

HALEY MARKETING'S

SECRET GUIDE TO WORLD DOMINATION

(Well, it's actually our secrets to having
a really kick-ass marketing function!)





WARNING

This guide is not for the weak-hearted.

It's not about being marginally better.

Or earning an extra point of gross margin.

NO, THIS IS A GUIDE TO WORLD DOMINATION.

Inside you will find 9 secrets to being radically different . . .
to creating a staffing organization capable of
crushing the competition.

If you have courage, vision and a willingness to take
calculated risks, then this just might be for you.

ARE YOU READY?



SECRET 1: BE AN EVIL GENIUS.

Okay, you don't have to be evil, or a genius. But you do need to be a visionary leader. Someone who can envision a bold future for your organization...and then convey that vision in a compelling way.

THREE ELEMENTS OF A COMPELLING VISION:

- Where you are going (clearly defined goal...and a big stretch)
- Why you're going there (an inspiring mission)
- How you think you'll get there (your special sauce / unique value)

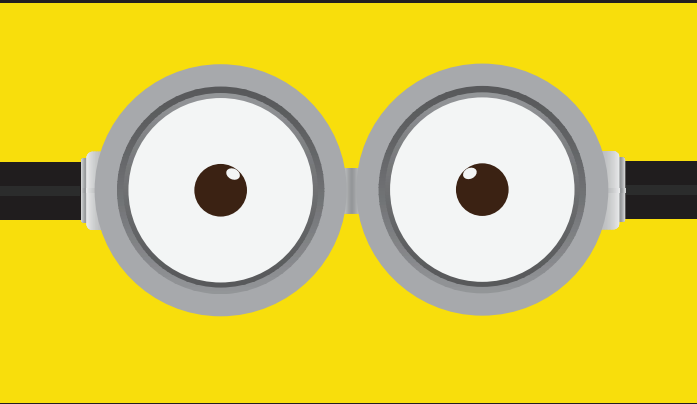
SO, ARE YOU AN EVIL GENIUS?

What is your company mission? Does everyone in your firm know it? Does it inspire them to deliver world-class service, be more innovative and outperform your competition at every turn?

What are your goals? Are they clearly defined? Are they aspirational? Do people understand their role (and their value) in achieving these goals?

What is your core differentiator? What service offering, process, technology or behaviors will you deliver that others do not?

WHERE WILL YOU BE THE BEST IN THE WORLD?



SECRET 2: DON'T HIRE MINIONS.

Staffing is too competitive for group-think. If you want to dominate your hometown, your niche or your industry, you need a constant stream of innovative thinking. And innovation doesn't come from minions.

FILL YOUR TEAM WITH PEOPLE:

- Who are never satisfied with "good enough."
- Who eat, breathe and sleep their craft.
- Who take initiative to learn new things.
- Who aren't afraid to challenge the status quo...or challenge you.
- Who get excited by ideas.

PROCESS IS IMPORTANT. INNOVATION IS ESSENTIAL.

A successful business is built on repeatable processes. In staffing, it's hard to build a "better mousetrap" and even harder to sustain it.

Once you have determined your differentiation, create operating procedures to ensure your value is delivered as consistently as possible.

But don't stop there.

Every great idea will be copied by your competition. That's why you need to challenge your team to constantly innovate...and why you can't risk hiring minions!

Encourage every person in your organization to make constant incremental improvements... to be 1 percent better every day. At the same time, challenge them to look for big ideas and big innovations...ways you can solve bigger problems or at least solve the same problems faster, more efficiently and in radical new ways.

INNOVATION IS YOUR ONLY SUSTAINABLE COMPETITIVE ADVANTAGE.

SECRET 3: BE A DEMANDING S.O.B.



DEMANDING S.O.B.

Well, you don't really need to be an S.O.B. ... in fact, that's probably the least effective management style. But you do want to be demanding, Demanding about effort. Demanding about performance. Demanding about results.

THE KEY TO BEING A DEMANDING LEADER IS TO SET HIGH EXPECTATIONS.

Of yourself...and everyone in your firm.

BUT BEING DEMANDING IS ALSO ABOUT BEING SUPPORTIVE.

While being a demanding ass may create temporary gains, it will lead to bigger long-term pains (i.e., service and quality issues, morale problems, turnover, client attrition, etc.).

