

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

Aaron Eastlack



Agenda

Websites

Social Pro

Programmatic Job Ads

Pay-Per-Click (PPC)

Video Marketing

HaleyMail

Direct Marketing

Collateral

Branded Content



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Websites

What's New?

- ADA Compliance
- Web Development Technology (Elementor Visual Website Builder)
- Haley Plugin Suite
- Website Forms

Websites

STARTER SITES

(Live demo)

Websites

CUSTOM SITES

(Live demo)

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Social Pro

A-B Testing to See What Works

- Construction staffing agency
Cost per candidate ↓ 27.8%
- General staffing agency in Oklahoma
Cost per candidate ↓ 46.6%

Job applications UP by nearly 50%!



American StaffCorp
Written by Matt Lozar [?] · May 13 at 9:09 AM · 🌐

Ready to get back to the workforce and find the next job?



Apply Today!
We help solve the job search with safe jobs throughout Oklahoma.

Apply Now



CCS Construction Staffing, Inc.
Sponsored (demo) · 🌐

Recruiters who care. Safe job sites. Good-paying jobs. A team who answers the phone.



Apply Today
Join our team!

10

2 Comments 1 Share

Social Pro

REACH YOUR
PEAK

TIME TO GET TO WORK!

CHOOSE
ADVENTURE.

FOCUS
STAFF

FUN FACT FRIDAY

Name
Janet Iraburo

Job Title
For Smith

Branch
Staffing Supervisor

Fun Fact
I am very good about
memorizing phone numbers.

FirstStaff



Kristie is an amazing recruiter!
I love Focus Staff and
highly recommend
them.
—Deana

FOCUS
STAFF

FUN FACT
FRIDAY

Name
Terry Davis

Job Title
Branch Manager

Branch
Hot Springs

Fun Fact
Married 28 years.

FirstStaff

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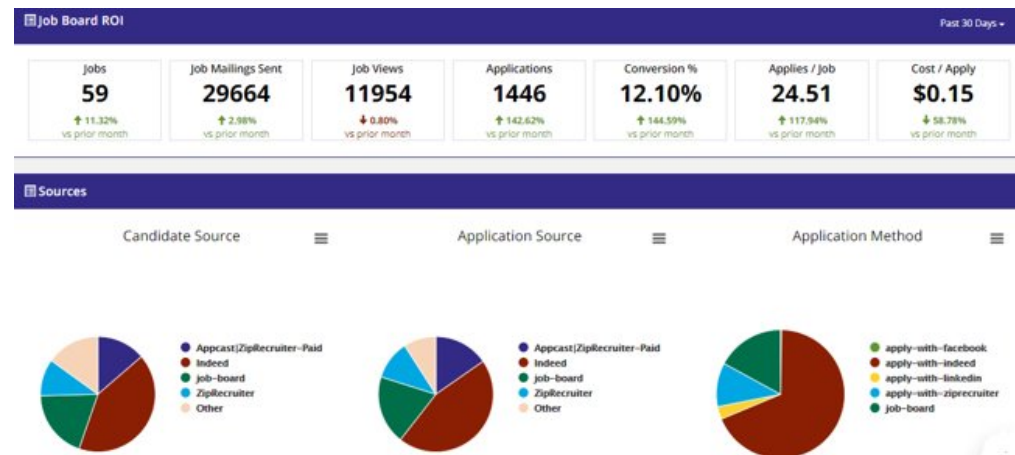
Branded Content



Programmatic Job Ads

Results for Light Industrial in Northeast Ohio

- BEFORE:
Averaging 568 applies/month
at \$3,500
- AFTER:
Averaging 915 applies/month
at \$3,732





Programmatic Job Ads

Results for Hospital Staffing (Clinical and Non-Clinical) in California

- **BEFORE:**
Averaging 379 applies/month
at \$3,000 (just Indeed)
- **AFTER:**
Averaging 876 applies/month
at \$3,510

(Expanded to multiple job boards: Indeed, Zip, Appcast Xcelerate, Monster, Nexxt)

Total	100%	Spend \$1,334 Projected \$2,953	Clicks 3,916 \$0.34 cpc	100%	Applies 829 \$1.61 CPA	CR% 21.2%
 Indeed Apply 3 Exported Jobs CPC + CDT	58%	Spend \$780 Projected \$1,803	Clicks 2,176 \$0.36 cpc	34%	Applies 284 \$2.75 CPA	CR% 13.1%
 ZipRecruiter Apply CPC 31 Exported Jobs CPC + PDT	42%	Spend \$554 Projected \$1,150	Clicks 1,740 \$0.32 cpc	66%	Applies 545 \$1.02 CPA	CR% 31.3%

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Pay-Per-Click (PPC)

BOS Staffing


- STRATEGY:
 - Increased ad spend (\$1,000 to \$2,000)
 - New targeting tactics
 - Refresh ad copy with a relevant/timely message

- RESULT:

341% conversion rate increase (0.98% to 3.34%)

623% increase in application completion (13 to 81)

Example of your image ad at 300x250



Let's Put Georgia Back to Work

Now Hiring

BOS Staffing

Start your job search today. Submit your resume to get it on top of the pile!

