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SECRETS OF STAFFING SUCCESS

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Generate More Staffing Sales With Conversion Funnels

Creating a lead-generation engine

What is a MARKETING FUNNEL?

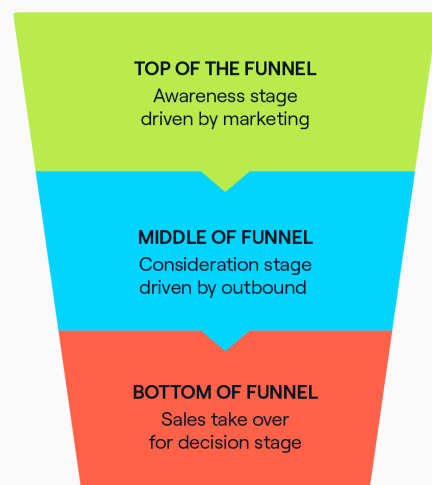
It's how your client actually becomes a client!



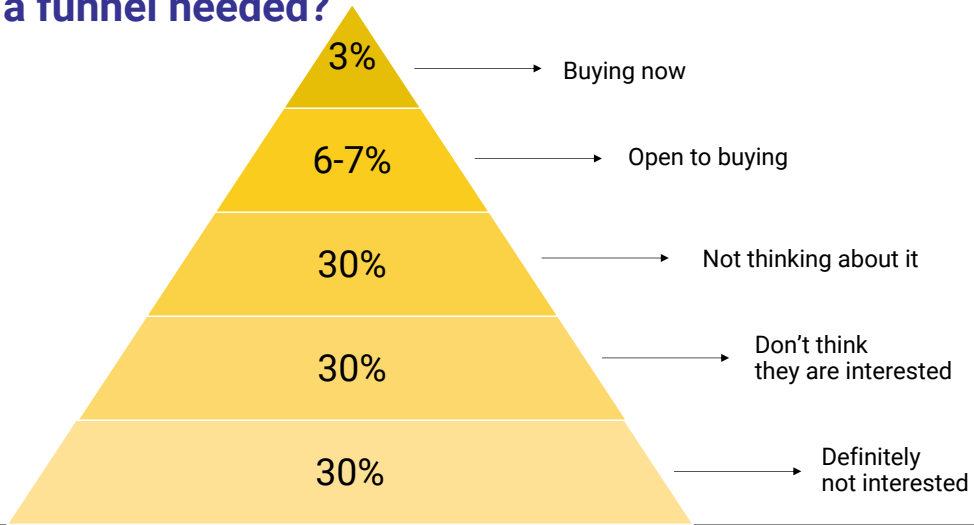
What is a MARKETING FUNNEL?

DEFINITION

- A marketing funnel describes your customer's journey with you.
- From the initial stages, when someone learns about your business, to the purchasing stage, marketing funnels map routes to conversion and beyond.

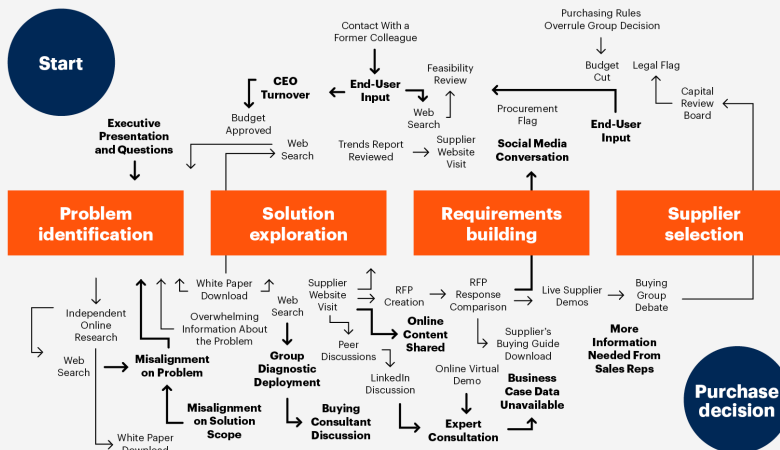


Why is a funnel needed?