The trick is to be demanding while also inspiring people. Provide a vision and strategy that motivates your team to give their best effort.

You also have to give your people the tools, technology, other resources and emotional support to succeed. This will include:

- A state-of-the-art ATS (without great technology, you're at a disadvantage)
- World-class marketing (more than the industry average 0.4% of sales investment)
- World-class recruiting resources (talent sourcing tools, candidate evaluation tools)
- Ongoing training and support (make your people the best in the world at what they do)
- A feedback loop (so their ideas — and concerns can be heard)

SECRET 4: MAKE A THREE-YEAR INVESTMENT IN YOUR WEBSITE



Your website can be your #1 sales person, your top recruiter and your best service differentiator. Or it can be a brochure. Which do you want?

Consider that 10x to 1000x more people will visit your site than will ever visit your offices (or speak with your sales reps or recruiters). Are you doing everything you can to get those people to take action?

SO YOU WANT A STAFFING WEBSITE THAT REALLY WORKS?

- Start with a clear message...targeted to a clearly defined audience.
- Write less. Shorten your copy...get to the point.
- Use bold visuals...stop being so politically correct.
- Create compelling calls to action.
- Include CTAs for visitors at different stages of sales / job search cycle.
- Make it easier to respond...shorter forms, one-click signup / apply options.
- Forget mobile friendly...be mobile optimized.
- Create deep content for SEO purposes.

THINK THREE-YEAR LIFECYCLES

Even the best site will only serve you for about three years (beyond that, technology changes too much and your competitors catch up).

TO BE A WORLD DOMINATOR, YOU NEED A BEST-IN-CLASS WEBSITE!

Make the investment. Maximize the investment. Then do it again!

BONUS

DOWNLOAD HALEY MARKETING'S 51-PAGE GUIDE
TO A KILLER STAFFING WEBSITE

<https://www.haleymarketing.com/resources/killer-staffing-websites/>



SECRET 5: BUY (OR BUILD) A BETTER TOOLBOX.

Some organizations are successful because they hire superstars. And while you want to hire superstars, it's far easier to hire people with the right traits and give them the tools and training to be superstars.

SO WHAT TOOLS ARE MOST ESSENTIAL TO WORLD DOMINATION?

- Compelling core story...an educational tale that makes people WANT to talk to you.
- Capabilities overview...a succinct way to illustrate your value.
- Direct marketing to open doors for sales calls...2x to 10x your sales productivity.
- CRM integrated with marketing automation...eliminate leaks in your sales funnel.
- Relationship nurturing campaigns...stay top-of-mind, reinforce your positioning.
- 7 to 10 different ways to generate sales leads...most staffing firms only have one or two.
- Scripts and templates for sales communication...standardize what works.
- Data...market intelligence (to target the right people) and analytics (to do the right things).

TO WIN A WAR, YOU MUST OUTSMART THE ENEMY.

A better toolbox isn't just about spending more on the latest technology or recruiting tools. It's about spending intelligently.

Provide your sales people and recruiters with the right tools (and training) to make your firm stand out. To get the attention of your ideal client. To better convey your value. To keep your organization top-of-mind. And to ensure your actions are working effectively.

BONUS

WATCH HALEY MARKETING'S ON-DEMAND WEBINAR:
CREATING YOUR CORE STORY

<http://www.lunchwithhaley.com/2016/06/23/staffing-creating-core-story/>



INTELLIGENT LEAD GENERATION FOR WORLD DOMINATORS

Think the phone, email or LinkedIn are the only ways to generate sales leads in the staffing industry? Think again.

Top performers in staffing generate 40% to 50% of their new business through inbound marketing. They also integrate direct marketing with their sales to make their sales efforts more productive.

SO WHAT COULD YOU DO?

