

YOUR PATIENCE IS APPRECIATED...



... **LUNCH WITH HALEY** will be served shortly.

# What's the BEST MARKETING for a staffing company?



PRESENTED BY  
David Searns



What's the  
**ONE THING**  
I should do?



BAD NEWS

**There is no one thing.**



# STAFFING GROWTH STRATEGY

- Increase marketing share (sell more)
- Increase client share (deepen relationships)
- Product superiority (increase differentiation)
- Geographic expansion (new markets)
- Service line extension (new skill disciplines)
- Vertical integration (move up the value chain)
- M&A (buy competitors or complementary companies)
- Partnering (cross-selling with a complementary business)



When it comes to your marketing,  
**ONE SIZE  
DOES NOT FIT ALL**





**STEP 1**  
GOALS

# GOAL SETTING

- SMART
- EOS
  - BHAG
  - 3 year
  - 1 year



# GOAL SETTING

- WHY?



# GOAL SETTING

- Is it a sales problem or a recruiting problem?
- Or both?



# GOAL SETTING

- Be specific about what you want to accomplish
  - Not “increase sales”
  - Add \$2M to top-line revenue
  - Open new branch and get to \$500K run rate
  - Increase sales from existing clients by 10%



# GOAL SETTING

- Break it down
  - Sales dollars or gross margin dollars
  - # of placements required
  - # of job orders
  - # of new clients
  - % increase from existing clients





**STEP 2**  
**STRATEGY**

# MARKETING STRATEGY

- Integrated Direct Marketing (IDM)
- Account-Based Marketing (ABM)
- Event marketing
- Content & inbound marketing
- Pillar content
- Influencer marketing



# INTEGRATED DIRECT MARKETING

1. Choose your prospects  
(your ideal target clients)



2. Create a multistep campaign  
(planned sequence of mail, email, LinkedIn & sales calls)

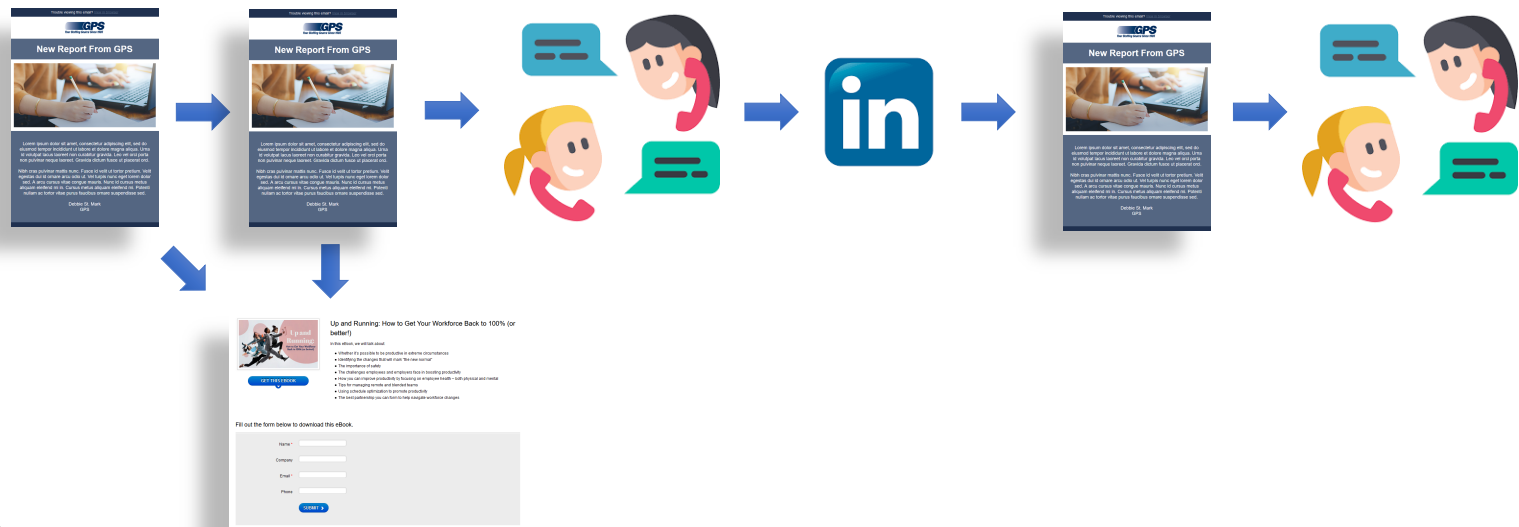


3. Nurture relationships  
(stay top-of-mind)



# INTEGRATED DIRECT MARKETING

Trust the process!



