



PROVE IT!

- ✓ REAL STAFFING CHALLENGES.
- ✓ REAL MARKETING SOLUTIONS.
- ✓ REAL RESULTS.

CAN YOU REALLY GET A WORLD-CLASS
SOCIAL MARKETING STRATEGY –
FOR ABOUT 92% LESS COST?

CAN A KILLER STAFFING WEBSITE
REALLY BE CREATED IN A MATTER
OF **WEEKS?**

CAN YOU HONESTLY GET **40 TO 50%**
OF YOUR NEW BUSINESS FROM
INCOMING LEADS?





We say: Absolutely! **OUR PROSPECTS SAY: PROVE IT!**

Before working with us, most staffing companies want proof that our solutions will deliver the results they need.

We get it. After all, anybody can hype their services – but only the best can back up their claims with measurable results.



And that's precisely the purpose of this eBook.

On the following pages, we share a few powerful case studies highlighting real clients, their very real business challenges, and the amazing results we've delivered via three of our most successful marketing solutions:

- Social Pro Services
- All-Inclusive Websites
- Digital Dominance Bundle

So grab your spoon, and let's dig in – because, as the saying goes, the proof is in the pudding!



WHAT IS SOCIAL PRO?

Social Pro is a suite of services that affords you the time and talent of a professional writer, a marketing strategist, a graphic designer and someone to post content to your social channels every day...for about 92% less cost. It helps you:

- Improve your recruiting
- Get more inbound sales leads and job orders
- Make more placements
- Drive more targeted traffic to your website

WHAT YOU GET:

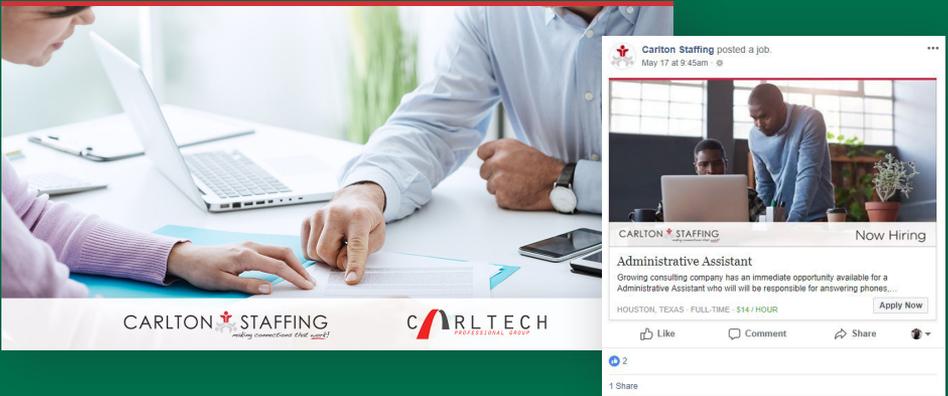
- A custom social media marketing strategy
- A dedicated advisor to manage your social marketing, track results and answer your questions
- Unique sharing images, branded for your company
- Sharing of blog content, top jobs and testimonials
- Consistent posting at optimal times to LinkedIn, Google+, Facebook and Twitter
- Custom call-to-action banners proven to increase conversion rates
- Quarterly creation of YouTube videos converted from your successful blogs
- Monthly sharing of your content to social communities such as Reddit, LinkedIn Groups, and Google+ Communities

DOES IT WORK? CHECK OUT THE RESULTS SOCIAL PRO HAS DELIVERED FOR THESE STAFFING AND RECRUITMENT FIRMS:



Social Pro Case Study 1:

Leveraging Facebook to Find Talent in a Tight Market



CASE STUDY AT A GLANCE

Using Social Pro to increase engagement, exposure and targeted traffic, we helped this client:

- Generate 109 applications to seven job postings – in just two days!
- Increase website traffic from Facebook 858%
- Grow their Facebook audience

The Details:

