

LUNCH
with
HALEY

QUICK!
Download the eBook before we get started!
www.haleymarketing.com/level-up

LEVEL UP
A guide to marketing for staffing
companies in a down market

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PRESS START

LEVEL UP
7 strategies to drive sales in a down economy

Brad Bialy
Director of Digital Marketing

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Before we get started...

You deserve a shoutout.



**You're Already
Leveling Up!**



Let's be honest...

2023 is off to a CHALLENGING start



2,560,000
Unemployed

March 2023 | BLS.gov




"You gotta keep smiling
no matter how tough
things are getting."

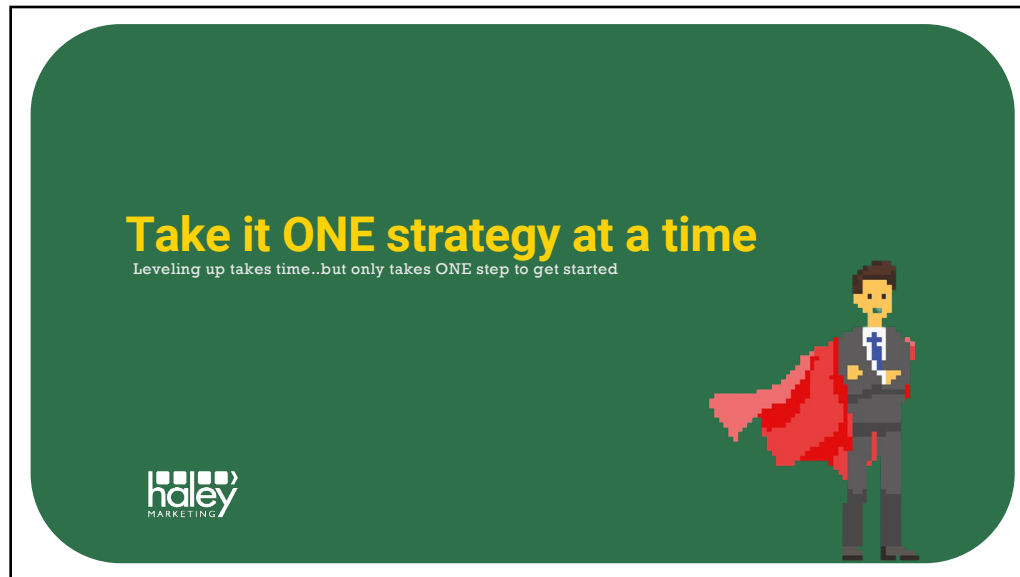
An illustration of Ash Ketchum from the Pokémon franchise, wearing his signature blue and red cap and blue shirt, hugging his yellow Pokémon, Pikachu. They are both smiling and closing their eyes in a warm embrace. The background is a dark blue gradient.

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We can't approach 2023
the same as 2022 and
expect ~~similar~~
BETTER
results!

A pixel art illustration of a woman with brown hair sitting at a desk in an office. She is wearing a white shirt and an orange vest. On the desk is a laptop, a coffee cup, and a small potted plant. A clock on the wall shows the time as approximately 1:50. The background is a solid blue color.

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LEVEL UP YOUR POSITIONING

What makes you **UNIQUE**?
Where would I find **YOU** in the grocery store?



Let's Go on an Adventure...

Get in your car. We're going to the grocery store.

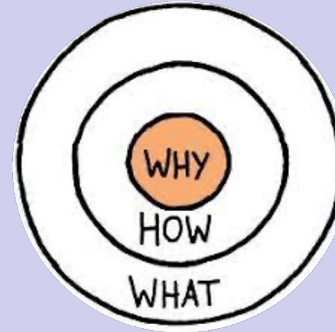


LEVEL UP YOUR MESSAGING

People don't buy **WHAT** you do.

They buy **WHY** you do it

At Brad's Staffing Firm, we provide temporary business has the employees to be passionate and exist to help them realize their potential by providing the talent they need to thrive.



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LEVEL UP YOUR WEBSITE

THE
amazon
EFFECT

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LEVEL UP YOUR WEBSITE

Your website should be **MORE** than an outdated brochure telling people **WHAT** you do

- What's it for **ME**? Why am I here?
- How can you reduce friction?
- **Most Important:** How can you avoid losing them?



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LEVEL UP YOUR SALES TOOLS

- Asynchronous selling
- Landing pages
- Marketing automation
- ATS automation



Haleymarketing.com/SmartAutomation

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LEVEL UP LEAD GEN

Use **DIGITAL MARKETING** to sell

- **SEO:** Answer questions, long-form content, clear conversion path
- **PPC:** Targeted display ads, search ads, matched audience ads
- **Content marketing:** Educate, position, build authority
- **Social media:** Get found, network, company and team sharing



LEVEL UP YOUR REPUTATION

84 percent of people trust online reviews as much
as a **personal recommendation**

What story do YOUR reviews tell?