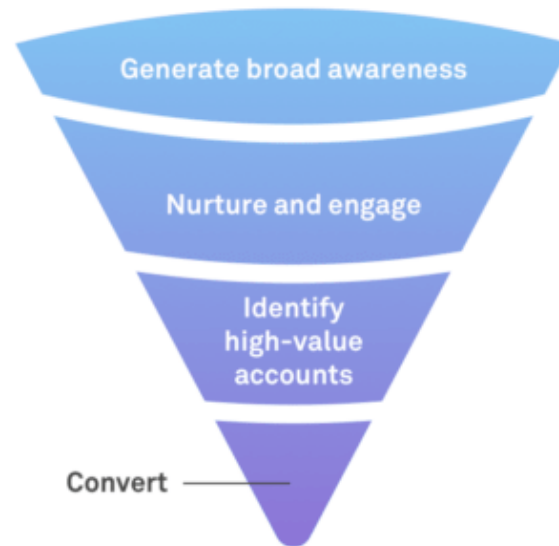
# ACCOUNT-BASED MARKETING

- IDM applied to a single organization
- Target multiple contacts, typically at multiple levels
- Custom tailor the content/message to the prospect
- Based on in-depth research of the target organization

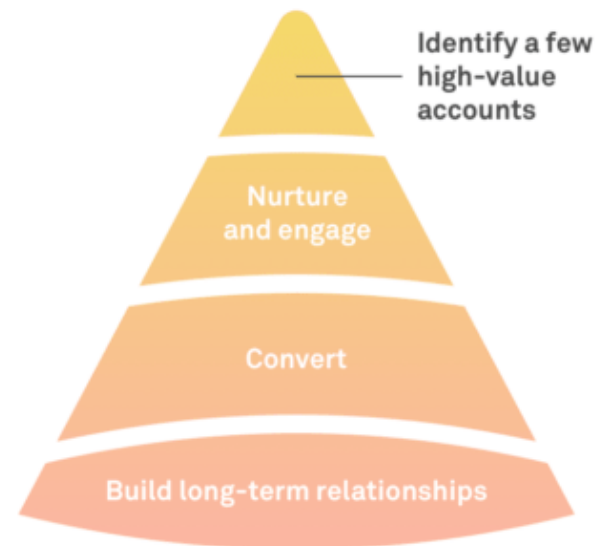


# ACCOUNT-BASED MARKETING

TRADITIONAL LEAD  
GEN FUNNEL



ACCOUNT BASED  
MARKETING FUNNEL



# EVENT MARKETING

- Conferences and trade shows
- Events you create



## ✓ Who is the organizer of the summit?

All World Staffing Summit events are hosted by [Gustav](#) in collaboration with mission partners.

# EVENT MARKETING

Pre-Show	At-Show	Post-Show
Direct Mail Email PPC Call Influencer Outreach Social Media	Attend Exhibit Sponsor Speak Events Social Media	FOLLOW UP!