APPLY NOW

Example of your text ad at 300x250


Now Hiring

BOS Staffing

Submit your resume today, and connect with our recruiting team online!

APPLY NOW

Example of your native ad at 300x250



Helping You Find Work. THAT'S OUR PROMISE!

Our Promise: Helping Georgians Back to Work. Submit Your...

BOS Staffing

Apply Now >

Pay-Per-Click (PPC)

Westside Personnel Services

- Series of Facebook ads to promote hot jobs and appeal to candidate pain points.
- RESULTS: **20% of total applications** on the client's job board.

Average of **\$0.41 per click** from Facebook to the website.

A screenshot of a Facebook advertisement for Westside Personnel Services. The ad features a photograph of a worker in a yellow hard hat and high-visibility vest operating a forklift. The text of the ad includes the company name, a sponsored notice, a message about the competitive job market, the company logo, and a 'WE'RE HIRING' banner. At the bottom, there is a link to the company's job board, a list of job openings, and an 'Apply Now' button.

Westside Personnel Services
Sponsored (demo) · 🌐

The job market is about to get more competitive than ever. Don't wait to start your search – we have positions open now!

WESTSIDE PERSONNEL SERVICES

WE'RE HIRING

[JOBS.WESTSIDEPERSONNEL.COM](https://jobs.westsidepersonnel.com)
NOW HIRING | Warehouse & Manufacturing Openings
Assembly, Forklift, Shipping, Machine Operator & More

Apply Now

Pay-Per-Click (PPC)

Sentech Services (August – September 2020)

- STRATEGY: Weekly boosted Facebook Jobs
Create more visibility for most critical jobs
One-touch application!
- RESULTS: \$670 in ad spend...**over 460 applications**
Average cost per Facebook job application
is **less than \$1.50!**



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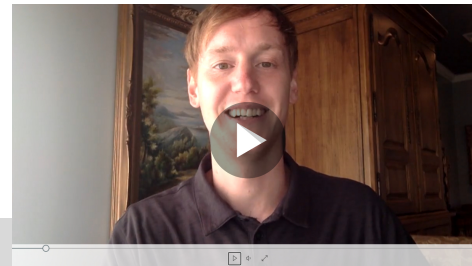
Video Marketing (Video NOW)

Lyons HR

- OBJECTIVE: Find a more personal way to reach out to clients during the shutdown to let them know that “Lyons HR is here to help.”
- SOLUTION: Video NOW video emails to connect...



LYONS HR



Video Marketing (Video NOW)

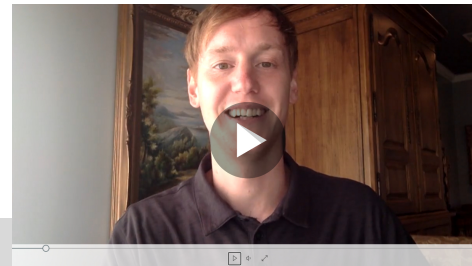
Lyons HR

- SURPRISE RESULT: From salon owners to hotel chain management, clients were deeply appreciative of the personal outreach...

And those clients LOVED sending video testimonials back!

Lyons HR is using all their new testimonial videos as an integral part of their outbound sales process.