ONLINE MARKETING

DIRECT RESPONSE ADVERTISING

- Company websites
- Campaign specific microsities

EMAIL

- Newsletters
- Top candidates emails

SEARCH MARKETING

- SEO
- PPC advertising

SOCIAL MEDIA

- LinkedIn
- Facebook
- Twitter
- Blogging
- Industry-specific forums
- Paid social

SMS (TEXT MESSAGING)

BANNER ADVERTISING

ONLINE PR

- Content distribution
- PR distribution services

DIRECT MARKETING

DIRECT SALES

- Cold calls
- Telemarketing

DROP-OFFS

- Sales collateral
- Promotional products
- Educational materials

DIRECT MAIL

- Sales letters
- Postcards
- Greeting cards
- Flat mailers
- Dimensional mail

FAXING

DIRECT RESPONSE ADVERTISING

TRADE SHOWS AND JOB FAIRS

REFERRALS

PRINTED DIRECTORIES

BRANDING

PRINT ADVERTISING

BROADCAST ADVERTISING

OUTDOOR ADVERTISING

PUBLIC RELATIONS

- PR distribution
- Speaking & webinars
- Publishing
- Sponsorships

MARKET RESEARCH

EVENT MARKETING

PROFESSIONAL ASSOCIATION MEMBERSHIP

COMMUNITY ACTIVISM

CUSTOM PUBLICATIONS

BONUS

DOWNLOAD HALEY MARKETING'S
EBOOK: THE ESSENTIAL GUIDE TO
STAFFING SALES LEAD GENERATION

<http://newsletter.haleymarketing.com/i/851267821>



SECRET 6: BE BOLD ENOUGH TO FOCUS.

Only the foolish try to be all things to all people. It's a recipe for commoditization.

The more you focus on specific industries, geographies, vertical markets and/or job disciplines, the easier it is to differentiate your services, stand out from your competition, and position yourself as a market leader.

FOCUS TAKES COURAGE.

The more you focus, the more you have to say "no" to things outside your chosen areas of expertise. And who wants to pass on an opportunity?

Saying "no" to the wrong business is the only way to focus your resources on the right business... where you truly can be a world leader.



SECRET 7: SOCIALIZE... STRATEGICALLY.

Staffing has always been about relationship building. But it takes more than old-school networking to be a world dominator.

Savvy staffing firms strategically use social media to attract clients and candidates, engage prospects, enhance service delivery and build a stronger brand.

MOST STAFFING FIRMS ARE DOING SOCIAL WRONG.

Social isn't just about connecting on LinkedIn and Facebook and sharing company updates. It's not just about promoting jobs. Or looking "cool" by sharing funny memes.

And it's not something that can or should be delegated to "the millennial" in the company simply because that person is more comfortable with the technology.

SOCIAL SHOULD BE STRATEGIC.

Social media can be your most powerful communication tool. It offers a way to reach people you do not know, bypass gatekeepers, develop raving fans and forge deeper personal relationships.

But social media marketing requires a strategy.

- A strategy for building an audience.
- A strategy for managing your brand.
- A strategy for building followers.
- A strategy for creating engagement.
- A strategy for one-to-one connection (for sales and service).
- And just as importantly, a strategy for not wasting time.

BONUS

DOWNLOAD HALEY MARKETING'S GUIDE:
SOCIAL MEDIA, A GAME PLAN FOR STAFFING
<https://www.haleymarketing.com/resources/social-media-marketing/>

SECRET 8: IT'S ABOUT THE EXPERIENCE, STUPID.



Candidate experience. Client experience. Employee experience.

If you want to stand out in staffing (or any service industry), you have to consistently deliver an exceptional experience.

IS YOUR SERVICE EXPERIENCE EXCEPTIONAL?

Benchmark it!

- Step 1: Process map every step in your candidate, client and/or employee journey.
- Step 2: Benchmark your process against your top competitors.
- Step 3: Eliminate any unnecessary steps.
- Step 4: Brainstorm how to make the remaining steps faster, easier or more fun.
- Step 5: Test your refined process.
- Step 6: Get feedback (survey candidates, clients or employees to see how you did).
- Step 7: Repeat (improving service is not a one-time event).

SECRETS TO WORLD-DOMINATING SERVICE.

Companies like Nordstrom, Disney and even Southwest are legendary for their service. And as these examples show, great service is not just about luxury or lavish perks.

World-dominating service is about process. Consistency. And attitude. It's about caring and fostering a company culture (with supporting policies and procedures) to ensure a "service first" mentality.

It's also about communication. Clearly setting expectations. Getting timely feedback. And showing your clients, candidates and internal staff how much you value them.

BONUS

At Haley Marketing, "Shareworthy Service" is a big deal to us. The following URL will take you to some of our favorite service blog posts and case studies.

<https://www.haleymarketing.com/?s=shareworthy>



SECRET 9: THINK 10X

In the staffing industry, we are always looking for ways to get marginally better.