B2B Buying Journey

Illustrative



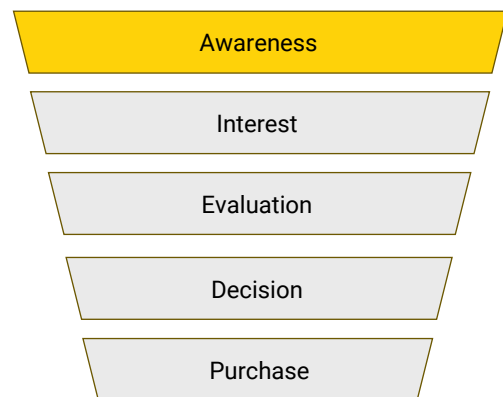
Marketing Funnel vs. Sales Pipeline



Marketing Funnel Stages

AWARENESS

- Of your company.
- Of the problem they have.
- Of availability to new solutions to a problem they know they have.



Marketing Funnel Stages

INTEREST

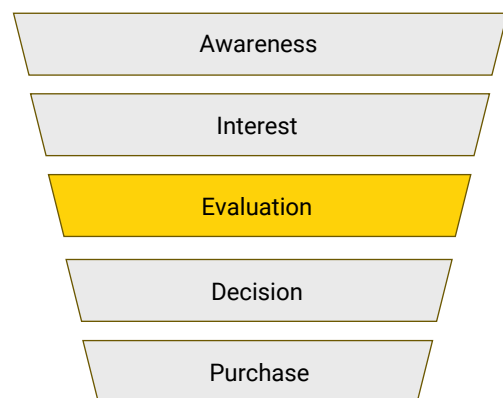
- A solution (or a better solution) to a known problem.
- An opportunity.



Marketing Funnel Stages

EVALUATION

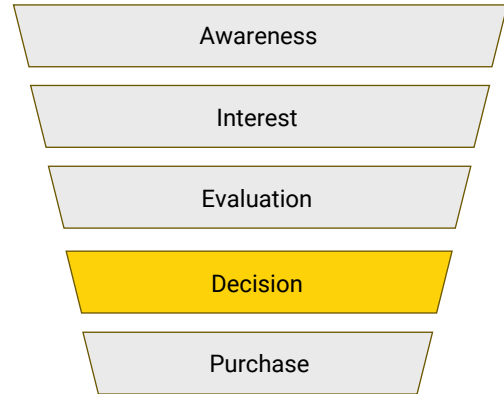
- What do you do.
- How do you solve the problem?
- What makes you different?
- How will it impact my business? Me personally?
- Can I afford it?



Marketing Funnel Stages

DECISION

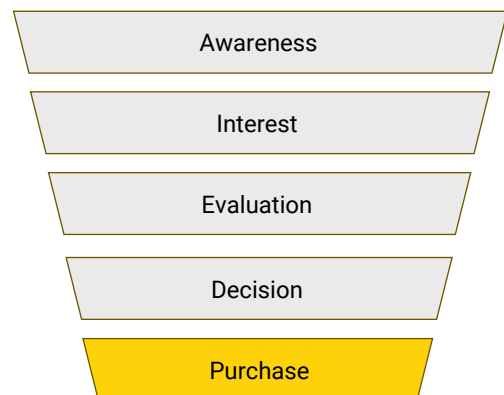
- Do I trust you?
- Do I like you?
- How will it work?
- Who needs to be involved?
- Can you work with our systems?



Marketing Funnel Stages

PURCHASE

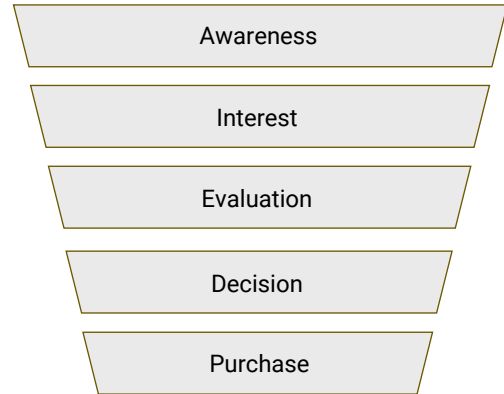
- How do I get started?
- What if I am unhappy?



Marketing Funnel Stages

RETENTION

- What have you done for me?
- What else can you do for me?



RETENTION



But wait, there's more!