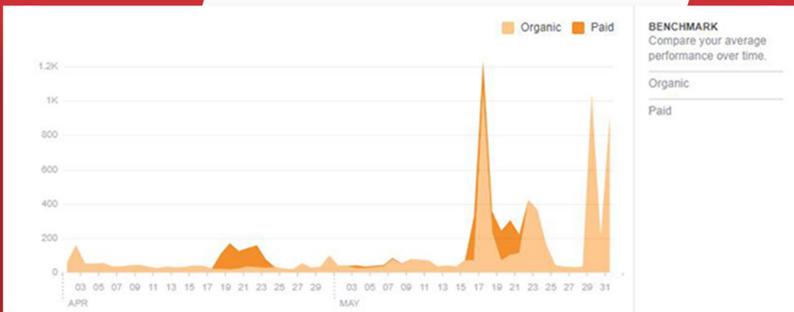
Carlton Staffing is a Best of Staffing® firm providing solutions to Houston, Dallas and Fort Worth companies for over 30 years. They were looking for new ways to facilitate direct connections between recruiters and candidates, but lacked the time and resources to devote to an effective day-to-day strategy.

By leveraging Facebook Jobs, our team knew they could reach more people and provide a positive candidate experience on both desktop and mobile:

- For two weeks, we ran seven light industrial job openings through Facebook Jobs, including the job title, description, pay, hours and branded Carlton Staffing images.
- Of those seven, we shared four with select Houston-based Facebook Groups catering to job seekers.

The Results:

- 109 applications through Facebook Jobs – *in just the first two days!*
- In two weeks, the seven postings received a total of 562 applications through the platform
- 858% increase in website traffic from Facebook from April – May 2018
- 33% decrease in bounce rate – From 67.33% to 45.06%
- 613 completed applications for May – a record high
- 49 new Facebook likes in May



IN OUR CLIENT'S WORDS:

"Carlton Staffing partnered with Haley Marketing in February 2018 and started the Digital Dominance roll out in April 2018. We have seen a huge spike in traffic on our social media pages, in particular, Facebook. Our Social Media Marketing Advisor, Joe Ray, has been AMAZING! In the first month or so we worked together on developing the plan. Now that everything is set, I can completely trust Joe to deliver. He emails me all the updates and just needs approval and input when needed. Mainly it's to keep me updated on the progress. The monthly reports sent from Haley Marketing make the information easy to review quickly – it's also nice that the numbers keep going up!! The level of communications and customer service thus far has been unlike any other!"

BRENNA BARNETT, DIRECTOR OF MARKETING



Social Pro Case Study 2: Unlocking the True Potential of Facebook



CASE STUDY AT A GLANCE

One year of Social Pro allowed this client to:

- Increase website traffic 546%, with 91% of that traffic coming directly from Facebook
- Increase Facebook likes by 39%
- Generate 1,097 resumes from Facebook

The Details:

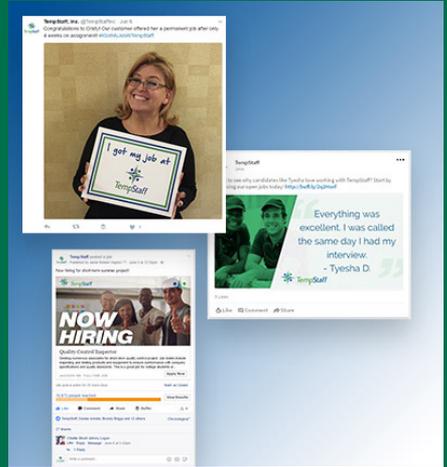
TempStaff is an independent, locally owned and operated staffing company providing industrial, administrative and professional talent to businesses in Central and Southwest Mississippi.

They shared content on Facebook to engage job seekers but weren't getting the traction or results they needed. Using Social Pro, our team implemented a strategy to grow their social reach and leveraged Facebook Jobs to share open positions:

- We created engaging, relevant content that generated interest in TempStaff's Facebook page and ultimately increased likes and clicks.
- Through a targeted "Like" campaign, we helped them build an active Facebook audience.
- We designed branded images to promote job openings and strategically boosted those posts to get them in front of local users interested in finding work.

