

YOUR PATIENCE IS APPRECIATED...



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



COVID-19 Recovery Resources

Business Strategy & Marketing Ideas

At Haley Marketing, we are committed to serving the staffing industry. We put together this page to offer free advice and low-cost marketing support to help all staffing companies to survive and thrive!

<https://haleymarketing.com/covid-recovery>

Staffing Works Slack Group



- Discussion Group (any device)
- Dealing with COVID-19
- Sales & Marketing Ideas
- Recruiting Strategies
- Tech Q&A
- Morale-building chat!
- AND IT'S FREE!



<https://tinyurl.com/staffing-works>

Social Media Distancing

Sourcing in a New Economy



PRESENTED BY

Moore eSSentials

Thank you for
joining us.



Moore eSSentials



Jason Thibeault

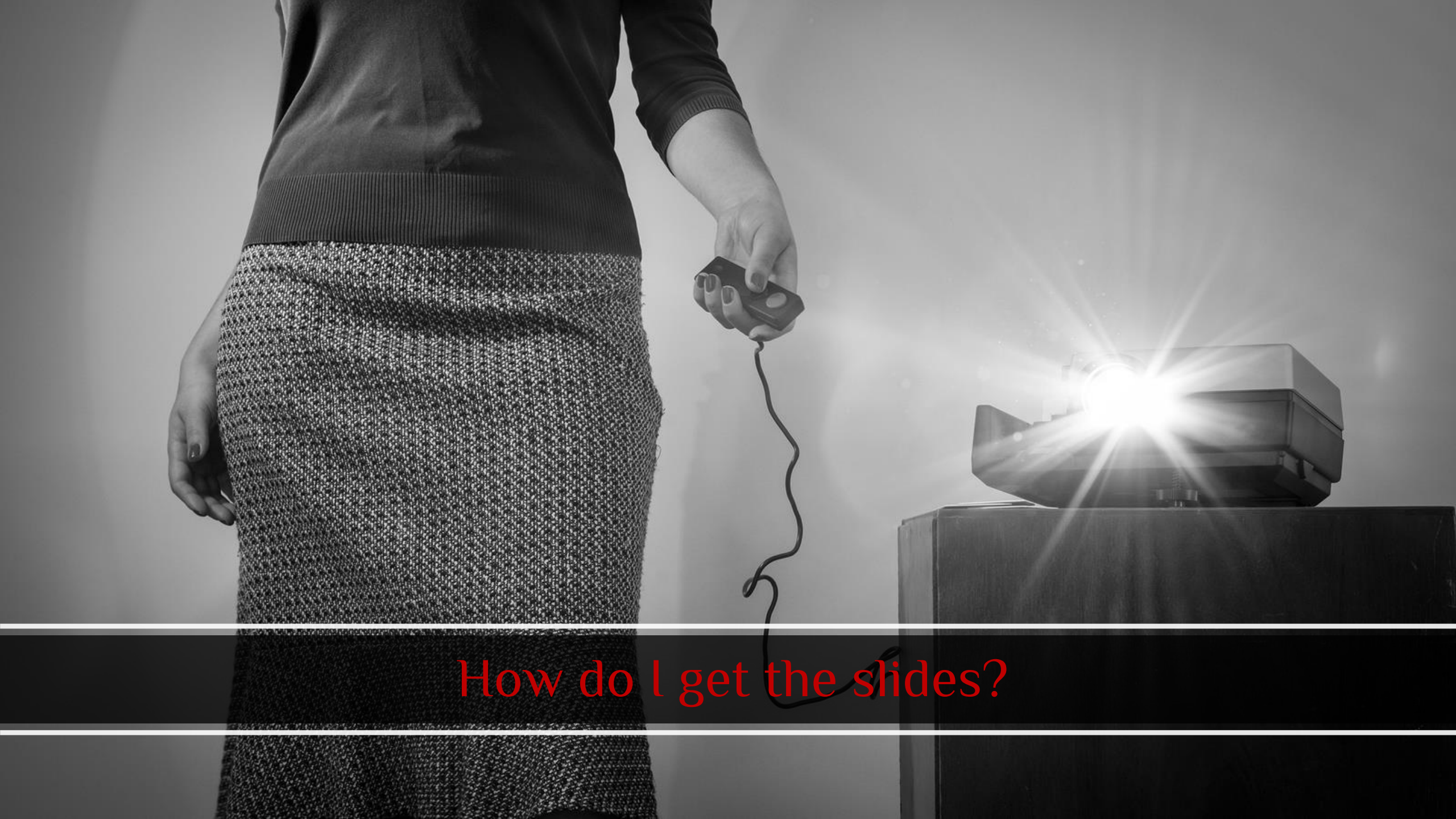


Tricia Tamkin

Our Objective

To share with you some easy sourcing techniques to enable you to thrive in this economy.