Trust Signals

- Testimonials
- Reviews
- Awards



LEVEL UP NURTURING

Staffing is rarely a one-call close.

Do more to keep your company top-of-mind

- Email
- SMS (texting)
- Automation
- PPC (retargeting, matched audience, geotargeting)



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LEVEL UP YOUR MARKETING MIX

It's time to **LEVEL UP** and put it all together



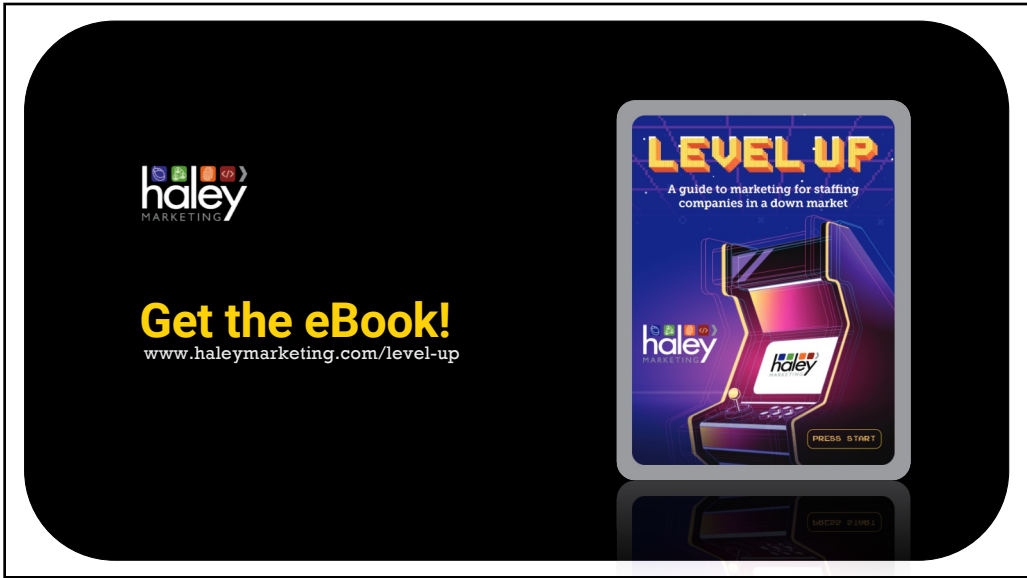
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SO, WHY DOES ALL THIS MATTER?



In The Great Recession (2009 – 2010), aggressive advertisers
obtained 4.5x market share gain versus competitors
who cut back marketing during the recession.





Have 60 Seconds?

I'd LOVE Your Feedback!



FREE STUFF AND MORE!

MORE free advice to help you LEVEL UP!



InSights
The LEADING podcast for the staffing and recruiting Industry with over 130,000 downloads

SECRETS OF STAFFING SUCCESS

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Staffing Brain Fuel
Ideas to accelerate growth...and get your job orders filled.

eBooks & Guides | Webinars | Featured Articles | Free Coaching

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eBooks & Guides

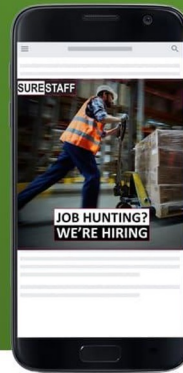
MARKETING PLAYBOOK

DIFFERENTIATION BULLSHIT!

What Is the Best Marketing

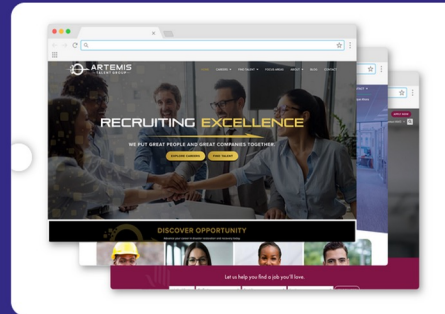
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DIGITAL MARKETING BUNDLES



CRO Site Review

30-point review of your website



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Questions?

Need help leveling up YOUR 2023 marketing plans?

Reach out to our team today

1.888.696.2900 | info@haleymarketing.com

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OUR NEXT WEBINAR



**How to Wake Up Sleeping Clients:
Sales Automation Best Practices**

Thursday, May 11 at 2:00 PM ET

Reserve your seat
www.lunchwithhaley.com

