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I am **NOT** a fan...  
of cold calling.

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How does it **WORK?**  
Content marketing is about education.

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**Step 1:** Create some great content

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## Step 2: Add the content to your website



**Email Marketing Guide landing page:**  
<http://www.haleymarketing.com/idealab/ebooks/email-marketing/>

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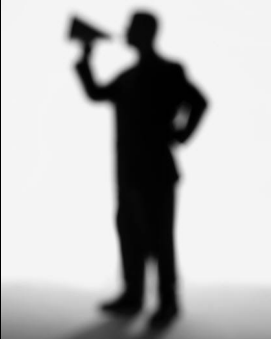
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## Step 3: Promote your content

- Email
- Social messaging
- Social sharing
- SEO
- PPC
- Get others to share your stuff
- Pick up the phone
- Direct mail
- Email signatures
- Business cards
- Feature content on your website




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## Your Content Marketing Toolbox




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## TOOLS: The essentials

- Website
- Blog
- Email
- LinkedIn
- Phone
- A starting piece of content
- A plan!



## Content Marketing Samples



## #1: Adams & Garth

### The challenges:

- Build awareness in new markets.
- Compete with large nationals.
- Overcome price objections.
- Educate non-users of staffing services.
- Differentiate services in a crowded marketplace.



## #1: Adams & Garth

### Strategy

- Strengthen online presence.
- Build inbound traffic and increase brand awareness.
- Create content that solves problems.
- Position Adams and Garth as a local provider with the resources of a much larger organization.
- Provide sales team with tools to start conversations and differentiate services.



## #1: Adams & Garth

### Tools being used: Website



## #1: Adams & Garth

### Tools being used: Landing page with eBook



## #1: Adams & Garth

### Tools being used: Blog content

#### 3 Reasons Your Employees are Leaving

February 5th, 2013

Gone are the days of employees staying with your company for decades. As one of the leading staffing agencies in **Culpeper** and **Central Virginia**, Adams & Garth knows that even half a decade is pushing it.

In fact, according to recent data from the Bureau of Labor Statistics, the average employee stays on the job for about 4.4 years. For millennials (i.e. Gen Y), it's even worse...about half that.

What's more is that the overwhelming majority of employees are open, or even ready, to jump ship. That's according to the CareerBuilder 2012 Candidate Behavior Study, in which it found that 74% of workers are actively searching or are open to a new opportunity.

With those startling statistics in mind, is there anything you can do to improve retention and keep employees - at least, the good ones - on board for longer? Absolutely. But first you need to know the key reasons why employees quit in the first place. Here's a look at 3 of them:

#### Reason #1: No room for growth.

When employees have been in the same role for years, without new challenges and new opportunities to learn, they're going to grow frustrated. That said, your company may simply not be able to offer the advancement opportunities that an employee desires.

**What to do:** Address this during the hiring process. Look for candidates with career development aspirations that align with what your company can offer.



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## #1: Adams & Garth

### Tools being used: Google remarketing



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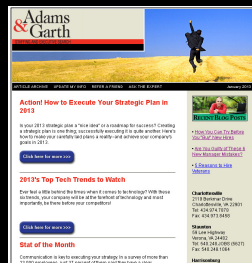
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## #1: Adams & Garth

### Tools being used: Email newsletter

- Featured articles
- Recent blog posts
- Interesting stats
- Drives traffic back to site



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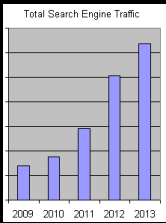
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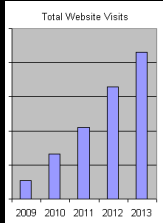
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## #1: Adams & Garth

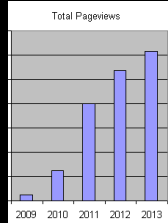
Results: 5 years of results!



+358%



+685%



+2,469%



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## #2: Vector Technical

### The challenges:

- No strong social media presence.
- Low website traffic.
- Limited budget.



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## #2: Vector Technical

### Strategy

- Create a strong online presence.
- Build inbound traffic and increase brand awareness.
- Create content to solve problems.

...and do it all on a limited budget!



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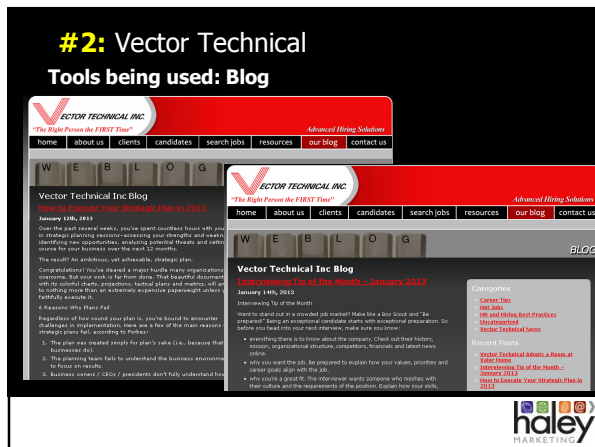
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**Tools being used: Sales Collateral**



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## Results: First year

- Overall website traffic increased **181%**
- Traffic from Facebook increased **810%**
- Number of keywords driving traffic increased **42%**
- Traffic from their Content Marketing was **3xs** the amount from Monster and Simply Hired...combined!



