

YOUR PATIENCE IS APPRECIATED...



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

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*How can we help you
succeed in 2020?*

IMPROVE YOUR RECRUITING

Programmatic Job Ad Management • Career Sites • Social Recruiting
Employment Branding • Reputation Management

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*How can we help you
succeed in 2020?*

GENERATE MORE SALES LEADS

Integrated Direct Marketing • Content & Digital Marketing • SEO & PPC
Blogging • HaleyMail • Webinars • Podcasts • Video



*How can we help you
succeed in 2020?*

BETTER MARKETING TECHNOLOGY

Google for Jobs Optimized Career Site • ADA Compliant Website Design
Talent Showcase • Chatbot • HaleyMail

4



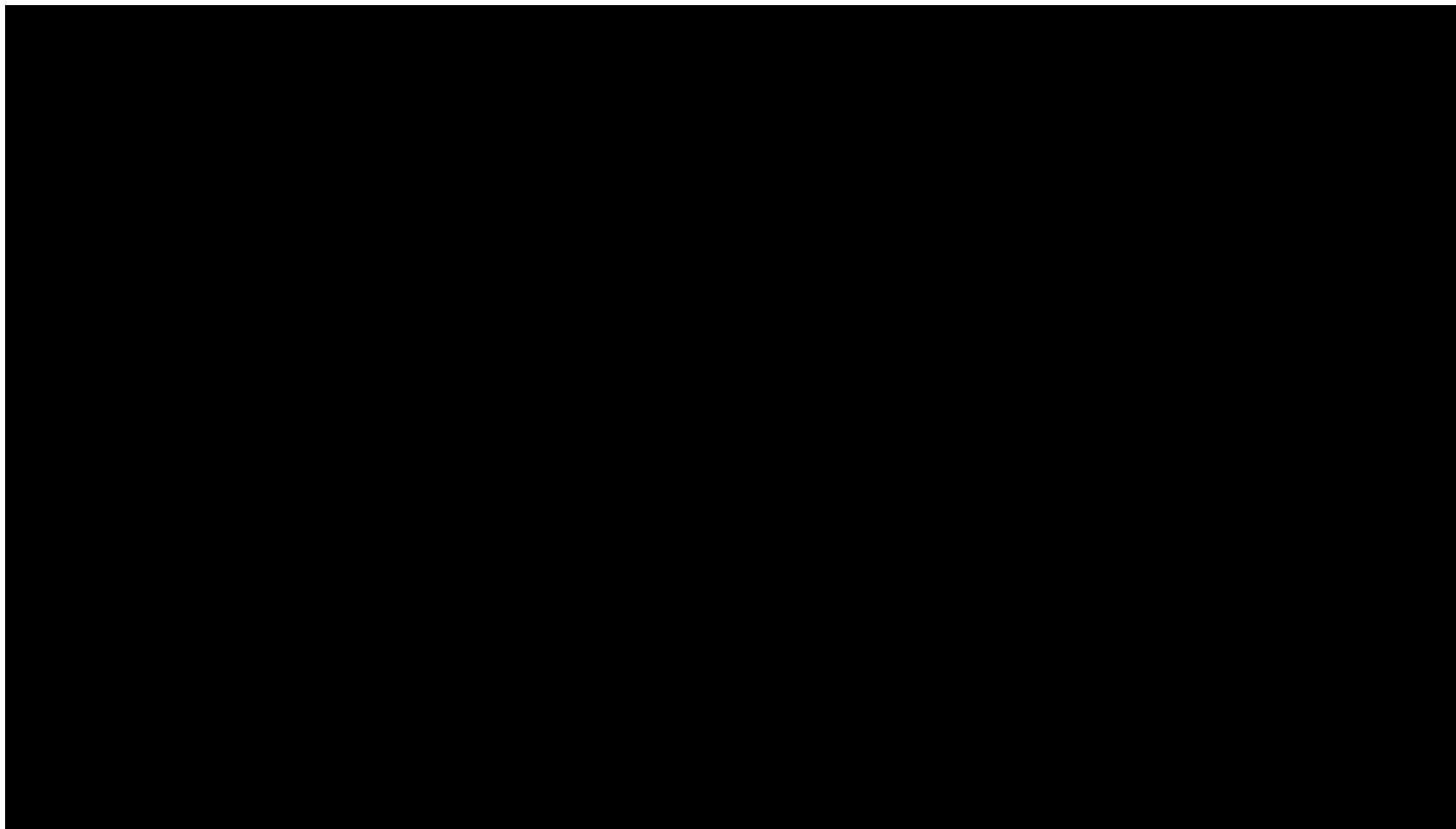
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*How can we help you
succeed in 2020?*

LET US CREATE A ROADMAP FOR YOUR MARKETING

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Not Your Father's Marketing

Essential strategies for success in 2020



PRESENTED BY
David Searns

Let's step back in time...

