

YOUR PATIENCE IS APPRECIATED...



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



Prepare for ANYTHING

*A guide for staffing companies to
get ready for 2023*

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Co-CEOs



Play along at SLIDO.COM

#LWH



SO, WHERE ARE WE NOW?

Recession or boom?
And more importantly, where are we headed?



Where are we NOW?

The case for a recession

- Definition: 2 declining quarters of GDP
- Inflation
- Interest rates
- Massive layoffs in tech sector
- Inverted yield curve



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Where are we NOW?

The case for a BOOM-ish

- Unemployment remains at 50-year low
- Wages continue to climb
- Consumer spending on record pace for holiday season
- Job market still pretty hot
- Who doesn't have unfilled job orders???



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AND THAT'S WHY IT'S TIME TO PREPARE FOR ANYTHING

Strategies to beat whatever is coming in 2023



Prepare for ANYTHING

PLAYING DEFENSE (6 strategies)

- Cut non-essential expenses
- Reduce / freeze headcount
- Stockpile cash (as best you can)
- Optimize processes (eliminate waste)
- Invest in automation / digital transformation
- Extend contracts (where possible)



Prepare for ANYTHING

PLAYING OFFENSE (7 Strategies)

- Get closer to clients
- Improve the customer experience (remote friction)
- Upskill your internal team
- Maintain (or better yet, increase) marketing
- Do NOT cut your prices!
- Consider M&A
- Be opportunistic



MARKETING STRATEGIES AND TACTICS

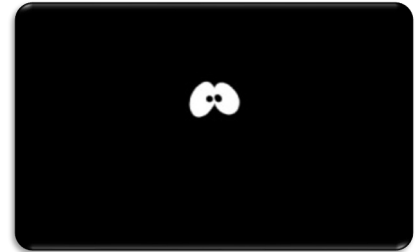
Specific ideas for 2023



Marketing Ideas for 2023

DO NOT GO DARK!

- Out of site is out of mind.
And you NEED to be top-of-mind!



Marketing Ideas for 2023

Invest to drive sales growth

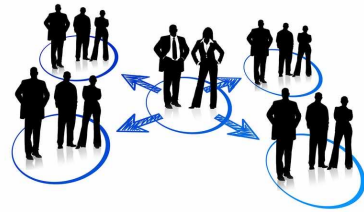
- IDM campaigns
- Digital marketing
- Referral partnerships
- Targeted promotions
- *In this market, EVERYONE SELLS!*



Marketing Ideas for 2023

Strengthen your client base

- Cross sell services
- 3x3 relationships
- Focus on the economic value of staffing...in this market



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Marketing Ideas for 2023

Diversify your client base

- Increase sales activity
- Get closer to your temporaries to identify opportunities
- Target new industry segments
- Go after smaller companies



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Marketing Ideas for 2023

Target weaker competitors

- Identify their clients (review their websites, job ads)
- Sales outreach
- Direct marketing
- Discounts / incentives to switch



Marketing Ideas for 2023

Strengthen your brand

- Update messaging, website, increase visibility online and ITRW
- Build on your mission, vision, and core values (these are your biggest differentiators)
- Strengthen your company brand AND the brands of the salespeople and recruiters on your team



Marketing Ideas for 2023

Look at your marketing mix

- This downturn = opportunity to create new products, pricing models
- New delivery models
 - Global sourcing
 - Creating global talent teams
 - Replacing hourly bill rates and % of salary fees with new models like project pricing or subscription models



Marketing Ideas for 2023

Go small

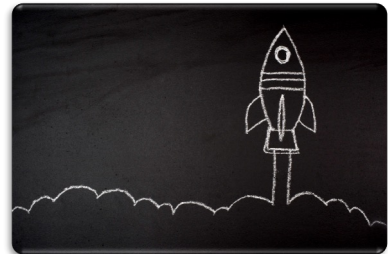
- Focus on helping smaller companies develop staffing strategies – they are the ones most likely to be hiring in a recession.



Marketing Ideas for 2023

Go upstream

- Take more responsibility for managing outcomes.
 - Project solutions
 - On-sites
 - MSP/VMS
 - RPO / HRO
 - Total talent management



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Marketing Ideas for 2023

Help your clients top grade talent

- For strong companies, tough times are an ideal time to hire!



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Marketing Ideas for 2023

Become a resource to your clients

- Educate them about all the ways they can use staffing services to better achieve their own company goals!
 - Convert fixed expense to variable
 - Lower labor costs
 - Reduce turnover, hiring and training costs
 - Eliminate capacity constraints
 - Improve productivity
 - Allow core employees to focus on more important tasks
 - Reduce personnel administration costs and employment liabilities
 - Ensure deadlines are met
 - Access needed expertise without the cost of hiring consultants
 - Take the pain out of hiring

$$R - E = P$$



So why does all this matter?

Aggressive advertisers in The Great Recession (2009 – 2010)
obtained 4.5x market share gain versus competitors
who cut back marketing during the recession.



BUT WAIT, THERE'S MORE!