The Results:

- 546% increase in website traffic over the course of a year, with 91% of that traffic coming directly from Facebook
- 39% increase in Facebook likes from 2,859 to 3,976
- 1,097 resumes received through Facebook



IN OUR CLIENT'S WORDS:

"Since 2007, the Haley Marketing team has helped us put our best foot forward by developing great promotional plans including website development, social media marketing and much more. We always enjoy the Lunch with Haley webinars and appreciate the valuable information you share.

Perhaps most importantly, the Haley customer service team is always friendly and helpful anytime we have a question or request a customization. No matter the situation, we know to expect a prompt response and are always kept up-to-date on any project. We look forward to many more years of working with Mackenzie and Haley Marketing!"

JAMIE HIGDON, VP OF OPERATIONS





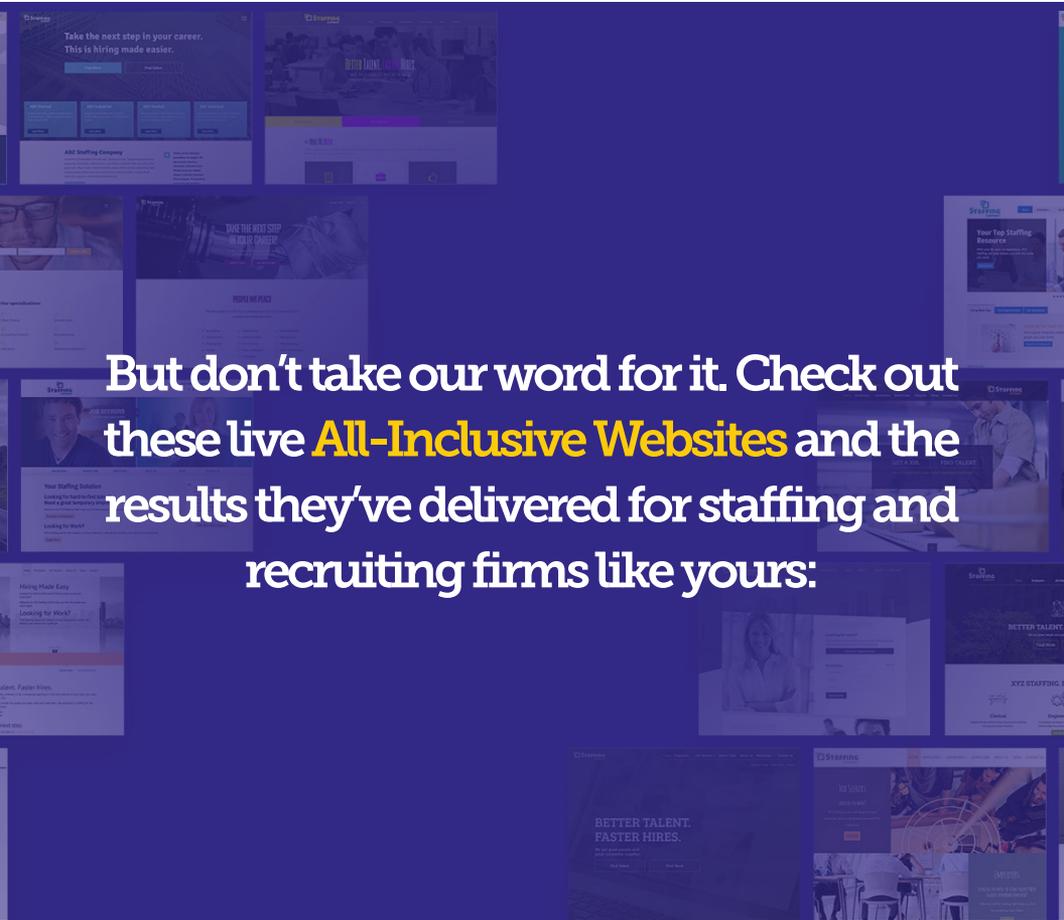
WHAT IS AN ALL-INCLUSIVE WEBSITE?

