



A Social Media Strategy to Help You Crush 2017

IN FIVE YEARS, WE'VE SEEN A LOT CHANGE IN THE SOCIAL SPACE.

We've seen platforms shoot up and no one really seem to know what purpose they serve...looking at you Snapchat. We've seen platforms reframe the way marketers around the world connect with their audience...hello Facebook (and LinkedIn).

We've seen live video jump to the forefront, bringing forth the concept of social storytelling, replacing the desire to share evergreen content with a live look at what is happening in real time. Social media is giving people a glimpse of things they would have never seen just a year ago.





MOST IMPORTANTLY, WE'VE SEEN THE STAFFING INDUSTRY SHIFT.

Back in 2012, Social Media Marketing was a novelty. Something that business owners thought they might need because "That's what the kids are using." But back then, most owners didn't see the real value...the true impact that could come from social media.

A strong social presence isn't "nice to have," it's a "must-have."

Fast forward five years, and social media is an integral part of people's lives. More importantly, the staffing industry IS catching on. Staffing executives across the country are seeing that social media isn't just kids sharing stories about their day, it's a powerful communication tool to reach and connect with people we don't know...and people we'd like to know better. It's a tool to strengthen positioning, improve employee engagement, and attract both job seekers and employers.

THE STAFFING INDUSTRY NEEDS SOCIAL MEDIA.

While every staffing and recruiting firm has their own distinct value proposition, there is one very critical underlying theme.

Every staffing firm is in the people business.

Every staffing firm exists to connect qualified, top-tier candidates with available employment opportunities. Connect is the keyword.

Likewise, the purpose of social media is to connect...to connect people with one another. Friends. Classmates. Industry leaders and their followers. And yes, job seekers and employers.

Sometimes, this core purpose can be difficult to see through all of the cluttered Facebook posts about babies, Candy Crush invites and pseudo-news. But somewhere in that mix there is a human being who needs a new job...someone begging, praying they catch a break and find an opportunity that helps them afford an ever-growing list of bills and expenses.

THAT is why every staffing firm needs social media.

If you are truly in business to help put honest, qualified people to work, then platforms like Facebook, Twitter, LinkedIn, Instagram, Google+, YouTube and Snapchat are where you should establish your voice...and build connections.

But, with the social space rapidly evolving...where do you get started? Where should your sales team and recruiters invest their time?

WHAT WILL BE NEW IN SOCIAL MEDIA IN 2017?

Is social media headed in a *new* direction? Kind of. In 2016, we saw some major shifts in platform adoption and usage. The types of content people engage with also saw a shift and that became more pronounced as the year wore on. So to truly understand where things are heading in 2017, we have to take a quick look at recent history...



BIG TRENDS FROM 2016

More Staffing Firms...

- Invested more in content marketing.
- Reallocated traditional marketing budgets.
- Tried new forms of content.
- Tested the waters of paid reach.

Let's look a bit closer at each of these trends from 2016 that will undoubtedly grow more momentum throughout 2017:

Investing more in content marketing & reallocating marketing spend.

These two trends really go hand-in-hand. Savvy marketers have found that combining content marketing with the pinpoint targeting offered through social media allows them to dramatically improve marketing ROI.

Leading staffing firms have invested in unique content creation that helps to evoke an emotional response from their target audience. This content helps position them as a true career and staffing partner, and has aided in candidate recruitment efforts. By shifting some traditional recruitment marketing spend into content and social marketing, these firms have expanded their candidate pool and reached an audience that isn't constantly being bombarded by other staffing companies.

Staffing companies tried new forms of content in 2016.

For the last several years, staffing firms have embraced written content (articles, blogs, etc.). However, written content is just one branch on the content-marketing tree. In 2016, staffing marketers started to spread their branches a bit more and began investing in more engaging ways to attract employers and job seekers.

