



**LUNCH with HALEY**

Your patience is appreciated...

...Lunch With Haley will be served shortly.

1

# Digital Marketing 2020

What you need to be doing now.

PRESENTED BY  
David Searns  
Brad Smith



Boy, things sure are different.



# WHAT IS Digital Marketing?



## digital marketing STRATEGY

- Driving sales (and recruiting) through digital content and communication
- Making sales reps more productive through integrated digital marketing
- Driving inbound sales leads and job applications
- Using online tools to build company (and personal) brands
- Visibility. Authority. Trust. Positioning.



## digital marketing TOOLS

- Website
- Social media
- Email
- SEO
- PPC
- SMS / Texting
- Content
- Landing pages
- Marketing automation
- Google Analytics
- IP tracking
- Reputation management



# digital marketing TOOLS

It's a lot of stuff!



So, where should we start?





## digital marketing GOALS

- We are used to hearing, “We want to increase our visibility!”  
But is that REALLY what you want?



## digital marketing GOALS

- Sales support? Sales lead generation? Recruiting?  
All of the above?



## digital marketing GOALS

- What's your SMART goal?  
New sales? How many clients? How much revenue?



## digital marketing GOALS

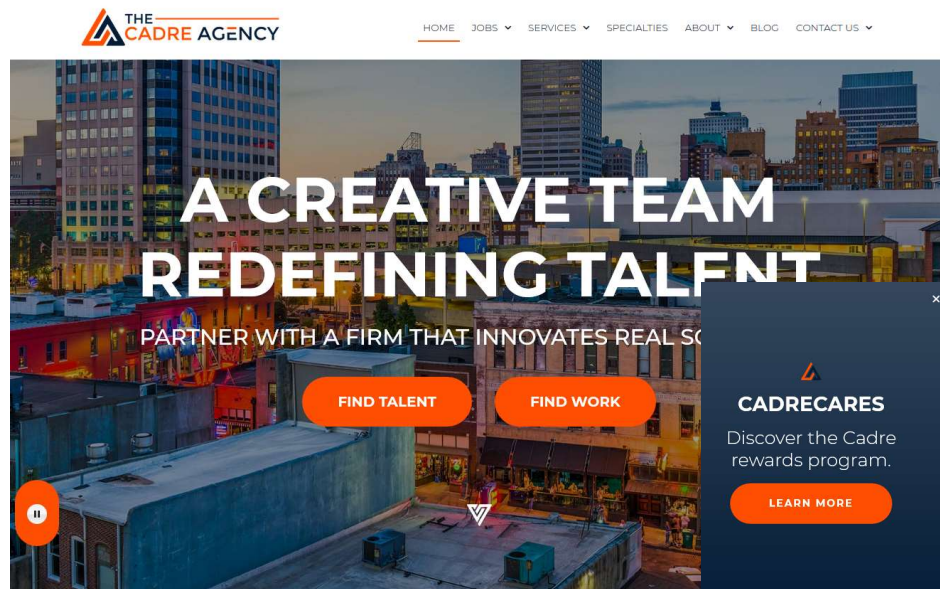
- What does success look like?  
Forget vanity metrics, how many new clients or job orders does it take to achieve your goals?





