SURVIVING THE BOOM!
SIX ESSENTIAL STRATEGIES FOR STAFFING SUCCESS

Stand OUT | Stay TOP of mind | Sell MORE
**BIG NEWS...** ASA Staffing Index recently hit its highest value ever!
The Good News?
Staffing is booming and will continue to boom in the coming months. You are going to be BUSY this year!

The Not-So-Good News?
According to a recent CareerBuilder study, global talent shortages are at a seven-year high. The skills gap is very real, and it means you’re going to have a harder time finding reliable workers, filling jobs, and ensuring the quality of your service.

So what can you do?
Six Strategies for Staffing Success in a Boom Market
Strategy 1: Optimize your recruiting.

Get more candidates...without spending more.

1. Rethink your strategy on job posts.
   Dull, “me too” job posts that focus on your needs won’t attract top talent. If you want more response from your job posts:
   
   - Develop more compelling job titles.
   - Post the same job with multiple titles.
   - Focus the job description on what you offer the candidate...not just what you require.
   - Find every way possible to make your company (and your client) desirable.
   - Differentiate with the language you use (think like a marketer...or a travel agent).

<table>
<thead>
<tr>
<th>Job Title Test</th>
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<tbody>
<tr>
<td>Client Service Specialist</td>
</tr>
<tr>
<td>5 applications</td>
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<tr>
<td>0 interviews</td>
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2. Get jobs on your website...really on your site.

Google is the #1 search engine for jobs. So make sure Google can find your jobs!

Ideally, your jobs should reside on your domain (URL), not within your ATS or on another 3rd party site. When your jobs are on someone else’s domain, they get the SEO benefits!

At a minimum, you need a way to post jobs so that the search engines can see EACH INDIVIDUAL JOB. Many ATS job boards do not make individual jobs searchable. If yours does not, consider posting individual jobs to your company blog...or purchase a job board tool that integrates with your ATS (and yes, this is something Haley Marketing can do for you!).
Strategy 1:
Optimize your recruiting.

3. Optimize individual jobs for SEO.

- Include the job title and location in the URL.
- Include the job title and location in the page title.
- Make sure there is a readable job description in the Meta Description.

*If your jobs can’t be individually optimized, call us at 888.696.2900! We’ll show you a couple of ways to solve this challenge.*
Top Drivers of SEO

- City, State in Landing Page Title
- Domain Authority of Website
- Page Authority of Landing Page URL
- Quality/Authority of Inbound Links to Domain
- Quality/Authority of Inbound Links to Landing Page URL
- Physical Address in City of Search
- Quality/Authority of Structured Citations
- Product/Service Keyword in Website URL
- Click-Through Rate from Search Results
- City, State in Landing Page H1/H2 Tags
- Diversity of Inbound Links to Domain
- Consistency of Structured Citations
- City, State in Most/All Website Title Tags
- HTML NAP Matching My Business Page NAP
- Geographic Keyword in Website URL
- Quantity of Inbound Links to Domain
- Location Keywords in Anchor Text of Inbound Links to Landing Page URL
- Proximity of Address to the Point of Search (Searcher-Business Distance)
- Diversity of Inbound Links to Landing Page URL
- Quality/Authority of Unstructured Citations (Newspaper Articles, Blog Posts)
- Proper Category Associations
- Quantity of Structured Citations (IYPs, Data Aggregators)
- Quantity of Inbound Links from Landing Page URL from Locally Relevant Domains
- Product/Service Keywords in Anchor Text of Inbound Links to Domain
- Product/Service Keywords in Anchor Text of Inbound Links to Landing Page URL
- NAP in hCard/Schema.org
- Product/Service Keyword in Business Title
- Quantity of Citations from Industry-Relevant Domains
- Quantity of Citations from Locally Relevant Domains

Source: Moz.com “Local Search Ranking Factors”
Strategy 1: Optimize your recruiting.