We saw that pairing engaging (sometimes irreverent) images with strong written copy made engagement soar. Infographics were used to convey great data in a more engaging way. Audio and podcasts started popping up even more. And last but not least, video really gained traction.

OKAY, NOW THAT WE HAVE LOOKED AT 2016, WHERE ARE WE HEADED IN 2017?

We feel that in 2017 these same trends are going to continue, but at a much faster pace. Here are our predictions:

Great content will NEED to be paired with great visuals.

While written content is awesome for education and conveying complex ideas, it's not so awesome for getting people to pay attention. So as a staffing and recruiting firm media mogul, you have to find ways to attract job seekers and employers using the media that they prefer – video, pictures and audio.

When planning your media budget, ensure sufficient resources are dedicated to creating visually engaging content – and your written content is complemented with compelling pictures, videos, charts and infographics.

Speaking of video, you need to hit the record button.

Facebook LOVES video. So do Twitter, YouTube and Instagram. In 2016, we saw video gain preferential treatment on most social platforms, and most recently, Facebook has made a huge push for live video.

When you share video content, your video is far more likely to appear high up in your followers' news feeds than pictures or written content. And video is also more engaging. Facebook found that people spend 3x more time watching a Facebook Live video on average compared to a video that's no longer live." ([source](#))

While video was not a new trend in 2016, it took off, and over the next two to three years, we expect to see video content dominate social media (which is why you need that media budget!)

Good news! Video is getting cheaper!

If you go back just a couple of years, video was hard, and expensive, to produce. You needed a

professional production company and a budget of \$1,000+ per minute of finished video.

Thanks to the evolution of technology and mobile devices, staffing firms no longer need to outsource video to high-priced production companies. Instead, recruiters and business owners can place an iPhone on a tripod and put together a video with more than enough quality for social media. And tools like Promo and Animoto make it easy to create video in minutes.

Audio

Ever thought about creating a podcast? From 2015 to 2016 podcast listening grew by 23 percent ([source](#)). To put it into perspective, the same number of Americans listen to podcasts and use Twitter ([source](#)).

Your clients and candidates are constantly on the move, and audio offers an ideal way to allow people to “take you with them” anywhere they go. You could be up and running as a podcaster in less than 30 days.

But what would a staffing firm talk about?

The same topics you write about! Great content (regardless of the format) is developed around the needs and interests of the audience for whom the content is intended. What do your clients want to know about hiring, talent management, retention or other HR issues? What do your candidates want to know about managing their career and life challenges?

The key to podcasting (or video) is to select interesting topics, and then convey ideas in an engaging way. So what could you do?

- Host a weekly radio show (podcast) about hot jobs in your market.
- Do a talk show where you interview local HR leaders about their best practices.
- Have a Q&A style “call-in” show where you answer job-seeker questions.
- Create a program where you profile local employers and what it’s like to work at these firms (this could be a great way to break into new accounts!).

Social Ad Spend and Promoted Content

In 2012, about 16 percent of a company’s followers would see content the company posted on Facebook. By 2014, that number had fallen to 6 percent, and in 2016 it was less than 2 percent.

While social media use continues to grow year over year, organic reach for companies continues to plummet. So if you want employers and job seekers to see your content, you have to promote it.

At Haley Marketing, we test promoted content all the time. When a staffing company is trying to build followers, a paid “like” campaign on Facebook will yield at least double the results of an organic campaign (one without paid promotion).



RELATED CONTENT

DO YOU NEED A LIKE CAMPAIGN ON FACEBOOK?

THE DATA SAYS YOU DO

Organic content sharing (on Facebook) will typically yield no more than a few likes, comments or shares. But, with a very small investment in targeted promotion, you can massively increase your reach.

In September 2016, we tested paid promotion with one of our staffing clients that was receiving almost no Facebook engagement. For a very minor investment (\$100) they were able to garner 73 likes and saw website traffic from Facebook increase by 781 percent!