1996

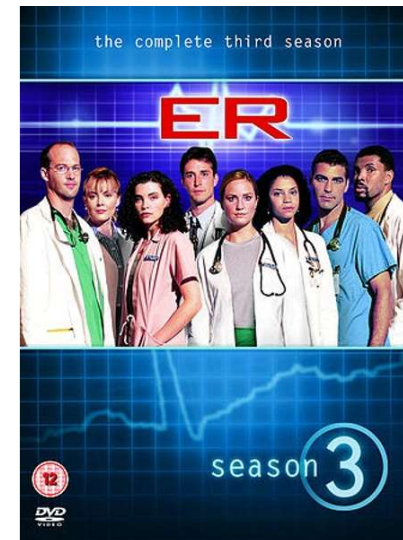
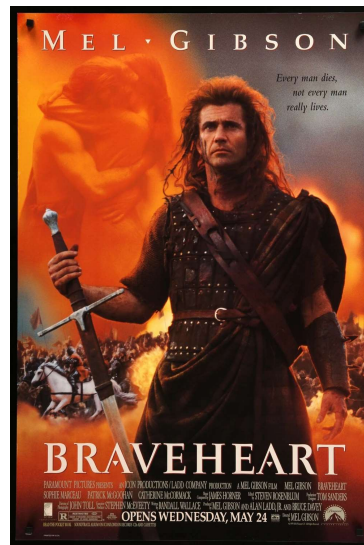


Internet Explorer 3.0



Let's step back in time...

1996



Let's step back in time...

Yes, that's me!

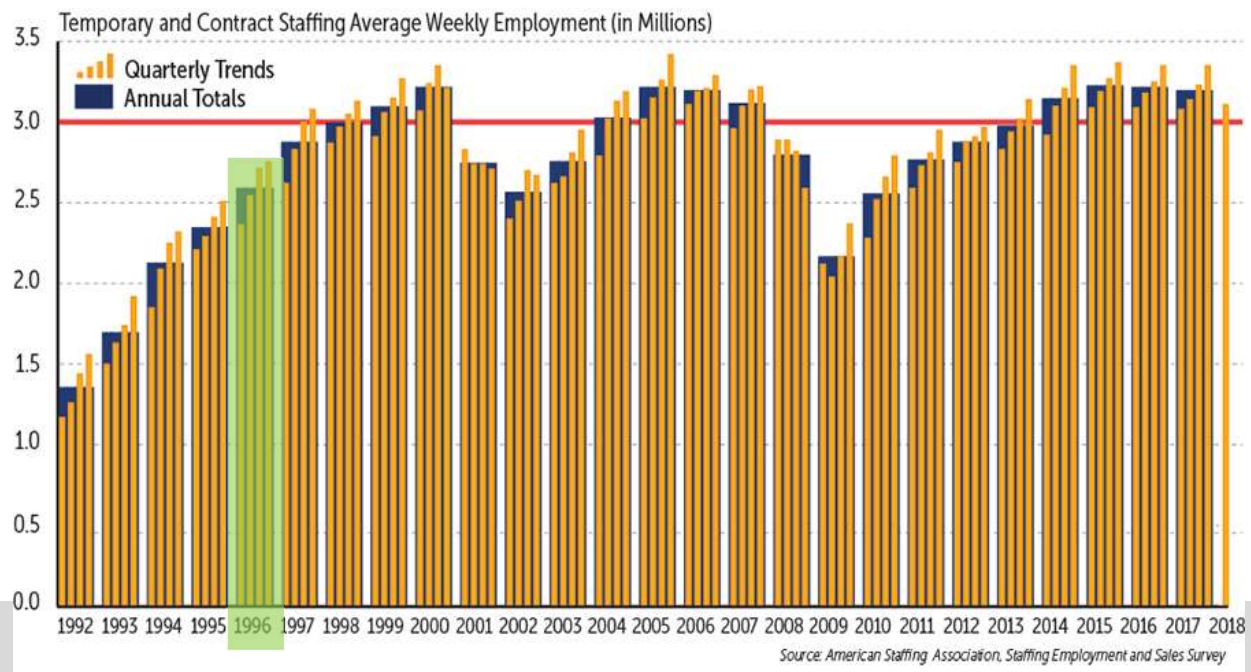


And this is
Rebecca Haley



What was the staffing industry like back then?

1996



What was the staffing industry like back then?



Selling

- Cold calls
- Drop bys
- Networking events



What was the staffing industry like back then?



Recruiting

- Classifieds
- “Little black book”
- Monster, CareerBuilder v1



What was the staffing industry like back then?

Marketing???

- Brochure
- Faxing
- And, of course...



STAFFING WEBSITES



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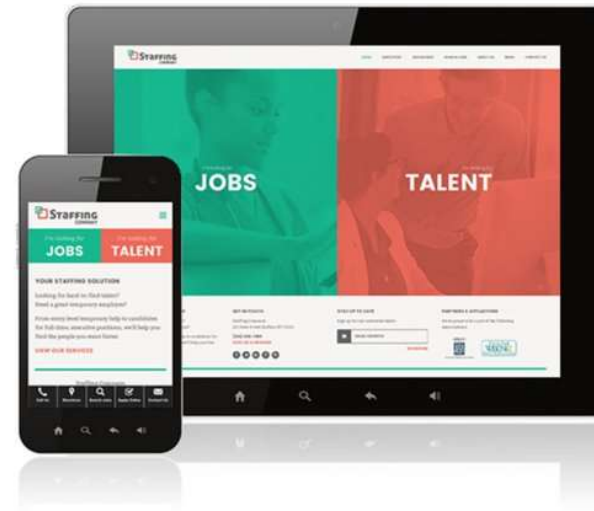
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Staffing Websites

What it was...