Top Drivers of SEO

- Quality of Inbound Links to Domain from Locally Relevant Domains
- Location Keywords in Anchor Text or Inbound Links to Domain
- Individually Owner-verified My Business Page
- Loadtime of Landing Page URL
- Quantity of Unstructured Citations (Newspaper Articles, Blog Posts)
- Business Title in Anchor Text of Inbound Links to Domain
- Proximity of Address to Centroid
- Location Keyword in Business Title or Title Modifier

- City, State in Most/All H1/H2 Tags
- Quantity of Inbound Links to Landing Page URL
- Velocity of New Inbound Links to Landing Page URL
- Quantity of Third-Party Traditional Reviews
- Authority of Third-Party Sites on Which Reviews are Present
- Overall Velocity of Reviews (Native + Third-Party)
- Business Title in Anchor Text of Inbound Links to Landing Page URL
- Business Title in Anchor Text of Inbound Links to Landing Page URL

- Velocity of New Inbound Links to Domain
- Authority of Shares on Google+
- Volume of Testimonials in hReview/Schema.org
- Bulk Owner-verified My Business Page
- Quantity of Native Google Maps Reviews (w/text)
- Diversity of Third-Party Sites on Which Reviews are Present

Source: Moz.com “Local Search Ranking Factors”
Strategy 1: Optimize your recruiting.

4. Optimize jobs for job aggregators.
   Active job seekers are going to search for jobs on Google, Indeed, Simply Hired and the major job boards. Will your jobs be there? Will they stand out?

   Or will you get lost in a sea of jobs with the same titles and nearly identical descriptions?

To get more response from the aggregators and job boards:

- **Differentiate your job titles.**
  Write job titles that include more than common position names. For example, add a location, salary, sign-on bonus, or a descriptive benefit to the title. Adding pay information increases response 40%!
Strategy 1: Optimize your recruiting.

- **Write compelling descriptions.**
  Focus on selling the opportunity first—give people a reason to apply! If you have multiple similar jobs, include a section in your job description where you link to related jobs and/or the ability to search more jobs on your website.

- **Think beyond copy.**
  If possible, include pictures, videos, testimonials or other information to sell your firm and/or sell the opportunity to your client.
Strategy 1: Optimize your recruiting.

5. Make jobs easy to find and search on your website.

- Have “Search Jobs” in your main navigation.
- Include repeated calls to action to Search Jobs (graphic buttons and text links).
- Include a quick search widget in places like drop-down navigation and side bars.
- Use RSS feeds to feature hot jobs or relevant jobs for specific disciplines.

If your job board cannot provide all these features, contact us! Haley Marketing’s job board does all of this…and a lot more.
6. Promote your jobs everywhere.
   - On your company website.
   - On your company Facebook page.
     - Create a job search tab.
     - Selectively share top jobs as Status Updates (don’t share all jobs this way; over-posting on Facebook is a bad idea!).
   - Share individual jobs on LinkedIn.
     - On your company page.
     - Via status updates from each of your recruiters.
     - In groups where prospective candidates congregate.
   - Automatically share all your jobs on Twitter (using an RSS feed).
   - Via email:
     - Automated job alerts based on candidate preferences.
     - Bulk email hot jobs to ask for referrals and reactivate old candidates.
     - Even in email signatures – promote the ability to search jobs.
Strategy 1: Optimize your recruiting.

7. Improve job distribution.

- Get free distribution to job aggregators like Simply Hired, GlassDoor, Careerjet and Indeed.
- Use tools like twitterfeed to share your job board’s RSS feeds to social sites like LinkedIn, Facebook, Twitter and Google+.
  - Share each recruiter’s jobs via a feed to their personal account on LinkedIn.
  - Consider creating a specialized Twitter account for industry or geo-focused jobs.

Hey, guess what?
If you don’t have a way to automatically share your jobs…
our job board software can do it for you!
Strategy 1: Optimize your recruiting.