THIS MODERN APPROACH TO WEBSITE DEVELOPMENT, MANAGEMENT AND PRICING:

- Provides everything a staffing or recruiting firm needs for a world-class website
- Cuts development time from months to weeks
- Provides more tools for recruiting and generating sales leads
- Makes an amazing website affordable for virtually any staffing or recruiting firm

What you get:

- Bold designs (28 staffing-optimized site designs, customized for your firm)
- Robust content and custom copy
- Search-optimized job board software
- SEO
- 100% mobile, fully responsive design
- Content management and analytics to improve ROI
- SSL hosting, free training and 24/7 help desk
- FREE design upgrade after 36 months
- Amazing features to drive response, including fly-ins, job portal quick-search widget, social sharing integration and more



But don't take our word for it. Check out these live **All-Inclusive Websites** and the results they've delivered for staffing and recruiting firms like yours:



All-Inclusive Website Case Study 1: All-Star Website for All StarZ Staffing

Home Jobs- Staffing solutions- About- Blog Contact-



CASE STUDY AT A GLANCE

Using our All-Inclusive-Website service, we:

- Wrote, designed, built and launched world-class website in just 57 days!
- Created a fresh look to reinforce this agency's brand
- Made the process of getting a new site extremely easy – at a time our client needed it most

The Details:

A certified woman-owned and locally focused agency, **All StarZ Staffing** provides quality people and smart staffing solutions in the Puget Sound region.

They wanted a dynamic website that played up the star element of their brand – and were eager to go live as soon as possible. Our All-Inclusive Website proved to be a great option for achieving this client's goals of:

- **Creating a fresh, new look for their agency.** We integrated fly-ins, local imagery and user-friendly forms to make pages dynamic, interesting and simple to use.
- **Highlighting the star aspect of their brand.** We subtly threaded the star theme throughout their site, using both copy and visual elements.
- **Getting a new site live quickly.** Copy and design were ready for review in just a few weeks' time.



The Results:

Bright imagery combined with easy-to-read copy and simple call-to-action buttons created brilliant results for All StarZ Staffing. Featuring our new [Team Bios plugin](#), [Testimonials plugin](#) (on their [Home page](#)) and our [Job Board with eImpact integration](#), AllStarz now has a robust site that builds their brand, provides proof of their value and makes it easy for job seekers to search and apply – even on mobile.

And while you'd expect a site of this caliber to take several months to develop, we turned the project around in just 57 days!

IN OUR CLIENT'S WORDS:

"I loved working with you and truly appreciated your confidence and calm throughout the project. Chances are high that you've heard a lot of "excuses" on website timelines! This implementation truly caught me at a rough patch in my life but I have to say that you really made it work! Many, many thanks for your thoughtfulness!"

**JOYCE MATSON, DIRECTOR OF HUMAN RESOURCES/
CORPORATE COMMUNICATIONS**



All-Inclusive Website Case Study 2:

Building a High-Performance Website at High Speed



CASE STUDY AT A GLANCE

Combining an All-Inclusive-Website with the power of Digital Dominance, we:

- Wrote, designed, built and launched an amazing, feature-rich website in just 45 days!
- Generated more than 27,000 page views, 5,500 job views and over 140 applications in the first 16 weeks

The Details:

Serving six markets in Idaho and Utah, **Extreme Staffing** brands themselves as being extremely easy for employers to work with, while providing career-building opportunities that help job seekers be their “best self.”

They needed a high-performance website that reinforced their brand and attracted qualified job seekers – YESTERDAY! Offering quick turnaround, bold design options and unique features to maximize job applications, our All-Inclusive Website was the ideal option to achieve their goals:

- Our team efficiently guided them through each step of the development process to take their website live FAST.
- To ensure their website received the targeted job-seeker traffic they needed, Extreme Staffing added our Digital Dominance suite of services.



The Results:

With images and a color palette as bold as their brand, **Extreme Staffing's All-Inclusive site** includes **Haley Marketing's Job Board with Avionte integration** (with a convenient and user-friendly quick search widget on their Home page), as well as the **Testimonials plugin**. And the time from our kickoff call to taking this website live was an impressive 45 days!