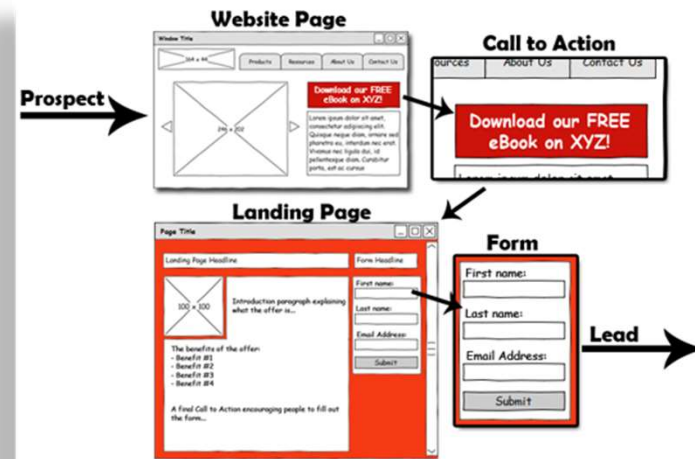
- Online brochure
- Staffing software login
- Static
- Long copy for SEO
- Responsive



Staffing Websites

Strategies for 2020

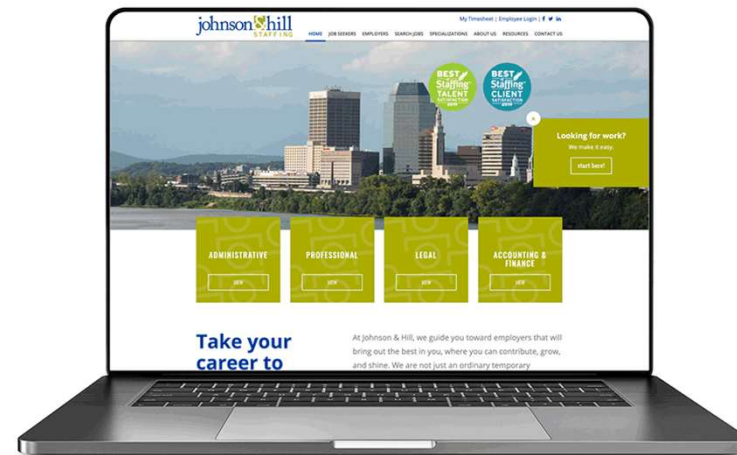
- Information architecture
- Conversion paths



Staffing Websites

Strategies for 2020

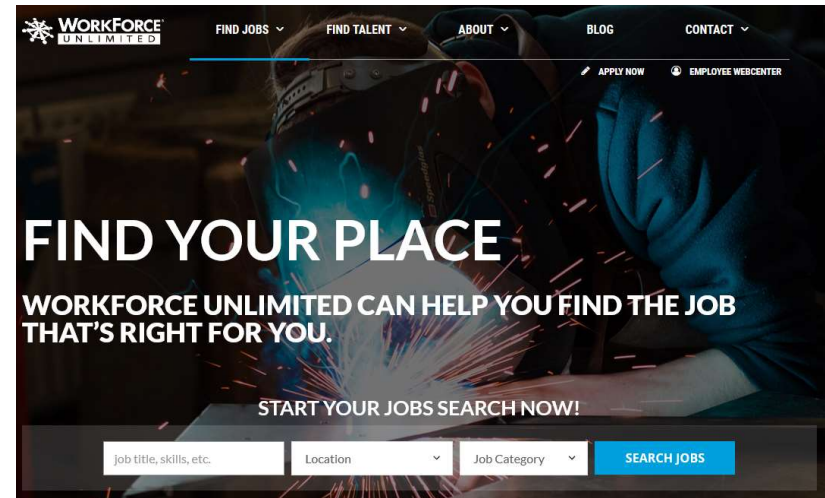
- Information architecture
- Conversion paths
- Scannable copy
- Page builders
- Dynamic content
- Regularly updated