How do I get the slides?



www.lunchwithhaley.com

More than 33.5 Million people filed
for unemployment in the last 30 days.
It's a historical record.



Unemployment Landscape



In April, ADP Research says the private sector alone lost 20.2M jobs. The previous record was 835K in '09



We'll see more mergers and acquisitions and an increase in automation.



Expert economists predict this to be the start of a multi-year recession or depression.



Unemployment is at 16% now and could hit 30%+ before we're done



Modify Your Approach in a Recession

Just-in-Time Recruiting

- Stop bulk emailing
- Email servers are smart
- 35-40% aren't delivered
- Single piece flow



Just In Time



Sourcing

Is Your Competitive Advantage





Active Candidates

- Job Posting will become fruitful
- Advertisements vs. Descriptions
- 80% WIIFM
- 20% Mandatory Experience

Job Postings Need To Be Focused
On What's In It for THEM.



Job Posting Tip #1 - Benefits

- Give an excessive amount of detail about the benefits.
- Don't say "Full benefits included" or "Competitive benefits package"
- List out every benefit, even things that might seem more like perks.
- For example:

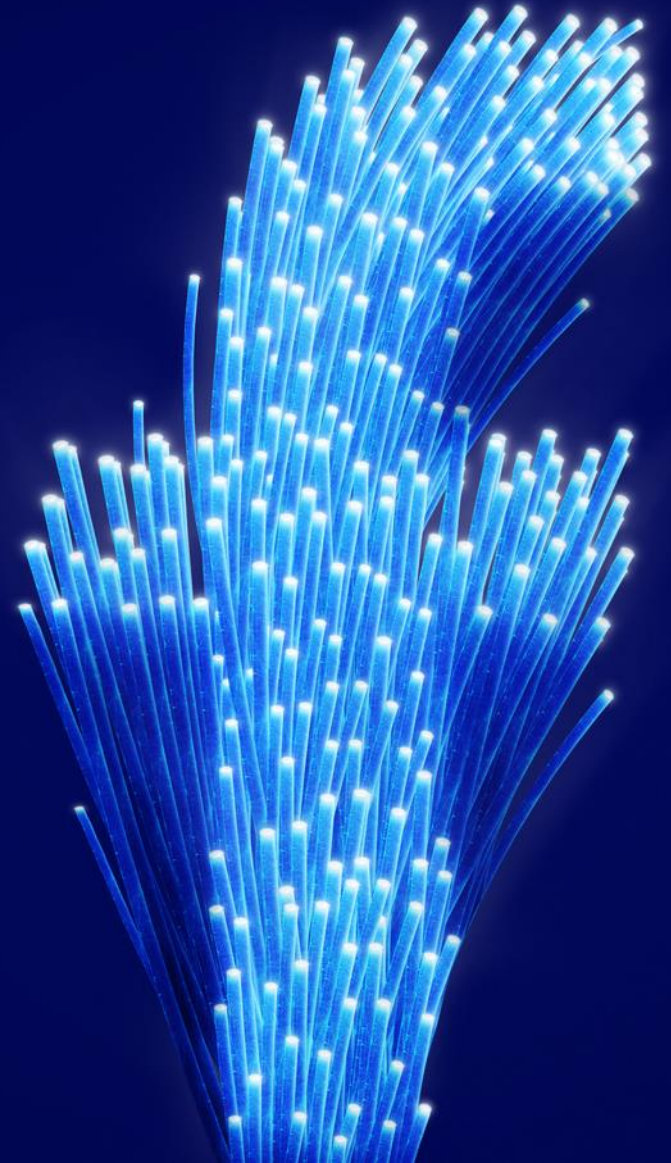
Benefits include family medical, dental, vision and long-term disability. Our client matches up to 6%, dollar for dollar on 401K, position starts with 3 weeks vacation, lunch is brought in the office on Fridays, and your salary is matched in a life insurance benefit.

