

YOUR PATIENCE IS APPRECIATED...



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



**MAXIMIZING IMPACT:**  
*The Strategic Formula for a High-Performance  
Marketing Function In 2024*

Brad Smith | Chief Strategy Officer  
Jeff Staats | Chief Marketing Officer



January 10, 2024

## Staffing 360 Solutions Reports Third Quarter Financial Results

*GlobeNewswire (01/10/24)*

Staffing 360 Solutions Inc. reported revenue of \$63.5 million for the third quarter of 2023, down 4.0% (down 5.5% in constant currency) from \$66.1 million in the third quarter of 2022. The company reported a net loss of \$4.3 million, compared with a net profit of \$1.0 million in the year-ago quarter.

"Our third quarter results reflect the continued uncertainty that has been characteristic of the employment sector, with clients remaining cautious about their hiring needs and the economy," said Brendan Flood, chairman, chief executive officer, and president. "As a result, we are facing many of the same challenges as other staffing firms, especially in the area of light industrial. At the same time, workers' compensation costs and a weaker permanent placement/direct hire market have contributed to softer margins."

January 10, 2024

### HEADLINE NEWS

## Online Labor Demand Decreases Slightly in December

*Conference Board News Release (01/10/24)*

The Conference Board-Lightcast Help Wanted OnLine Index dropped in December 2023 to 147.4, down from an upwardly revised 148.0 in November. The 0.7% decrease between December and November followed a 0.4% decline between October and November. Overall, the Index is down 14.0% from one year ago.

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January 10, 2024

HEADLINE NEWS

### Small Businesses Wrap Up 2023 With Minimal Hiring Gains

*Business Wire (01/09/24)*

The CBIZ Small Business Employment Index reported a seasonally adjusted increase of 0.69% in December. The reading for December was a modest gain and the underlying patterns imply economic weakness. Twenty-three percent of companies increased hiring, 60% made no change to their headcounts, and 17% reduced employment totals, according to the survey. The CBIZ SBIE tracks payroll and hiring trends for more than 3,100 companies that have 300 or fewer employees, providing broad insight into small business trends.



## Today's Agenda

How to build a marketing engine in 2024



## Common Questions in 2024

- How should my marketing function be set up in 2024?
- How will AI affect my team?
- How should marketing use AI?
- How do I know if I am getting value from my marketing team?
- How can marketing do more for the sales team?
- How do I show ROI?

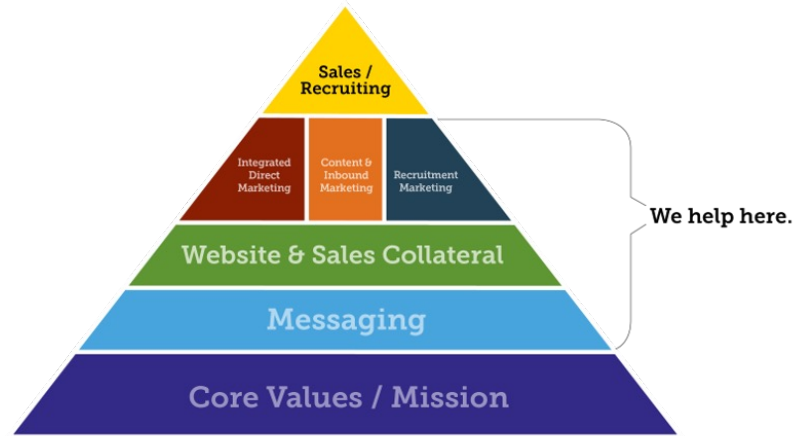


## Reverse Engineer: Company Goals

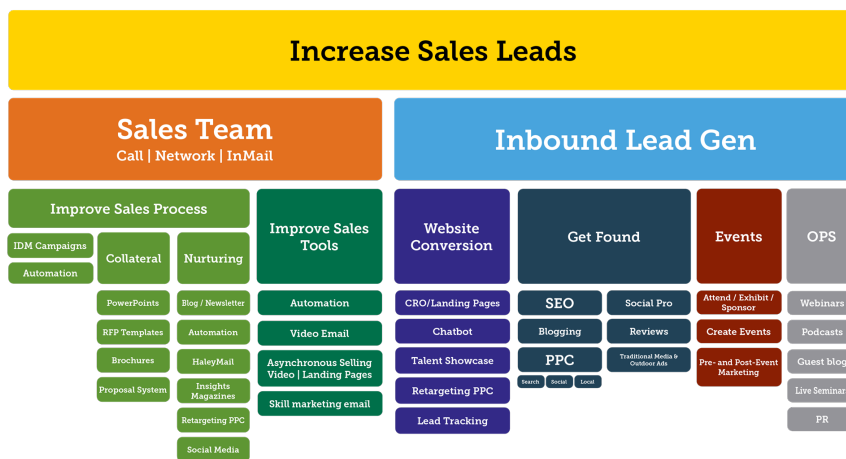
- Goal = Want 20 more people out on assignment
- You must work backward on math to quantify:
  - Average client has 2 people at a time (need 10 clients)
  - Close rate on appointments is 25% (need 40 appointments)
  - Follow-up to appointment rate is 10% (need to target 400 companies)



