



# Marketing Best Practices Guide



Stand out. Stay top-of-mind. Sell more.



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# The Biggest Mistake

Over the years, we've had the privilege of working with literally thousands of terrific owners, managers, sales professionals and recruiters. What pains us most about this business is that we see almost every single staffing firm making the exact same mistake.

**Here it is: Most staffing companies try to differentiate on service.**

## WHAT'S THE PROBLEM?

You may be saying, "We're in a service business; we have to differentiate on service." Or, "Well, I know everyone says their service is better, but ours really is." (By the way, if we had a dollar for every staffing professional who told us that last line, we could all retire early!)

And yes, it's true that high Net Promoter Scores® and excellent online reviews can set you apart from your competitors, but you shouldn't base your marketing strategy on them.

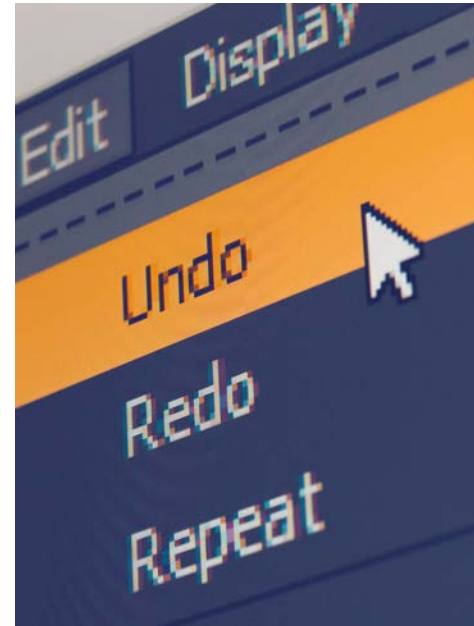
The reason is simple: "our service is better" will NOT differentiate you! And even worse, "better service" is nearly impossible to sell.

Think we're nuts? Try picturing your top 10 competitors selling their services to you. What would they say? How often would you hear some variation of the message "our service is better"? Would you believe them? Would you pick any one of these firms because "their service is better"?

## NEITHER WOULD MOST HR PROFESSIONALS OR HIRING MANAGERS.

The problem with differentiating on service is that it is extremely difficult to prove that your service is better than the competition until AFTER a prospect has used your services.

Because the market for staffing is so competitive, the more you say "our service is better," the more you sound just like everyone else...and the more people are going to ask "what's your price?" To truly stand out from the competition, you have to differentiate on something other than service.





# THINK SMARTER

*Looking to improve your marketing results?*

## Download our **FREE** *Smart Marketing Checklist*

GET 150 IDEAS  
TO MAKE YOUR  
MARKETING  
(AND RECRUITING)  
SMARTER!



[www.haleymarketing.com/smartmarketing](http://www.haleymarketing.com/smartmarketing)



# Marketing Strategy **ESSENTIALS**

# Marketing Strategy Essentials

**The purpose of a marketing strategy is to think through the key factors that will differentiate you from your competitors.**

## **These key factors include:**

**PRODUCT:** THE SERVICES YOU OFFER. Do you sell staffing? If so, you're probably a commodity. To stand out from the competition – and improve margins, your product has to be perceived as being different than everyone else.

**PRICING:** WHAT AND HOW YOU CHARGE FOR YOUR SERVICES. Sometimes, by being creative with how you price, you can avoid price competition. Pricing can include the amount of your fees as well as the payment terms.

**PROMOTION:** HOW TO DELIVER YOUR MARKETING MESSAGE. Effective promotion is about getting your message into the minds of the target audience as cost-effectively as possible. The best promotional strategies surround the target audience with your message and are consistent over the long term.

**PLACE:** WHERE YOU DELIVER YOUR SERVICES.

Typically, staffing is delivered at your clients' offices. But could it be done elsewhere? By changing the location of delivery, you may create new opportunities (and if you think this can't be done, consider the impact of offshoring!).

**POSITIONING:** YOUR CORE MARKETING MESSAGE.

These are the words you want to own in the customer's mind. The one catch: you can't use the words "quality" or "service."

**PROCESS:** HOW YOU GET YOUR MESSAGE TO THE MARKET.

An effective marketing process integrates sales, marketing and even service activities to ensure consistent delivery of your message and aggressive pursuit of your ideal customers.

# Marketing Strategy Essentials

## DEFINING YOUR PRODUCT

When someone asks you what business you're in, how do you answer? If you say staffing, you've instantly positioned yourself as a commodity.

