

YOUR PATIENCE IS APPRECIATED...



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



SHOW-N-TELL

Our FAVORITE marketing projects from 2022

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Taylor Falzone



Today's Agenda

Websites | Digital Marketing | Recruitment Marketing | Automation
Branded Content | Direct Marketing | Creative Services



STAFFING WEBSITES

Value Sites | Starter Sites | Custom Sites



STAFFING WEBSITES

American Medical Staffing
Furst Staffing
Wood Personnel
ektello



DIGITAL MARKETING

Blogging | Social Pro | SEO | PPC | Reputation Management



SOCIAL PRO

Managed Social Media



SOCIAL PRO (Managed Social Media)



Social Results

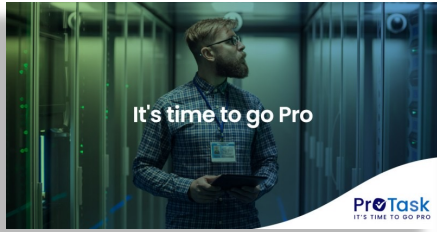
Facebook followers ↑ 212%!
LinkedIn followers ↑ 29%!

Website Results

Session ↑ 733%!
New users ↑ 659%!
Page views ↑ 575%!



SOCIAL PRO (Managed Social Media)



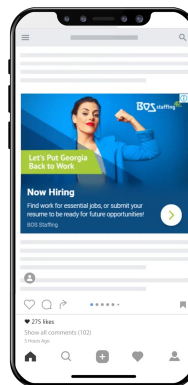
Facebook Results
Reached nearly **85,000 individuals!**
Gained over **200 followers!**

LinkedIn Results
Almost **30,000 followers!**

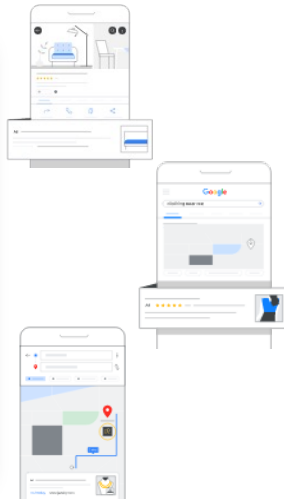
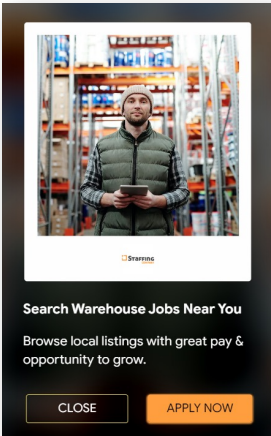


PAY-PER-CLICK ADVERTISING

Online Visibility
Web Traffic
Custom Campaigns



PPC (Online Visibility - Google Local Ads)



Increase Local Branch Visibility

STRATEGY:
Google Local Ads

RESULTS (first 5 months):

520,391 Ad impressions
3,557 Clicks (avg. cost-per-click \$0.03!)
Almost 400 calls (avg. of 2.5/day)
Business profile interactions increased 63%



PPC (Web Traffic - Facebook Ads)



Increase Social Media Engagement & Career Portal Traffic

STRATEGY:
Facebook Ads

RESULTS:

Ads shown to **60k+** targeted local users
Ads seen **300k+** times keeping employer brand top-of-mind
Ads received **5k+** clicks back to the career portal
Facebook ads are **5th largest** website traffic source
Users spend **over one minute** engaging with candidate content and webpages



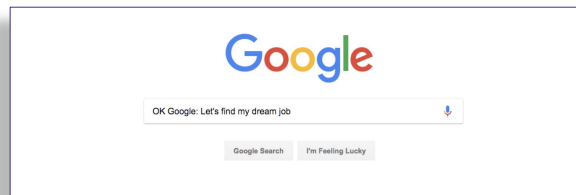
SEARCH ENGINE OPTIMIZATION

Page optimization

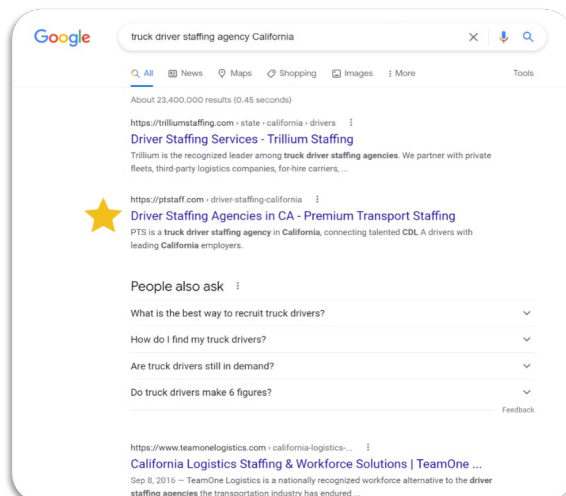
Content optimization

Targeted content pages

Long-form content



SEO (Ongoing Optimization)



Targeted Keyword Strategy

WEBSITE RESULTS

Organic traffic ↑ 90%!