Staffing Websites

Strategies for 2020

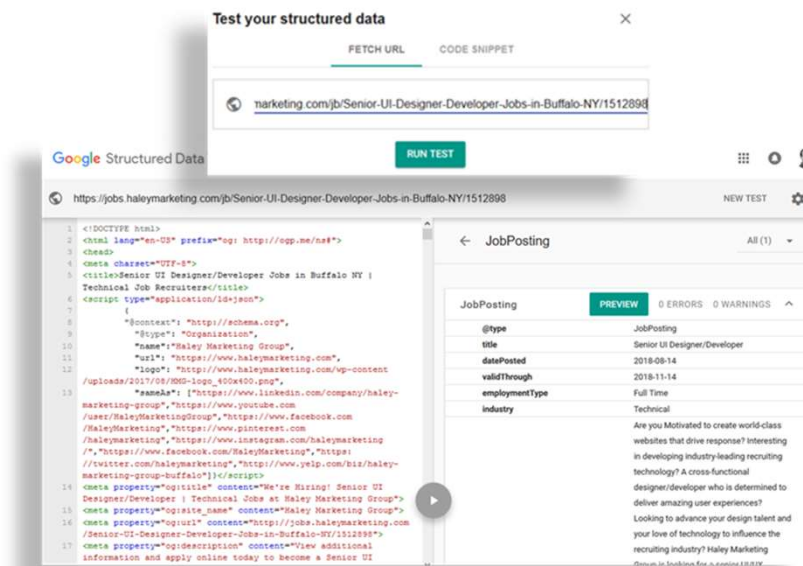
- Strong employment branding



Staffing Websites

Strategies for 2020

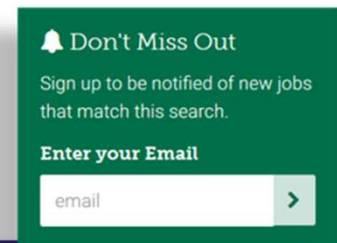
- Strong employment branding
- Google for Jobs optimized



Staffing Websites

Strategies for 2020

- Strong employment branding
- Google for Jobs optimized
- Automated talent re-engagement
- Visitor tracking



View Category Mailings (Click to Expand)

Actions ▾

Don't see all your categories on this list? To enable additional mailings, go to [Manage Categories](#).

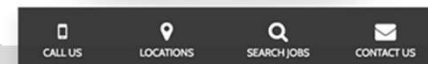
<input type="checkbox"/>	CATEGORY	TYPE	SENDS ON	LAST SENT	STATS	SEND NOW
<input type="checkbox"/>	Industrial	New Jobs Marked Featured	Wednesday	Never	Recipients: 3261 Jobs: 0	
<input type="checkbox"/>	Warehouse	New Jobs Marked Featured	Wednesday	Never	Recipients: 3158 Jobs: 0	
<input type="checkbox"/>	Technical	New Jobs Marked Featured	Wednesday	Never	Recipients: 629 Jobs: 0	
<input type="checkbox"/>	Other	New Jobs Marked Featured	Wednesday	Never	Recipients: 1071 Jobs: 0	



Staffing Websites

Strategies for 2020

- Strong employment branding
- Google for Jobs optimized
- Automated talent re-engagement
- Visitor tracking
- Mobile optimized
- ADA compliance



SEO



SEO

What it was...

- Optimizing for a few keywords
- Exact match URLs
- Keyword density
- Page one results
- Technical SEO
- Backlinks
- Meta data



SEO

Strategies for 2020

- Search intent

SEO DASHBOARD

SEO ROI

Past 90 Days

Search Visitors
9989
↑ 7.87%
vs prior quarter

Keywords
3862
↑ 16.59%
vs prior quarter

Inbound Links
297
↑ 57.14%
vs prior quarter

Search Keywords

Show 10 entries

CSV Excel

Search Keywords	Impressions	Clicks	Click Through Rate
benefits of delegation	2648	668	25.23
bos staffing	2749	583	21.21
benefit of delegation	488	178	36.48
what does it mean to be a team player	1398	154	11.02
inappropriate email addresses	325	97	29.85
skill test means	1356	95	7.01
team player	10109	80	0.79
what is a team player	2170	72	3.32
benefits of delegation mgt162	219	69	31.51
what does being a team player mean to you	366	68	18.58

Showing 1 to 10 of 1,000 entries

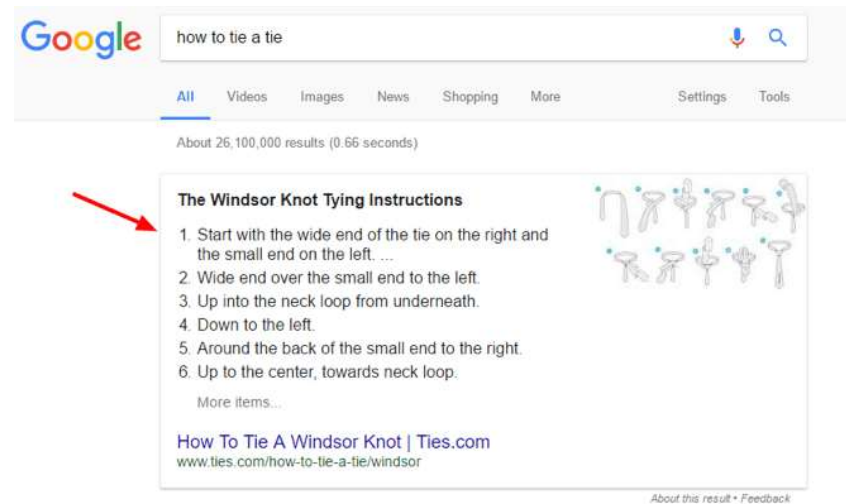
First Previous 1 2 3 4 5 ... 100 Next Last