To get out of the commodity game, some staffing firms have gotten out of the staffing business. (Actually, they haven't gotten out of the staffing business at all, but they did redefine their products to convey higher value.)

### For example...

- Many IT staffing firms sell technology solutions, and staffing is just one component of their services.
- Management consulting firms are really in the staffing business, but their margins are probably triple yours.
- Some legal and administrative staffing firms have gone beyond staffing to sell project management services.
- Global executive recruiting firms don't sell recruiting; their product is talent management.
- Outsourcing companies are also in the staffing business, but they sell a solution to a specific problem, not people by the hour.

## A FEW IDEAS FOR YOUR PRODUCT:

- TEMPORARY STAFFING
- DIRECT HIRE SERVICES
- EXECUTIVE RECRUITING
- FULL-SERVICE STAFFING
- STAFFING FOR A SPECIFIC JOB DISCIPLINE
- STAFFING FOR A SPECIFIC INDUSTRY
- WORKFORCE SOLUTIONS OR STRATEGIES
- PROJECT MANAGEMENT SOLUTIONS
- MANAGED SERVICES
- OUTSOURCING
- VENDOR ON PREMISE
- CANDIDATE ASSESSMENT
- HR CONSULTING
- HUMAN CAPITAL MANAGEMENT

# YOUR CHALLENGE:

Before you jump in and start redefining your services, consider the risks.

When you sell staffing, people already get what you do, and they know they need your services.

When you sell a different product, your prospects might not understand what you're selling –  
and they might not see a need for your service.

## WHEN DEFINING YOUR PRODUCT, BE SURE TO CHOOSE ONE THAT:

- Your clients understand or at least one that's easy to explain. •
- Provides a solution to a problem lots of people have. •
- Delivers a strong value that's easy to measure. •
- Aligns with major trends shaping the future of the staffing industry. •



# Marketing Strategy Essentials

## SETTING YOUR PRICE

When it comes to your marketing strategy, one of the toughest – and most critical – decisions is pricing. How you price is a clear signal to the market of how you want to be seen.

**PRICE TOO LOW,  
AND PEOPLE WILL  
QUESTION YOUR  
QUALITY.**

**PRICE TOO HIGH,  
AND PEOPLE WILL  
QUESTION YOUR  
VALUE.**

**PRICE THE SAME  
AS EVERYONE ELSE,  
AND PEOPLE WILL  
THINK YOU'RE A  
COMMODITY.**

The beauty of the staffing industry is that it offers an endless array of pricing options. Not only can you choose your price point relative to your competition, but you can determine your fee model and payment terms.

### FOR EXAMPLE...

- You can offer retained or contingent search services.
- You can charge a percentage mark up, a fixed fee per hour or even a flat rate per placement.
- You can vary your rates based on the level of the position, the difficulty of recruiting, the length of the assignment or any other relevant factors.
- You can charge placement fees up front or spread them over many months to make your services more affordable to smaller companies.
- You could offer exclusivity or first-call discounts to appeal to larger companies.

### **THE RIGHT PRICE IS DETERMINED BY YOUR PRODUCT, YOUR POSITIONING AND THE CLIENTS YOU WANT TO SERVE.**

Unfortunately, there's no "right answer" when it comes to pricing. Most often, people just follow the competition – and fall victim to the margin pressures of their clients. But pricing should be an important part of your marketing mix. Choose the level that accurately reflects the quality of your services, and then try to find ways to be creative with the terms to make your prices as appealing as possible to your clients.

# Marketing Strategy Essentials

*The keys to a great promotional strategy are twofold: integrating the right combination of marketing tools and strategy, and then taking the right approach to designing effective creative."*

## Promoting Your Services

Creating awareness. Educating prospects. Staying top-of-mind. Promotion is the strategy for getting the word out about your business. And when it comes to promotion, the staffing industry loves to waste money.

We spend tens of thousands on talented sales professionals, only to turn them loose on the market armed with little more than a cell phone and a prospect list. It's inefficient. It's ineffective. And it's a recipe for failure (which may help explain why turnover is so high in the staffing industry).

**The Right Tools + The Right Strategy = The Most Cost-Effective Promotion**

## Strategy Ideas

### INTEGRATED DIRECT MARKETING

Targeting well-qualified prospects with a direct promotion and a strong offer. Ideally, direct marketing is integrated with outbound sales activities to maximize response.

### BRANDING

Creating awareness and developing a reputation through advertising, PR and other online and offline media in an effort to attract the right clients and candidates.

### RELATIONSHIP (NURTURE) MARKETING

Nurturing prospects and clients to educate, build trust and make your firm desirable.