GOOGLE SEARCH RESULTS (Home Page)

Clicks ↑ 50%!

Click-Through Rate ↑ 114%!

Average Ranking ↑ 20 Positions!



RECRUITMENT MARKETING

Career Sites | Job Advertising | Social Recruiting | Employment Branding



PROGRAMMATIC JOB ADVERTISING MANAGEMENT

One Data-Driven Decision Collected 50% More Applications

	Job Board A		Job Board B		Total Apps	Spend
Month 1	296 Apps	\$1,838	551 Apps	\$907	847	\$2,745
Month 2	456 Apps	\$1,343	817 Apps	\$1,628	1,273	\$2,971



PROGRAMMATIC JOB ADVERTISING MANAGEMENT

What happens when the Job Board says “Raise the Budget”?

	CPA	CPC	Conversion Rate	Daily Spend	Apps/Day
January-February	\$3.65	\$0.39	10.6%	\$194	53
March 1-8	\$5.78	\$0.61	10.8%	\$243	43
March 9-31	\$2.85	\$0.32	11.2%	\$162	57
March TOTAL	\$3.44	\$0.38	11.1%	\$183	53



PROGRAMMATIC JOB ADVERTISING MANAGEMENT

Keeping jobs “fresh”

Algorithms treat fresh or new jobs more favorably than older jobs

Company 1
General Warehouse Staffing

Company 2
HVAC Staffing

Company 1	Applies	CPC	Conversion Rate	CPA
June 1-14	782	\$0.67	17.0%	\$3.94
June 15-30	1,485	\$0.34	18.3%	\$1.85

Company 2	Applies	CPC	Conversion Rate	CPA
June 1-14	540	\$0.89	15.5%	\$5.78
June 15-30	913	\$0.54	17.9%	\$3.03

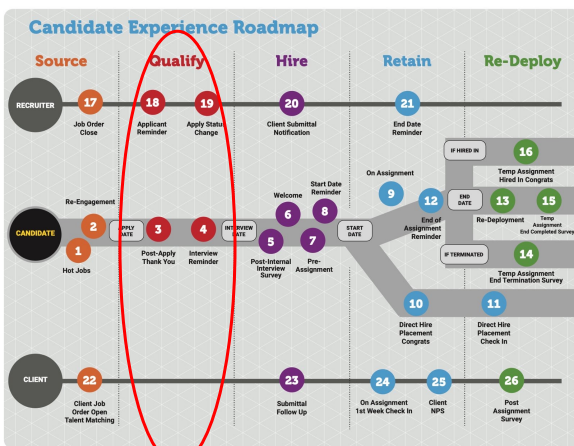


AUTOMATION

Sense | Bullhorn Automation | HubSpot | ActiveCampaign



Sense Campaign Optimization



RECRUITING EFFORTS "CATCH A GHOST" STRATEGY

Assist recruiters after apply with automated follow up to save time and allow recruiters to focus on engaged applicants

RESULTS

Increased their 1st contact rate by 43% with the thank you SMS. We also increased their response rate to 12% in their ongoing recruiting efforts of recent applicants.



BRANDED CONTENT

HaleyMail | Blog Newsletters | Insights Magazines



Attracting and Retaining Gen Z: What Really Works?

Communicating With Candidates on Social Media? Three Positive Lessons

Preventing "The Great Resignation": Retaining Great People at Every Stage of the Employee Lifecycle

Here's Help Staffing and Recruiting Employer Resources

Looking to Hire?

HALEYMAIL (All-in-One Content Marketing System)

Staffing Resource Center

- eBook Library
- Employment Law
- Sample Forms
- Staffing Essentials
- Talent Management
- Training Resources

Featured Content

- How to Conduct an Effective Interview
- How to Conduct an Effective Interview: Part 2
- Don't Just Dream It, Build It: How to Create a Successful Business

Candidate Resource Center

- Land Their Job
- Managing Your Career
- Personal Success
- Work Life Balance

Featured Content

- Line 'Em Up! The Ideal People to Choose as References
- Seize the Summer (Even if You're Stuck at Work)
- 9 Rules for a Simpler Day

Looking to hire?