8. Test new ways to source talent.

Each week, it seems like there is some company promoting a new app, process or tool for recruiting. Some will work for you, some won’t. The best way to find out is to evaluate each tool to see if it targets the right people, offers an access path to the candidates you don’t already have, and allows you to TEST before making a big commitment.

Here are a few ideas worth considering:

- PPC and pay-per-action on Indeed and Simply Hired.
- Google remarketing to target candidates that previously visited your website.
- Zip Recruiter’s new Boost Tool*.
- Grassroots marketing in your local community (old school still works!).
- Create training programs to “manufacture” your own talent pool.

*Zip Recruiter Boost is being added to Haley Marketing’s Job Board Q1 2015!
Strategy 2: Create a REAL candidate referral program.

Almost every staffing company has a referral bonus program. And referrals are consistently seen as the highest rated source for talent.

But 99% of candidate referral programs fail (OK, this is a made-up statistic, but I’m sure you know how ineffective most referral programs are). They don’t produce enough referrals. And they can’t be managed to control when referrals are received.

So how do you create a referral program that actually works?
Strategy 2:
Create a REAL candidate referral program.

1. Be a Best Place to Work.
   It’s a lot easier to get referrals when you’re seen as a top employer. IF you’re not already listed as a
   Best Place to Work in your market, see Strategy 3 for ideas…
2. **Have awesome jobs.**

It’s hard to attract top talent to lousy jobs. While you can’t control the pay or work environments that all your clients offer, you can control the client you represent.

Do whatever you can to land marquis clients and/or represent jobs that offer great pay and exciting challenges. Consider offering discounts, preferential access to talent, preferred payment terms, or other benefits to the best employers in your market in order to win the chance to represent their jobs.

Once you win these clients, leverage their great job openings in every way you can. If the client is well known, ask for permission to use their name in your recruitment marketing. If not, promote the pay, benefits, opportunity for advancement and other features in your job posts. Be aggressive about marketing your best jobs to increase your total candidate flow.
3. Deconstruct your candidate communication process.

What’s the best way to get referrals? Ask for them!

Start by taking apart your candidate communication process. Identify every touch point, and wherever you can, find a way to ask for referrals. This might include adding referral requests to:

- Your website (home, job seekers, about and contact pages)
- After someone submits an application or resume
- At the end of a blog post
- During the interview
- At the end of the interview
- After the first assignment is accepted
- After the first paycheck is received
- As a paycheck / pay statement stuffer
- Systematically in hot job alerts
- In your email signatures
4. **Build a referral network.**

Your network should include current candidates, alumni (people you placed in the past), career advisors in your local community, influencers in the industry you serve, even your clients and internal employees. Regularly make people aware of the kinds of people you place and your current job openings.
5. **Promote your jobs.**

The more you get your jobs in front of people, the more referrals you will receive. Jobs should be promoted:

- On your website.
- Via email (hot job alerts, monthly newsletters, direct messages to referral sources).
- Via SMS (text messaging).
- On social sites.
- Through job aggregators.
- In your local community (local career sites, community bulletins, etc.).

Be sure to ask for referrals whenever you share your jobs!
6. Make it easy to tell others.

Referral programs work best when they require little to no effort for the people giving the referrals. Make sure that you provide one-click ways for people to share jobs on social media and with their friends and associates.

Think mobile when it comes to easy sharing. Make sure your jobs and referral pages are optimized for mobile candidates, so they can share your opportunities anytime, anywhere.

And don’t forget about offline referrals. Consider providing business cards to your candidates that they can easily hand out to their referrals. Include a link to your jobs and a description of your referral incentives on the cards.
Strategy 2: Create a REAL candidate referral program.

