

**STAND OUT.
STAY TOP-OF-MIND.
SELL MORE.**

**WHAT'S WORKING FOR STAFFING AND
RECRUITING FIRMS IN 2014?**



www.haleymarketing.com
1.888.696.2900

On April 28, 2014, Scott Wintrip challenged the staffing industry to share their best practices for standing out and staying top-of-mind. Since we work with nearly 800 staffing and recruiting firms, we thought Scott might like some of our best practices.

And we thought you might like them too...

HOW TO STAND OUT.

Niche focus

The more **focused** a staffing firm is, the **easier it is to differentiate**. As a specialist, you have **less competition and higher margins**.

Here are a few examples of niche staffing firms:

- Healthcare IT
- Legal Document Review
- SAP Talent
- Oncology Technicians
- Benefits Professionals



HOW TO STAND OUT.

Direct mail

Yes, you read that correctly.

Direct mail has become the express lane at the grocery store. Everyone is in the email lane. A well-crafted sales letter or a well-designed mailer is a powerful way to capture attention. When integrated with a firm's website and sales follow-up, **response rates can top 20%.**



HOW TO STAND OUT.

Smart sales people

Too many staffing sales calls sound
“me too.”

Train sales people to **understand** market trends and the client’s business issues, ask the **right questions**, anticipate what the competition is doing, and apply an **intelligent (and consistent) approach** to prospecting.



HOW TO STAND OUT.

Integrated approaches

Some people love email, others hate it. Some love the phone. And some social media. A well-designed sales strategy **integrates multiple formats** of communication to capture attention. And integrating marketing channels can increase response from less than 4% to more than 20%.

HOW TO STAND OUT.

Creating a compelling core story

A core story is an educational (not sales) message that is designed to illustrate a point and/or teach a prospect something new. It creates an **“aha moment”** for the recipient and makes the prospect want to speak with the sales rep to hear the full story or presentation. A staffing firm in Tennessee crafted a core story to deal with margin pressures that resulted in a **100% improvement** in their call-to-appointment ratio and a **reduction of their average sales cycle from three months to four weeks.**



HOW TO STAY TOP-OF-MIND.

Content marketing

Regularly share information that is **useful, relevant and interesting** via blogging, email, social media and even drop offs. Regular webinars also yield **high levels of response.**

Staffing firms that engage in content marketing are able to generate 50% or more of new sales through inbound sales leads.



HOW TO STAY TOP-OF-MIND.

Skill marketing

A tried and true sales activity in staffing and recruiting, and it still works. Skill marketing can even be **turned into a value added service** by offering clients the first crack at new talent. Skill marketing works well when done via email, calls, and even in marketing talent on a staffing firm's website.

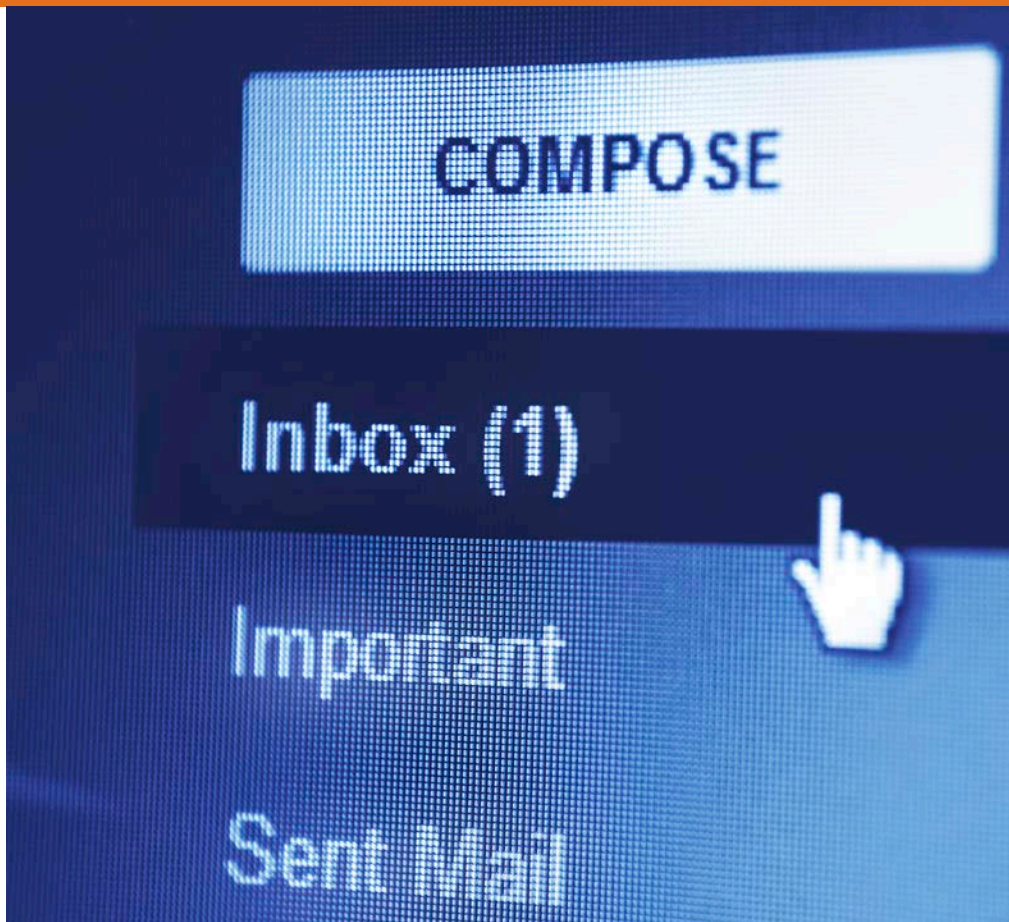
The screenshot shows the Terra Staffing Group website's Talent Showcase page. At the top, the Terra Staffing Group logo is on the left, and navigation links for Job Seekers, Employers, Search Jobs, Locations, Apply Now, and Free Resources are on the right. Below the navigation is a blue banner with the text "TALENT SHOWCASE" and a star icon, with a sub-header "SHORTEN YOUR SEARCH FOR TOP TALENT!". The main content area is titled "Welcome to the Talent Showcase!" and includes a brief description: "Here is a small sample of the terrific people we have who are looking for temporary and full-time job opportunities. Want to learn more about any of our top candidates? Just click on a profile!" and a "View all featured talent" button. Below this are five profile cards, each with a photo and a short bio: Jane - Office Support Professional with a Strong Work Ethic; Mainkhaya - Capable Office Admin Always Willing to Do More; Julia - Customer Service Go-Getter; Dan - Attentive Legal Assistant; and Michael - Administrative Professional You Can Trust.

