

# 2018



# The Best, Baby!

**INSIGHTS, RESULTS AND LESSONS FROM 2018**

# IT'S BEEN A WONDERFUL AND CRAZY YEAR.



The talent market has tightened. Our economy has continued to grow. Indeed has forever altered the recruitment advertising game. And technology has transformed nearly every aspect of staffing and recruiting.

Through all these changes, we've expanded our services, evolved our tech and developed new ways to deliver world-class marketing solutions that help clients stand out. Stay top of mind. And sell more.

We've learned so much this past year. Now that it's drawing to a close, we wanted to give you a gift:

## THE GIFT OF KNOWLEDGE!





On the following pages, we share our “best of the best” from 2018 – a year’s worth of marketing insights, best practices and success stories in one tidy package.

## WHAT'S INSIDE? ONLY THE BEST FOR YOU, BABY!

- Pg 4** **Favorite Podcasts**  
Best practices, unique perspectives and tricks of the trade you can use to drive world-class performance.
- Pg 5** **Most Downloaded eBooks**  
Our top eBooks related to recruiting, customer experience and more.
- Pg 6** **Best Ideas from the Idea Club**  
Insights, trends and best practices to maximize marketing results – and profits.
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Trends in websites, social media, content marketing, shareworthy service and more.
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2018 ASA Genius Award Winners (including two Grand Prize Winners!).
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Real clients. Real business challenges. Amazing results!
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All-Inclusive Websites. Recruitment Marketing Services. Digital Dominance.



## FAVORITE EPISODES

Our podcast features candid conversations with industry entrepreneurs and thought leaders.

### **STATE OF THE INDUSTRY**

*Barry Asin, President of Staffing Industry Analysts*

While things have been good in the staffing industry for a long time, the question remains: How long will it last? Todd and Barry discuss what staffing firms should be doing today to prepare for the next two to three years.

### **VIRTUAL REALITY TRAINING**

*Kelly McCreight, CEO of Hamilton-Ryker*

In this episode, Todd and Kelly explore: ways to use virtual reality as a job-training tool; how to make candidates more marketable by closing skills gaps; and ways to build trust with clients.

### **HIGH TECH AND HIGH TOUCH**

*Sunil Bagai, Founder & CEO of Crowdstaffing*

How can staffing firms innovate, while maintaining personal connections with candidates and clients? Todd and Sunil discuss this and other tech-related issues impacting the staffing and recruiting landscape.

### **LISTENER Q&A PART 1 and LISTENER Q&A PART 2**

*Brad Smith, Director of SEO & Social Media for Haley Marketing Group*

In this two-part series, Brad and Todd answer listeners' staffing and marketing questions, ranging from the impact of voice search on recruiting to the best time for publishing blog posts.

Like what you hear?

[Subscribe](#) on your favorite player!

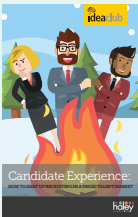


# MOST DOWNLOADED eBOOKS



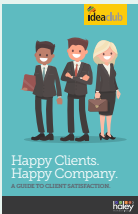
## **INDEEDMAGEDDON**

On January 7, Indeed is taking away staffing and recruitment firms' free job postings. This 38-page guide is packed with recruiting strategies and tactics to survive the coming changes – and beat your competitors in the ongoing war for talent.



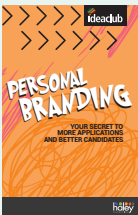
## **10 WAYS TO ATTRACT TALENT IN THIS MARKET**

The rules have changed...and candidates are now in control. How do you get people to choose your staffing company? Here's how to rethink – and re-engineer – your CX (Candidate Experience) to attract and convert more job seekers into placements.



## **BEST PRACTICES IN KEEPING CLIENTS HAPPY**

Great service starts with crafting an amazing customer experience. Learn how to create a service culture and design an optimal client experience with your company to keep your clients happy and loyal.



## **PERSONAL BRANDING: YOUR SECRET TO MORE APPLICATIONS AND BETTER CANDIDATES**

Personal Branding is a powerful, but misunderstood tool in your marketing arsenal. This eBook cuts through the misinformation to show you practical steps to build your personal brand, so you can get more responses to your sales and recruiting.



Want more great content like this delivered right to your inbox? [Join the Idea Club](#) today!



# BEST IDEAS FROM THE IDEA CLUB



## SMART MARKETING: TRENDS TO WATCH

From websites and content marketing to social media and SEO, our team examines the big trends in marketing and shares what they mean for your company.