The screenshot displays the Extreme Staffing website interface. At the top left is the Extreme Staffing logo. The main header features a large image of construction workers with the text "Search Jobs" and "Browse our current job openings." Below this is a search bar with "Keywords" and "Location" fields, a "Q BEGIN SEARCHING" button, and a "View All Jobs" link. Two side panels offer "Find Jobs Faster" (with Login and Sign Up buttons) and "Skip the Search" (with a Submit Your Resume button). A testimonial section titled "Testimonials" features a quote from Kaiten Reynolds: "I have worked for quite a few temp agencies, but all have failed in comparison to this amazing company! I have worked with each of their employees and they are just incredible. Jenn, Jeff and Rusty — I just want to say thank you from the bottom of my heart. I have no idea what I would do without you guys!! — Kaiten Reynolds". Below this is another testimonial: "I have been through multiple staffing agencies. The last 3 years I have been at Extreme, they have a dispatch team that goes above and beyond the regular biz hours. I needed some people to start at 4 a.m. one day. Mike told me 'no problem, we will have". To the right, an "ABOUT US" section includes "Get Started Now" and buttons for "EMPLOYERS" and "JOB SEEKERS". At the bottom right, a "SIGN UP FOR OUR NEWSLETTER" section is visible.



Digital Dominance yielded extremely impressive job-seeker traffic, too.

Once on their site, job seekers spend time exploring the staffing firm's offerings, engaging with their job postings, and then taking further action on their website. Data from Google Analytics (March 1 – June 23, 2018) showed:

- 9,783 sessions generated from 5,065 users
- 27,574 total pageviews (2.82 pages / session)
- Organic traffic accounted for 48.4% of website sessions
- [Jobs Overview](#) page was their third-most-viewed page on site (1,477 pageviews) with 76.3% of viewers clicking to another page on site
- Haley Marketing Job Board traffic: 5,500 job views and 141 applications
- [Contact Us](#) page viewed 397 times; 54 visitors (13.6%) completed the form

IN OUR CLIENT'S WORDS:

"It's been great working with you. You and the team have made everything so easy for us, so I appreciate that!"

NATALIE SPAULDING, SOCIAL MEDIA





WHAT IS DIGITAL DOMINANCE?

This bundle of services provides everything your staffing or recruiting firm needs to maximize your online marketing – for a fraction of the cost of doing it yourself!

WHAT YOU GET:

- Blogging: custom-written, SEO-optimized posts
- Social Pro: fully managed social media marketing, including daily social sharing
- PPC: paid content promotions to increase social engagement and drive targeted traffic to your website
- Email Marketing: monthly newsletter that keeps you top-of-mind with clients and prospects
- Reputation Management: to build more positive testimonials and online reviews
- Over \$3,235 in FREEBIES (for a limited time)!

CLIENTS WHO USE DIGITAL DOMINANCE ARE GENERATING 40 TO 50% OF THEIR NEW BUSINESS THROUGH INBOUND LEADS.

Get details on our [Digital Dominance Bundle](#) here, and check out how these services have helped staffing firms like yours dominate the web:



Digital Dominance Case Study 1: Smart Social Strategy Exponentially Increases Job Reach and Applications



CASE STUDY AT A GLANCE

With Digital Dominance, this client:

- Increased organic Facebook job-posting reach by 1,385%
- Received 125 applications from five Facebook jobs – in just one month, with no paid promotion
- Increased organic search for their website by 32% in one year

The Details:

Experts in marine staffing, [Hutco](#) has developed a reputation for providing expert craftsmen since 1986. Despite posting jobs on Facebook, they struggled to recruit qualified candidates.

While they initially approached us to boost all their Facebook jobs, our team recommended a smarter strategy to increase their job board traffic and applications. With Digital Dominance, we:

- implemented a targeted paid strategy to increase job-posting visibility;
- shared jobs in relevant skilled-trades groups on social platforms to increase engagement and applications; and
- sent monthly e-newsletters to complement their social media efforts, drive candidates to their website, and keep Hutco top-of-mind.

