

YOUR PATIENCE IS APPRECIATED...



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



Staying Top-of-Mind

How staffing firms drive sales with branded content

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Chief Strategy Officer



Right place. Right time.

The challenge of selling staffing services.



**“Oh, we just went with XYZ Staffing...
they were in here last week.”**



“I didn’t know you did that...”



YOUR CHALLENGE

**Be in the right place...at the right time...
And get people to see you in the right way.**





Math problems

Selling staffing is more than a numbers game.



Staffing math: Issue #1



Staffing math: Issue #1

70 touches x 100 prospects = 7,000 touch points.

No human can do this.

To have a chance to win in today's market, you need something more...



Staffing math: Issue #2

In most markets, you don't have thousands of prospects.
If you're lucky, each salesperson has a few hundred good leads.

TO WIN, YOU CAN'T PLAY A NUMBERS GAME. You need to maximize your impact with every lead.

You need a systematic process for nurturing.



THOUSANDS OF PROSPECTS

DON'T PLAY A NUMBERS GAME

- Cold Call No Answer
- Email No Response
- Voicemail No Call Back

NUMBERS GAME
Low Response. Low Impact. Low Results.

DO MAXIMIZE YOUR IMPACT

FOCUSED. RELEVANT. CONSISTENT.
Higher Impact. Stronger Relationships. More Wins.

- Personalized Outreach
- Valuable Content
- Relationship Building
- Timely Follow-Up
- Meaningful Conversations

SYSTEMATIC PROCESS FOR NURTURING

QUALITY OVER QUANTITY

1. IDENTIFY the right leads
2. UNDERSTAND their needs
3. DELIVER VALUE consistently
4. BUILD TRUST over time
5. DRIVE RESULTS through conversations

MORE WINS. STRONGER RELATIONSHIPS. SUSTAINABLE GROWTH.

YOU CAN'T OUTNUMBER THE COMPETITION. OUT-NURTURE THEM.



Nurturing

Your not-so-secret weapon for staying top-of-mind.



What is nurturing?

A process of systematic outreach to keep your company top-of-mind in a way that:



Educates



Adds value



Builds trust



Strengthens relationships



Creates Sales Conversations



Nurturing tools

- Calls
- Email
- Social Media
- Direct messaging (LinkedIn and other platforms)
- SMS (with permission)
- Mail
- Drop offs
- Events (like this webinar)



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**THE RIGHT TOOLS.
STRONGER CONNECTIONS.
MORE RESULTS.**

**STRONGER CONNECTIONS.
MORE RESULTS.**

**SALES/MARKETING
TOOLBOX**

- SAVE TIME**
- ENGAGE BETTER**
- BUILD RELATIONSHIPS**
- DRIVE GROWTH**

Nurturing Solutions

Creating a systematic process for staying top-of-mind.



Nurturing solution #1

BRANDED PUBLICATIONS

- Regular outreach (branded to your company)
- High value (mostly educational)
- Entertaining (people enjoy the publication)
- Conversation starters (challenge people's perceptions)
- Quality (ideally, it's so good that people would pay for it)
- Supports top-of-funnel and mid-funnel selling.



Examples

BRANDED CONTENT: Email newsletters



Examples

BRANDED CONTENT: Print publications



Examples

BRANDED CONTENT: Print publications



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Enhancements to branded publications

Multi-channel outreach

- If your main publication is email, add in an occasional mailer.
- If it's print, add in email.

1:1 sharing by sales

- Create anticipation before you send (teaser)
- Personalize ("I want to make sure you received this...")