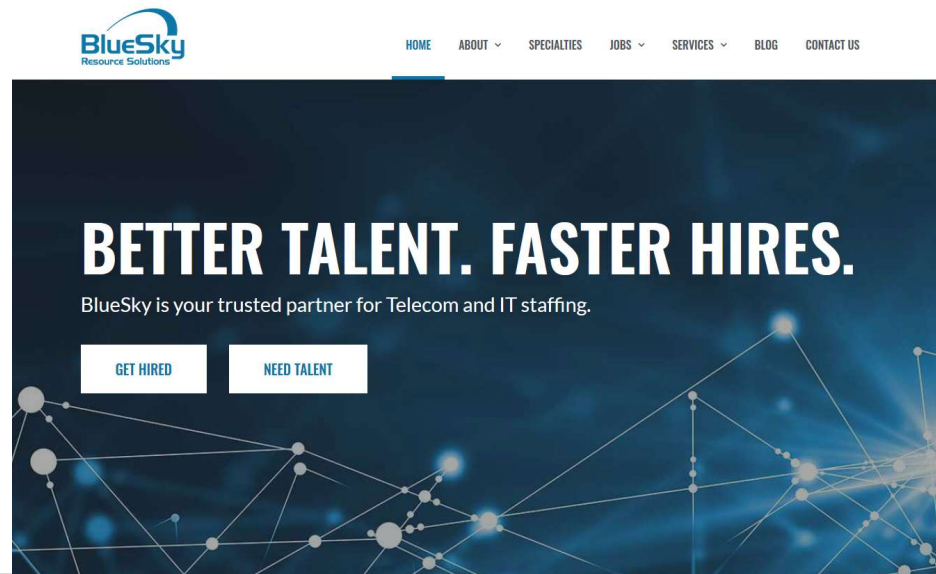
# fixing your WEBSITE

- Optimize conversion paths



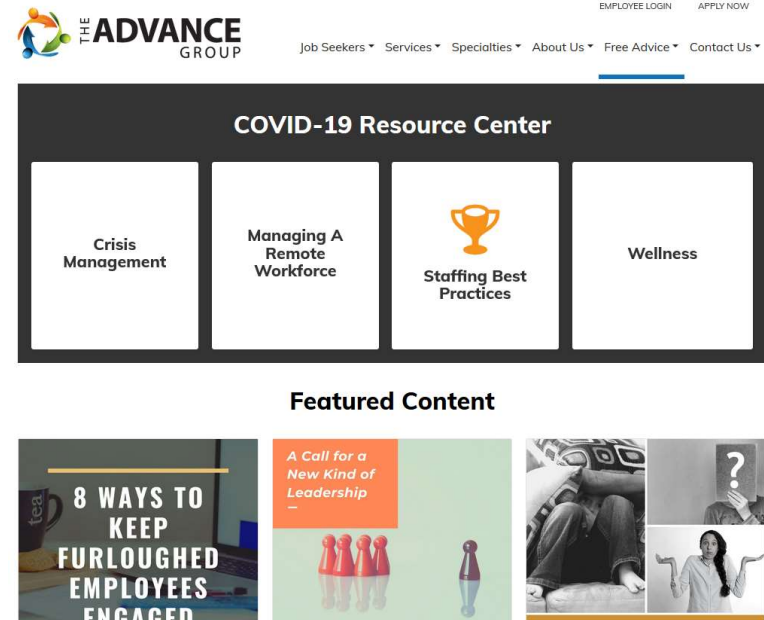
## fixing your **WEBSITE**

- Optimize conversion paths
- Strengthen copy



# fixing your WEBSITE

- Optimize conversion paths
- Strengthen copy
- Provide your COVID response



# fixing your WEBSITE

- Optimize conversion paths
- Strengthen copy
- Provide your COVID response
- Offer new services / self-service (e.g., Talent On Demand)

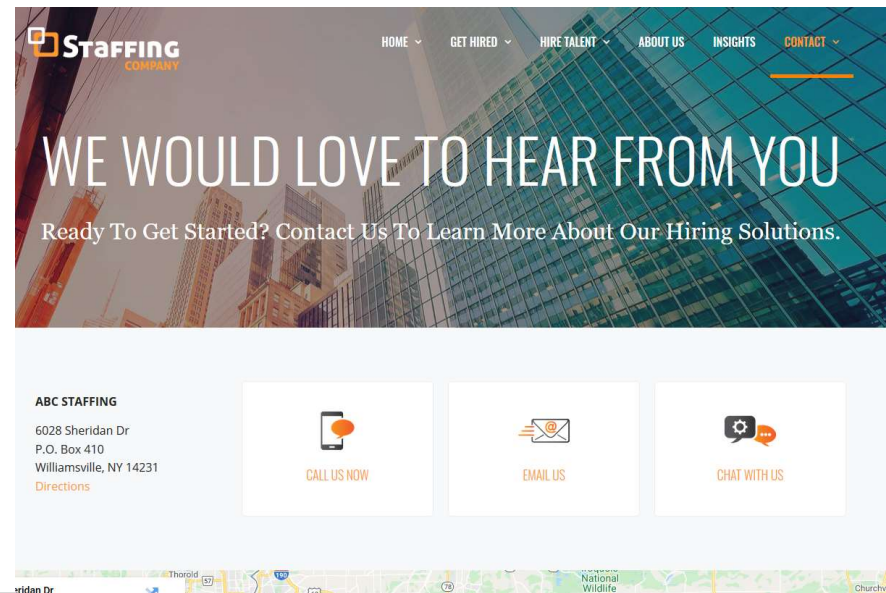
## Featured Talent

Here is a sample of the talented people we have who are looking for job opportunities. Want to learn more about a featured candidate? Just click on a profile!  
Want to see more? Select Browse Talent above or contact us today!