LYONS HR



Video Marketing (Video Interviews)

The Advance Group

- STRATEGY: Create engaging, substantive content to share across social channels, address a key COVID-related recruiting challenge, increase visibility online
- RESULTS: **Thumb-stopping, informative video adds value for employers – and positions Advance as an industry expert**



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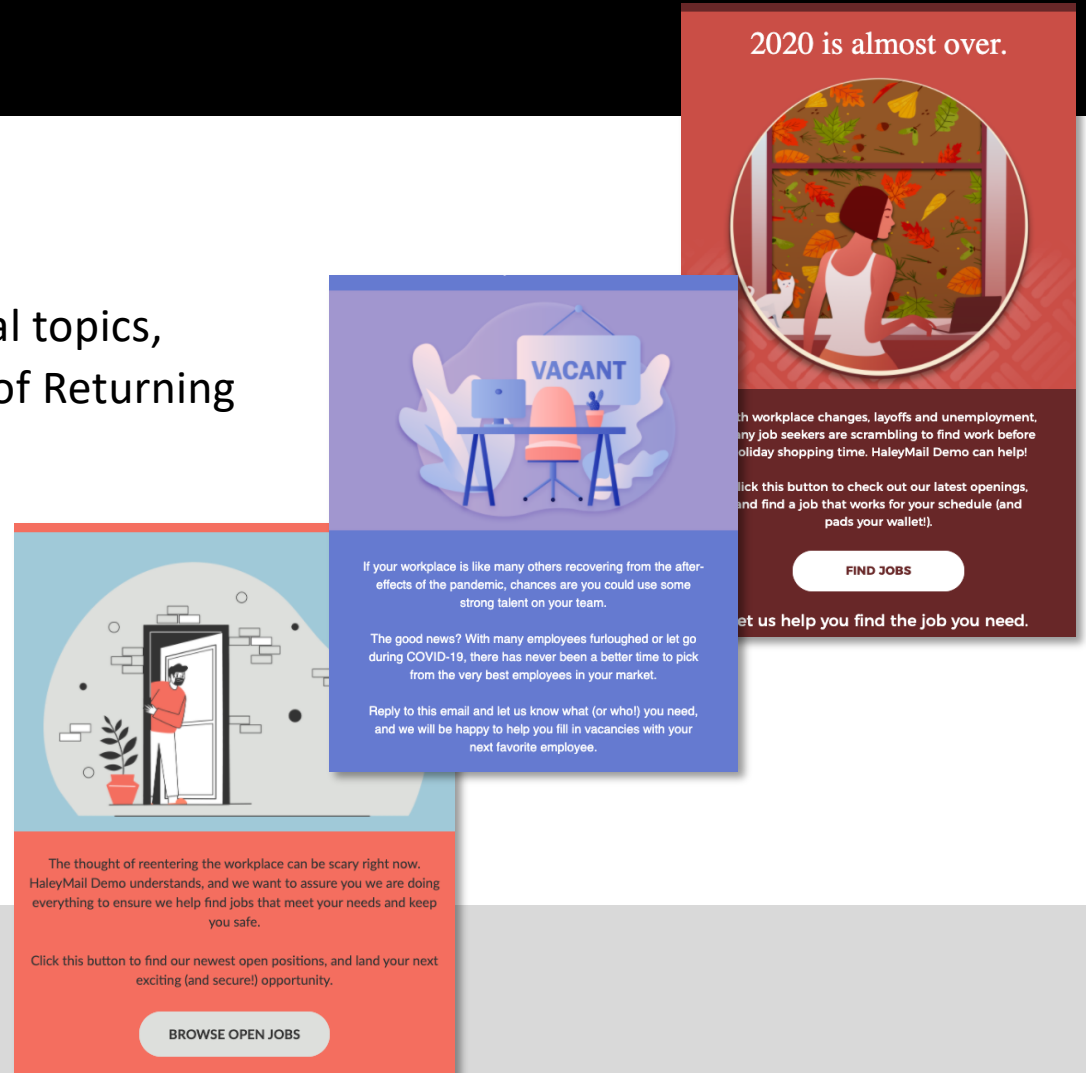
Branded Content



HaleyMail

Email Marketing

- STRATEGY: Timely, relevant and seasonal topics, e.g., Virtual Hiring and Fear of Returning to Work
- RESULTS: **10-15% Average Open Rate** (6% is Industry Average)



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Direct Marketing

Top Notch Personnel

- Brochure
- Landing Page
- Notecard
- Dimensional Mailer
- Supporting emails, letters, LinkedIn follow-up

KEEP YOUR BUSINESS CRANKING WITH TOP NOTCH

Boost productivity and efficiency with the best local talent on demand.

We are Wichita's staffing and recruiting agency of choice.

TOPNOTCH
PERSONNEL INC.

WE ARE WICHITA

TOP NOTCH PERSONNEL IS PROUD TO SERVE THE PEOPLE AND BUSINESSES OF WICHITA.

When local businesses are strong and local people are gainfully employed, the entire city hums. We are dedicated to keeping great people working and great companies cranking at peak performance.

Founded to provide local employers with the highest level of customer service, we are redefining the way Wichita companies think about staffing and recruiting.

