

LEVEL UP

*NURTURE: How to Stay
Top-of-Mind and
Ahead of the Pack*

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Chief Strategy Officer*

*Jeff Staats
Chief Marketing Officer*



Let's be honest...

2023 is off to a CHALLENGING start.



236,000
Jobs Added
March 2023 | BLS.gov



3.5%
Unemployment
March 2023 | BLS.gov



We can't approach 2023
the same as 2022 and expect
BETTER RESULTS!



Take it ONE strategy at a time

Leveling up takes time...but only takes ONE step to get started



LEVEL UP

Nurturing



LEVEL UP YOUR POSITIONING

What makes you **UNIQUE?**



Let's Look at Few Providers Here in Chicago...

What makes them **UNIQUE**?

Provider 1:

- "Our customized approach is flexible and adaptable."
- "The personnel we represent are considered a part of our company."
- "[We] provide each of our clients with a dependable temp service that delivers trained and qualified personnel who are dedicated to their job from start to finish."
- "A Tradition of Excellence Since 1991."



What does the market **REALLY THINK**?

- **Our customized approach is flexible and adaptable:**

"Something's wrong with the way they work."
- **The personnel we represent are considered a part of our company:**

"Lies like [XYZ Staffing] but better at hiding it. Stuffing people into small vans for long rides and basically making people fight to work. Smh"
- **A Tradition of Excellence Since 1991:**

"The worst office I've ever seen in my life."



Let's Look at Few Providers Here in Chicago...

What makes them **UNIQUE**?

Provider 2:

- "Exceptional reputation of building lasting relationships."
- "Seven days a week, our designated staffing specialists are readily available...and provide excellent customer service and response time."



What does the market **REALLY THINK?**

• **Lasting Relationships:**

"This company strings you along. Don't waste your time."

• **Seven Days a Week – Excellent Service:**

"They NEVER Answer The Phone."

"Didn't get a call from them until about 2-3 months later.
Then they don't answer the phone at all."

"The worst agency in Chicago."



Let's Look at Few Providers Here in Chicago...

What makes them **UNIQUE**?

Provider 3:

- "World Class Candidate NPS Score of 82."
- "92% Offer Acceptance Rate."
- "Average of 10 Days for Time-to-Fill."
- "4.8/5 Google Rating."



What does the market **REALLY THINK?**

• **World Class NPS Rating:**

"I like the way they meet everyone in person. They understand what I want."

"They have an excellent process where I met a team of recruiters and right away, they all went to work on finding opportunities for me."

• **Average of 10 Days for Time-to-Fill:**

"They move very, very fast. Sometimes they planned several steps ahead."

• **4.8/5 Star Google Reviews:**

"Helpful and easy to work with from the beginning. They were very considerate and accommodating."



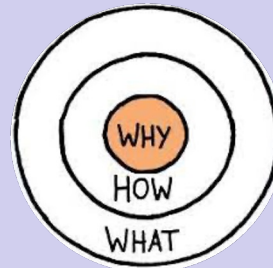
Which One of Those Companies
Do YOU Want to Work With?



LEVEL UP YOUR MESSAGING

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

They buy **WHY** you do it, and the
EMOTIONAL impact you have on
them.



LEVEL UP YOUR MESSAGING

At Brad's Staffing Firm we provide unrivaled service and match top tier temporary employees with the area's best companies. Our customized solutions provide the level of service you demand.



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LEVEL UP YOUR MESSAGING

Unfilled positions cost companies millions in lost productivity. With an average time-to-fill of just 10-days, you'll get the right fit, quickly with Brad's Staffing. As a Best of Staffing award winner and Chicago's highest-rated and most-reviewed agency, we help you eliminate risk and access top talent quickly.