### INFLUENCER MARKETING

Focusing promotions on individuals who already have a relationship with the prospects you want to reach and using the influencer to create sales opportunities.

### CONTENT & INBOUND MARKETING

Using educating, entertaining and thought-provoking content to attract employers and job seekers. Content marketing can position your firm as a thought leader while building a steady stream of leads for your sales team.

### SEARCH ENGINE MARKETING

Search engine optimization (SEO) and pay-per-click advertising (PPC) are cost-effective tools to rank higher in online searches, promote your services, build your brand and attract talent.

# Marketing Strategy Essentials

## YOUR TOOLBOX

Here are a few promotional tools you might incorporate into your marketing:

## Online Marketing

### WEBSITES

- Company website
- Campaign-specific microsites

### EMAIL

- Newsletters
- Top candidates email

### SEARCH MARKETING

- SEO
- PPC (Adwords, Display, Remarketing)

### SOCIAL MEDIA

- LinkedIn
- Instagram, Snapchat
- Blogging
- Industry-specific forums

### 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

### DIRECT RESPONSE ADVERTISING

### TRADE SHOWS & JOB FAIRS

### REFERRALS

### SOCIAL MESSAGING

## Branding

### PRINT ADVERTISING

### BROADCAST ADVERTISING

### OUTDOOR ADVERTISING

### PUBLIC RELATIONS

- PR distribution
- Speaking & webinars
- Podcasting
- Publishing
- Sponsorships
- Online reputation management

### MARKET RESEARCH

### EVENT MARKETING

### PROFESSIONAL ASSOCIATION MEMBERSHIP

### COMMUNITY ACTIVISM

### CUSTOM PUBLICATIONS

### ONLINE REPUTATION MANAGEMENT

# DIGITAL DOMINANCE

IMPROVE Recruiting | ATTRACT Clients | DOMINATE Social Media

The Digital Dominance Bundle IS BACK – AND BETTER THAN EVER IN 2019!

Act NOW to get \$3,235 in FREEBIES!



12 months of blogging & SEO

A custom content plan, custom-written and SEO-optimized posts, and ongoing coaching and program management.



12 months of Social Pro

Fully managed social media marketing, including: daily content sharing to company social networks; sharing to relevant groups and pages; quarterly videos or rich media content; and custom banners and call-to-action graphics to drive response.



12 Months of Paid Content Promotion

Targeted Facebook advertising promotes your company, builds followers and reaches more employers and job seekers. \$300 monthly ad spend included.



Monthly Email Newsletters

Blog content is leveraged in a fully branded newsletter to keep the firm top-of-mind. Calls to action drive website traffic and spur response.

\$3,235 IN FREEBIES

For a limited time, get unlimited email delivery with ZERO email fees, plus 12 months of online reputation management services.



With Digital Dominance, traffic from social media has exploded – up over 887%!  
— Rick Snowden, President, SMR Group Ltd.



Haley Marketing's Digital Dominance program led to an 82% increase in job applications!  
— Tim Bleich, Owner, Vector Technical Inc.

# Marketing Strategy Essentials

## What is Creative?

“Creative” is the key to getting your message seen, understood and remembered. It’s the words, images and design you use. The keys to effective creative include:

### ATTENTION

Be bold, be daring, be different. For your marketing to work, you have to stand out from the 3,000+ other marketing messages people see daily.

### INTEREST

Find ways to capture the hearts and minds of your target customers. Hint: people react more to problems than solutions. To capture interest, focus on the issues and challenges your clients and prospects are facing. Once you’ve captured their interest, then you can tell them about your solutions.

### DESIRE

It’s easy to get people to listen, but harder to get them to buy. In order to get that first order, you have to create desire...and that’s done with the right offers.

### REPETITION

It takes 6 to 9 impressions to get someone to notice your message, and up to 21 impressions to get them to understand it. For your marketing to be effective,

you have to repeat your message over and over again. One-shot marketing campaigns rarely work.

### CONSISTENCY

Your marketing message is not just something you say; it’s something you live. Everything you do needs to be consistent with your core marketing message for your message to be believable. For example, if you say you’re a high-quality firm and you have a low-budget website, what message does that send to a prospective client?

### INTEGRATION

The best marketing campaigns are fully integrated with the sales process. To achieve this integration: invite sales professionals to provide input in the design of the marketing message; develop a sales process that builds off your marketing activities; provide training to sales professionals on all new campaigns; and hold everyone on the team accountable for their results.