SEO

Strategies for 2020

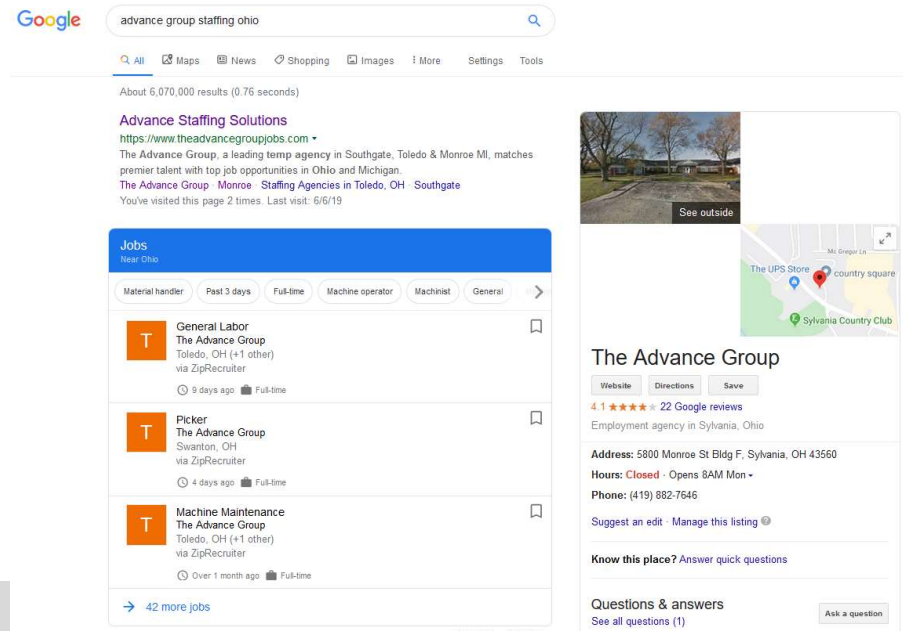
- Search intent
- Page zero results
- Zero click searches



SEO

Strategies for 2020

- Search intent
- Page zero results
- Zero click searches
- Google for Jobs
- Google My Business
- Technical SEO still counts
- Backlink quality
- Schema markup



Job Advertising



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Job Advertising

What it was...

- Post and pray
- Annual contracts (fixed monthly spend)
- Relying on “gut” to make spend decisions
- Manual posting to multiple job boards
- Too many jobs getting too few applies
- Data in multiple locations
- Spending decentralized

Step 3 of 5
Choose the plan that's right for you

	MOST POPULAR	
Single Job Posting \$249 <small>One-time purchase</small> Buy Now <ul style="list-style-type: none">• Post a single job for 30 days for a one-time fee \$249 once <small>Expires after 30 days</small>	3 Job Slots Free <small>for the first 7 days</small> Start FREE Trial <ul style="list-style-type: none">• Post up to 3 jobs at a time• Switch job posts anytime• Save 66% per job \$249 per month <small>After trial ends*</small>	10 Job Slots Free <small>for the first 7 days</small> Start FREE Trial <ul style="list-style-type: none">• Post up to 10 jobs at a time• Switch job posts anytime• Save 80% per job \$599 per month <small>After trial ends*</small>

All plans include tools to review candidate resumes and learn from advanced reporting.
*Change plans or cancel anytime.

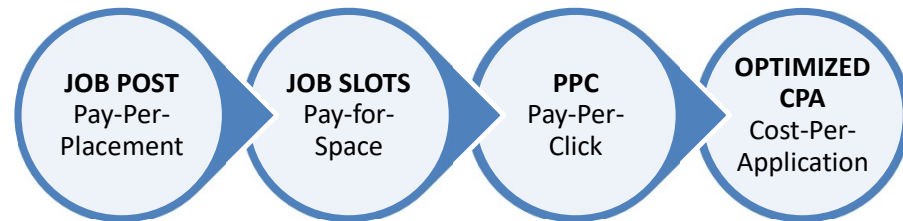


Job Advertising

Strategies for 2020

- Performance-based advertising
- Costs-per-apply optimization
- Automated job distribution
- A/B testing of job-post content

