneurs and thought leaders in staffing and recruiting.
- **[InSights]** Biweekly shows are designed to help you with your digital and recruitment marketing.
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And **ALWAYS** on HaleyMarketing.com



**Any
questions?**

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We've extended our biggest deal of the year on digital marketing!

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Coming Next:



Candidate Toolkits

Tuesday, August 27 at 2 PM ET



Personal Branding: Your Secret to More Applications and Better Candidates

Thursday, September 12 at 2 PM ET

Reserve your seat: www.lunchwithhaley.com