YOU DON'T HAVE TO SETTLE FOR LESS THAN TOP NOTCH

Cookie cutters are great for your kitchen. But not for your business. We customize solutions for unique needs by learning everything we can about your goals, challenges, market position and work environment.

THE RESULT: Optimized labor and ROI delivered with speed and accuracy, every time.

Top Notch Solutions

TEMPORARY & CONTRACT offer a full complement of services including extensive candidate searches, depth interviews, skills assessments, and presentations of fully qualified candidates who will be poised to make a positive impact.

DIRECT HIRE Top Notch can handle payroll for your contingent workforce or your core workforce. As a local company, we solve issues faster than national vendors and deliver a better experience. Our "Payroll Promise" is to ensure we fix any issues with payroll within one hour.

KEEP YOUR BUSINESS CRANKING WITH TOP NOTCH

Would you like to boost productivity and efficiency? Are you looking for a simple, cost-effective way to stay fully staffed with reliable and skilled workers?

[DOWNLOAD OUR FREE BROCHURE](#)

Top Notch Personnel offers custom tailored solutions that quickly connect you with the best employees in Wichita.

CONSTRUCTION | CALL CENTER | MANUFACTURING | AIRCRAFT

Temporary & Contract | Temporary-to-Hire | Direct Hire

LET'S WORK TOGETHER TO KEEP YOUR BUSINESS CRANKING

Hiring comes with risk. Let Top Notch remove that risk and keep your business running like a well-oiled machine. We are Wichita's premier staffing partner. What can we help you achieve?

[DOWNLOAD OUR FREE BROCHURE](#)

LET'S FIRE UP YOUR BUSINESS!

Looking for ideas to keep your business cranking? Download our free booklet to get started.

Name *

Company *

Phone *

Email *

[DOWNLOAD YOUR COPY](#)

TOP NOTCH PERSONNEL, INC.

Office Address: 1815 W. 19th St., Wichita, KS 67205 | Phone: 316-425-4811

Headquarters: 1725 N. 15th St., Wichita, KS 67205 | Phone: 316-425-4811

WHO WE ARE

Top Notch Personnel is the premier staffing and recruitment agency in Wichita, KS, serving the aircraft, construction, manufacturing and call center industries. Our team of great people work at great companies across the region. Service excellence, accuracy, speed and integrity are the foundation of our service.

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Direct Marketing

Recruiting in Motion

- eBook
- Landing Page
- Pay-Per-Click Ads

MAPPING THE FUTURE OF HIRING

CHARTING A COURSE FOR SUCCESS IN 2020 AND BEYOND.

Recruiting
IN MOTION

CONSIDER THE JOURNEY, NOT JUST THE DESTINATION

What was recently a candidate's market has changed. How can your business handle the increased traffic? The volume of processing candidates to keep up with the top candidates engaged throughout.

INTERVIEWING.

It can result in a large number of candidates, many of which are unqualified. With a more extensive process, you can quickly narrow the field.

Quickly narrow the field to interview in a more extensive process.



CHATBOTS/AI.

Keep candidates engaged and informed. Answer candidate questions 24/7 without increasing your internal staff by deploying a chatbot on your website.

Machine learning technologies enable the bot to become increasingly accurate and personable.

Direct Marketing

Job Store

- "Putting America Back to Work"
Door Openers



Direct Marketing

CornerStone Staffing Solutions

- Door Openers to Emails

CornerStone Staffing
Helping build a better workforce.

HOW DO YOU HELP YOUR COMPANY RECOVER FASTER IN THIS ECONOMY?

STAFF INTELLIGENTLY!

University research shows that the use of temporary employees has a direct correlation with high profits and lower overall business risk.

To accelerate your recovery, take advantage of just-in-time talent, every day.

As your staffing partner, we can provide fill-ins, supplemental staffing, and people with specialized expertise when and where you need them.

Make your business more profitable – while Putting Texas Back to Work.

CONTACT CORNERSTONE STAFFING TODAY

CornerStone Staffing
Helping build a better workforce.

WANT TO OUT-PERFORM YOUR COMPETITORS?

TOP GRADE YOUR TALENT!

With this recovery, you have unprecedented access to great people. But, so do your competitors.

Don't miss this opportunity.

CornerStone Staffing to confidentially source, screen and refer top talent...faster.

We can give your company a competitive edge – while Putting Texans Back to Work.

CONTACT US

CornerStone Staffing
Helping build a better workforce.

ORDERING A LITTLE CLEAN?

STAFF SMARTER.