Job Posting Tip #2 - Resumes

- Most job post browsing is done via a mobile device, and most passive job seekers don't have a copy of their resume on their phone.
- Set up a specific email address just for job postings so you don't get inundated with unqualified candidates.
- In every job posting, include some variation of the following language:

If you don't have a resume available right now, that's ok. We don't need it to have a conversation with you. Send an email now to my personal account. I can be reached at mypersonalemail (at) gmail.com

More than 75% of
Social Job Seekers got
their last job through
Facebook



Facebook Groups

- Groups make it easy for people with similar interests to connect on Facebook
- When you post in a closed group, it only shows up for other people in that group
- Your friends do not see your closed group posts unless they are also in the group
- When you post in a public group it is visible and searchable for everyone



Group Etiquette

1. Spend 15 minutes per day for a couple weeks liking and commenting on posts
2. Thank in advance when you post and ask admin to delete if necessary
3. Don't post right away or ask for referrals
4. Build familiarity and make yourself known



Find Appropriate Groups

- Search on your topic in Graph Search
- Click Groups in the Sub-Navigation on left
- Evaluate based on number of members
- Search many different variations



Nifty Thrifty Dentists

Join

13K members · 10+ posts a day

The Nifty Thrifty Dentists Group Rules – Please Read! This Group is about sharing money saving tips and strategies in the Dental Practice....

Cat Nguyen and Rajan Sheth are in this group



Mommy Dentists In Business

Join

3.3K members · 10+ posts a day

Mommy Dentists in Business is a group for mothers who are practice owners or intend to be. We are here to support one another and share i...

Cat Nguyen is in this group



Dentists on Facebook

Join

1.9K members · 8 posts a day

Welcome to our group Dentists on Facebook where dentists around the world can come together to discuss their clinical cases and share tips a...

