




---

---

---

---

---

---

---

---

## Show 'n Tell

### with Haley Marketing

The latest marketing ideas in the staffing industry



**haley**  
MARKETING

PRESENTED BY

**David Searns**  
**Kelly Waite-Stabler**  
**Todd Lewandowski**  
**Mackenzie Froese**  
**Matt Lozar**  
**Magezi Mukandala**

---

---

---

---

---

---

---

---

### Agenda



- Websites
- Job Board
- Social Media
- Reputation Management
- Email Marketing
- HaleyMail
- Direct Marketing
- Other Cool Projects



---

---

---

---

---

---

---

---

The collage displays four different pages from the Wood Personnel website. The top-left page is the homepage, featuring the WPS logo, a man in a red plaid shirt, and the tagline 'People are the root of your success'. The top-right page shows a 'Featured Jobs' section with a search bar and a list of job openings. The bottom-left page shows a 'People are the root of your success' section with a man in a dark shirt and a list of services. The bottom-right page shows a 'The WPS Advantage' section with a circular diagram highlighting eight key benefits.

---

---

---

---

---

---

**ABLE Associates**

EMPLOYERS | TESTIMONIALS | ABOUT US | CONTACT US

EMPLOYERS

JOB SEEKERS

EMPLOYERS

**Know someone looking for a great job?**

Send us a message and we'll contact you with the latest job openings.

[Contact Us](#)

**Testimonials**

"What People Are Saying About Us"

"I have been working with Able Associates for over 10 years and they have helped me find the best job for me. They are very professional and they are always up to date with the latest job openings. I highly recommend them to anyone looking for a great job."

**WE'RE READY AND ABLE TO HELP!**

**FIND A SEAWORTHY CREW FOR YOUR BUSINESS**

WE'VE BEEN HERE SINCE 1982

**haley**  
MARKETING

---

---

---

---

---

---

The collage consists of four screenshots from the MedPro website:

- Top Left:** The MedPro logo and a navigation menu with links: Home, About Us, Services, Testimonials, Contact Us, and a dropdown menu for "MedPro Solutions" containing "Recruitment Solutions", "Training Solutions", "Consulting Solutions", and "Technology Solutions".
- Top Right:** A banner titled "Make New Friends, Discover New Places" featuring a photo of two women smiling. Below the title is a list of services: "Recruitment Solutions", "Training Solutions", "Consulting Solutions", and "Technology Solutions".
- Bottom Left:** A banner titled "All the sunsets this glorious in CALIFORNIA?" with a sunset background. Below the title is a call to action: "Find out by joining MedPro on your next assignment." and a "View Details" button.
- Bottom Right:** Two sections: "For CLIENTS" and "For CANDIDATES". The "For CLIENTS" section includes a testimonial from a client and a "View Details" button. The "For CANDIDATES" section includes a testimonial from a candidate and a "View Details" button.

---

---

---

---

---

---

## NEW Starter Sites

Get our FREE staffing website features checklist: 1.888.696.2900

---

---

---

---

---

---

---

---

## The All-Inclusive Staffing Website

The next generation of our website services.

- We made it easier to buy
- We created new features
- We bundled services to offer greater value
- We created a new level of ongoing service
- We developed a new pricing model

---

---

---

---

---

---

---

---

## ChatBot

- Engage visitors with a personalized message
- Capture sales leads
- Encourage applications
- Get feedback on your services
- More ROI from your website

---

---

---

---

---

---

---

---



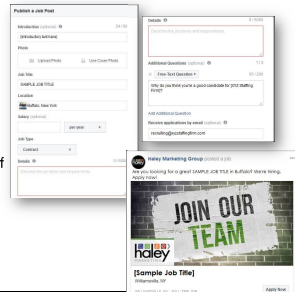
## Social Pro



## Facebook Jobs

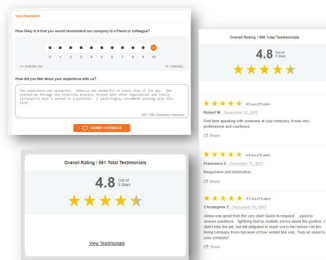
### Facebook Jobs Best Practices

- It is not a passing fad
- Pushes your opportunities to talent that follows you (and new followers too!)
- A great way to collect candidate leads...if used correctly
- A quick case study



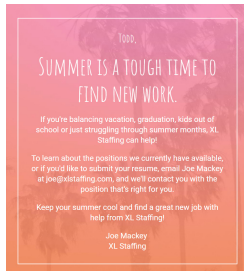
## Reputation Management

- Survey your candidates
- Candidates rate your service and leave feedback
- Candidates that were happy are encouraged to leave an online review
- Candidates that rated lower are encouraged to leave private feedback



## HaleyMail

One job order  
and  
5 qualified  
candidates




---

---

---

---

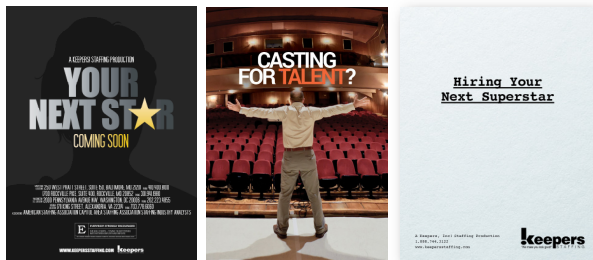
---

---

---

---

## Keepers Direct Mail




---

---

---

---

---

---

---

---

## Morris Bixby Brochure




---

---

---

---

---

---

---

---

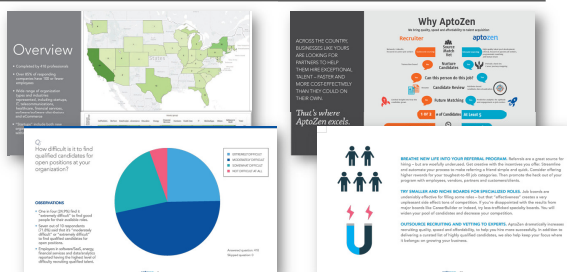
## Halpin Brochure



## Razor Talent Sell Sheets



## Aptozen Hiring Survey





## Secrets to Staffing Success

- Candid conversations with entrepreneurs and thought leaders in the staffing and recruiting industry
- 11 episodes available for you to listen to right now



Available on Podbean | Get it on iTunes | Listen on Google Play Music | Spotify




---

---

---

---

---

---

---

---

## FUN STUFF - Virtual Reality





---

---

---


---

---

---


---

---



## Any questions?

**1.888.696.2900**  
[info@haleymarketing.com](mailto:info@haleymarketing.com)  
 @haleymarketing  
[www.facebook.com/HaleyMarketing/](https://www.facebook.com/HaleyMarketing/)




---

---

---

---

---

---

---

---





Coming Next:

**How NOT to Sell Staffing**

Thursday, January 11 at 2 PM ET

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

---

---

---

---

---

---

---