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LEVEL UP YOUR MESSAGING

Educate clients on the VALUE they receive (not what you offer)

- Convert fixed expense to variable
- Lower total labor costs
- Reduce turnover, hiring and training costs
- Eliminate capacity constraints
- Improve productivity
- Faster time-to-hire
- Allow core employees to focus on more important tasks
- Reduce personnel administration costs and employment liabilities
- Ensure deadlines are met
- Access needed expertise without the cost of hiring consultants
- Take the pain out of hiring
- Lowest risk option – reviews, awards, honors offer proof

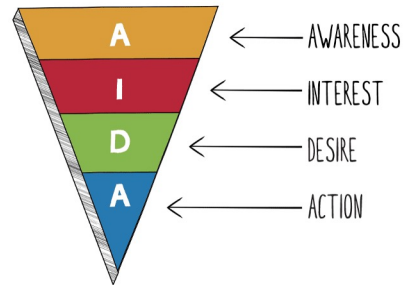


LEVEL UP

Sales Nurturing



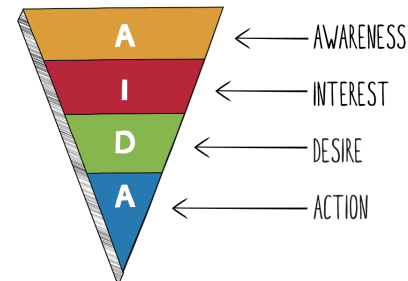
LEVEL UP YOUR SALES PROCESS



LEVEL UP YOUR SALES PROCESS

AIDA. 3x3. IDM.

- Awareness. Interest. Desire. Action.
- Get closer to clients (build 3x3 networks)
- Integrated Direct Marketing
 - Focus on their biggest headaches.
 - What is their emotional driver?
 - Prove you are the solution.



LEVEL UP

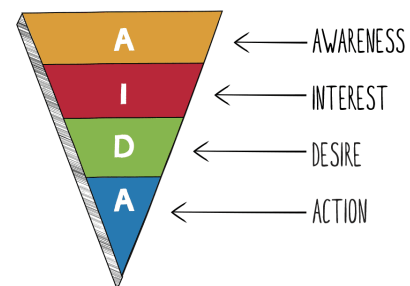
Your Awareness



Awareness - Targeted

- Identify your top prospects
 - Dream 50 or 100 companies
 - Create IDM campaigns to target those prospects
 - Integrate a strategic follow-up plan and process
- Expand into 3x3 network
 - Identify ALL key decision makers (no longer a 1-person decision)
 - Focus on their emotional drivers

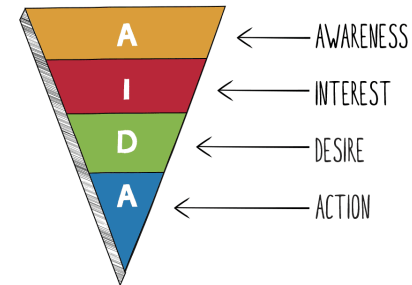
THE AIDA MODEL



Awareness – Broad Reach

- Search Engine Optimization
- Social Media Marketing
- Pay-Per-Click Advertising
 - Keyword Targeting
 - Competitive Targeting
 - Online Billboards
 - Local Targeting
- Media/Advertising/PR
- Recruitment Marketing
- Local Branding

THE AIDA MODEL



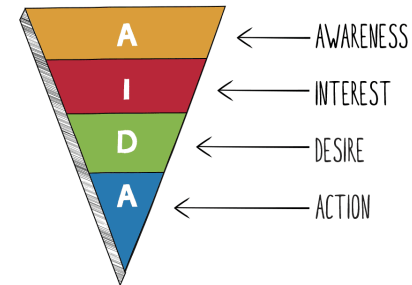
LEVEL UP
Their Interest



Interest

- 3x3 Network – Emotional Drivers
- IDM Campaigns – Multi-Step
- Pay-Per-Click Advertising
 - Remarketing
 - Focus Ads Based on Initial Interest
- Marketing Automation
- Email Marketing
- Sell Sheets and Print Assets
- Educational Content
- Social Engagement
- Asynchronous Selling
- Landing Pages

THE AIDA MODEL



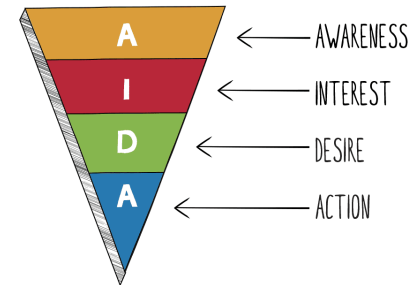
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Their Desire



