

YOUR PATIENCE IS APPRECIATED...



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

SPECIAL EDITION

Recruiting Strategies 2021

PRESENTED BY

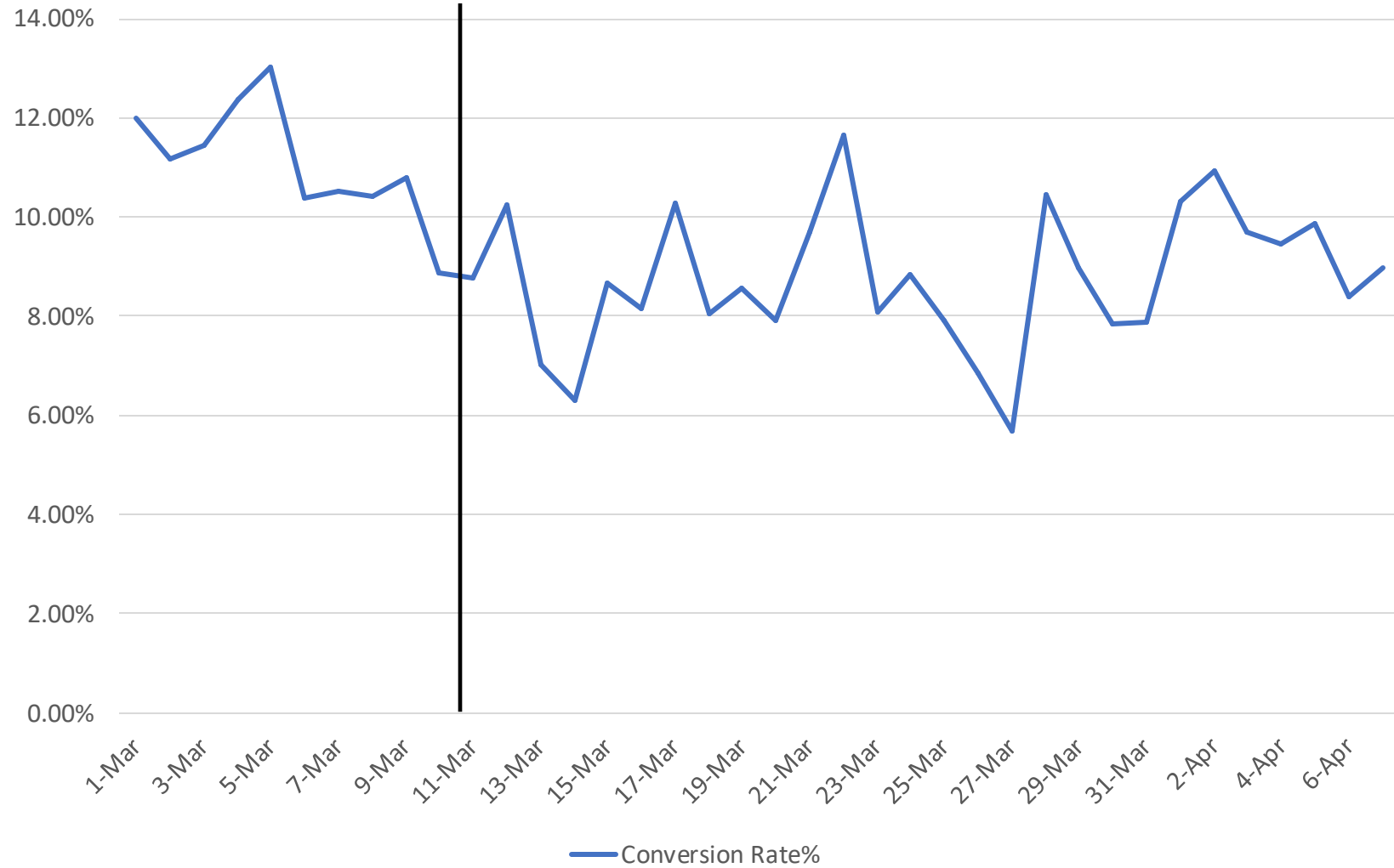
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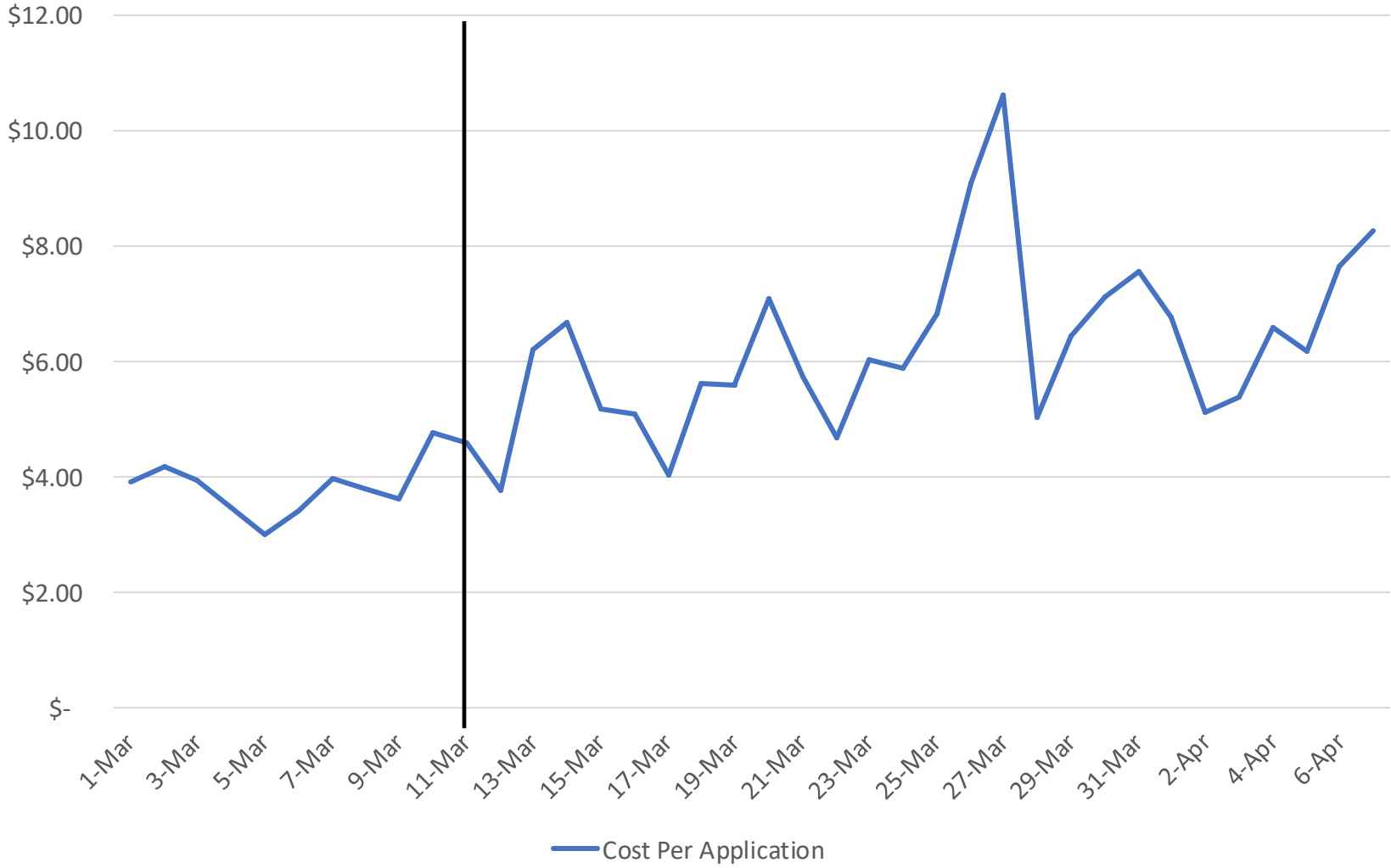