## INNOVATIVE RECRUITING IDEAS TO SURVIVE THE TALENT DROUGHT

The best way to thrive in a drought? Adapt to the conditions! Use these innovative recruiting strategies to find the people you need.



## WHAT TO TRACK: HOW TO MEASURE THE SUCCESS OF YOUR ONLINE MARKETING

To be an effective marketer, you need the proper tools, technology and processes in place to make sure your marketing dollars are producing ROI. What marketing metrics are most important to track?



## BEYOND BROCHURES: USING COLLATERAL TO SELL STAFFING SERVICES

No business *needs* a brochure; what you really need is to sell something. Learn how to design a smart content strategy (including the right collateral) to make selling easier and more effective.



## THE 90-DAY BLOGGING CHALLENGE III: SUMMER BLOGBUSTER

What results can you generate with consistent, intentional blogging that follows best practices? Check out what we achieved by publishing 187 posts in 90 days – and apply what we learned to your own program.



# MOST-READ **ASK HALEY** BLOG POSTS

## **INSTAGRAM HASHTAGS: FOR FOLLOWERS VS. FOR BRANDING**

Tricks to use hashtags to meet your goals of building followers and boosting your brand.

## **SMART MARKETING IDEAS: WEBSITE AND SEO TRENDS**

Buckle up! This post is packed with ideas to help you stay on top of the big trends in marketing that impact your staffing or recruiting firm.

## **LITTLE WORDS MEAN A LOT IN CUSTOMER SERVICE**

Positive language is a powerful tool you can use to shape clients' and candidates' experiences with your staffing firm. Here are a few words and phrases you can use to make customers even happier.

## **HR AND RECRUITING STATS THAT PROVE THE VALUE OF STAFFING AND RECRUITING AGENCIES**

These key statistics from Glassdoor provide compelling reasons to partner with a staffing agency.

## **WHY IT'S TIME TO USE SNAPCHAT IN YOUR RECRUITING EFFORTS**

Snapchat is the perfect for getting the attention of millennial job seekers. Here's how to use this fun medium to your recruiting advantage.

## **SMART MARKETING IDEAS: LINKEDIN, INSTAGRAM AND SNAPCHAT**

Take a look at the trends for these platforms to help ensure your social media accounts are being used to their full potential.

## **STAFFING CX: 5 CUSTOMER EXPERIENCE TRENDS**

Customer experience futurist Blake Morgan has boldly predicted five trends that will shape CX in the years to come. How do her projections apply to your agency? Here's what you need to know.





# MOST-ATTENDED LUNCH WITH HALEY WEBINARS

## **SPECIAL SESSION: DEALING WITH INDEED TRAFFIC LOSS**

Our team shares an extensive list of recruitment marketing ideas to help you attract more active and passive job seekers to your job openings. We examine the four pillars of recruitment marketing to find creative ways to attract talent once free Indeed job postings go away in January 2019.

## **HOW NOT TO SELL STAFFING**

Learn how to stop selling staffing, and instead create demand for your service, differentiate yourself from other staffing sales reps, grab your prospects' attention, and close more deals.

## **SOURCING ON FACEBOOK**

The sourcing experts from Moore eSSentials walk you through three ways to find candidates on Facebook, and teach you specifically what to do for 15 minutes a day to get a constant stream of candidates for hard-to-fill positions.

## **SOCIAL RECRUITING: HOW TO ATTRACT ACTIVE AND PASSIVE JOB SEEKERS**

You can't just post your jobs on social media and expect results. You need a smart strategy. In this webinar we share our best practices (and a few tricks of the trade) to attract qualified candidates to your jobs from platforms like LinkedIn, Twitter, Facebook, Instagram and more.

## **POSITIONING 101: MAKE YOUR STAFFING COMPANY STAND OUT**

In staffing, differentiation is hard – but not impossible, especially if you start with the right framework for developing your messaging. Learn the process our CEO, David Searns, uses to help our clients define their positioning using the four critical aspects of a marketing message: key differentiators, positioning, value proposition and core story.



Still hungry for knowledge? [Our Lunch with Haley](#) page includes upcoming webinars, and our [Webinars on Demand](#) page connects you to dozens of recordings you can watch at your convenience. Find out how to use our webinars for [ASA certification continuing education hours](#).





# BEST NEW APP FOR HALEY MARKETING CLIENTS

**POWERFUL AND FREE, THE MYHALEY APP MAKES IT SIMPLE TO:**

## TRAIN YOUR TEAM.

Free training resources to improve their sales, recruiting, customer service and marketing skills. One-click access to our webinars, podcast episodes and blog.