Desire

- 3x3 Network – Get Inside Referrals
- Influencer Marketing – Get Outside Referrals
- Marketing Automation
- Landing Pages with Singular Purpose
- Pay-Per-Click Advertising
 - Remarketing
 - Focus Ads Based on Initial Interest
- Email Marketing
 - Top Candidates / Top Jobs
- Awards, Honors, Recognition, Press Releases
- Case Studies / Testimonials / Reviews / Client List
- Don't Be the Hero, Be The Guide

THE AIDA MODEL



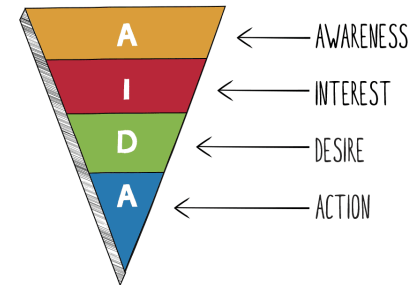
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Their Action



Action

- Conversion Rate Optimization (CRO)
- Marketing Automation
- Landing Pages with Strong CTA and Ability to "Easily" Take Action
- ChatBot, Short-Form Navigation
- Pay-Per-Click Advertising
 - Remarketing
 - Drive Ads to Actionable Pages
- Email Marketing
 - Top Candidates / Top Jobs / Immediate Gratification
- Train the Team to Ask for the Close; Every Interaction Should Have the Next Step Planned

THE AIDA MODEL



Nurturing Best Practices

By Sales Stage



Prospecting --> Get the Meeting

- Welcome Series – from list to meeting
 - Introduce problem/solution
 - High intensity --> low intensity
- Sales Process Fall-Out Campaign – handoff to automation after sales efforts
 - Keep you top-of-mind for next 6-12 months
 - Message is informative
- PPC Targeting
 - Ensure you're top of mind when current provider fails



Sales Funnel --> Get the Order

- Next Step Campaign
 - Have automations set for each phase of your sales process
 - Coordinate content to help move them to that next step
- Re-targeting
 - Stay top-of-mind in other channels
 - Use testimonials or messages why other clients work with you



Current Client --> Get feedback

- Client NPS – Quarterly or On Demand
 - Use feedback for additional orders
 - Address bad situations --> can turn to new orders too!
- Hiring Manager Survey – Active Placements
 - Add these to an on-assignment campaign without too many steps
 - Helps manage the connection between placement perspective and hiring manager perspective
 - Recommendation – two touchpoints during the first 45 days (depends on staffing type)



Inactive Client --> Get another order

- Check-in Campaign – triggered based on last placement end date or last activity
 - Never go too long without reaching out
 - Can be used for clients with MSA
 - Recommendation – ask for insights, then ask for the order
- Skilled Talent Campaign – be strategic with your talent pool
 - Market your skilled talent to those who could use it
 - Create a sense of urgency that they could be gone



Former Client --> Get a Re-Introduction

- Warm-Up Campaign – offer a coffee meeting to learn what's new
 - Trigger based on length of time since being dormant
 - Message is about insights
- CEO Reach Out
 - Use the CEO as a different voice reaching out
 - Ask for insights or what you could do better
 - Recommendation – be direct and concise



LEVEL UP LEAD GEN

Use **DIGITAL MARKETING** to sell

- **SEO:** Answer questions, long-form content, clear conversion path, PR, inbound links
- **PPC:** Targeted display ads, search ads, matched audience ads
- **Content marketing:** Educate, position, build authority
- **Social media:** Get found, network, company and team sharing
- **Reputation:** Build reviews, testimonials and social proof

Throughout this reference your awards, honors, reviews, and affiliations.



LEVEL UP NURTURING

Staffing is RARELY a One-Call Close

What are you doing to surround your prospects with your messaging?

- Email
- Pay-Per-Click Advertising
- Automation
- Direct Mail
- SMS
- Online Reputation / Social Proof

Ensure your message is about **THEM**, not **YOU**!



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Questions?

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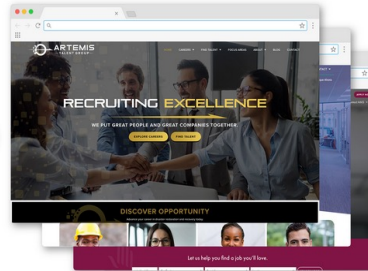
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**DIGITAL
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CRO Site Review

30-point review of your website



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