7. Try to make referral incentives meaningful.
One of the reasons many referral programs fail is because the bonuses stink. Either the dollar amounts are too small or the effort is too great to bother. While people will refer companies they love without any incentive (they share referrals to help their friends), if you are going to offer an incentive, consider a nontraditional approach. For example:

How about a chance to win $1 million or some other giant prize?
You can purchase contests like these for a very low cost.

How about a new car, dream vacation or free rent?
When your reward is a contest with one winner, you can afford a much bigger award.

Even non-cash rewards can be more motivating than cash.
Tech products, high-end restaurants and travel make awesome incentives.
Strategy 2: 
Create a REAL candidate referral program.

8. Celebrate success!

Promote referral winners on your website, blog and email newsletter. Show people that providing referrals really works…and of course, encourage them to provide more referrals whenever you share your success stories!
Ask most staffing firms about the experience a candidate has when working with their firm, and they’ll tell you how great that experience is. Ask the candidates, and you’ll get a different story…

According to the CareerBuilder 2014 Opportunities in Staffing report, 78% of staffing firms believe that they show that they care about candidates, yet only 55% of candidates agree. And less than 25% of job candidates believe what staffing firms say.

To make it worse, 72% of candidates will discourage their friends from using a staffing firm when they’ve had a bad experience. And three in four candidates choose their staffing firms based on referrals.

So what can you do to create a WOW experience for your candidates?
Strategy 3: Improve your candidate experience.

Become a Best Place to Work.
Candidates have choices. Give them a reason to choose your firm!

Being a best place to work will become one of your best recruiting tools. Your goal should be to become the best place for talent to work in your local community and/or industry. How do you become a best place to work?

Google “How to be best place to work” and you’ll find the answer. Companies that win Best Place to Work awards are known for having a positive culture, conveying a strong sense of purpose to every employee, offering challenging jobs, communicating expectations clearly, providing regular, direct performance feedback, and having strong reward and recognition programs.

What more could you be doing to be a better employer to your internal and temporary workers?
Strategy 3: Improve your candidate experience.

Show off your culture. Having an awesome candidate experience is something you do first—and then you promote it. You can promote your culture by winning awards like Best Place to Work or Best of Staffing Talent, through PR and other marketing communications, by getting more involved in community events, and by creating an active program to build positive social reviews on sites like Yelp and GlassDoor.

Want an easy way to get more positive social reviews? Ask us about our new Reputation Management service!
Some of the most important lessons in the staffing industry may seem counterintuitive. This is one of those lessons.

When qualified candidates are scarce, you need more job orders, not less. The reason is simple: you want to be able to place every high-quality candidate you interview. Since talented people won’t stay on the market for long, you need more job orders so you can place them quickly.

So how can you get more job orders?
Strategy 4:
Get MORE job orders...yes, more!

Go after your competitors’ clients.
Your competition is probably having a hard time filling job orders. Now is the time to market to their clients and offer to be a secondary supplier. Check out the job openings on their websites, and start recruiting for those kinds of people. This way when you reach out to their clients, you’ll already have the talent the employers need.
Strategy 4: Get MORE job orders...yes, more!

Proactive skill marketing.
Get more aggressive about placing your candidates (and ensuring you have jobs ready for candidates coming off of assignments). This is the time to be doing more skill marketing. Whether by phone, email or your website (and ideally, all of the above), you want to proactively help your candidates find great jobs...before the competition finds them one!
Strategy 4: Get MORE job orders...yes, more!

More marketing.
Now is the time to expand your sales and marketing efforts.

- Target companies that told you they don’t use staffing firms—they may need your help now.
- Go after smaller firms that don’t have the time to hire.
- Connect with HR professionals who are stretched too thin and find ways to help them source and evaluate talent.
- Show employers how to use temps to fill in the gaps while they are looking to hire.
Sell the economic value of staffing.
This is a great time to remind employers about all the ways you can solve problems and drive performance in their organization. For example, consider how you can:

- Improve access to hard-to-find talent
- Shorten time-to-fill and reduce the cost of unfilled and under-filled positions
- Give clients more time to focus on their most important tasks
- Improve productivity and reduce capacity constraints
- Improve quality
- Reduce turnover
- Allow companies to capitalize on new business opportunities
- Reduce the cost of ACA compliance
Strategy 5: Dominate the web.