## fixing your **WEBSITE**

- Optimize conversion paths
- Strengthen copy
- Provide your COVID response
- Offer new services / self-service (e.g., Talent On Demand)
- Make it easy to work with you



## fixing your **WEBSITE**


- Optimize conversion paths
- Strengthen copy
- Provide your COVID response
- Offer new services / self-service (e.g., Talent On Demand)
- Make it easy to work with you
- SEO (more on that in a minute)






# social MEDIA

- Rethink your strategy



**Worry less. Smile more. Get more done.**



**We're Still Here For You**

**Find Your Happy Place**  
Finding a job during the COVID-19 pandemic might seem like a difficult task, but our team is available to assist you every step of the way.  
We're in this together.

**APPLY ONLINE**



**Improve Business Performance**  
Schedule your free consult to begin your new approach to HR!

New Era HR Solutions **Contact Us >**



**Access Our HR Library**  
Offload time-consuming tasks or resolve an ongoing challenge. Start with your free consult

New Era HR Solutions **>**



**Check Out Our Virtual Job Booth!**



**Stronger together.**



# social MEDIA

- Rethink your strategy
- Rethink your content

## Benefits of Maintaining Strong Communication With Your Candidates Through A Crisis

Posted on May 13, 2020 by Kristen Wakulchuk



Communicating with your candidates is always important, but maintaining strong communication with them during a crisis can set you apart from your competitors. Thanks to COVID-19, our economy came to a grinding halt in March, and businesses are facing unique challenges. On one hand, millions of businesses were deemed "non-essential" and were forced to close...  
[Read More >](#)

### Maneuvering Your Job Search Through COVID-19

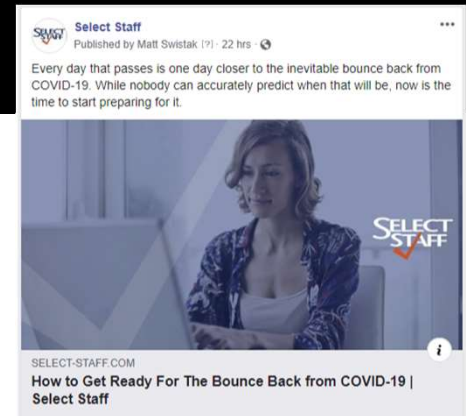
Posted on May 8, 2020 by Kristen Wakulchuk



Right now times are very uncertain, very stressful and even a bit frightening. The COVID-19 outbreak has not only caused a health crisis but an economic crisis, as well. In a matter of days, millions of people found themselves suddenly out of work. Millions more are weeks or even days away from losing their jobs...  
[Read More >](#)



## Locked-In? Here are Halpin's Favorite Netflix Shows



# social MEDIA

- Rethink your strategy
- Rethink your content
- Provide clear and authentic communication



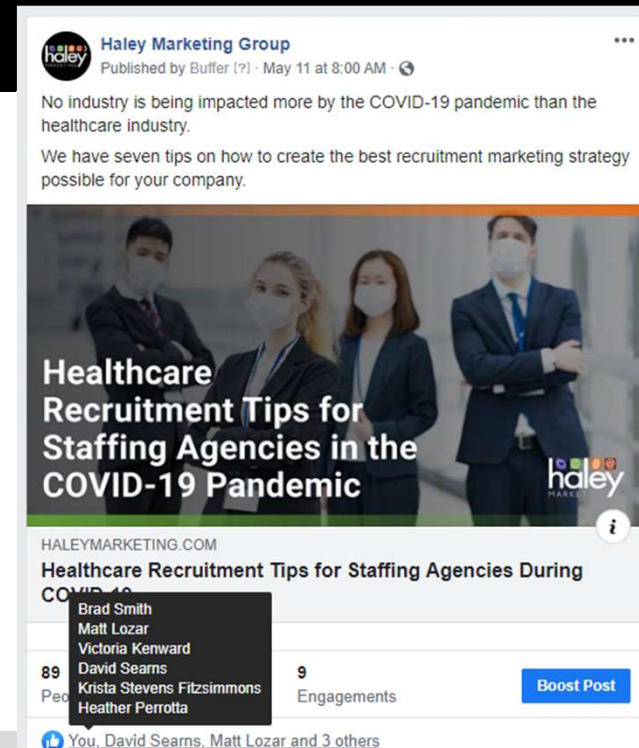
# social MEDIA

- Rethink your strategy
- Rethink your content
- Provide clear and authentic communication
- Deepen and broaden your networks