## LEARN ABOUT IMPORTANT PRODUCT UPDATES.

The latest news about improvements to our Job Board, Talent Showcase and HaleyMail products, so you can put those upgrades to work for you.

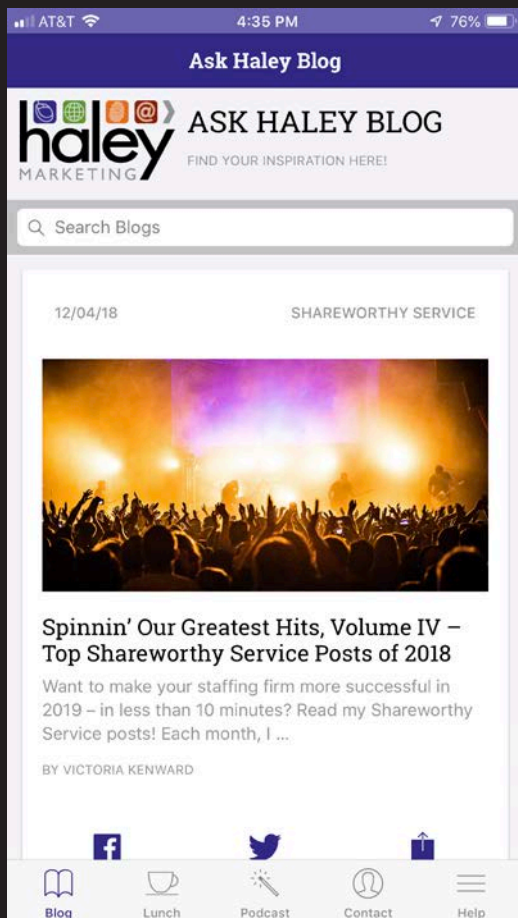
## GET HELP – FAST!

From the Help menu, you can open a Support Ticket or search our Help Center with a single click.

## TAKE ADVANTAGE OF SPECIAL OFFERS.

Be the first to know about our promotions.

**WANT THE HMG  
CLIENT APP?**



# AWARD-WINNING PROJECTS



## CONGRATULATIONS TO OUR 2018 GENIUS AWARD WINNERS



### **THE RESOURCE**

CATEGORY WINNER (COMPANY WEBSITE)  
AND OVERALL GRAND PRIZE WINNER FOR  
REVENUE CLASS

Designed to showcase the unique ways this firm helps clients and candidates, the site emphasizes their CORE Hiring System and delivers a seamless user experience. Website features include large format drop-down for one-click access to any point on the site, fully responsive design and both industry and location pages.



### **VECTOR TECHNICAL INC.**

WINNER (SOCIAL MEDIA)

Designed to increase brand awareness and drive applications amid record-low unemployment, Vector Technical Inc.'s social media strategy combines organic content sharing and paid content promotion on Facebook. In one year, their program: increased followers by 147%; increased job applications by more than 82%; and drove more targeted traffic to their company website.



### **THE ADVANCE GROUP**

HONORABLE MENTION (EXTERNAL DIGITAL  
PUBLICATION)

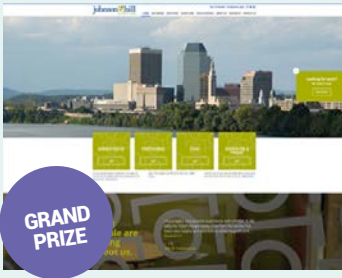
With dual goals of enhancing the candidate experience and eliminating the common complaint that "no one followed up with me after my interview," The Advance Group's "Interview Follow-Up" email campaign improves post-interview communication with new applicants.



# AWARD-WINNING PROJECTS



## CONGRATULATIONS TO OUR 2018 GENIUS AWARD WINNERS



### JOHNSON & HILL STAFFING

CATEGORY WINNER (COMPANY WEBSITE)  
AND OVERALL GRAND PRIZE WINNER FOR  
REVENUE CLASS

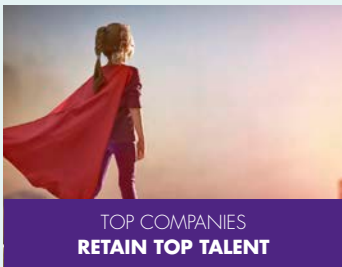
Attractive, robust and optimized for mobile, Johnson & Hill's website reflects their updated brand identity, while improving both SEO and user experience. Since launching the site, job board traffic has increased an incredible 771%!