The Staffing Marketing Funnel



Creating Your Marketing Funnel

A step-by-step guide



How to create a marketing funnel

STEPS

- Ideal client profile
- Map the buying process
- Profile the decision makers
- Identify your sales channels
- Align marketing and sales
- Create enablement content for each stage
- Follow-up and nurture
- Automate where you can



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How to create a marketing funnel

MAP THE BUYING PROCESS

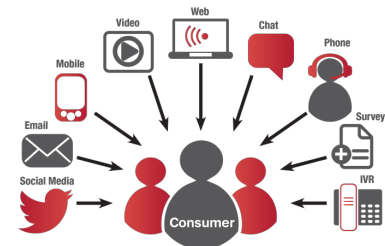
- How many people are usually involved?
- How can our sales reps connect with these people on a consistent basis?
- How can our sales reps build lasting relationships with key decision makers?
- How many customer touchpoints do we need to design to generate a sale?
- What specific challenges do our services help customers overcome?
- What result do our services help our customers achieve?

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How to create a marketing funnel

IDENTIFY SALES CHANNELS

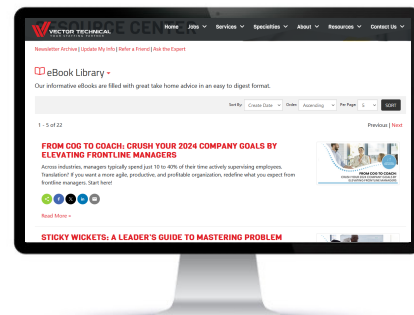
- Sales channels (in-person calls, remote calls, conferences, asynchronous selling (Teams, Slack, video, email, SMS))
- Marketing channels (SEO, social media, paid ads, email publications)
- Align the channels to the stages of the buyer's journey



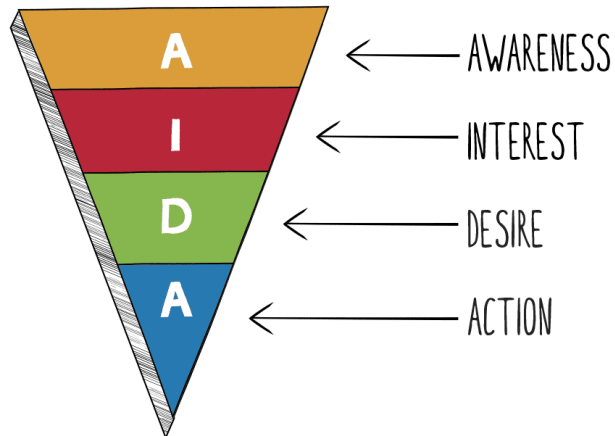
How to create a marketing funnel

FOLLOW-UP AND NURTURE

- Educate and add value
- Strengthen positioning
- Build credibility (and trust)
- Keep the company top-of-mind
- Increase return website visitors
- Keep sales up to date on prospect engagement



The key to making this all work: AIDA



Content for Your Funnel

What works...and when do you use it?



Content for each stage

TOP OF THE FUNNEL

- Blogs, whitepapers, podcasts, webinars, market data (client problem-focused)
- IDM campaigns/ABM campaigns
- Content that addresses specific buyer pain points

EXAMPLES

- Salary guide
- Hiring guide
- Best practices or how-to guides
- Market data reports
- Checklists
- Generic case studies (how to solve business problems with staffing)
- Blogs that address very specific buyer pain points
- Webinars on HR best practices



Content for each stage

MIDDLE OF THE FUNNEL

- Blogs, email and print publications, podcasts, webinars (staffing / hiring focused)
- Ongoing streams of content

EXAMPLES

- Role-specific content (hiring guide for IT managers)
- Staffing User's Manual
- Buyers guide to staffing services
- How to get the best results (and lowest price) from your staffing vendors
- Case studies that illustrate specific use cases of staffing



Content for each stage

BOTTOM OF THE FUNNEL

- Company-specific content: solution guides, case studies, demos/videos, process diagrams, RFP response/proposals, profiles of the recruiting team, capabilities overview, technology overview, sample fee agreement, onboarding process overview, guarantee program
- Purchase incentives

EXAMPLES

- Case studies from similar companies
- Video intro to the recruiting team
- Proposal template/RFP response template
- Comparison of local staffing vendors (services, reviews, team depth)
- Sample onboarding program
- FAQs
- Skill marketing
- Landing pages about specific services, specialized expertise



