



Social is a Science:
How to use data and insights to make marketing decisions

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Agenda Today

- What does social media do for my staffing company?
- What social media sites should I be using?
- How do I know what to share?
- How do I use insights and data to make quality marketing decisions?










What does social media do for my staffing company?

- Large Talent Network
- Amplifies the Reach of Content
- Lead Generation Tool
- Customer Service

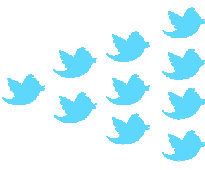




Large Talent Network



	2010	2013	% Change
	350 million	1.15 billion	+229%
	50 million	235 million	+370%
	75 million	500 million	+566%
	Didn't exist!	1 billion	Yea...

Content Amplification

[Spreading the Word | How to Use Your Employees as Outlets](#)

What Social Sites Do I Start On?

Find where your audience spends their time.

- Offer a short survey in applicant paperwork
- Email newsletter
- Poll your Facebook Page
- Poll your LinkedIn Group



Poll now with 1000000




How do I know what to share?

- **LinkedIn:** This audience is on LinkedIn strictly for business.
- **Facebook:** Show the personality of your brand. The people behind the logo. Share your brand story.
- **Twitter:** Twitter is a conversation. Give your brand a voice.

Type	Average Reach	Average Engagement
Video	488	14
Photo	288	14
Status	147	7
Link	114	1

How do I know what to share?

LinkedIn: This audience is on LinkedIn strictly for business.

Successful posts:

- Salaries data
- Hot jobs
- Whitepapers
- Case studies
- Presentations




How do I know what to share?

Facebook: Show the personality of your brand.

- Tell your story and share your company culture.
- Your audience wants to trust the people behind the logo.





How do I know what to share?

Twitter: Twitter is a conversation.

- Connect with clients, candidates, and potential leads.
- Offer questions, and provide answers.
- Answer questions with your content.





How can I do a better job with social marketing?

Gain Insights from Data

- Facebook Insights
- Twitter Analytics
- LinkedIn Analytics





How do I use Facebook Insights to improve marketing?



Social Media: [View](#)


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How do I use Facebook Insights to improve marketing?

Overview

- Likes
- Reach
- Visits
- Posts
- People




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How do I use Facebook Insights to improve marketing?

Likes

- Review timeline by week, month, quarter, or year.
- Find growth trends. What was shared to produce the result?




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How do I use Facebook Insights to improve marketing?

Likes

- Review Likes and Unlikes. What was shared to produce the result?



What have we learned?
A) A reminder post about our email newsletter, with a strong social call to action, can spark engagement on our page.

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How do I use Facebook Insights to improve marketing?

Likes

- Where did your Likes come from?
 - Ads, Mobile, Your Page, and Search



What have we learned?
A) Appeal to the mobile audience. Strong Calls to Action and Mobile Friendly Images.

Fun Fact: 10%-15% of traffic on staffing websites was from a mobile device in 2013. This will rise in 2014.

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How do I use Facebook Insights to improve marketing?

Reach

- How many people saw my post?
 - What did I post that resulted in a strong response and reach?



What have we learned?
A) Posts that share your brand story, including the people behind the logo, are engaging.

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How do I use Facebook Insights to improve marketing?

Visits

- The number of times each page tab was viewed



What have we learned?
A) Custom Facebook tabs can be a great addition to a page. You can measure the success of a tab by visits.

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How do I use Facebook Insights to improve marketing?

Visits

- External Referrals to your Page
- Look to see where people are coming from. What content was featured in your email newsletter that drove traffic?



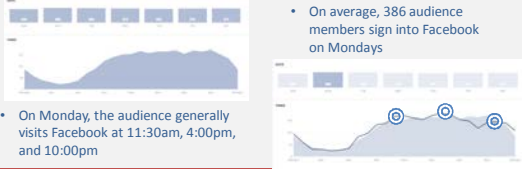
What have we learned?
A) A strong call to action link within an email can result in more visits to your page.

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How do I use Facebook Insights to improve marketing?