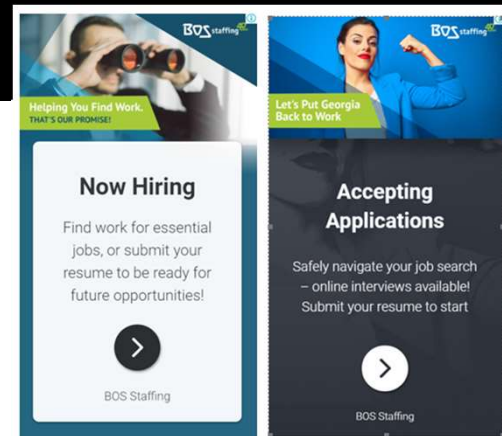
# social MEDIA

- Rethink your strategy
- Rethink your content
- Provide clear and authentic communication
- Deepen and broaden your networks
- Get everyone on the team involved

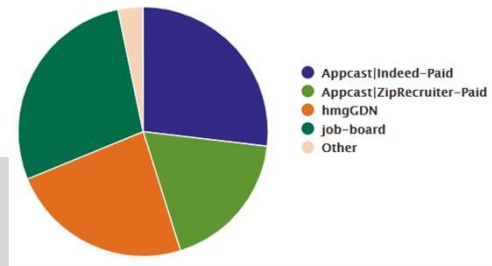


# social MEDIA

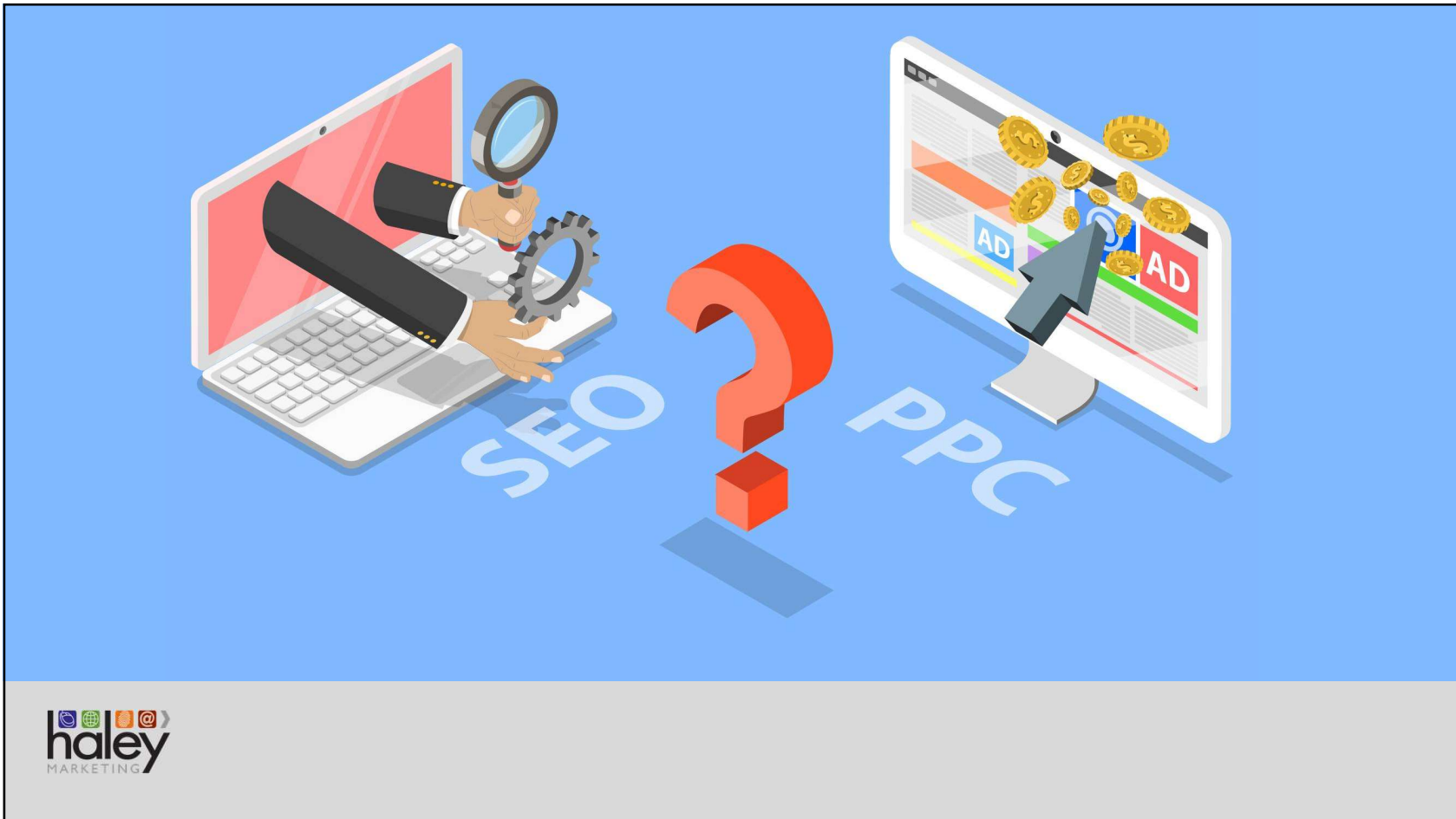
- Rethink your strategy
- Rethink your content
- Provide clear and authentic communication
- Deepen and broaden your networks
- Get everyone on the team involved
- Don't rely on just "free" reach