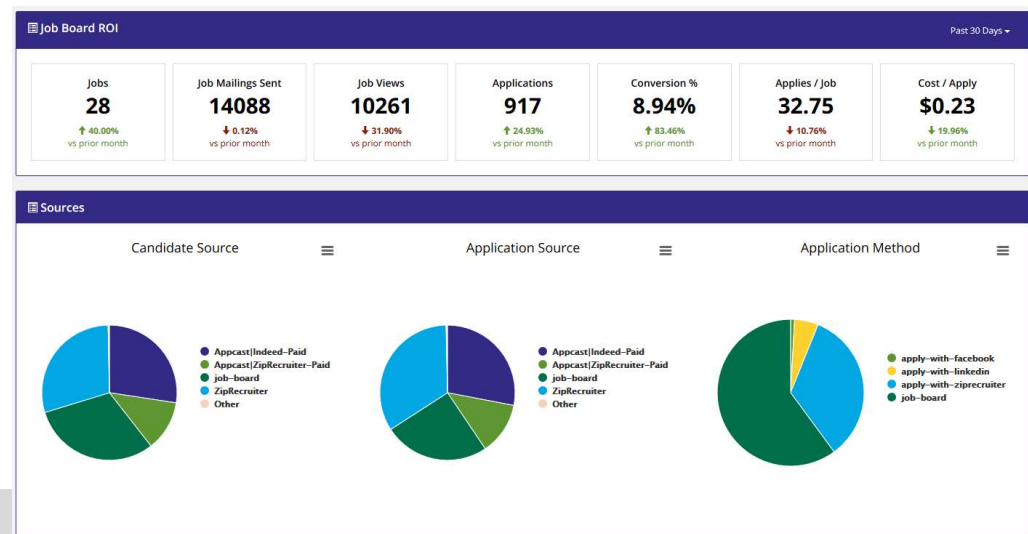
The Evolution of Job Advertising



Job Advertising

Strategies for 2020

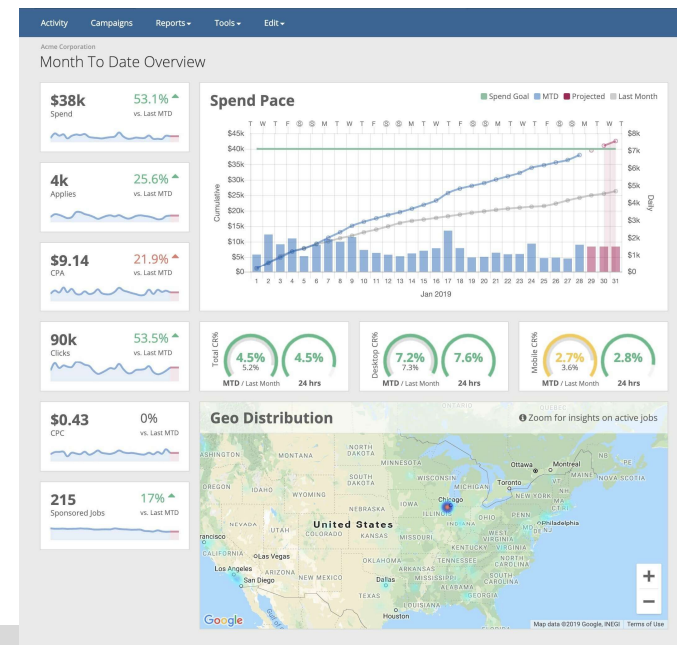
- Centralized analytics



Job Advertising

Strategies for 2020

- Centralized analytics
- Programmatic ad management
- Variable spend based on need
- Elimination of annual contracts



Job Advertising

Strategies for 2020

- Employment branding
- Reputation management
- Video integrated job posts



Pay-Per-Click Advertising (PPC)



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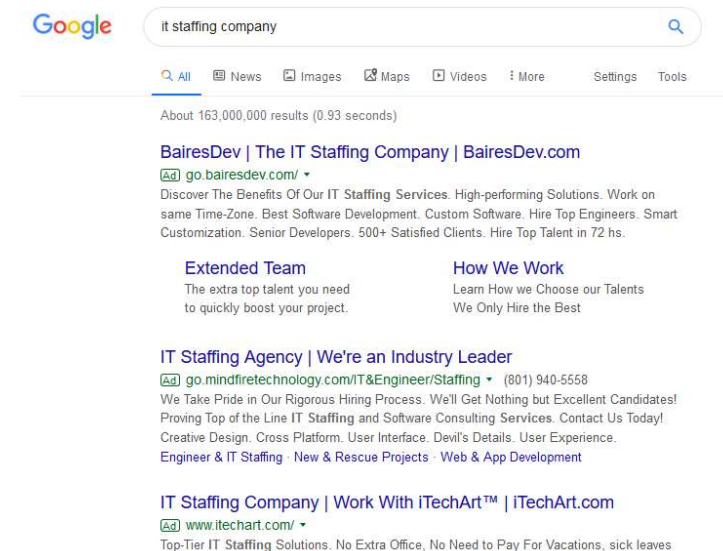


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PPC

What it was...

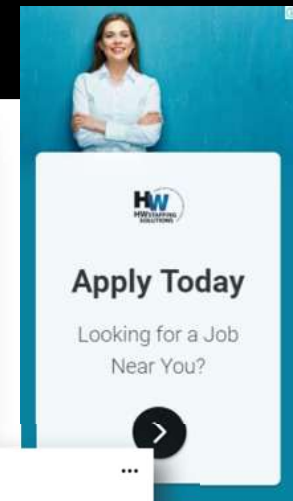
- Google Adwords
- Keyword targeting
- Facebook Boost
- Cost per click



PPC

Strategies for 2020

- Google Ads
(Keyword targeting still matters)
- Dynamic content
- Dynamic retargeting
- Matched audience advertising
- Behavioral targeting
- Cost per conversion



Social Media



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Social Media

What it was...

- Maximizing followers and likes
- Content pushing
- Organic content distribution
- Driving web traffic