Posts

- What day of the week is your audience on Facebook?
- What time during the day do they use Facebook?



- On average, 386 audience members sign into Facebook on Mondays
- On Monday, the audience generally visits Facebook at 11:30am, 4:00pm, and 10:00pm

What have we learned?
A) Our audience visits Facebook different days and times during the week. These are ideal for posting.

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How do I use LinkedIn Analytics to improve marketing?

What have we learned?
A) Our audience consists of senior level staffing professionals at small to mid-size companies.

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How do I use data to make better marketing decisions?

What Have We Learned?

Facebook: What day and time our audience is online. We now know the type of content they like to consume.

Twitter: Where our audience is from. We now know what our audience is interested in and other sources of information they consume.

LinkedIn: We now know what posts produce engagement. We now know our audience persona including seniority, industry, location, and size.

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How do I increase my following?

Make People Aware

- Share your social presence via email
- Strong social calls to action in your emails
- Give your email audience a reason to connect with you on social media sites. Entice them.

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How do I increase my following?

Reach Your Contacts with Social Ads

- Upload emails from your ATS and upload them into Facebook
- Target these emails with ads
- The ads must provide an incentive to the user



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How do I increase my following?

Follow Others

- Your Clients
- Your Candidates
- Your Competitors
- Industry Leaders



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How do I increase my following?

Join LinkedIn Groups

- Industry Groups
- Local Networking Groups
- Prospective Markets

Start discussions with your content. Provide educational resources.




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How do I know my efforts are working?


Check the stats!

- Further post reach
- Increase in social referrals
- Spikes in referral traffic
- Audience growth








How do I know my efforts are working?



Increase in Post Reach

- 3 Likes + 1 Share = **211 Reach**
- 4 Likes + 1 Share + 7 Comments = **494 Reach**
- Facebook Algorithm Update in 2013 favors conversation
 - Encourage people to comment

How do I know my efforts are working?

Increase in Social Referrals

Social Network	Visits
Facebook	
Jan 1, 2013 - Dec 31, 2013	1,188
Jan 1, 2012 - Dec 31, 2012	392
% Change	303.06%
LinkedIn	
Jan 1, 2013 - Dec 31, 2013	435
Jan 1, 2012 - Dec 31, 2012	301
% Change	44.52%
Google+	
Jan 1, 2013 - Dec 31, 2013	16
Jan 1, 2012 - Dec 31, 2012	5
% Change	220.00%



Acquisition

↓

Social

↓

Overview




How do I know my efforts are working?

Social Referrals Mini Case Study

Problem: Fewer organic visits. Looking to draw in more localized candidates.

Solution: Upgrade of on-page SEO
4 Google+ Local Pages created
2 Hours spent on Facebook a day

Results:

- 56% increase in various site visitors
- 62% increase in direct traffic to the site
- 15% increase in the number of keywords used to find the site
- Facebook became the #5 referral source for 2013

•Did we mention they filled 23 jobs through Facebook alone?

How do I know my efforts are working?

Spike in Referral Traffic

October 2013

CPS and Professionals Incorporated Wants Hiring Contact Jay Riehl at jriehl@cpsoffprofessionals.com if you're interested in this opportunity.

Manufacturing Onsite Staffing Coordinator (Updated)
Manufacturing Onsite Staffing Coordinator - Professionals, Inc. recruits and places in the Accounting Finance, Human Resources, Sales/Marketing, Information Technology, Management and Administrative Areas. Professionals, Inc. and...

Organize @ All Followers
Targeted to All Followers
165 Followers 0 Likes 1.66% Engagement

Google Analytics

- What did I share?
- Where did I share it?
- How did I present it?

How do I know my efforts are working?

