

YOUR PATIENCE IS APPRECIATED...



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



Turning Your Staffing Website Into a SALES ENGINE

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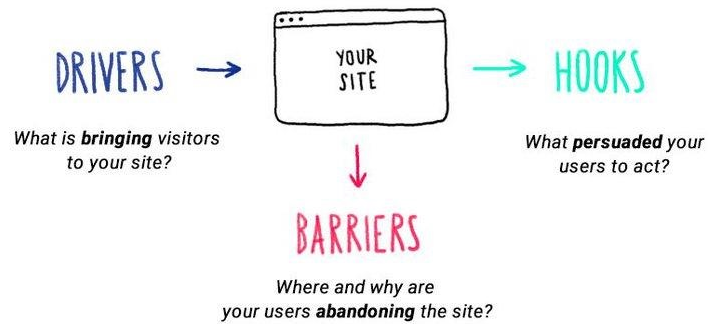


LET'S GET STARTED

A quick talk about CRO



WHAT IS CRO?



WHAT IS CRO?

DRIVERS: Who is coming to your website?

- Job seekers
- Employers
- Current associates
- Current clients
- Partners, vendors
- Candidates for internal jobs



WHAT IS CRO?

DRIVERS: What brings people to your website?

- They need help
- They have a question
- They were referred to you



People are coming to your site to get answers.
Do you know the questions?



WHAT IS CRO?

HOOKS: What gets people to take action?

- Solving a problem
- Getting an answer to a question
- Receiving something valuable
- An offer (CTA)

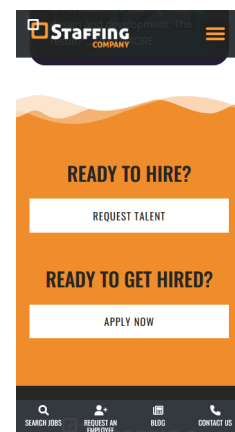


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WHAT IS CRO?

HOOKS: A few ideas for staffing companies

- Search jobs
- Apply now
- Get a job agent
- Request an employee
- Read about a topic (blog post)
- Download a _____ (eBook, whitepaper)
- Get a free _____ (content, service)
- Sign up for _____ (not a newsletter!)
- Act NOW (special offer)
- Ask a recruiter



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WHAT IS CRO?

BARRIERS: What STOPS people from taking action?

- No offer
- Offers that require emotional commitment
- Lack of clarity (long copy, not skimmable, unfamiliar navigation, CTAs)
- Bad copy (too long, too salesy, too much hype)
- Not sure what you do or if you do it for people like me (distrust)
- No proof that your solution works
- People don't have an attention span - they lack patience
- Crappy design (distrust)
- Inability to respond (on any device)
- Site is too slow or frustrating to work with
- Poor navigation structure (doesn't lead to the desired action)
- Forms too long – asking for information you don't need



Q&A

So how do you turn a website into sales?



Question ONE

How do you get employers to your website?



Question TWO

**Once you get them there,
how do you get employers to take action?**



Question THREE

**Staffing is (almost) never a one-call close,
how do you get employers to come back to your site?**



LET'S WRAP IT UP

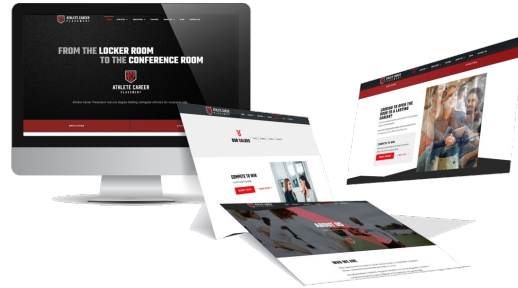
Steps to turn your site into a staffing sales engine



TURNING YOUR STAFFING WEBSITE INTO A SALES ENGINE

WHO and WHY?

- Do a deep dive on your website visitors...who are they?
- Why are they coming to you?



TURNING YOUR STAFFING WEBSITE INTO A SALES ENGINE

CREATE A CONTENT & CONVERSION PLAN

- Content plan
 - What questions do you need to answer?
 - Where do you want to be an authority?
 - When will you post...and in what format?
- Conversion plan
 - What are you offering? (define your CTAs)
 - How will people get to your website?
 - How will they get to your offers?



**Your brain, ears, eyes, and mouth
are your best conversion tools!**



TURNING YOUR STAFFING WEBSITE INTO A SALES ENGINE

CREATE A TRAFFIC GENERATION PLAN

- Where will you reach your target audience?
- How will you capture their attention?
- How will you get them to your website?



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TURNING YOUR STAFFING WEBSITE INTO A SALES ENGINE

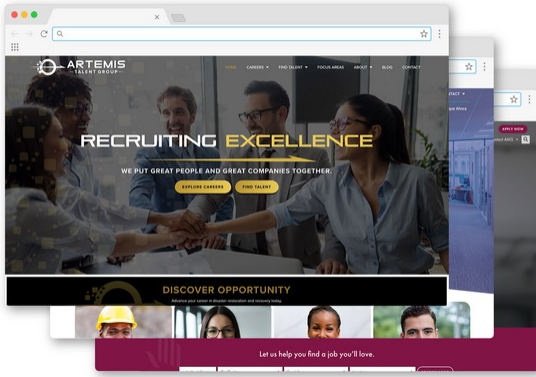
PERSISTENCE WINS

- Stay top-of-mind
- Build relationships (warmth and competence)
- Repeat your CTAs



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WANT TO KNOW WHAT WE THINK ABOUT YOUR WEBSITE?



GET A FREE REVIEW OF YOUR WEBSITE
www.haleymarketing.com/websitereview



Questions? Need help with your staffing website?

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**Is Your Staffing Firm's SEO Invincible?
Or Invisible?**
Thursday, February 16 at 2:00 PM ET

Reserve your seat
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