Social Media

Strategies for 2020

- Strategic goals
- Every post has a purpose
- Personal branding



www.haleymarketing.com/socialsuperpowers

Social Media

Strategies for 2020

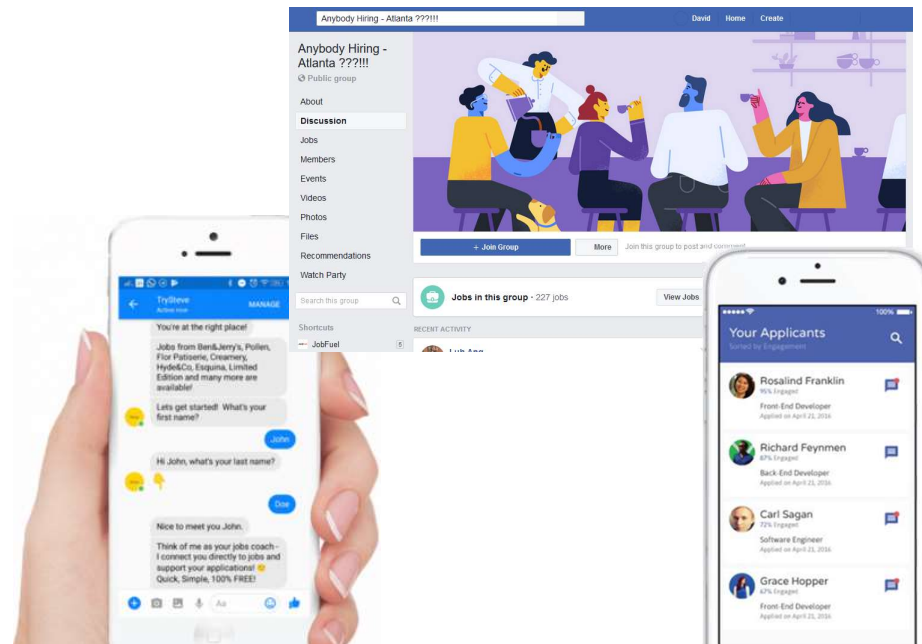
- Strategic goals
- Every post has a purpose
- Personal branding
- Content amplification
- Thumb-stopping visuals
- Video



Social Media

Strategies for 2020

- Groups and communities
- Living on the social platform
- Messaging and conversation
- Paid social targeting



Sales Lead Generation



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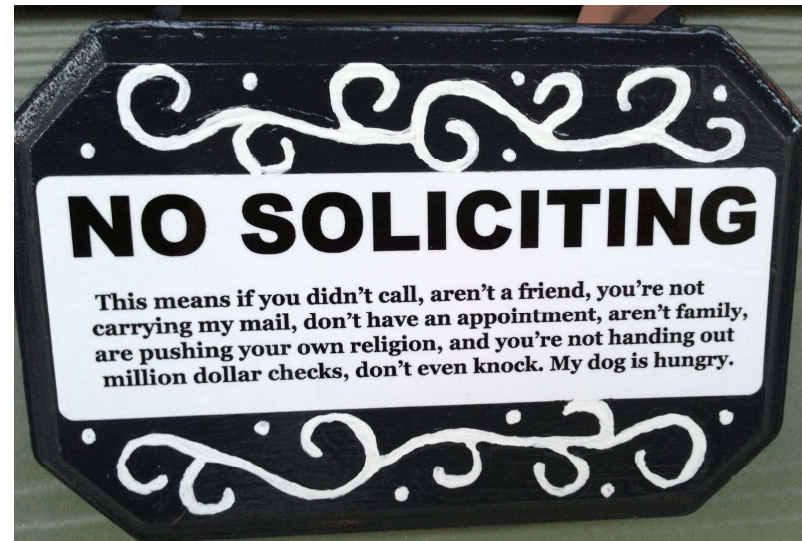


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Sales Lead Generation

What it was...

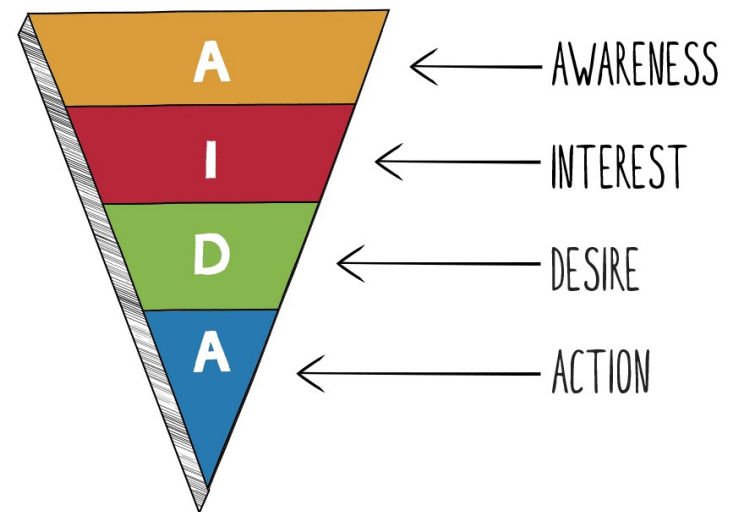
- Cold calling
- Drop bys
- Networking
- MPC calls



Sales Lead Generation

Strategies for 2020

- Segmentation
- AIDA



Sales Lead Generation

Strategies for 2020

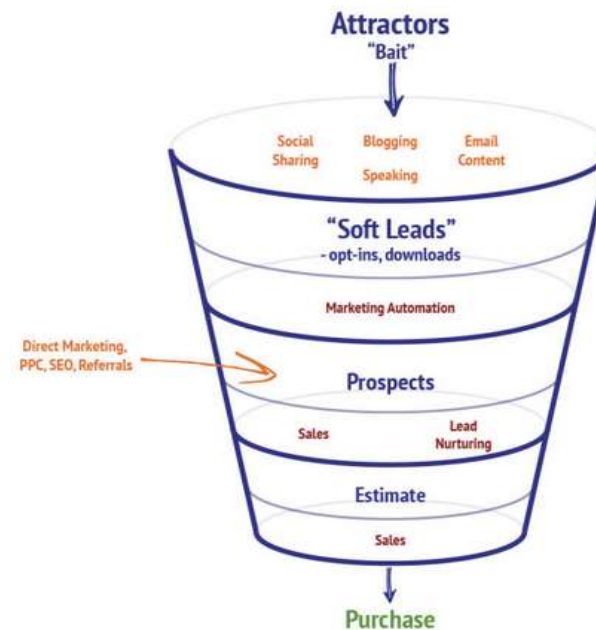
- Segmentation
- AIDA
- Integrated direct marketing
- ABM