Content for each stage

RETENTION

- NPS surveys
- QBRs
- Client-only training & events
- Growth marketing campaigns (upsell and cross-sell)



Automate Where You Can

Ensure no client or prospect ever gets forgotten



Marketing funnel automation

WEBSITE AUTOMATION

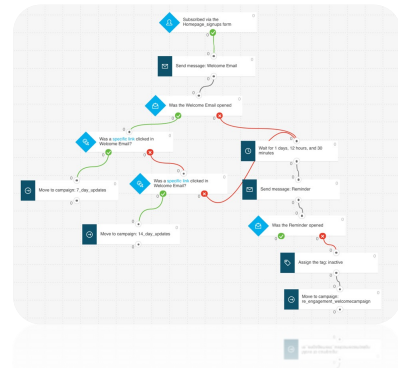
- Landing pages
- Lead tracking
- Lead scoring



Marketing funnel automation

MARKETING AUTOMATION

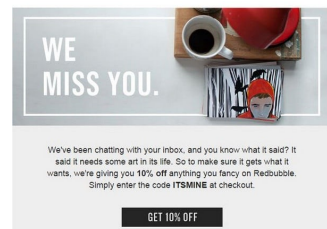
- Thank you pages
- Post-download follow-up sequences (offer deeper content)



Marketing funnel automation

SALES AUTOMATION

- Dormant client re-engagement
- Candidate feedback
- Assignment extension
- IDM campaign reminders to sales team (call, email, LinkedIn message)



Putting It All Together

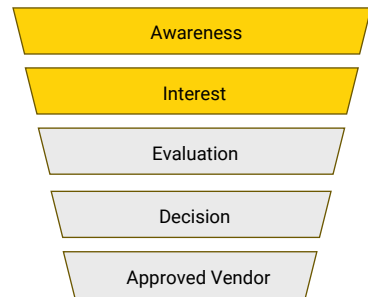
An example



Sample top-of-funnel campaign

OBJECTIVE: MQL Leads

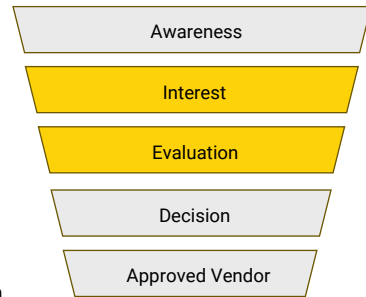
- Audience: IT hiring managers
- Lead Magnet: 2024 AI Talent Hiring Guide
- Thank-you page offers: Opt-in for newsletter, request hiring support
- Traffic drivers: PPC, email to clients, social media, SEO, partner sites
- Automation / nurturing: Thank-you page, autoresponder
Follow-up sequence (thank you for download, secondary offers (AI hiring checklist, hiring workshop), To-do for sales to connect on LinkedIn).
- Retargeting PPC: Repeat secondary offers
- IDM campaign: Directly promote hiring guide to targeted managers



Sample middle-of-funnel campaign

OBJECTIVE: MQL to SQL Leads

- Email publication IT talent management + skill marketing
- Webinar Invite MQL leads to attend
- Automation Webinar invite, offer access to recording, notify the salesperson to connect on LinkedIn, educational follow-up on content download, offer a hiring consultation or salary benchmark, share a hiring case study, notify the salesperson to call
- Lead scoring Track who is engaging with content, determine which leads are most ready for a sales call
- Lead tracking software Capture website visitors who are not downloading content
- Retargeting PPC Reinforce secondary offers, strengthen positioning, build trust
- Sales collateral Structured presentation of staffing services and business problems the staffing company can solve



Sample bottom-of-funnel campaign

OBJECTIVE: Maximize SQL conversions

- Case studies
- Services sell sheets
- Hiring process diagram
- Video testimonials
- Cost comparison (staffing vs DIY)
- Presentation deck
- Sample fee agreement
- Automation
- Structured presentation of staffing services and business problems the staffing company can solve

This stage of the funnel is about providing the sales team with tools to maximize their chances for success.

Automation is used to track sales activity, ensure a consistent process is followed, and verify that no prospect is forgotten.





Questions? Need help with your marketing?

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