In another test case, investing \$100 into a Like campaign in December 2016 resulted in 151 page likes for a light industrial and general labor staffing agency. More important than the number of likes is the strategy that drove this success. By setting up a custom audience in Facebook’s ad manager, we were able to target specific Facebook users in this client’s specific geographical market and grow their audience based on specific criteria.

HOW WILL THESE SOCIAL TRENDS IMPACT THE STAFFING INDUSTRY IN 2017?

As an industry, we are getting MUCH better about content and social marketing. Staffing firms are offering better advice for employers and job seekers, creating more compelling imagery and sharing more consistently.

But a lot of firms still struggle. They don't have the time (or desire) to consistently produce and share content. They don't have the tools to simplify the process of social marketing. And they waste a lot of time (and money) doing things that don't generate a very strong return.

SO WHAT SHOULD YOU BE DOING IN 2017?



USE SOCIAL MEDIA TO IMPROVE RECRUITING RESULTS.

With unemployment below 5 percent, finding talent is hard. Responses to job posts have fallen dramatically. Web traffic for most staffing firms is down 20 percent or more. And passive job seekers are harder to attract.

So how can you recruit top candidates through social?

1. Share a variety of content and resources.

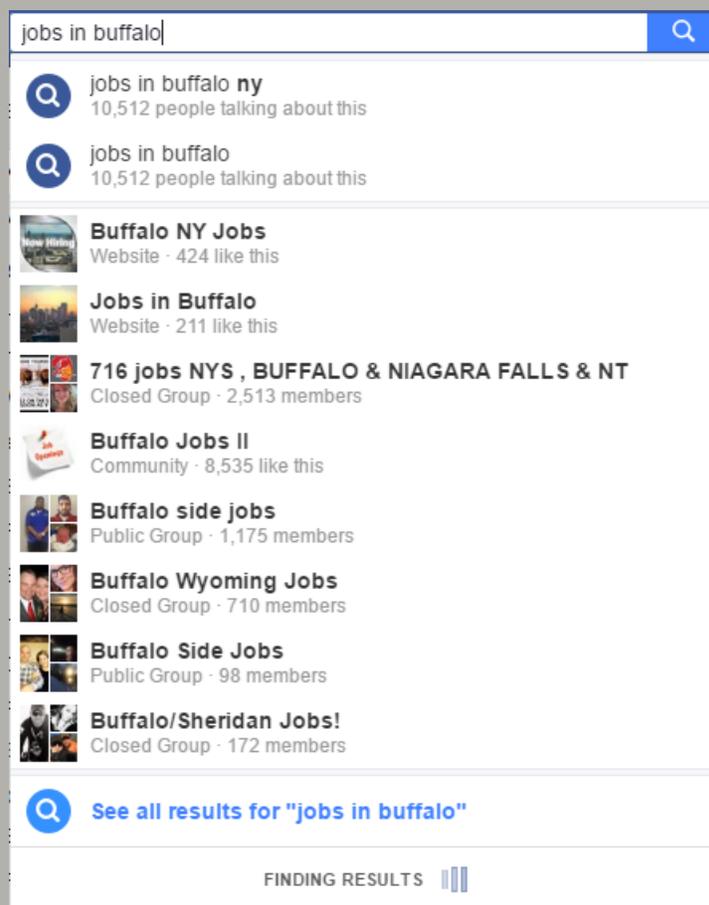
Your company social media channels should not be a place where you post hour after hour your available opportunities. Sure you can include your top jobs and available opportunities, but do so strategically. In the strategy of [Gary Vaynerchuk](#), you need to hit your candidates with a jab, jab, jab and then a right hook. Engage them with content and high-level resources. Give them articles, videos or podcasts that will HELP them find a job. Then, after you've given them a series of useful content and information that can benefit their day-to-day, hit them with a right hook — a sale or self-promotion (your available job).

2. Share jobs to get them in front of more people.

When sharing a job, make it attractive!