Cat Nguyen and Rajan Sheth are in this group



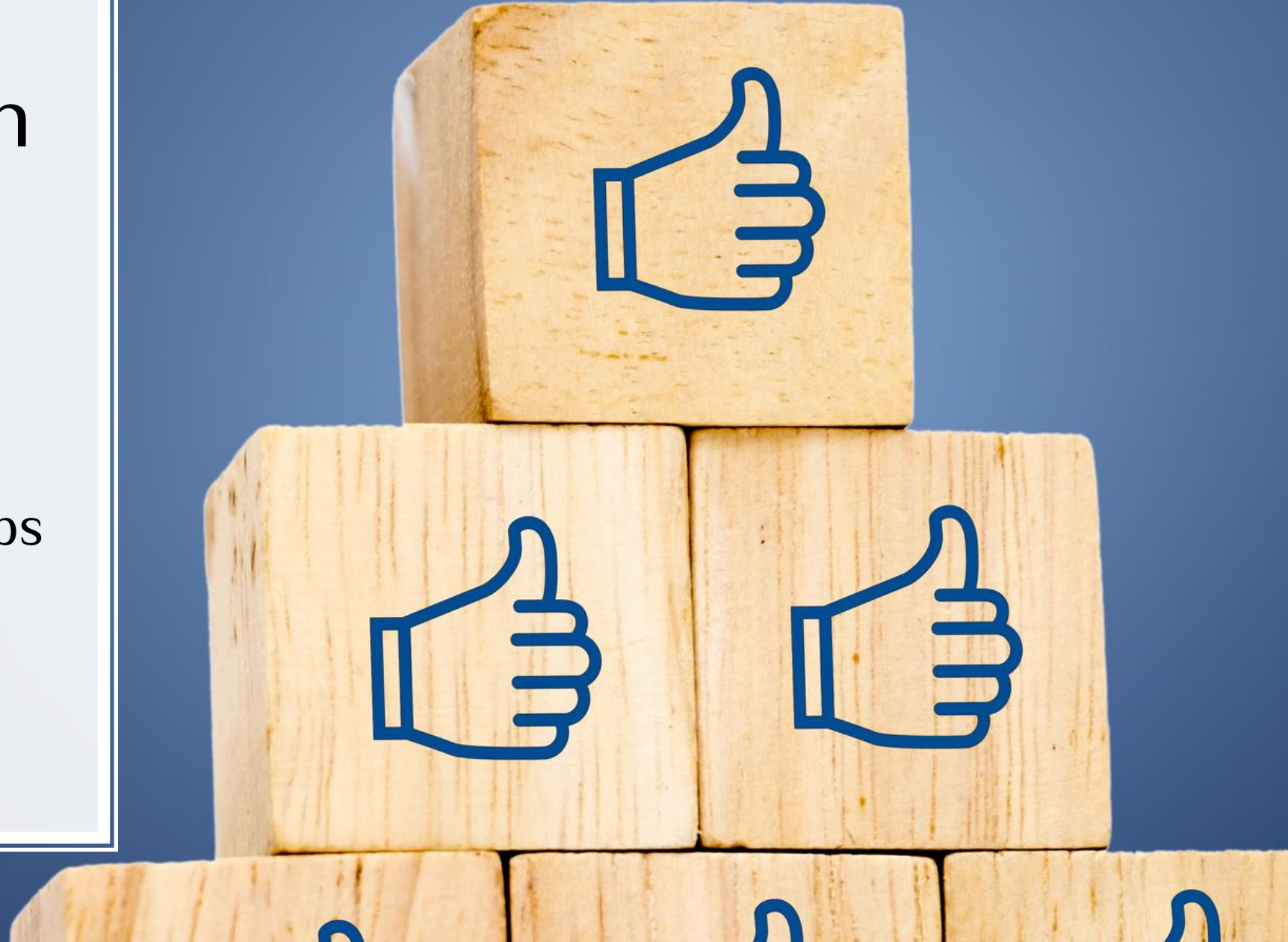
Dentists

Join

1.8K members

Types of Groups to Join

- Job Groups
- Industry Groups
- Skill Only Groups
- Neighborhood Groups
- Mom Groups



Sample

Naperville eMoms

🔒 Closed Group

Discussion

Members

Events

Photos

Files



Tricia Tamkin

July 7 at 1:12pm

Hello lovely ladies of Naperville. I have a question, and I thank you in advance for reading. A client of mine is looking to hire a few new sales people. The company is technology focused, based in Naperville, and comes with an enormous amount of training in the first year. It's a salaried position, with benefits and commission, and though I would like someone with a technical leaning – I don't need them to have a lot of experience. This is an excellent career change for someone who is currently working in retail at an electronics store or a phone provider. First year's comp is 40 – 50K, but second year will be 80+ and third year over 100K. College degree isn't required, but I do need someone stable, hardworking, charismatic, and interested in a long term career. Does this sound like anyone you know?



Facebook Simple Search

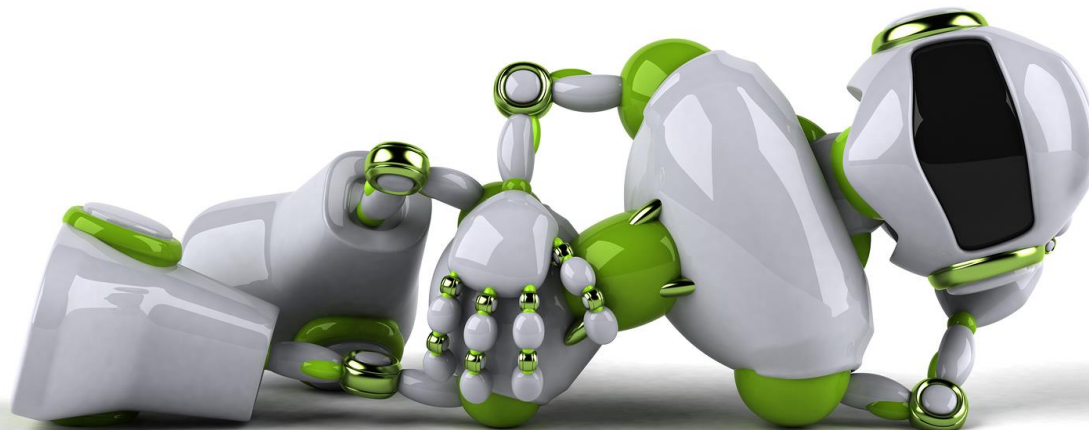
1. Enter one word in the search bar. This can be a title, skill or company, but can only be one word.
2. Examples: Nurse, Forklift, Java, Amazon
3. On the left side, click People
4. Narrow location by City



Let's Go Live!