\$40/hr. professionals doing \$12/hr. work, you're wasting their time – and your money.

Save your team's time for high-value work that drives revenue.

Best to us. At CornerStone Staffing, we provide on-talent that can free executives, managers and staff to do what they do best: the high-ROI activities that drive business.

Ready to staff smarter? Contact us today for a free workforce consultation.

CONTACT US

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Marquee Staffing

- eBook
- Landing Page



GETTING BACK TO WORK – SAFELY

Smart Strategies for a New Workplace

MARQUEE® STAFFING
WORKING WONDERS™



LET'S GET BACK TO WORK!

As America prepares to return to work or operate at full capacity, there is much uncertainty about keeping your employees safe and your business compliant.

Over the last several months, Marquee Staffing has worked closely with employers – many of them essential businesses – to help them remain productive and profitable throughout this challenging time.

This simple-to-use reference guide includes best practices to get back to business safely.

MARQUEE® STAFFING
WORKING WONDERS™

Workforce and Staffing Solutions

CONTRACT

Add flexibility to your workforce with contract and temporary

Make up for lost time with p, add tough-to-find skill at tight project deadlines or absent employees.

ACT-TO-HIRE

Minimizing hiring risks by evaluating a employee on the job for fit before extending an offer.

RECRUITMENT

Can source, screen and candidates on your behalf. Choose from only the top s and owe nothing unless we present a candidate we present.

PAYROLLING

You find the talent and place the temporary employees you choose on our payroll. We take care of paychecks, tax withholding, workers' compensation and benefits, freeing you to focus on other priorities.

ON-SITE

Our on-site coordinator manages Marquee's contingent employees at your facility – keeping workers safe, compliant and well trained. We take care of job requisitions, onboarding, timekeeping and reporting, freeing you to focus on other priorities.

MANAGED SERVICES

We take responsibility for your contingent workforce in a vendor-neutral environment. This comprehensive program improves efficiency and performance, saving you time, money and frustration.



GETTING BACK TO WORK – SAFELY

Collateral

Novus

- Sell Sheet

ENGINEERS PLACING ENGINEERS

WE FOCUS OUR ENERGY ON
THE SEMICONDUCTOR INDUSTRY

SEMICONDUCTOR ENGINEERING PLACEMENT EXPERTS

At Novus Resources, you will work with engineering sourcing specialists who are highly educated and experienced in the semiconductor sector..

Our expertise and streamlined approach to search saves you time and money while delivering consistently accurate results.



10 years

in the industry has made Novus a trusted provider of high-caliber engineering candidates for manufacturers and fabless chip companies.



2-3

Novus candidates is all it takes for most employers to find an engineer they are happy with.



2:1

is our interview-to-hire ratio.



98%

of our employees end up becoming permanent hires.



\$4,129

is the cost of a typical hire according to the Society for Human Resource Management.

42 days

is the average time it takes to hire.



24 hours

is our typical turnaround time.

"Pretty close" resumes are a waste of your time.

Our extensive talent network and semiconductor expertise mean we can respond quickly and accurately.

Most of our candidates come from referrals.

We source candidates who are not on job boards, not actively looking, and not engaged with other recruiters.

The semiconductor space is our specialty.

We understand the semiconductor space, positions we recruit for, and what it takes to attract the high-level talent we place.

When you're ready to add semiconductor talent to your team, contact Novus Resources.

staff@novus-resources.com (919) 465-1212
novus-resources.com

POWERING YOUR NEED
NOVUS
engineering staffing solutions

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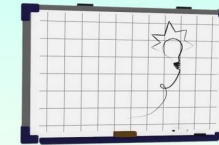
Branded Content



Branded Content

SMART Content Strategy

- Branded Magazine
- Video
- Resource Center
- Social Content



**Effective coaching
can dramatically
increase employee
engagement and
intrinsic
motivation.**



johnson & hill STAFFING
HOME JOB SEEKERS EMPLOYERS SEARCH JOBS SPECIALIZATIONS ABOUT US RESOURCES CONTACT US
Topics Newsletters Q&A Get Updates Refer a Friend

Insights Webinars



General HR Issues



Leadership



Workforce Management

Featured Content





Any questions?



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info@haleymarketing.com



@haleymarketing



www.facebook.com/HaleyMarketing/



COVID-19 Recovery Resources

Business Strategy & Marketing Ideas

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>



Coming Next:



Recruitment Marketing Services

Tuesday, October 27, 2020 at 2 PM ET

Reserve your seat:

www.lunchwithhaley.com