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Nurturing solution #2

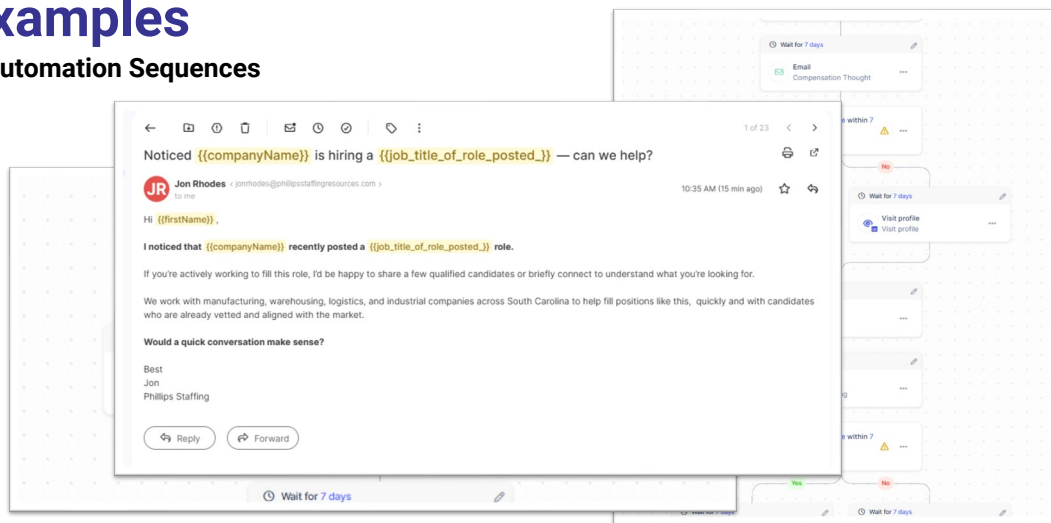
AUTOMATION SEQUENCES

- Series of touches
- Specifically related to a prospect's needs and/or interests
- Can also be based on other triggers like time of year (seasonal needs)
- Ideally, multi-channel (email, LinkedIn, calls)
- Supports middle of funnel (product/service, specific education) and bottom of funnel (social proof, next steps, supports closing)



Examples

- Automation Sequences



Turning Branded Content into Sales

How to integrate nurturing into your sales process.



Turning branded content into sales

1) Build your list...constantly!

- Every call, every client contact, ask for contact info so, you can follow-up.



Turning branded content into sales

2) One-to-one follow-up right after meeting someone.

- **Have a saved email template.**
- **Thank the person for their time, reiterate key points and next steps.**
- **As a thank you, add them to your branded publication list**



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Turning branded content into sales

3) Produce GREAT content.

- **Persona-driven topics.**
- **Challenger insights.**
- **Not all work...put some fun/humanity into the mix.**
- **Do it consistently...at least 1x per month.**



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Turning branded content into sales

4) Leverage the content to sell.

- Train salespeople and recruiters... what does this mean for our clients?
- Teaser outreach (guess what's coming?).
- Personalized post-delivery outreach (want to ensure you got this).
- Integrate content topics into calls.



Turning branded content into sales

5) Integrate sales into your nurturing sequences

NURTURING

Staying top-of-mind. Building trust.

SELLING

Adding other content into the mix



PICK UP THE PHONE!

INTEGRATE CALLS INTO THE PROCESS.

Personal connections accelerate relationships and drive results.



BUILDING TRUST

Provide value, be helpful, be a resource.



DEEPENING RELATIONSHIPS

Meaningful interactions create stronger connections.



SEASONAL & TIMELY CONTENT

Share timely content that aligns with current needs and challenges.



INDUSTRY INSIGHTS & TRENDS

Educate, inform and position yourself as a trusted advisor.



Next Steps

Putting branded content into action.



Your implementation plan

Launching a branded publication.

- Define your target audience (buyer roles).
- ID their challenges, pain points, questions and interests.
- Create content (blogs, LinkedIn newsletter, videos, podcast).
- Turn your content into a branded publication.
 - Give it a name
 - Determine publishing frequency
 - Ensure there is an owner
- Build your list...and grow every month (clients, former clients, prospects, placed talent)
- Start delivering...and keep it up!
- Train your team how to leverage the content.
- Add sales enhancers to the mix.



Not sure where to start?

We can help!



OUR NEXT WEBINAR



HaleyMail, Insights & Automation
Tuesday, May 12 at 2:00 PM ET



Recruitment Marketing in 2026: How to Attract and Retain More "A" Talent
Thursday, June 4 at 2:00 PM ET



Career Portal, Talent Automation & Job Spend Management:
Tuesday, June 23 at 2:00 PM ET



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