Candidate Source



- Avg. click-through rate: 10.30% [industry average = 0.59%]
- Avg. conversion rate: 4.45% [industry average = 1.57%]



# seo & PPC

- SEO has changed
  - Focus on answering the questions your clients and candidates are asking
  - More than ever SEO is about content

**How to Become a CNC Machinist** Posted Jun 19th, 2019



If you have a passion for technology and design, a knack for precision and detailed tasks, and desire a career beyond the typical "desk job," a career in CNC machining could be the perfect path for you.

Computer numerically controlled (CNC) machines are the backbone of American industry. These machines cut, shape and finish raw materials like metal, plastic and wood into usable manufacturing components. CNC machines are extremely complex – they must be calibrated and operated with precision and it takes a full team of people to keep those machines operating smoothly.

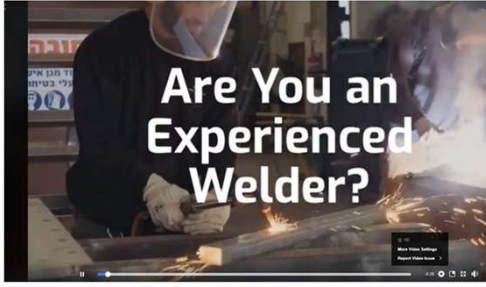
**What is a CNC Machinist?**

CNC machinists work with CNC heavy machinery from setup through operation. CNC machines cut, grind and drill into raw materials so that they can be used in all manner of manufacturing cases. CNC machinists are responsible for overseeing the machines and making adjustments that control speed, material feed and path of the cut.

CNC machinists are critical members of an industrial engineering team. They are builders, fabricators, mechanics, craftsmen and quality assurance, all rolled into one package. Machines have come a long way over the last several decades and they are "smarter" than ever before. However, machines are not fully autonomous. They still require humans to tell them what to do, monitor their performance and ensure precise output. Despite what you may have heard, machines are not taking over the world, so for the foreseeable future, the industry will rely on CNC machinists.

**What Does a CNC Machinist Do?**

Each day, a CNC machinist must ensure that equipment is set up properly, working well and producing quality, usable materials. They must keep an eye on capacity, materials stock, and maintenance. They must also be skilled with the tools and equipment used to create and maintain the machines.



**Are You an Experienced Welder?**

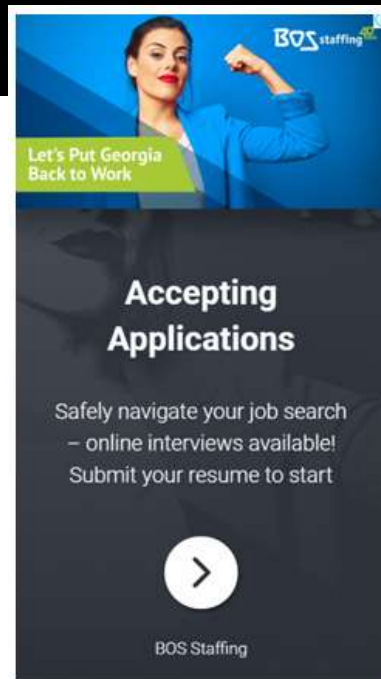
Welders needed!!!