### HAMILTON-RYKER

WINNER (EXTERNAL PRINT PUBLICATION)

Combining a corporate capabilities brochure, PowerPoint presentation, sell sheets and case studies, Hamilton-Ryker's winning entry is a powerful direct marketing toolkit that: demonstrates their abilities; positions them as an ideal staffing partner; and provides irrefutable proof of their value proposition.



### PRIDESTAFF

WINNER (DIRECT MAIL PRINT CAMPAIGN) AND HONORABLE MENTION (INTERNAL DIGITAL PUBLICATION)

Designed to be engaging, fun and professional, each step of PrideStaff's eight-week, integrated "Superhero" themed campaign provides hiring managers with a guide to recruiting superheroes for their organizations, while giving sales representatives a structured and differentiated approach to land more appointments.

***PrideStaff also received an honorable mention for their Hurricane Harvey Disaster Relief campaign, which promoted a GoFundMe campaign that raised \$23,000 in just 10 days.***



# BEST RESULTS: HIGH ROI CASE STUDIES



## **LEVERAGING FACEBOOK TO FIND TALENT IN A TIGHT MARKET**

Using [Social Pro](#) to increase engagement, exposure and targeted traffic, we helped [Carlton Staffing](#):

- Generate 109 applications to 7 job postings – in just 2 days!
- Increase website traffic from Facebook 858%
- Generate a record 613 completed applications in 1 month



## **UNLOCKING THE TRUE POTENTIAL OF FACEBOOK**

One year of [Social Pro](#) allowed [TempStaff](#) to:

- Increase website traffic 546%
- Increase Facebook likes by 39%
- Generate 1,097 resumes from Facebook



## **ALL-STAR WEBSITE FOR ALL STARZ STAFFING**

Using our [All-Inclusive Website](#) service, we:

- Wrote, designed, built and launched in 57 days
- Created a fresh look to reinforce brand
- Made the process of getting a new site extremely easy





# BEST RESULTS: HIGH ROI CASE STUDIES



## **BUILDING A HIGH-PERFORMANCE WEBSITE –IN 45 DAYS!**

Our team wrote, designed, built and launched an amazing, feature-rich website (with Avionte integration) for [Extreme Staffing](#) in just 45 days!



## **EXPONENTIALLY INCREASING JOB REACH AND APPLICATIONS**

With [Digital Dominance](#), [Hutco](#):

- Increased organic Facebook job-posting reach by 1,385%!
- Received 125 applications from 5 Facebook jobs – in just 1 month
- Increased organic search for their website by 32% in 1 year



## **DIGITAL MAKEOVER FOR A NEWLY PURCHASED FIRM**

A comprehensive digital marketing solution helped the new owner of [Top Notch Personnel](#):

- DOUBLE website visitors
- Increase web traffic from social profiles over 6,000%!
- Achieve a 26% email newsletter open rate (4 times the industry average!)



# BEST NEW SERVICES



**ALL-INCLUSIVE WEBSITES**



**RECRUITMENT MARKETING  
SERVICES**



**DIGITAL DOMINANCE**



# ALL-INCLUSIVE WEBSITES

MODERNIZES DEVELOPMENT, MANAGEMENT  
AND PRICING:

- Affordable, world-class website
  - Faster launch
- More recruiting, lead-gen and ROI tools

## WHAT YOU GET:

- Bold designs, robust content and custom copy
- Search-optimized job board
- SEO
- 100% mobile, fully responsive design
- Content management
- SSL hosting, free training and 24/7 help desk
- FREE design upgrade after 36 months



# RECRUITMENT MARKETING SERVICES

Recruiting in today's market is about branding. Culture. Analytics. And amazing candidate experience. Let our team audit your efforts and create a detailed roadmap to strengthen your strategies.

## SERVICES AVAILABLE:

- Career Sites
- Job Advertising
- Social Recruiting
- Employment Branding





# 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
- Social Pro
- PPC
- Email Marketing
- Reputation Management

Clients who use Digital Dominance are generating **40 to 50% of their new business** through inbound leads.

\* WE'RE UPDATING AND EXPANDING THIS PROMOTION IN JANUARY!





# WANT TO MAKE 2019 YOUR BEST YEAR EVER?

Haley Marketing is here to help!

We offer a full complement of solutions, including:

- Websites
- Social Media
- Blogging
- SEO & PPC
- Email
- Recruitment Marketing
- Reputation Management
- Corporate Identity
- 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](http://www.haleymarketing.com/ideaclub)