• SEE PAGES 56-65 FOR A LIST OF 70 IDEAS FOR STAFFING OFFERS •

# Marketing Strategy Essentials

## CREATING YOUR DISTRIBUTION STRATEGY

Historically, the “Place” aspect of marketing strategy hasn’t been much of a decision for the staffing industry. You sell your services in your clients’ offices and you deliver your services in their office or plant.

But the world has changed.

Staffing today is a global business with myriad opportunities for developing distribution and service delivery channels. Gone are the days when you need to physically visit clients to sell and service. In many sectors of the staffing industry, staffing can happen anytime, anywhere.

### PICK YOUR PLACE

Like every marketing decision, there are pros and cons to each option you have for your distribution strategy. You need to choose the options that maximize your sales opportunities, fit with the practical realities of the services you deliver, and match the criteria your clients want in terms of how they are sold and serviced.

### For example...

If you sell industrial staffing, you’re probably selling in person and delivering your services at the client’s facility.

But if you’re selling technology solutions, then you might sell internationally over the phone and internet. You might deliver services on-site, at your facility or in coordination with contractors all over the world.

### WHEN IT COMES TO PLACE, HERE ARE A FEW OPTIONS TO CONSIDER:

- ON-SITE OR OFF-SITE SERVICE
- TELEPHONE, IN-PERSON OR INTERNET BASED ORDERING
- FACE-TO-FACE OR REMOTE SALES
- OFFSHORING
- VIRTUAL STAFFING



# Marketing Strategy Essentials

## Positioning

Is a Mercedes the same as a Kia? They're both automobiles, aren't they? Positioning is what makes you unique. It's a compelling reason to buy – and a value that only you can deliver.

While exceptional service will distinguish you from average staffing companies, it won't separate you from the top 10 or 20 percent of staffing firms in your market. To make your company stand out from the competition, consider these 17 potential areas of differentiation for your positioning:

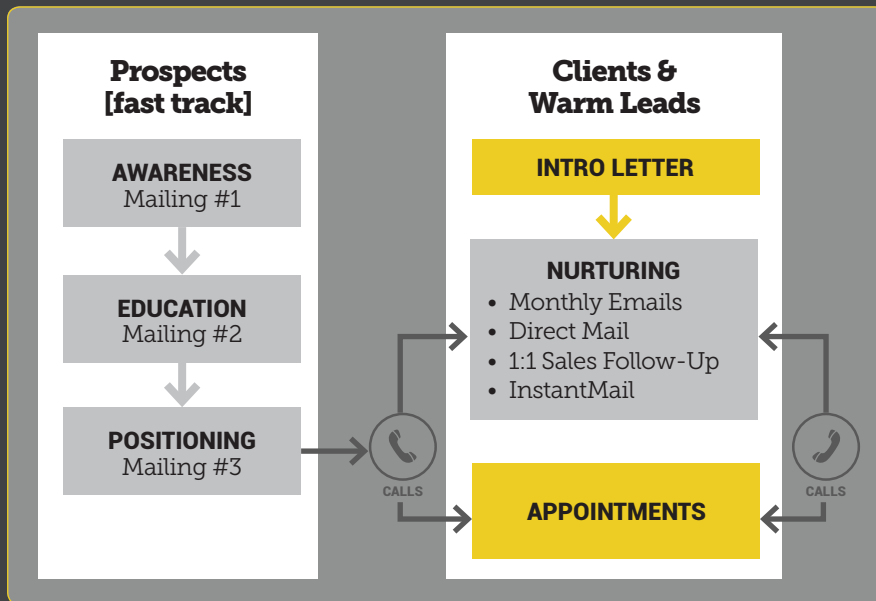
- Speed – response time / time to fill
- Accuracy – quality of fill
- Price
- Specialty – niche services
- Reliability – consistent service
- Unique service processes
- Payment terms
- Guarantees
- Location – convenience
- Sales methods
- Technology
- Recruiting capability
- Innovation
- Problem-solving capability
- Persistence
- Size
- Range of services



**The challenge is to pick the one thing you can do better than anyone else – all the time. And of course, whatever you pick must also be highly important to your customers!**

# BUT HOW DO YOU GET SALES AND MARKETING TO PLAY NICE?

Define a process. Lay out a step-by-step game plan that shows the flow of activities between sales and marketing.  
The following diagram illustrates a fairly simple process we use...



In this process, marketing is used in advance of sales calls to capture attention, educate prospects about the value the staffing firm can deliver, and then position the staffing firm as the absolute best at delivering the promised value.

Once the marketing has created the right first impression, the salesperson follows a scripted process to try to get appointments.