HaleyMail Demo has temporary, temp-to-hire and full-time employees available for immediate hire.

Click here to view some of our available talent.

Or just email Mackenzie Froese at mfroese@haleymarketing.com and let us know who you need, and we will find the perfect new hire for your organization.

We look forward to speaking soon!
Mackenzie Froese
HaleyMail Demo
716-631-8981

WANT TO SIMPLIFY YOUR HIRING PROCESS?

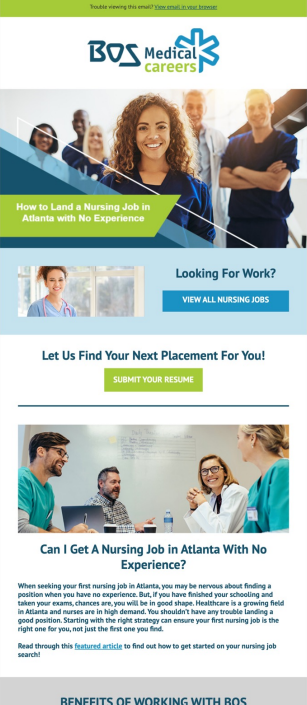
Let HaleyMail Demo bring the candidates straight to your inbox!

Candidate Title 1 Candidate Description 1	Candidate Title 2 Candidate Description 2
Candidate Title 3 Candidate Description 3	Candidate Title 4 Candidate Description 4

Not interested in any of these employees?

Email Mackenzie Froese at mfroese@haleymarketing.com and let us know who you're looking for. We'll be happy to help you find your next star employee!

Regards,
Mackenzie Froese
HaleyMail Demo



BOS Medical careers

How to Land a Nursing Job in Atlanta with No Experience

Looking For Work? [VIEW ALL NURSING JOBS](#)

Let Us Find Your Next Placement For You! [SUBMIT YOUR RESUME](#)

Can I Get A Nursing Job in Atlanta With No Experience?

When seeking your first nursing job in Atlanta, you may be nervous about finding a position when you have no experience. But, if you have finished your schooling and taken your exams, chances are, you will be in good shape. Healthcare is a growing field in Atlanta and nurses are in high demand. You shouldn't have any trouble landing a good position. Starting with the right strategy can ensure your first nursing job is the right one for you, not just the first one you find.

Read through this [featured article](#) to find out how to get started on your nursing job search!

BENEFITS OF WORKING WITH BOS


BLOG NEWSLETTER

STRATEGY


Engaging topics, eye-catching subject lines and titles, and updating list

RESULTS

16-19% Average Open Rate
(6% is Industry Average)





INSIGHTS (Print & Digital Magazine, Email & Web Content)



BOS staffing 402.com FIND WORK • HIRE TALENT • SPECIALTIES • ABOUT • **INSIGHTS** • CONTACT US

HR INSIGHTS





BOS staffing 402.com **BOS Medical**

HR INSIGHTS magazine

SUCCESSFUL PLANNING FOR 2022

IN THIS ISSUE


How to Get Better at Strategic Planning

Managing the Changing Climate

Learning the Art of Customer Recognition

The Power of Payroll

How to Hire the Right People



DIRECT MARKETING

Door Openers | Custom IDM Campaigns



CUSTOM IDM CAMPAIGN



Premium Transport Staffing

- Brochure
- Landing Page
- Notecard
- Dimensional Mailer
- Supporting emails



CREATIVE SERVICES

Corporate Identity | Sales Collateral | Tradeshow Displays



CREATIVE SERVICES

eBook | Sell Sheet | Logo Design





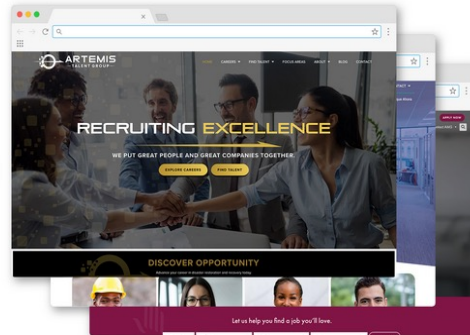
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CRO Site Review

30-point review of your website



haleymarketing.com/websitereview





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