To improve sales, enhance productivity, accelerate placements by 10 percent.

BUT IF YOU WANT TO BE A WORLD DOMINATOR, THINK 10X BIGGER,
NOT 10 PERCENT.

10x thinking is about creating disruption. Solving bigger problems. And taking “moon shots.”

It is about changing how industries function and service is delivered.

NEED AN EXAMPLE?

Look at what UBER has done to the taxi and transportation industry. Look at what iTunes did to music or what Netflix has done to television. And look at what self-driving vehicles are about to do to the automotive and distribution businesses.

10X THINKING IS HAPPENING IN STAFFING.

- It's happening with online staffing firms as “gig” work and platforms attempt to displace traditional jobs and staffing firms.
- It's happening as companies like Indeed evolve from providing a candidate sourcing service to offering end-to-end recruiting.
- It's happening as the big international staffing firms evolve to be true workforce solutions partners to global employers.

WANT TO 10X YOUR THINKING?

Start by Googling “10x thinking” and read as much as you can. Then ask your team to brainstorm answers to tough questions like:

- What are the biggest challenges our clients face...and how can we help solve them?
- What is going to disrupt our clients' businesses...and how can we help them manage it?
- What is the real value we deliver...and how can we deliver more of it?
- How can we become irresistible to our target clients...so they HAVE to work with us?
- How can we become irreplaceable...so there is no good substitute for the value we offer?

Are You Ready for World Domination?

LET US HELP.

When it comes to marketing for your organization, nobody knows the staffing business better... or offers more support than Haley Marketing.

OUR SERVICES



Websites



Blogging & Social Media



Email & Content Marketing



Search Engine Marketing



Direct Mail



Identity & Design



Consulting Services



Reputation Management

WHY HALEY MARKETING?

STAFFING AND RECRUITING EXPERTISE

20 years serving the staffing industry with more than 1,000 clients worldwide.

AWARD-WINNING WORK

Our clients have won 60 VOICE and GENIUS awards from the American Staffing Association, including 12 Best-in-Class awards.

TEAM DEPTH

38 marketing professionals who solely focus on staffing and recruiting with in-house expertise in strategy, web design, content marketing, SEO, social media, PPC, reputation management, design and copy for staffing.

AND WE'RE FUN TO WORK WITH!

WE MAY NOT BE EVIL GENIUSES, BUT WE DO KNOW STAFFING.

And we can help you stand out, stay top-of-mind, and sell more.

A FEW WORDS FROM OUR SPONSORS



"Haley Marketing has done an amazing job making us stand out!"

JASON LEVERANT, PRESIDENT/COO, @WORK GROUP



"Through our partnership with Haley, I'm able to do marketing that rivals my larger competitors for a fraction of the budget."

JENIFER LAMBERT, VP SALES & MARKETING, TERRA STAFFING GROUP



"The Haley team completely understands our business, delivers creative ideas, and are flat out fun to work with. Nothing but a 10+ from me and my team."

ERIC GALASSO, PRESIDENT, THE SQUIRES GROUP



"Social media, email marketing and blogging -- Haley Marketing has organized all these elements into a marketing plan that is providing outstanding results."

GREG VOS, PRESIDENT, SPECTRUM STAFFING SERVICES



"Haley Marketing presented real ideas for our business to yield profitable results. I recommend them without reservation."

VANCE TILLER, CSP, CSC, DIRECTOR OF SALES AND CLIENT DEVELOPMENT, STAFFMASTERS



"We have been a Haley Marketing client for 10 years. Our marketing program truly sets us apart from our competition."

ANDREA HILL, PRESIDENT, JOHNSON & HILL STAFFING



"We can't thank Haley Marketing enough for all of your STELLAR customer service!"

MELISSA HUNTER, DIRECTOR OF OPERATIONS, QUEEN CONSULTING GROUP



"They truly have a special sauce when it comes to design, build and implementation of any and all web marketing services."

ANDREW LAHN, PRESIDENT, PIERCE PROFESSIONAL RESOURCES



"You guys are amazing. I work with many different vendors and have never experienced such a seamless process before."

MICHELLE KOLLER, MARKETING MANAGER, MINDSOURCE

WANT TO KNOW MORE?
www.haleymarketing.com • 1.888.696.2900