When posting on Twitter, include relevant Hashtags to help amplify your message and get it in front of people that don't currently follow your account.

On Facebook and LinkedIn, along with sharing to your company page and personal page, consider sharing your jobs in groups of active job seekers. Do so by searching for Jobs in [Your City Here] and then ask to join those groups! Remember from point 1, don't overly spam job after job. Provide value to the group, earn their trust, and then share your available opportunity.



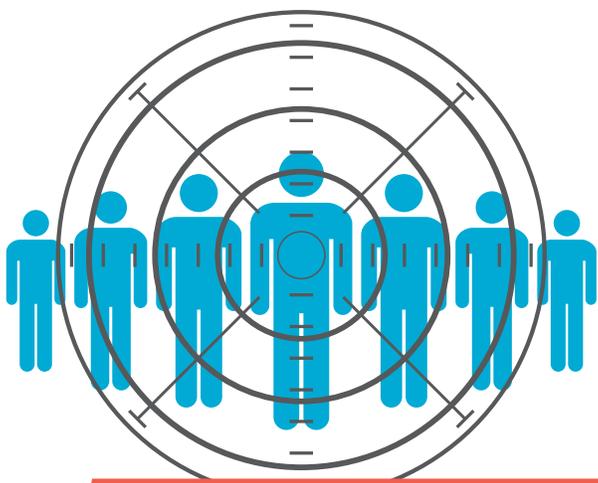
3. Attract active and passive job seekers.

Along with sharing a variety of content and jobs, turn to remarketing to attract active and passive job seekers. What's remarketing — or as we call it — ReRecruiting?

Ever go online to buy a new coat or a pair of shoes, only to leave that site and not purchase the item? When you ventured out to Facebook, chances are you saw the item you were looking at in the form of an advertisement. That's remarketing! And we can do that with jobs!

But does Re-Recruiting work?

We've found candidates that return to a website are 2x more likely to apply to a job than a first-time visitor! By using highly targeted creative advertising, you can drive the right people to your jobs!



about

RE-RECRUITING & SOCIAL RECRUITING

4. *Build talent pools.*

Having a hard time finding the right candidates? When a new candidate comes into your office, add them on LinkedIn and continue to grow your connections. Additionally, actively search on LinkedIn, Twitter and Facebook for people within your geographic market and connect with them. And, while it might go without saying, when you do connect with somebody for the first time be social! You wouldn't go to a conference, hand someone your business card and walk away! Instead, you would introduce yourself and have a brief conversation. The same should be done on any social platform when connecting with someone for the first time.

5. *Becoming an employer of choice.*

How can you differentiate yourself from the staffing firms in your area and the national competitors? By consistently answering questions from candidates, sharing great resources to improve their job search and sharing team pictures and bios – you can become an employer of choice and differentiate yourself from everybody else!

USE SOCIAL MEDIA FOR LEAD GENERATION – TURNING TRADITIONAL COLD CALLS INTO WARM LEADS.

It used to be called “dial for dollars.” You could pick up the phone, dial and after a few calls get an order. Today it's more like “dial for pennies.” The reality is that hiring managers are inundated with calls every day from staffing reps looking for open job orders. Cold calling isn't as effective as it used to be.

Firms that use social media effectively will help break through the voicemail trap and make more meaningful connections.

This doesn't mean to SPAM the hell out of people with LinkedIn InMail! Instead, focus on consistently posting high-level content and resources. Instead of using InMail to ask about upcoming hiring needs, share local market salary data and hiring trends, or strategies for recruiting in a tight labor market. By providing a valuable resource, you will cut through the cluttered news feed, and position yourself as the leader.

BEST PRACTICES FOR 2017



CONTINUE TO BLOG. TURN YOUR WEBSITE INTO THE HUB OF YOUR ONLINE MARKETING EFFORT AND DRIVE TRAFFIC BACK THERE!