Where’s the first place your clients and candidates go to learn about your company? The Web. Where do they go to find a job? The Web. Where do they go to find a staffing firm? Yup, the Web!

If you want to be successful in staffing, you can spend a ton on outbound sales and recruiting, or you can invest intelligently online to attract more clients and candidates to your firm. While inbound marketing efforts will never replace your sales and recruiting functions, they can make a huge impact.

Consider these examples:

- A $25MM staffing firm in Seattle generates more than 50% of its new business via inbound lead generation.
- A legal staffing firm in California recently redesigned their corporate website. In less than one month, the new business from the website more than paid for the cost of website development.
- On average, staffing firms that blog once per week will increase traffic to their websites by more than 100%.
- An IT staffing firm in California is using pay-per-click advertising to stay top-of-mind with both employers and job seekers for less than two-tenths of a cent per impression.
Strategy 5: Dominate the web.

So how can you dominate the web?

1. Create a killer staffing website.
   Almost every staffing firm has a website, but most of them are somewhat less than killer…and some are downright awful.

   Think of your website as your director of first impressions. And a silent recruiter. And a sales rep. A well-designed staffing website will pay for itself hundreds of times over—and make your sales and recruiting efforts far easier.
So what makes a killer staffing website?

- Bold design that grabs attention and visually illustrates your capabilities
- Strong copy that differentiates your services
- Short copy that is skimmable
- Optimized for mobile AND desktop visitors
- Intuitive navigation that makes it easy to get from one page to another in a single click
- Job board where ALL your jobs can be searched
- One-click apply online option
- Regular blogging (see SEO below)
- Landing pages to capture sales leads (and candidates)
- Strong calls to action throughout the site (as text and graphics)
- Newsletter or opt-ins for other regular communications
- Integration with marketing automation, so you can track visitors to your site, automate follow-up communication, and route qualified leads to your sales team and recruiters

Want to know what's most important in a staffing website?

Download our Staffing Website Performance Report.
2. **Be a Google master.**

While your website may be the first thing an employer (or job seeker) sees when researching your firm, there’s another site that they will see first...Google.

When someone Googles for the types of services you offer, are you the first result? How about when they search for your company?

When it comes to search engines, anything beyond page one is the equivalent of oblivion. And to really drive response, you need your company to be in the top four or five...plus on the Google local map...and probably in the paid search results as well!
Strategy 5:
Dominate the web.

Dominate local search results.
Search engine optimization is both an art and a science. And a full discussion of SEO is well beyond the scope of this article. However, if you want to rank highly on search results, here are some strategies to use:

- Do keyword research first. Understand what you can (and cannot) rank for based on the popularity and competitiveness of the search terms used to find a firm like yours.
- Optimize each page on your website around one or two keyword phrases. If you have many different specialties, consider a separate page for each specialty...and a page for each local office.
- Constantly add new content (and pages) to your site. This includes jobs and blogs. Get every job on your site (optimized for search engines) and strive to add at least one blog post per week to your site.
- When writing content, focus on topics that matter to your target audience. Write for humans, not search engines.
- Create a Google+ page for every office.
- Share your content on social media. The more your content gets shared by others, and the more traffic social media drives to your site, the higher you will rank. When sharing content, include anchor links back to your site around your keyword phrases.

Want more ideas on SEO? Watch our SEO for Staffing webinar!
Strategy 5: Dominate the web.

Use PPC intelligently.
PPC – pay-per-click advertising is a great way to get your company in front of the right people at the right time…and keep your firm top-of-mind. When used intelligently, PPC can be a very cost-effective addition to your marketing mix. But when used in the wrong way, it can burn a lot of cash…with little or no response.