Integrative Staffing Group

Source	Users	New Users	Sessions
	145.12% <span style="color: green;">▲</span> 3,140 vs 1,281	160.54% <span style="color: green;">▲</span> 3,077 vs 1,181	116.08% <span style="color: green;">▲</span> 3,829 vs 1,772
1. google			
Dec 1, 2019 - Mar 8, 2020	3,048 (97.81%)	2,991 (97.21%)	3,692 (95.42%)
Dec 1, 2018 - Mar 8, 2019	1,149 (89.63%)	1,061 (89.84%)	1,591 (89.79%)
<b>% Change</b>	<b>165.27%</b>	<b>181.90%</b>	<b>132.06%</b>
			58.42%
			41.23%

# seo & PPC

- PPC – more options to consider
  - Google
    - Remarketing
    - Keyword/Display
    - Affinity Categories
    - Competitive Targeting
  - Social
    - Target Match – ATS/CRM
    - Demographic/Geographic Targeting
    - Look-Alike Audiences
    - Interest Targeting
    - Dynamic Targeting Based on Actions





31

## digital SELLING

- Expand your toolbox:
  - **From:**  
email, LinkedIn, phone
  - **To:**  
email, video email (1:1), mass video (1:many), LinkedIn, LinkedIn Groups, Facebook, Facebook Groups, Facebook Live, Slack communities, Zoom/WebEx
  - **Also consider:**  
marketing automation, texting, chat, direct mail



## digital **SELLING**

### **Strategy #1: Help salespeople be more productive**

- Integrated direct marketing
- Better email outreach, better LinkedIn connection and follow-up messages
- Create better offers
- Stronger, easier CTAs
- Video email
- Rethink your call strategy



## digital SELLING

### Strategy #2: Content & Inbound Marketing

- Become a resource for great ideas
- Turn ideas into something “tangible”
- Create landing page for conversion
- Promote the resources via all the digital tools





# recruitment **MARKETING**

- Social recruiting is working better than ever



# recruitment **MARKETING**

- Social recruiting is working better than ever
- Optimize the career site to improve conversion and re-engage talent

The screenshot shows a job posting for 'Packing And Shipping Clerk' on the JTI Business Network website. The page includes a navigation bar with links for HOME, JOBS, SERVICES, OUR COMPANIES, ABOUT US, RESOURCES, CONTACT US, and CAREERS AT TRN. The job details are as follows:

- Location:** Smyrna, GA 30082
- Posted:** 05/12/2020
- Industry:** Industrial
- Job Number:** JJ507836355

**Job Description:**

**Packing & Shipping Clerk**

Our client has been a leader in the weapons industry for nearly 60 years. Due to an increased demand in their products we are urgently seeking candidates to fill their open Packing & Shipping Clerk position.

**Job Duties:**

- Performs picking, packing, and shipping of all products according to regulations and instructions listed.
- Ensures that the correct items are shipped.
- Final inspection of packages and creating shipping labels via FedEx software.
- Performs general housekeeping and safety functions daily
- Counts and records shipment data via the WMS.