The Results:

Digital Dominance has yielded dramatic results, allowing Hutco to fill job openings faster and tap into a new pool of active job seekers:

30 days of organically posting jobs (i.e., jobs were not boosted) and sharing in groups:

	Reach	Clicks	Likes/Shares
Job 1	7,800	110	31
Job 2	4,100	205	49
Job 3	5,900	111	25
Job 4	5,500	76	18
Job 5	6,400	207	169

These jobs yielded 125 applications! For comparison, Hutco typically reached 250-400 people per posting organically with applications ranging from 5-15.

From July 1, 2017 to July 9, 2018:

- Web traffic increased substantially:
 - Organic search rose 32%
 - New users increased by 30%; new sessions rose 20.65%
- Blog generated 5,220 pageviews (which is 10.3% of the total pageviews on their site) and consistently outperforms industry averages for opens and clicks.



IN OUR CLIENT'S WORDS:

"[Digital Dominance] has taken our recruiting and retention to another level. We were able to improve our social presence, increase candidate flow, and learn what our candidates liked and disliked about us. We needed new talent streams, and we found them, especially through Facebook Jobs. We consider Haley Marketing to be our partner and look forward to many years working together!"

SCOTT HUTCHISON, VICE PRESIDENT



Digital Dominance Case Study 2:

Digital Makeover Builds Awareness and Drives Action for Newly Purchased Firm

CASE STUDY AT A GLANCE

A comprehensive digital marketing solution helped the new owner of this staffing firm:

- DOUBLE website visitors
- Increase web traffic from social profiles over 6,000%!
- Build a solid employment brand to support the growth of his business

The Details:

As the new owner of [Top Notch Personnel](#), a Wichita, KS light industrial staffing firm, Mark Esfeld wanted a cost-effective, modern marketing approach to achieve his goals of:

- increasing awareness / building a solid employment brand;
- attracting employers and job seekers to his website; and
- growing his new business.

After a thorough needs assessment, we recommended Digital Dominance. Here are a few highlights of Top Notch Personnel's digital makeover:

- **Social profile overhaul.** Revamped Facebook profile. Set up Twitter and LinkedIn accounts. Launched paid Facebook "Like" campaign to build follower base.
- **SEO.** Developed list of search terms to rank well in organic search. Integrated keyword strings across channels to improve rankings.
- **Blog content.** Developed focused content plan. Published four SEO-optimized posts/month.
- **Social Pro.** Shared content daily to leverage blog posts, build awareness and increase engagement.
- **PPC.** Executed paid promotion campaigns to get ads and other content in front of a larger, yet highly targeted, audience.
- **Email marketing.** Complemented social media efforts with monthly client and candidate e-newsletters.
- **Reputation management.** Gathered positive feedback through online reviews.



The Results:

- 99% increase in overall website traffic (compared to the same period the prior year)
- 26% increase in organic search website traffic driven from blog posts
- 62% increase in traffic to Apply Here page
- 23% increase in traffic to Contact Us page
- 26% email newsletter open rate (more than four times the industry average of 6.6%!)



Top Notch Personnel is the best staffing agency I have come across. They are very conscientious about finding the right fit for your company's needs. If you are looking to fill a position for a short time or need a full time employee, Top Notch is the company to go through!

– Nancy F.



IN OUR CLIENT'S WORDS:

"When we started, our Facebook page had less than 100 likes. We just passed 1,000 likes and traffic from social media back to our website is up over 6,000%! In a tough candidate market, traffic to Candidate and Jobs pages is up 110%."

MARK ESFELD, OWNER





Haley Marketing is here to help.

We offer a full complement of solutions, including:

- | | |
|--------------|-----------------------|
| Websites | PPC |
| Social media | Reputation Management |
| Blogging | Corporate identity |
| Email | Strategy |

Whether you're looking to drive sales leads or attract more qualified candidates, we make it easy for you to stand out in a saturated market. Our solutions are smart, affordable, and most importantly, they deliver real results!

What can we do for you?

Contact us today at 888.696.2900.





www.haleymarketing.com/ideaclub