HOW TO STAY TOP-OF-MIND.

Email marketing

While open and click-through rates have dropped significantly over the last five years, a content-rich email campaign remains a **cost-effective way to nurture relationships.**

Email can also be a great platform for direct marketing—by promoting top candidates, advertising hot jobs or sharing special offers on your services.



HOW TO STAY TOP-OF-MIND.

Google remarketing

Remarketing is an easy, low-cost way to keep your company name and advertising in front of employers and candidates who have visited your website.

With remarketing, your ads appear on websites throughout the Internet – only to the people who have visited your site – and **you only pay when someone clicks on the ad.**



AND WHAT'S NOT WORKING?

Increasing call quotas.

Calling prospects without a solid competitive differentiator.

Asking leading questions about staffing needs.

These tactics, though still widely used, result in commoditization of the firms making the calls — and lots of pressure on margins.



More Marketing Ideas from Haley Marketing

Visit www.haleymarketing.com/freebies to access all these eBooks

Marketing Best Practices Guide

49 pages. Hundreds of ideas!

Let us show you! Here's what you'll find in this guide:

- The biggest mistake staffing companies make
- Marketing strategy essentials
- Relationship marketing how-tos
- Maximizing the value of existing clients
- 28 low cost marketing ideas
- Guide to irresistible offers

[Click here to access this eBook](#)

MARKETING BEST PRACTICES GUIDE



Stand OUT | Stay TOP of mind | Sell MORE

SOCIAL MEDIA: A GAME PLAN FOR STAFFING AND RECRUITING FIRMS



Stand OUT | Stay TOP of mind | Sell MORE

Social Media: A Game Plan for Recruiting and Staffing Firms

50 pages. The comprehensive guide to social media for staffing.

- Why you should care about social media
- Specific, easy-to-implement tactics
- Sharing on Facebook, Twitter, LinkedIn, and ALL the other networks you need to watch

[Click here to access this eBook](#)

BLOGGING FOR PLACEMENTS: HOW YOUR STAFFING FIRM CAN DRIVE SALES AND FILL MORE JOB ORDERS WITH A BLOG



Stand OUT | Stay TOP of mind | Sell MORE

Blogging for Placements

How Your Staffing Firm Can Drive Sales and Fill More Job Orders with a Blog

- Blogging and SEO
- The anatomy of a blog post
- Blogging and social media
- Optimizing your blog posts

[Click here to access this eBook](#)

STRATEGIES FOR A RECORD-BREAKING 2014



Stand OUT | Stay TOP of mind | Sell MORE

Strategies for a Record-Breaking 2014

In the past four years, staffing firms have added more than one million jobs. And according to Staffing Industry Analysts, the penetration of temporary workers into the U.S. labor force reached an all-time high in January 2014.

So how will you turn all this good news into a record-breaking 2014? This eBook will show you how!

[Click here to access this eBook](#)