How do you get to the top of Google's coveted page one?

You can either buy your way there (with PPC) or earn your way there. Blogging and content marketing will allow you to earn your way there—and stay there.

Google rewards websites and pages that are optimized for search appropriately. For staffing and recruiting firms across the country, written content (“blogging”) continues to be the leading way to differentiate from the competition while also improving organic traffic from Google.

And we have the data to support that. Observing website data from over 500 staffing firms across the country, we continue to see and document one consistent trend, as firms consistently add fresh and unique content, organic search traffic climbs. In a two-year study of a staffing firm located in Atlanta, Georgia, organic search traffic doubled (112 percent growth to be exact) by adding a new piece of content to their website each week.

GET YOUR SALES TEAM AND RECRUITERS ACTIVELY INVOLVED (NO REALLY, MAKE IT A REQUIREMENT)!

To be truly effective on social media, your entire team needs to buy into the strategy and support it. Publishing to a company page every day is great, but often overlooked are the personal accounts your team have established on LinkedIn, Twitter and Facebook.

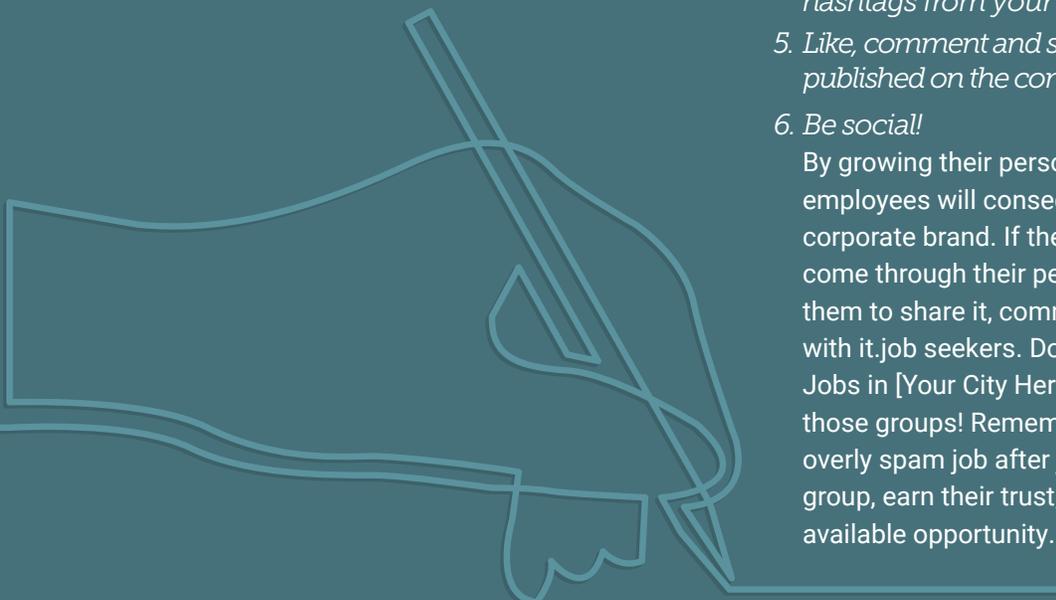
We often refer to social media management as a workout program.

Develop a routine for your team where people share consistently Monday, Wednesday and Friday. Challenge them to continue their workout routine. What might start off as a challenge will eventually become routine. And once the results (job orders and qualified candidates) start pouring in...your team won't want to stop.

So what can your team do on individual levels?

1. *Post to LinkedIn Groups*
2. *Share content originally published on the company blog*
3. *Connect with clients and candidates on LinkedIn and share resources with them*
4. *Tweet blog posts or video using relevant hashtags from your area*
5. *Like, comment and share content originally published on the company's social channels*
6. *Be social!*

By growing their personal brands, your employees will consequently grow your corporate brand. If they see relevant content come through their personal feeds, encourage them to share it, comment on it and engage with it. job seekers. Do so by searching for Jobs in [Your City Here] and then ask to join those groups! Remember from point 1, don't overly spam job after job. Provide value to the group, earn their trust, and then share your available opportunity.