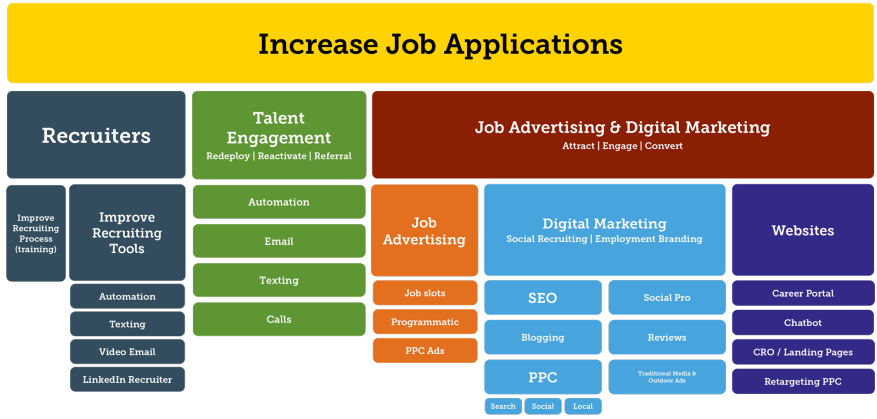
# Transmission: Marketing Approach



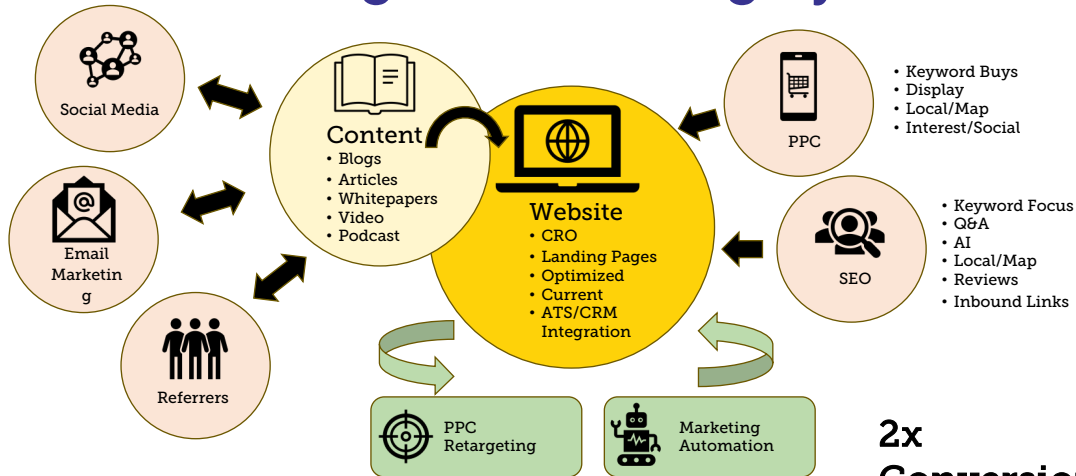
# Transmission: Sales/Marketing Approach



# Transmission: Recruitment Marketing



# The Digital Marketing System



## CPU: Sales Integration

- Marketing and sales alignment is crucial
- Not all leads are created equal
- The handoff from marketing to sales is crucial
- Filling the buckets is key to building trust and understanding with sales
- MQL
  - Prospect has interest in solving their problem
  - They've downloaded an eBook or checklist or attended a webinar
- SQL
  - They are looking for a solution
  - They filled out a Contact Us form



## Engine: Structure

2024 Marketing Structure:

- In-house AND outsourced partners
- Marketer is a conductor
- Flexibility is needed
- Specialization is key (and could be overwhelming!)
- Automation is a necessity
- Utilize (and know) AI prompting



## Engine: Structure

- Marketing Director
  - Marketing Strategist
  - Marketing Coordinator
  - Social Media Coordinator
  - Writer/Content Creator
  - Automation Specialist
  - Creative/Designer/Video
  - Website Developer
  - Search Engine Optimization
  - PPC/Online Advertising
  - Reputation Management
  - Recruitment Marketing
  - Marketing/Data Analyst
  - AI Specialist