Image Search



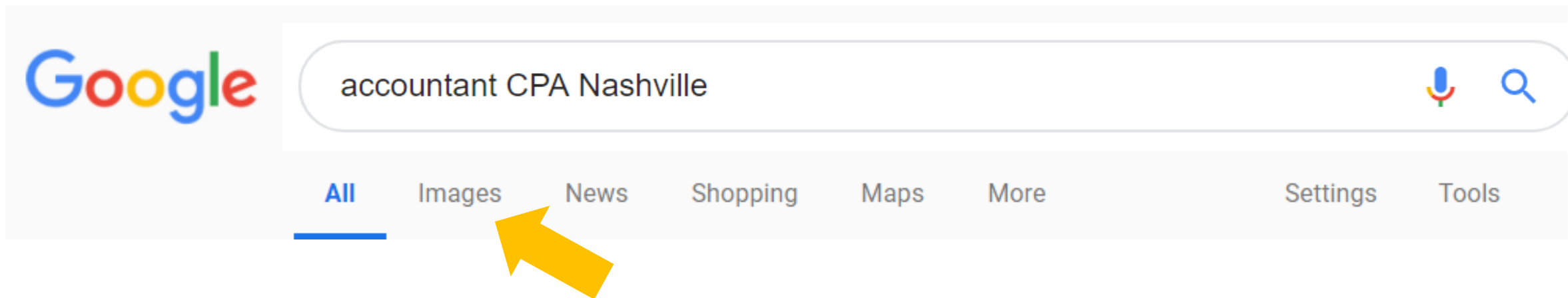
Why Post Pictures?

- Retirements
- Social Events
- Bios & Profiles
- Award Ceremonies
- Team & Group shots
- Demonstrate Culture
- Graduation & Certifications



Image Search Instructions

1. Enter basic information, to include title and geography
2. Search and review results
3. Everything is jobs, with an occasional human
4. Click over to **IMAGES**



Select Tools Under Results

accountant CPA Nashville



All News **Images** Maps Videos More

Settings

Tools

Select Type and Face

accountant CPA Nashville



All News **Images** Maps Videos More

Settings

Tools

Size ▾

Color ▾

Usage rights ▾

Type ▾

Time ▾

More tools ▾

Type ▾

✓ Any type

Face

Photo

Clip art

Line drawing

Animated

Narrow
Images to
Only Faces

Tools, Type, Face Doesn't Work Anymore

What is URL Manipulation?



Image Search

1. Enter basic information, to include title and geography
2. Search and review results
3. Everything is jobs, with an occasional human
4. Click over to **IMAGES**
5. Click anywhere in the URL
6. Click END on your keyboard
7. Add **&imgtype=face** to the end of the URL
8. Candidate faces appear

&imgtype=face

Master Tip

Eliminate Sites!

When you hover over an image the URL shows up in the bottom left.

There are sites that aren't going to add value in an image search, namely LinkedIn & Radaris