What the heck happened on
March 11?

APPLICATION CONVERSION %



COST PER APPLICATION



The Issue At Hand

- **52.7%** more production/manufacturing jobs now vs. 2/20
[*Indeed Hiring Lab*](#)
- Increased incentives not to work
 - \$1,400 per person stimulus payment
 - \$300 / week extended unemployment benefits
 - \$10,200 in unemployment benefits not taxed
 - Health insurance subsidies
- Continued safety questions and childcare concerns
- **THE RESULT:**
45% increase in cost per apply for commercial staffing

Implication

- New effective minimum wages

State	Maximum Hourly Wage at which Individuals will Earn More on UI
District of Columbia	\$12.21
Maryland	\$13.97
North Carolina	\$12.09
South Carolina	\$12.62
Virginia	\$12.20
West Virginia	\$12.21

- Factor in transportation, childcare, lunch, etc., and the effective minimum wage is ~\$16 / hr.!

Implication

Pandemic Unemployment Benefits Select your state

See the average amount of weekly unemployment in your state New York

Max Weeks	Average Weekly Benefit + Boost	Total Weekly Benefit
24	\$353 + \$300	\$653

<https://www.forbes.com/advisor/personal-finance/300-unemployment-calculator-by-state-stimulus-bill/>

Implication

- People not ready / able to return to “normal life”
- Supply of jobs >>>>> candidate demand to work

BOTTOM LINE

- **The cost of recruiting will be higher - unavoidable!**
 - More jobs to fill
 - Less talent in the market
 - No way to increase candidate pool quickly enough

To fill open job orders, you need to:

1. Incentivize talent

2. Create compelling reasons to work

Incentives

- Pay rate
 - Must be at or above effective minimum wage in your market
- Bonuses
 - Sign-on, assignment completion, quality / productivity, longevity, referral
- Benefits
 - Healthcare / HSA, 401(k)
 - Training programs / compensation

Compelling Reasons to Work (maybe)

- Mental need to work
 - sense of pride, well-being that comes from having a job
- Best chance to get a temp-to-hire job is now
- Best pay rates are now
- Easiest to get the most desirable jobs / get into most desirable companies
- Avoid gaps on resume
- Get your spouse off the couch!

Strategies for Recruiting in 2021

Active Job Seekers

- Advertise your best jobs, best clients, highest pay rates
- Build your employment brand
- Strengthen social proof through reviews, testimonials, awards
- Increase visibility (*online and in the real world*)

**Your challenge is to build
an IRRESISTIBLE EMPLOYMENT BRAND!**

Your Current Temporary Employees

- Use candidate automation to increase engagement and boost redeployment.
- Increase touch points to show employees you care.
- Create compensation programs that offer incentives for completing assignments / redeployment.
- Work with employers to extend assignments / clearly define end dates.
- Proactively skill market to redeploy talent.

**Your challenge is to
NEVER LOSE a qualified candidate!**

Improve Referral Programs

- Better incentives to submit a referral
- Make it easier to submit
 - *not just your employees but anyone can submit a referral*
- Ask more often and ask everywhere
 - Social media
 - Email
 - Texts

**Your challenge
is to turn your employees into ADVOCATES!**

Your Competitors' Temporary Workers

- Develop a stronger employee value proposition to win them away.
- Direct market to them wherever possible
 - Online
 - In-person advertising
 - Geofencing campaigns around their key clients and office locations

Maximize the Value of Your ATS

- Re-engage talent in the database and reactivate.
- Verify contact information and job skills are up to date; check on availability.
- Find ways to nurture relationships with candidates
 - Don't just text job offers constantly
 - Personalized communication
 - Mix of electronic outreach (*email/text*), physical mail, phone calls
- Ask for referrals as part of reconnecting.

**What does your
company need to do?**

Define Your EVP

- Employee Value Proposition
- Clearly define your “Why?”
 - Why would talent choose your company over anyone else?
 - Ideally, your EVP will resonate with people working as temps as well as potential candidates outside the staffing industry.
- Define all the reasons why someone would want to work now.

Collect Data

- Determine the pay rates and types of jobs at which applications start flowing for your industry and market.
- Client from Summer 2020:
 - **\$12-\$14/hour jobs:**
45% decrease in conversion and application costs increased by 62%
 - **\$15-\$16/hour jobs:**
27% decrease in conversion and application costs increased by 20%
 - **\$17/hour jobs:**
25% increase in conversion and application costs decreased by 33%

Collect Data

- Client from March 2021
- Same Picker/Packer Job
 - **March 5-15:** 26 applies, \$4.32 CPA, 13% conversion
 - **March 16-24:** 9 applies, \$10.26 CPA, 6.5% conversion
 - **March 25-31:** 12 applies, \$11.08 CPA, 9% conversion
- Wage Analysis
 - **Manufacturing Jobs:** \$6.64
 - **Office/Professional Jobs:** \$6.65 CPA, 9.1% conversion