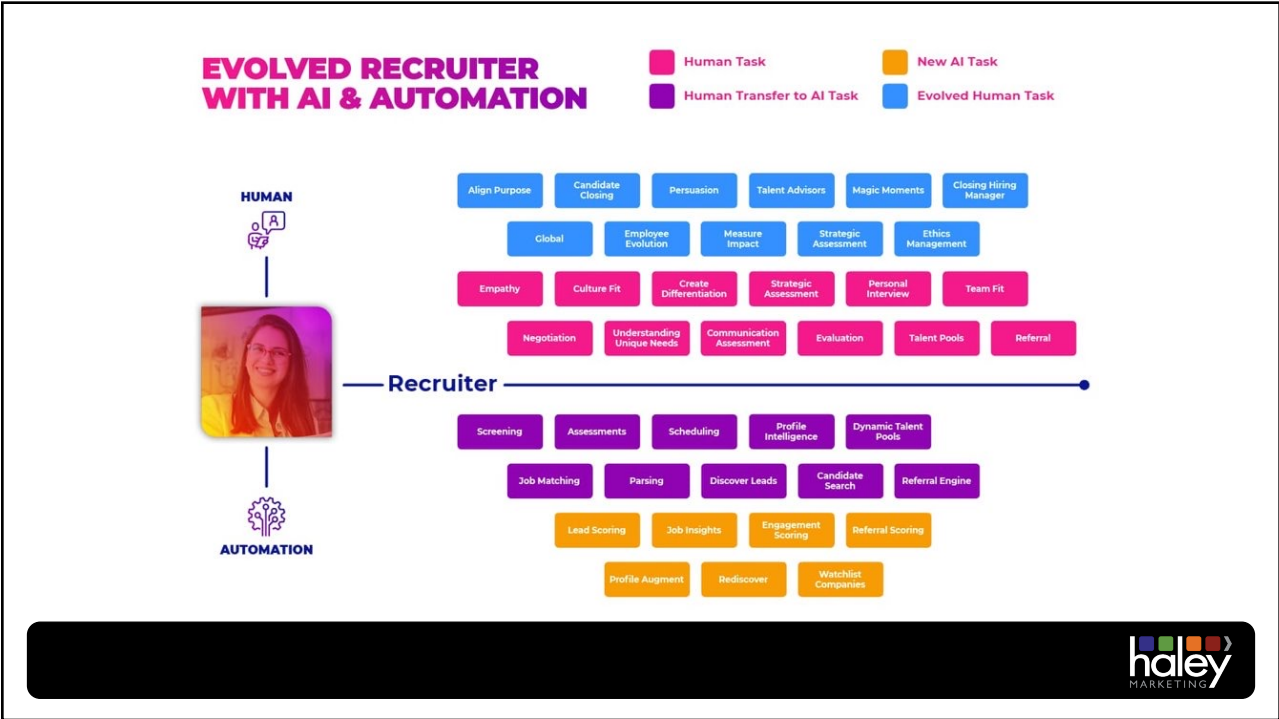


## Nitrous: AI Impact

- Strategy and brand development
- Market and audience research
- Accelerate writing and design
- Automate content curation
- Scalable content personalization
- Improve SEO and PPC research
- Automate lead nurturing
- Data analysis







- ## Marketing Tune-Up: Key Takeaways
1. Make sure your marketing efforts support your business goals.
  2. Ensure marketing leaders understand business.
  3. Focus on sales/marketing alignment.
  4. Create the digital marketing engine.
  5. Incorporate AI into your marketing team.
  6. Listen to Secrets of Staffing Success – Taking the Stage
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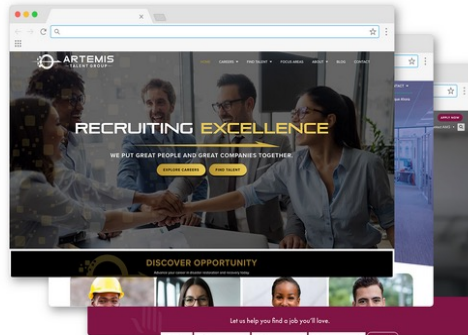
## Questions? Need help with your marketing?

1.888.696.2900 | [info@haleymarketing.com](mailto:info@haleymarketing.com)

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## CRO Site Review

30-point review of your website



[haleymarketing.com/websitereview](https://haleymarketing.com/websitereview)





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### How to Crush Your Sales Kickoff

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