10 specific sales and marketing tactics



More Marketing Ideas

IDM Campaigns

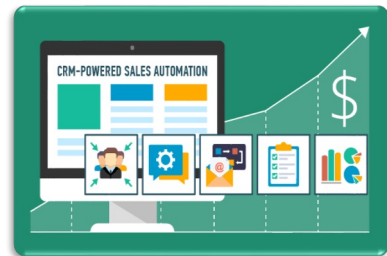
- A systematic process for selling (to help your sales team).
- Leverage multiple channels of communication to maximize the probability of making an impact with every prospect.



More Marketing Ideas

Sales Automation

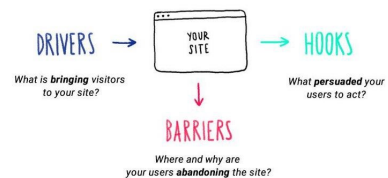
- Website automation to convert MQLs to SQLs.
- Mid-funnel automation to support sales team (ensure consistent follow-up, build credibility, etc.).



More Marketing Ideas

CRO (Conversion Rate Optimization)

- Turn your website into the hub of your marketing.
- Get more response from people visiting.



More Marketing Ideas

SEO

- More client-focused content.
- Answer the questions employers are asking about staffing, hiring, workforce management.



More Marketing Ideas

OPS (Other People's Stages)

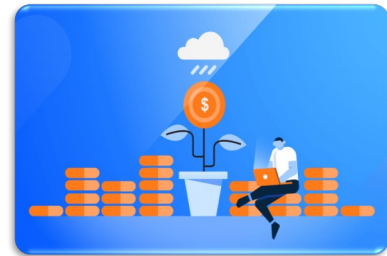
- Get on "other people's stages" to improve your reach to your target audience and gain instant credibility
- Speaking (conferences, webinars)
- LinkedIn Live
- Podcast guest
- Guest blogger



More Marketing Ideas

Nurture

- Do more to stay top-of-mind with clients, prospects, former clients, warm leads, lukewarm leads, cold leads.
- Buyers will change in 2023!



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More Marketing Ideas

Educate

- Focus on the economic value of staffing.
- If the market shifts to job order scarcity, companies that demonstrate value in a down market will win!



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More Marketing Ideas

Asynchronous Selling

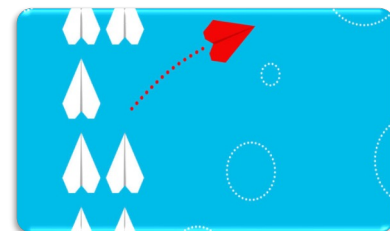
- Use more video as part of one-way communication for initial outreach, introducing your company, presenting proposals.
- This is about making it faster, easier, and more convenient for buyers to buy your services.
- Our tools: Zoom, Screencast-o-matic, Video NOW.



More Marketing Ideas

Differentiate your sales outreach

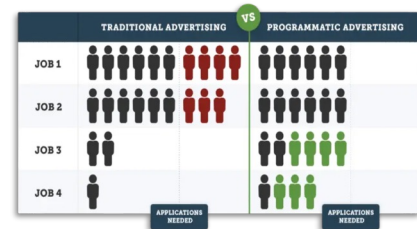
- Everyone will be making more cold calls in 2023.
- Rather than just pound the phones, get creative with mail, drop-offs, video email.
- Focus on your company mission, vision, and values as a real differentiator.



More Marketing Ideas

Programmatic (job advertising management)

- Costs of job ads keep skyrocketing.
- To get the greatest bang for your buck with job ads, implement programmatic software (with experienced management).
- It can lower your cost per apply by 30% or more!



FINAL THOUGHTS

Don't wait to get started!



Final Thoughts

The best time to take action
is BEFORE you need to take action!



Final Thoughts

Mistakes to Avoid

- Panicking
- Only focusing on cutting costs
- Cutting marketing
- Slashing prices
- Doing nothing and hoping things get better
- Jumping into a hot new market



Final Thoughts

**And when it comes to a recession,
CHOOSE NOT TO PARTICIPATE!**

"Never miss out on an opportunity like a good recession"

- Jack Welch, former chairman and CEO of General Electric



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GET READY FOR ANYTHING!





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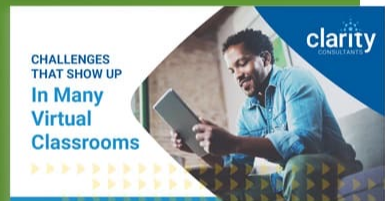
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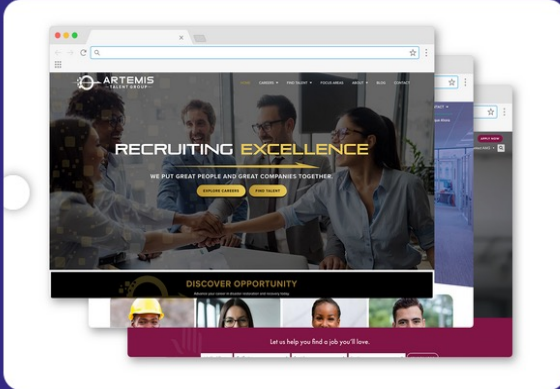
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CRO Site Review

30-point review of your website



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Thursday, January 12 at 2:00 PM ET

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