Sales Lead Generation

Strategies for 2020

- Content & inbound marketing
- Cross channel branding
- Turning your website into a platform for lead generation
- Marketing automation



Sales Lead Generation

My Mom and Dad got started in staffing multiple staffing firms.

Back in the old days (i.e. before the internet), he would tell me "sales placements are a function of sending the number of job orders you have, you went on, and of course, the number of job orders you sent."

So if you want more sales, just make it that simple.

Haley Marketing's Essential Guide to Staffing Sales Lead Generation

haley MARKETING

1/35

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www.haleymarketing.com/salesleads

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Recruitment Marketing



Recruitment Marketing

What it was...

- Non-existent!



Recruitment Marketing

Strategies for 2020

- Optimized career site / portal
- Actively managed job advertising
- Social recruiting strategies
- Employment branding
- Reputation management
- Talent re-engagement



www.haleymarketing.com/smartrecruiting

Marketing a Staffing Company



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Marketing a Staffing Company

What it was...

- Activity volume
- Sales collateral
- Trinkets & Trash



Marketing a Staffing Company

Strategies for 2020

- Strategy – SMART marketing



www.haleymarketing.com/smartmarketing

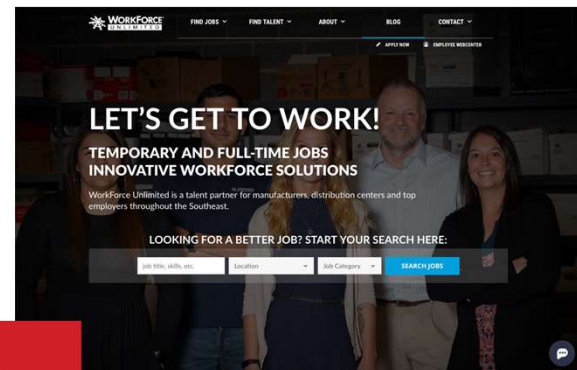
Marketing a Staffing Company

Strategies for 2020

- Strategy – SMART marketing
- Simplified messaging
- Clarity & consistency
- Design & copy still count!



The people
you're looking
for aren't
looking for
you.



Cardinal Staffing
Services knows
how to find them
and land them.

The best and brightest are currently employed - they aren't scouring job boards. If you want to connect to top talent rather than simply choosing from available talent, partner with Cardinal Staffing Services for your direct placement needs.

- Find the right person for your team - whether they are actively or passively looking.
- Position your opportunity as the right move for them.
- Shorten searches for your most critical and challenging roles.

Professional • Administrative • Light Industrial

SHORT TERM • LONG TERM • DIRECT PLACEMENT • LOW COST • HIGH SUPPORT



LOCAL OFFICE NAME
1234 Main Street
Anytown, OH 43085

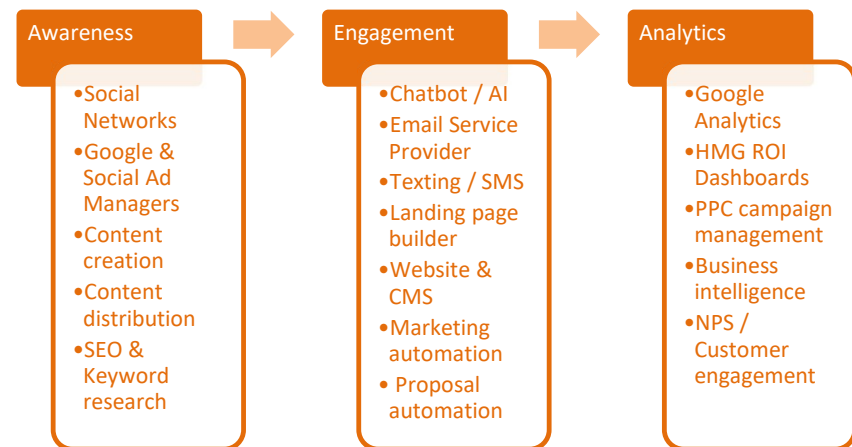
Don't wait for
talent to find you.
Land the right
candidate for your
team with Cardinal
Staffing Services.



Marketing a Staffing Company

Strategies for 2020

- Strategy – SMART marketing
- Simplified messaging
- Clarity & consistency
- Design & copy still count!
- Technology





Any questions?



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*Did you miss our
ADA Compliance demo?*



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Coming Next:

Staffing SEO: Strategies to Dominate Your Market

Thursday, February 13, 2020 at 2 PM ET

Haley Marketing SEO Services

Tuesday, February 18, 2020 at 2:00 PM ET

Reserve your seat:

www.lunchwithhaley.com