Referral URL	Visits	%	Pages	Avg. Visit Duration
1. www.haleymarketing.com	447	1.88%	1,490	00:01:40
2. www.linkedin.com/company/haley-marketing	37	0.15%	123	00:01:00
3. www.facebook.com/haleymarketing	27	0.11%	27	00:00:07
4. www.haleymarketing.com	18	0.07%	23	00:00:12
5. www.haleymarketing.com/haley-marketing	13	0.05%	14	00:00:02
6. www.haleymarketing.com/haley-marketing	13	0.05%	11	00:00:28
7. www.haleymarketing.com/haley-marketing	12	0.05%	40	00:00:00
8. www.haleymarketing.com/haley-marketing	12	0.05%	12	00:00:01
9. www.haleymarketing.com/haley-marketing	12	0.05%	20	00:01:41
10. www.haleymarketing.com/haley-marketing	11	0.04%	11	00:00:00

Acquisition

- Social
- Overview
- Social Site

How do I know my efforts are working?

The image shows a Google Analytics dashboard with a table of acquisition data and a flow diagram. The flow diagram shows 'Acquisition' leading to 'Conversion'. The dashboard includes a table with columns for Acquisition, Behavior, and Conversion, and a bar chart showing acquisition sources.

Acquisition
↓
Conversion

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How do I know my efforts are working?

Audience Increase

A bar chart titled 'Audience Increase' showing the percentage increase in Facebook audience for three states: Iowa, Michigan, and Illinois. The y-axis ranges from 0% to 350%.

State	Audience Increase (%)
Iowa	~300%
Michigan	~100%
Illinois	~100%

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How do I know my efforts are working?

Audience Increase

A line graph titled 'Audience Increase' showing 'Total Page Likes' over time. The x-axis shows months from January to December. A callout box indicates 'Total Page Likes 135 Jun 18, 2013'. The current total is 445.



Total Page Likes as of Today: 445

Total Page Likes 135 Jun 18, 2013

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How do I test what works?

- Headline A/B Testing
- Post Type
- Open vs. Close Ended Questions
- Test Times

How do I test what works?

Headline A/B Testing



- Fine tune your posts with headlines that draw attention.

LinkedIn Headline Test – Des Moines, IA

Headline	Impressions	Clicks	Engagement
Job Opening	326	2.5	2.4%
(Open Job)	333	1.5	2%

LinkedIn Headline Success – Syracuse, NY

Headline	Impressions	Clicks	Engagement
We're Hiring	675	9.5	2%


How do I test what works?



Question Testing

- Open vs. Close Ended Questions

Phone interviews are growing in popularity and are just as important as face to face interviews. How do you prepare to talk to an interviewer?

Like Comment Share



How do I test what works?

Dan Zarella Social Scientist Testing

Tweet your links at a slower pace.

Use action words: more verbs, fewer nouns.

Tweet later in the day.

Tweet on the weekends.

Are social review sites important?

Social Review Sites

- Google
- Yahoo
- Bing
- Yelp
- Indeed
- Glassdoor
- Twitter
- Facebook

Fun Fact:
72% of consumers trust online reviews as much as personal recommendations.

What if I don't have time?

Make Time!

- Make social sharing a part of your morning routine
- Use your team to spread content
- Focus on GREAT long-form content
 - eBooks, Whitepapers, Salary Guides
 - Use social advertising to promote the long-form content

What if I don't have time?

Why Paid?

- Otherwise, your content will not be seen if you do not invest time into social sharing.
- Socialbakers, a company that tracks social media statistics on 1000's of company pages, reported that 77% of all page reach was achieved through promoted posts.

The Rise of Paid Reach on Facebook

Paid	77%
Organic	13%
Viral	10%

What if I don't have time?

Paid Case Study: IT Recruiting in California

Primary Goals

- Keep company top-of-mind in active and passive job seekers
- Highlight available IT jobs
- Raise awareness of career and job search resources

	"New Hire" - Promoted Post Results
Organic Reach from paid delivery	50
Number of Eligible Candidates from ATS	11,400
Paid Reach	3,827
Paid Actions (Clicks, Likes, Comments, Shares)	87
Paid Investment	\$66

What if I don't have time?

Great Long-Form Content Paired with Ads

➔

What if I don't have time?

Here are some useful tools that can help you pre-schedule posts and monitor results.

- Buffer
- Hootsuite
- Twitterfeed








Questions



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