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### #3: Integrity Healthcare

The challenges:

- Create a stronger online presence.
- Recruit high-level candidates.



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### #3: Integrity Healthcare

#### The strategy:

- Revamp website.
- Position Integrity Healthcare as a high-end niche recruiting specialist.
- Become a go-to resource for healthcare providers.
- Solve specific problems that providers and facilities face.



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### #3: Integrity Healthcare

#### Tools being used: Website



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### #3: Integrity Healthcare

#### Tools being used: Landing page for referrals



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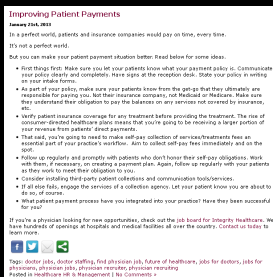
### #3: Integrity Healthcare

Tools being used: Job board



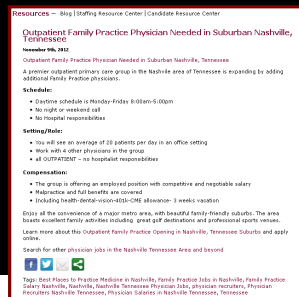
### #3: Integrity Healthcare

Tools being used: Blog posts that solve problems



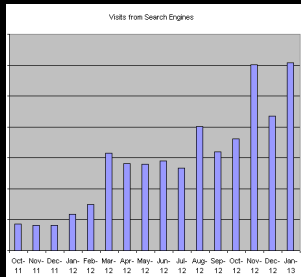
### #3: Integrity Healthcare

Tools being used: Blog posts that highlight position- specific keywords



### #3: Integrity Healthcare

Results: **606% increase** in search engine traffic!



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### #3: Integrity Healthcare

Results:

“Over the course of the last year we have analyzed all of our recruiting efforts to **determine our most effective recruitment channels**. We looked at not just total number of applications, but how many physicians we actually placed on assignment to determine our ROI. **Our job board and blogging services from Haley Marketing Group have generated the highest return of all our recruitment activities**. In fact, the results are nearly double most other sources.”

Tim Devereux  
Integrity Healthcare



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### QUICK HITTERS



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# Top Candidates

Five Ways to Make This Year Your Most Productive Year Ever!

[Click here for more >>>](#)

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Dear Todd,

Welcome to a new year! We hope it is your most prosperous year ever!

Each month we feature some of the candidates our staff has identified as exceptional in what they do and potentially high impact areas in their new organizations. Click the link to learn more about these candidates.

**V. Prabodh Desai**  
VP, Global Affairs  
Senior Account Manager  
PricewaterhouseCoopers  
Capital Engineer  
PricewaterhouseCoopers  
Regulatory Operations Publisher


Siddhi Desai

Joe Peters  
Executive Search  
(856) 781-9900 x122

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Facebook Twitter LinkedIn

# TOP Candidates



Here are some candidates our staff has identified as exceptional in what they do and potentially high impact here at new organization:

**V. Prabodh Desai, PricewaterhouseCoopers** – "will consider consulting or temporary opportunities" Shepherded and authored the successful approval/renewal of two medical devices in the U.S., with complementary approvals/registrations in Canada, all within 3 to 40 days of submission. Built a corporate support with FDA, resulting in the FDA awareness of company's ongoing product. Crafted an international Regulatory and Quality Strategy, with measurable and accurate milestones, resulting in certification by ISO, Canadian, and U.S. authoritative bodies. Reflected the corporate direct objectives and strategies to align with both regulatory and marketing needs, successfully completed the First-in-Man direct submission under FDA DSI in a manner that met the requirements of not just U.S. FDA, but also Canadian, EU, and Asian regulatory bodies. Developed and managed a commercial device pre-submission program, to train and support 0.5 former neurosurgeons and their teams, provides additional benefits of ongoing clinical data and assurance of successful U.S. device of first-to-the U.S. FDA – ChemoC1.

For additional information on this exceptional candidate please contact Joe Peters, [jwpeters@cw.com](mailto:jwpeters@cw.com).

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## Blog » Print



## iPad presentation




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## Prezi




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## Social Media – Custom Pages



- Increased weekly impressions by **46%**
- Increased page likes by **35%**




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**All the tools you need in one place.**  
**Content. Email. And social media marketing.**

- Email marketing for clients and candidates
- Quarterly eBooks, slide shows and Prezi presentations
- Monthly sales drop offs
- Seasonal eCards and Staffing promotions
- Top candidate & Hot job emails
- Staffing & Candidate Resource Centers
- Monthly coaching

@haley mail

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## Special Offer!

**Free startup!**  
with one year of HaleyMail  
Content Marketing services

call for details.  
1.888.696.2900

Email marketing  
eBooks  
Whitepapers  
Drop off articles  
Social media marketing  
Web content



Offer expires 2/28/2013

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### Any questions?

QUESTIONS:  
**1.888.696.2900**

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

@DavidatHaley @haleymarketing

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**Sales. Marketing. Recruiting. What works?**  
Hundreds of ideas. All for staffing. All for free.

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**Coming Next:**  
Staffing Industry Executive Forum Recap  
Thursday, March 14 at 2 p.m. EST

Reserve your seat: [www.lunchwithhaley.com](http://www.lunchwithhaley.com)

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