Turn the page to discover the best ways to use PPC in staffing.
Strategy 5: Dominate the web.

**Google adwords**
- Target people conducting specific searches on Google.
- Go after employers looking for staffing agencies or seeking to hire specific talent.
- Target hard-to-find job seekers conducting searches relevant to their careers.
- Focus on less competitive, “long-tail” keyword phrases to maximize your bang for the buck.

**Google remarketing**
- Stay top-of-mind with people who visited your website.
- Show ads from your firm on other websites that are part of Google’s ad network.
- Remind candidates to search and apply for your jobs.
- Remind employers of the kinds of people you recruit and problems you solve.

**LinkedIn**
- Market to prospects based on demographic criteria.
- Ideal for targeting prospects in specific roles or decision makers at specific companies.
- Due to the high cost per click, LinkedIn PPC tends to be more targeted at employers, but it could also be used for recruiting very high-value candidates as well.

**Facebook**
- Another way to target people based on specific demographic criteria.
- Can be good for going after people who work in specific disciplines like healthcare.
- Facebook also allows you to target an uploaded email list, which is a great way to get in front of people you do not have permission to email.
- Use Facebook PPC to drive people back to your website to take action.
Strategy 5: Dominate the web.

PPC isn’t about more clicks. It’s about the RIGHT clicks.

The beauty of PPC marketing is that you (usually) pay for clicks, not impressions. The challenge with PPC is to make sure you are targeting the right audience, and then design your ads to get the right people to click. When used for branding, PPC can be amazingly low cost, and because you have complete control over your daily and monthly spend, campaigns can be tested and optimized very cost effectively.
Strategy 5: Dominate the web.

3. Make social media your new cold call.

Social media can be a far more powerful and effective way to “cold call” prospective clients and recruit talent. Think of social media like a cocktail party or industry networking event. Don’t blast your message to the world. And don’t just sell. Be selective about the people you want to engage. Give them a strong reason to want to connect with you. Respect their time. And add value for them BEFORE you introduce the services you offer.

All it takes is about 15 to 30 minutes per day for the following:

- Building connections (networking).
- Direct messaging to introduce yourself to prospects and candidates.
- Nurturing relationships by sharing content / offering ideas.
- Using the LinkedIn Connected app to say happy birthday, congratulate people on their accomplishments and find more people to connect with.
- Use Twitter to connect with and direct message prospects and industry influencers.
Strategy 5: Dominate the web.

4. Be everywhere.

Social media – status updates, group sharing, blogging on LinkedIn, YouTube, direct messaging

Blogs and websites of local and industry leaders

Webinars and speaking

And don’t forget offline (direct mail, calls, drop bys, job fairs, community and trade events)
Strategy 6: Master time.

Time is your most critical asset...so focus this asset on the activities that deliver the greatest value to your organization. Since time travel has yet to be invented, consider the following ways to leverage your time...
Strategy 6: Master time.

- **Email** – your best one-to-many tool.
  - Ideal for strengthening your brand, direct marketing, and nurturing clients and candidates.

- **Marketing automation** – automate follow-up to people who visit your website.
  - Improve communication to candidates who apply to jobs...without tying up your recruiters.
  - Better qualify prospects before you turn them over to your sales team.

- **Social sharing** – get your firm in front of the right people in just minutes per day.
  - Share great content to strengthen your positioning.
  - Drive traffic back to specific landing pages on your website.

- **Get help** – people in the staffing business need a smart staffing strategy too!
  - Administrative or part-time sales support.
  - Dedicated in-office or offshore sourcing.
  - Outsource back office services.
And we’re here to help too!

- Website design
- SEO & PPC
- Social sharing
- Marketing strategy

- Blog writing and social content development
- Email marketing
- Reputation management
- Integrated direct marketing campaigns

For more information, call us today.

1-888-696-2900
www.haleymarketing.com