# CONTENT & INBOUND MARKETING

## 1. Create content ("the bait")

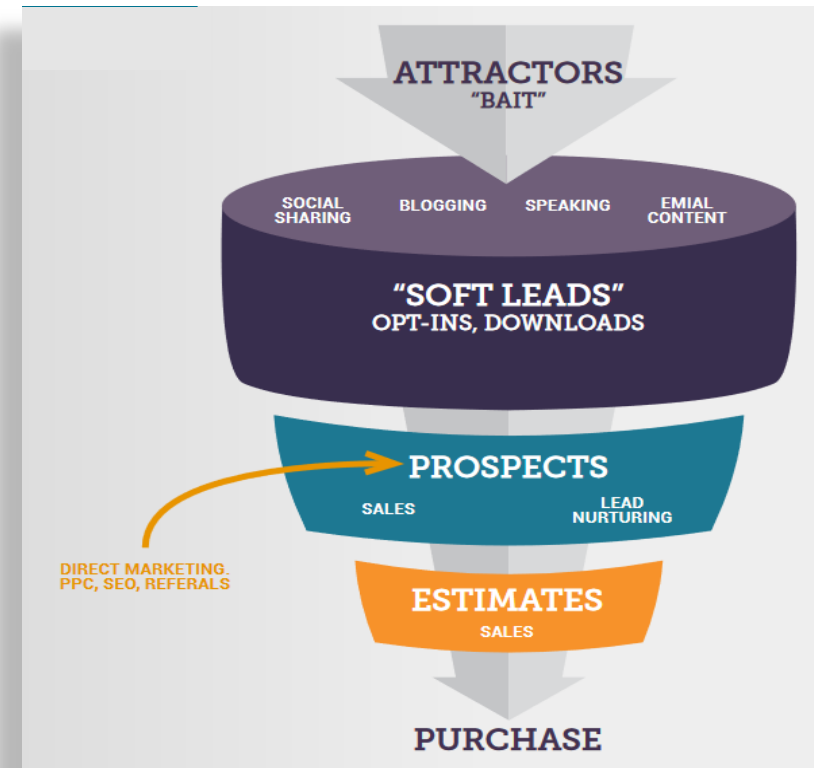
- Blog posts
- Webinars
- Videos
- Podcasts

## 2. Share content

- Post to your website
- Email to clients and prospects
- Share on social media
- Share with other websites

## 3. Convert and re-engage site visitors

- Landing pages on your website
- Calls to action with your content
- Retargeting ads to follow visitors



# PILLAR CONTENT MARKETING

1. Create pillar content



2. Create landing page to download content

DOWNLOAD YOUR FREE OFFER

Learn the secrets to better staffing!

FIRST NAME\*

LAST NAME\*

EMAIL\*

COMPANY NAME

JOB TITLE

HOW DID YOU HEAR ABOUT GRY?

- Please Select -

DOWNLOAD FREE PACKET

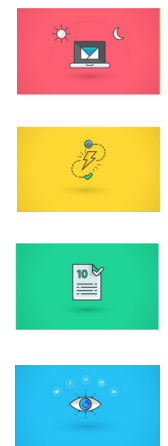
- Preparation techniques
- Questions to ask
- Post-interview and follow up tips
- Exercises and response sheets to polish up your skills

Awesome Content!

3. Break pillar into blogs and/or videos



4. Create social graphics to promote each blog and the pillar content



# INFLUENCER MARKETING

## 1. Create content

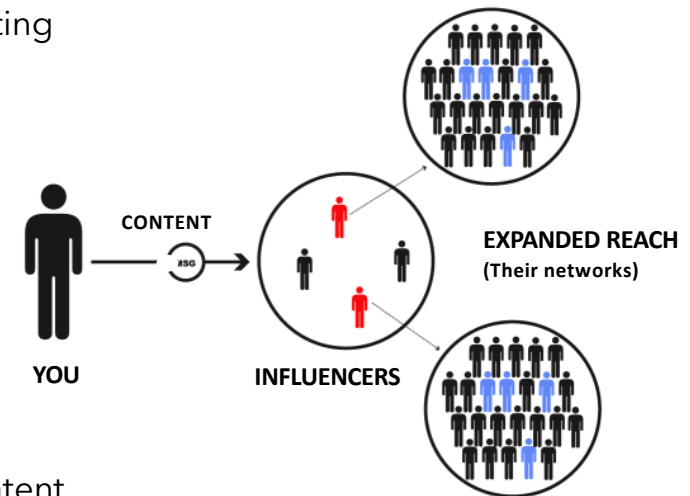
- This can be the same content as content marketing
- Can also be content created in conjunction with influencers

## 2. Get influencers to share the content

- Post content on their websites (linked to your site)
- Email content to their clients and prospects
- Influencers share your content on social media

## 3. Drive more new visitors to your website

- People connected to the influencer find the content that the influencer shares, then are brought to your website to read/watch the content



# RECRUITMENT MARKETING STRATEGY

- Career site optimization
- Job advertising
- Social recruiting
- Employment branding



# CAREER SITE OPTIMIZATION

- Attract
- Engage
- Convert
- Re-engage



# **JOB ADVERTISING**

- Job boards
- Programmatic
- Social ads



# **SOCIAL RECRUITING**

- Active job seekers
- Passive job seekers



# EMPLOYMENT BRANDING

- EVP
- Reputation





Want a ROADMAP  
for your marketing?

1.888.696.2900

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



# Any questions?



1.888.696.2900



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