ADD BOLD VISUALS AND STRONG CALLS TO ACTION

The brain processes visual information 60,000 times faster than the time it takes for the brain to decode text ([source](#)). If you want to reach more people on Facebook (and other leading social platforms) you *HAVE* to be visually appealing. In a recent study by Haley Marketing Group, we have found posts that included an image (instead of a link) reached 22 percent more of our audience.

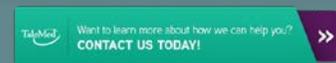
Bold visuals should also be included within your content.

While getting people back to your website to consume your content is a large and demanding task – it is only step 1 in the process. Step 2? Get them to convert to a qualified candidate or client. How do we do this? By adding in a strong, eye-catching call to action that entices them to leave their information.

Your call to action should always benefit the end reader. What's in it for them? Why should they give you their contact information?

Maybe you offer candidates a free resume critique. Or a free conversation on their career. Provide them with an opportunity that will truly impact them and make their time worthwhile.

For clients, offer them a free consultation call. Can you find areas where staffing would help them increase productivity without the costly expense of hiring full time? What about the benefits of staffing? Offer a free 30-minute conversation with one of your sales representatives where your team goes through the benefits of staffing and the true impact it will have on their organization.



EXPERIMENT WITH VIDEO.

In 2017, staffing and recruiting firms need to have the courage to think outside of the box with their content and think more like a media company. Your team of recruiters and sales reps are full of valuable information and resources. Use this to fuel your video strategy.

But what do you share? What type of video should you put together?

How-to Videos

You're already blogging with how-to in mind. Why not turn these into videos? Every Monday, place one of your recruiters in front of an iPhone and ask them one question. Then...let them talk. Let them rant and offer their honest advice and feedback on the subject.

EXAMPLES:

- How can job seekers improve their resumes so they actually get read?
- How can job seekers impress a recruiter in an interview?
- How can job seekers make the most out of a staffing and recruiting firm?

Live Videos

Facebook, Twitter, YouTube and Instagram all allow for video to be streamed Live. At a local event or job fair? Download the social app on your phone and go live. But don't just show people what you're looking at — offer commentary! That's where true value comes.

Most important, answer questions that come in from your community. The best part of live video on social media is you have real-time feedback and questions from your audience. Address people by name and answer their questions, and be the resource they are looking for.

OTHER IDEAS

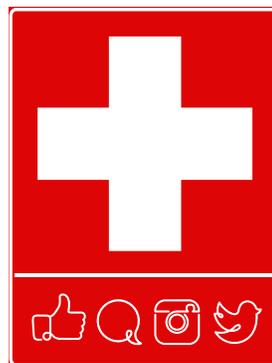
Have a specific onboarding process for your new candidates? Film one of your recruiters going through the process so potential candidates can see how efficient and easy the process is — ultimately encouraging them to come in and talk to your team. Have top candidates or

jobs? Have your recruiters discuss the available position — where it's located, the starting salary, what to expect and the ideal qualifications of a best candidate. For your top candidates, showcase their skills, qualifications and expertise to potential employers. Use skill marketing to increase job orders and requests for skilled talent.

DON'T ABANDON EMAIL MARKETING—IT'S ONE OF THE MOST COST-EFFECTIVE MARKETING TOOLS.

Social media is effective, but it's only one way to distribute your content and reach your audience. Adding in a supporting email marketing campaign is a great way to continue to stand out, stay top-of-mind, and sell more.

In 2017, it is important for staffing and recruiting firms to think bigger picture. Instead of implementing one piece of the puzzle — how can we tie everything together? How can we implement a content strategy and maximize distribution to make sure it reaches as many people as possible?



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