Collect Data

- Client from March 2021
- Wage Analysis - \$12-\$17/hour jobs
 - **March 1-10:** 102 apps, \$6.38 CPA, 8.8% conversion (*102 postings*)
 - **March 11-31:** 105 apps, \$13.99 CPA, 4.9% conversion (*109 postings*)
- Wage Analysis - \$18+/hour jobs
 - **March 1-10:** 29 apps, \$9.09 CPA, 6.7% conversion (*12 postings*)
 - **March 11-31:** 57 apps, \$11.00 CPA, 6.1% conversion (*19 postings*)

Sales Strategies

- Go after desirable employers more aggressively - offer incentives to win over these clients.
- Work with every client to make jobs more desirable
 - Compensation and benefits
 - Schedule flexibility
 - Remote work opportunities
 - Temp-to-hire opportunities
 - Incentive pay
(*sign-on bonus, assignment completion, quality of work bonus*)
 - Paid training

Sales Strategies

- Get permission to use clients' names in job advertising.
- Use market data to show clients the need to increase pay rates and show the implication of low pay rates.
- Consider working with clients to increase pay rates but reduce the markup.
- Reach out to competitors
 - Opportunity for partnering?
 - Band together to promote staffing as a job option?

Train Recruiters

- How to write better job postings
- How to maximize social media
 - Build personal networks
 - Share content
 - Create a personal brand that supports the company and their careers
- How to regularly ask for referrals
- How to work with clients to expand the talent pool
 - Push harder to identify desired versus truly required skills
 - Discuss placing people with transferrable skills
 - Creative work options (split shifts, off-hours work, remote work)

Get Found

- Job advertisements
 - Increase volume (*advertise more jobs*)
 - Increase distribution to more job sites (*free and paid*) and social media
- Referrals
 - Get more current and former employees to become referral sources
 - Build networks of other referrals sources (*trade schools, churches*)

Get Found

- Digital marketing
 - SEO (*continually improve website and inbound links*)
 - PPC (*Google, Bing, and social advertisements*)
 - Social media (*better content, more sharing*)
 - Online reviews
- In the real world
 - Print, media, and out-of-home advertising
 - Job fairs
 - Remote recruiting locations
 - Community service
 - Branded apparel for temporary workers
 - Business cards for temporary workers

Be More Engaging

- Create and curate great content
 - Jobs (*promote best clients and top-paying jobs*)
 - Stories (*convey your culture*)
 - Provide good education (*articles, blogs, video, social graphics*)
 - Humor / entertainment (*convey personality with content shared*)
- Leverage hashtags and user tagging to get more people involved with content shared
- Use more channels of distribution (*email, mail, text, social*)

Improve Conversion

- Optimize conversion paths on the website
- Review exit pages and test changes to increase response
- Add more Calls to Action to website (*on every page!*)
- Provide different CTAs (*buttons, text, images, fly-ins, pop-ups*)
- Simplify forms
- Give people a reason to act now (*incentives, create urgency*)
- Re-engage site visitors (*retargeting ads, marketing automation*)

Re-Engage Talent

- Candidate automation (*SENSE and Herefish*)
- Other marketing automation (ActiveCampaign, HubSpot)
- Email and texting
- Picking up the phone and calling

**What can you do
on your own?**

What You Can Do On Your Own

- Improve selling (*better clients, better jobs, higher-level jobs*)
- Train recruiters (*improve job postings, provide amazing service, social sharing, working with clients*)
- Define the company EVP
- Build social proof
- Grassroots brand building
 - Community involvement
 - Low-cost advertising

How can Haley Marketing help?

How Can We Help?

- Website development / improvement
- Programmatic job advertising management
- EVP consulting
- Ongoing SEO
- Blogging and/or HaleyMail (*content creation*)
- PPC (*visibility, build followers, retargeting, job promotion*)
- Social Pro (*social strategy, content creation and sharing*)
- NetSocial (*automated team-based social sharing*)
- Video NOW (*creating testimonial and story videos*)
- Outdoor ad development



Want a ROADMAP
for your marketing?

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Any questions?



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UP NEXT:

Social Pro 2021

Thursday, April 15, 2021 at 2:00 PM ET



UP NEXT:

Recruitment Marketing

Tuesday, May 11, 2021 at 2:00 PM ET

Reserve your seat:

www.lunchwithhaley.com