**Job Requirements:**

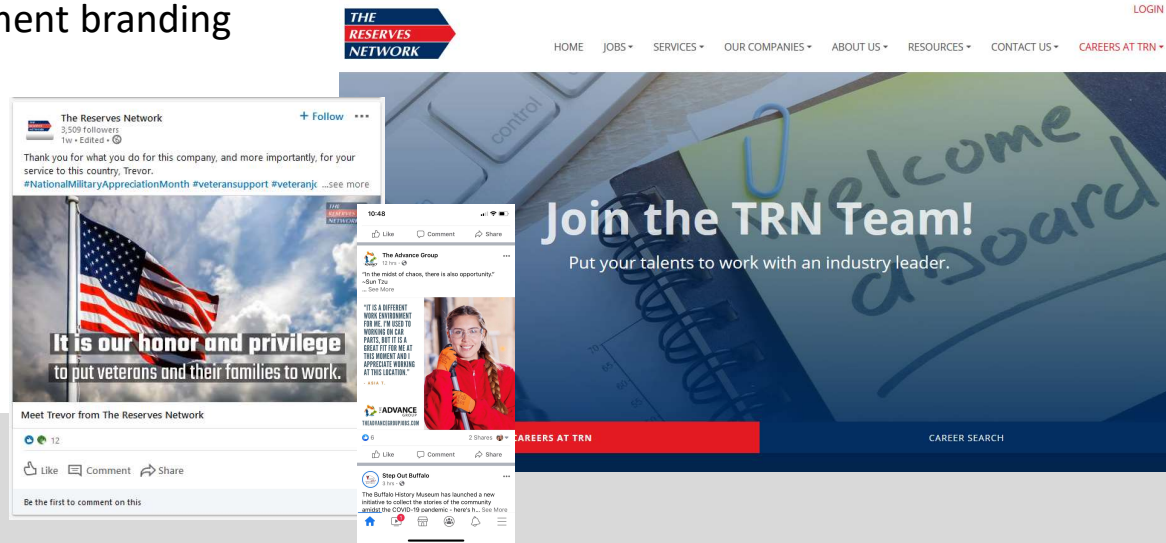
On the right side of the job posting, there are several interactive elements:

- Apply Now** (red button)
- Apply Online** (input field)
- Apply with Indeed** (input field)
- Apply Later** (input field)
- Share This Job:** (social media icons for Facebook, Twitter, LinkedIn, and Email)
- Related Jobs:** (scrollable list with a 'Packing and Shipping Clerk' job listed)



# recruitment **MARKETING**

- Social recruiting is working better than ever
- Optimize the career site to improve conversion and re-engage talent
- Focus on employment branding



# recruitment **MARKETING**

- Social recruiting is working better than ever
- Optimize the career site to improve conversion and re-engage talent
- Focus on employment branding
- Be even more proactive about reputation management

Google

★★★★★  
"First of all, I was definitely persuaded to sign up with TruStar based on the overall reviews. I am so glad that I did. TruStar was able to find me an assignment quicker than I had imagined and their service is exceptional. I appreciate their friendliness and constant support to ensure I knew what my next steps were. If you are looking for a job and need help finding one, I recommend this place."  
Aria M.

Overall Rating / 1019 Total 1st-Party Reviews  
**4.9** Out of 5 Stars  
★★★★★  
Horizon Hospitality Associates, Inc.  
★★★★★ 4.5 out of 5 stars  
Glen F. · May 9, 2020  
I was very impressed with the effort put into our interactions. Especially considering the extenuating circumstances of these times. It didn't work out but Adam did a great job. He is a clear understanding of the clients needs. If another position seems relevant for me, I would love to hear about it.  
Share

★★★★★ 5.0 out of 5 stars  
dd l. · May 8, 2020  
My positive well informed and professional.  
Share

BEST Staffing TALENT 2019-2020  
BEST Staffing CLIENT 2019-2020  
BEST Staffing TALENT 2019-2020  
BEST Staffing CLIENT 2019-2020  
BEST Staffing TALENT 2019-2020  
BEST Staffing CLIENT 2019-2020  
Inc. 500  
2020 BEST BRAND

the entire process. It was a pleasure





How can we help?



40



  
**COVID-19 Recovery Resources**  
**Business Strategy & Marketing Ideas**

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At Haley Marketing, we are committed to serving the staffing industry. We put together this page to offer free advice and low-cost marketing support to help all staffing companies to survive and thrive!

<https://haleymarketing.com/covid-recovery>



# Staffing Works Slack Group



- Discussion Group (any device)
- Dealing with COVID-19
- Sales & Marketing Ideas
- Recruiting Strategies
- Tech Q&A
- Morale-building chat
- AND IT'S FREE!



[www.haleymarketing.com/staffingworks](http://www.haleymarketing.com/staffingworks)





# Any questions?

 1.888.696.2900

 [info@haleymarketing.com](mailto:info@haleymarketing.com)

 @haleymarketing

 [www.facebook.com/HaleyMarketing/](https://www.facebook.com/HaleyMarketing/)





**Coming Next:**



**How to Recover Faster from COVID-19**

Tuesday, May 19, 2020 at 2:00 PM ET



**Build Back Better. Prospecting During Uncertain Times**

Thursday, June 4, 2020 at 2:00 PM ET

**Reserve your seat:**

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