You have better techniques for LinkedIn, and Radaris is terrible

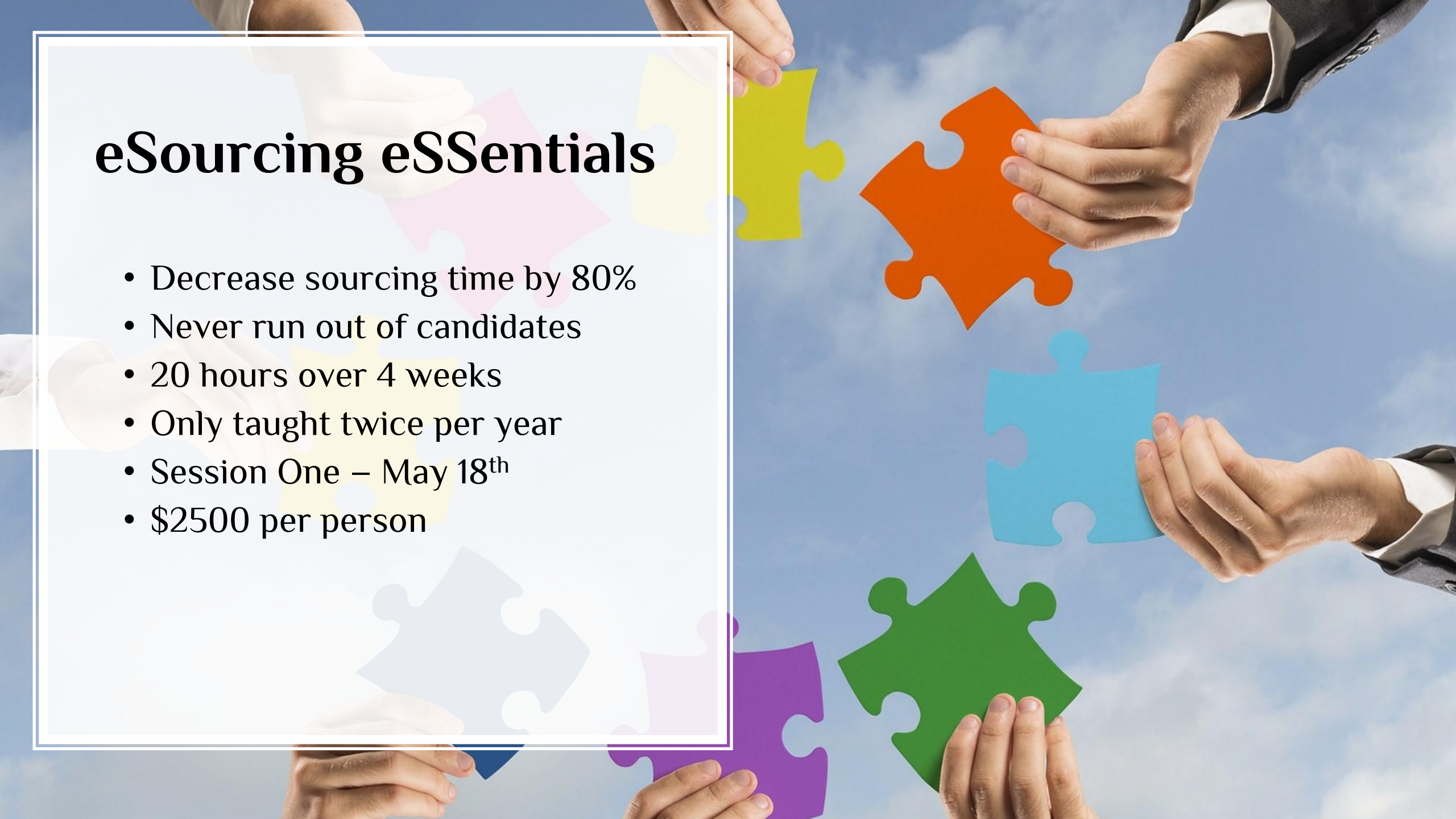
`-site:linkedin.com -site:radaris.com`



Let's Go Live!

eSourcing eSSentials

- Decrease sourcing time by 80%
- Never run out of candidates
- 20 hours over 4 weeks
- Only taught twice per year
- Session One – May 18th
- \$2500 per person

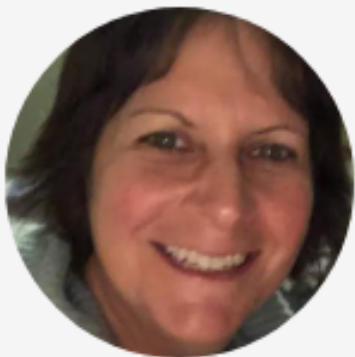




Matthew Moses

-Principal, CrossOver Recruiting

"Nine years. I believe it's been nine years since my first eSSentials class with Tricia and Moore eSSentials. Nine years on, and I still make daily use of the tools she and Jason taught, and continue to teach as the course evolves. Her depth of knowledge of the subject matter obviously comes from years of practical experience. I've found Tricia's ability to clearly and patiently explain the content with just the right amount of wit injected to be her greatest gift. The tools Moore eSSentials teaches are, in my opinion, required learning for any recruiter who wants to run an efficient, effective, and authentic/human practice. You set the goals that are right for you and your business, and they'll provide you the tools to make it happen!"



Cori Sachais

-Manufacturing Headhunter, Mindful Recruiting Solutions

"I recently completed the eSourcing course and it was awesome! Being a headhunter for 20 years, it's great to learn new and updated ways to source candidates while saving money by not having to pay for the high priced resources out there. Plus, I learned ways to find people that I know most headhunters are not using so it's another way to stand out from others by finding individuals other recruiters aren't finding! A ton of useful information and I have already found individuals for searches I'm doing that I wouldn't have found otherwise."

What else can
we help with?



Moore eSSentials



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www.facebook.com/MooreeSSentialsTraining



630.830.3000

— — — —
THANK YOU



Coming Next:

Digital Marketing – What you need to be doing

Thursday, May 14, 2020 at 2 PM ET

How to Recover Faster from COVID-19

Tuesday, May 19, 2020 at 2:00 PM ET

Reserve your seat:

www.lunchwithhaley.com