And since staffing is rarely a one-call close, the initial sales effort is augmented by a nurture marketing process to keep the sales rep top-of-mind, reinforce that staffing company's positioning message, and give the sales rep new reasons to make follow-up calls.





## ALL-INCLUSIVE WEBSITE

# Time to Upgrade Your Website?

GET EVERYTHING YOU WANT...FOR ONE AFFORDABLE MONTHLY FEE!

*With a modern approach to website development, management and pricing, an All-Inclusive Website:*

- 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
- Amazing features to drive response, including fly-ins, job portal quick-search widget, social sharing integration and more

“

*“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...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 StarZ Staffing

All-Inclusive websites are just one option we offer. Contact us to learn more about our Value sites, Starter sites and custom staffing websites.





Relationship Marketing  
How to make your company...

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

**A NEW MARKETING PARADIGM**



Caring in a business world  
grown numb, is an almost  
unfair advantage.

– **JIM CECIL**

# A New Marketing Paradigm

How to make your company...

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

**IS YOUR STAFFING COMPANY THE BIGGEST?**

If the key to your success is providing terrific service, that's commendable, but you're not alone. Many staffing companies pride themselves on their service. As a result, there are many, many staffing companies saying the same things...

**THE CHEAPEST?**

**"WE'LL DO A BETTER JOB . . . MEETING YOUR NEEDS"**

**"WE HAVE THE BEST . . . RECRUITING/SCREENING/SERVICE"**

**"WE CARE ABOUT . . . OUR CUSTOMERS"**

**"WE ARE . . . PROBLEM SOLVERS"**

**THE ONLY ONE PROVIDING THE SERVICES YOU OFFER?**

Put yourself in the shoes of a poor HR manager. Every day you're called on by staffing companies, and every day you hear a different version of the same sales line. Before long, you'd stop believing just about anything a staffing sales rep said.

## **No?**

Then why do customers choose your staffing service over the competition? And more importantly, how will you ensure they keep choosing you?

In today's market, a staffing company won't survive long without great service – it's the minimum cost of doing business. But service is no longer the differentiating factor it once was. In a super-competitive industry like staffing, standing apart from the competition isn't easy.

**BUT IT CAN BE DONE.**

# A New Marketing Paradigm

## Marketing is dead.

In today's information overloaded society, traditional concepts of promotion don't work. Thanks to almost instant access to data, products and services are becoming commodities at an alarming rate. Buyers are smart. They know what they want, and they don't believe the hype.

## What's a marketer to do?

Be different. Offer services no one else can. Be the lowest priced. Unfortunately, for most companies, these strategies are not practical. Few companies have the economies of scale or scope to be price leaders. And at the other end of the spectrum, in the niche markets, there often is not enough business to survive.

*You need to win where the business really is.*

## Where the BUSINESS is

Before getting to the solution, let's first look where the opportunity is. In staffing, there are essentially three types of buyers:

### THE VOLUME PURCHASER

The heavy user, companies that spend hundreds of thousands of dollars or more...and usually buy based on price.

### THE BOUTIQUE SHOPPER

The companies with very specialized hiring needs that buy from niche suppliers.

### THE MIDDLE MARKET

Everyone else. From the "onesy," "twosy" buyers to the companies with regular needs for contingent help and other staffing services.

# A New Marketing Paradigm

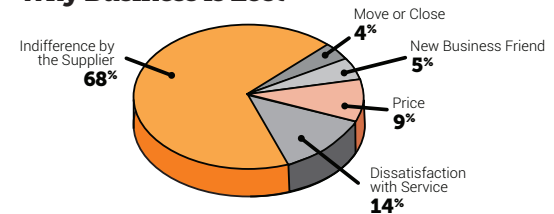
If your business is like most, you need to be successful in the middle market. However, this market has the least homogenous customer base of the three groups. It consists of small, medium and large organizations. In these companies, staffing buyers can range from secretaries to HR managers right on up through the CEO. And at least 90% of the potential users of staffing are already working with a staffing service. This is also the place where the competition is greatest – and differentiation is most difficult.

So, where is your opportunity? Two key factors drive opportunity in the middle market. The foremost among these is indifference.

## WHERE OPPORTUNITY LIES

Take a look at this chart. It summarizes the primary reasons why companies change vendors. It's hard to believe, but even in this era of "exceeding customer expectations," over two-thirds of business is lost due to supplier indifference. In other words, companies are not doing what it takes to keep their customers loyal – or even worse, they are chasing customers away! For your business, a tremendous opportunity exists to overcome indifference. Show your competitors' customers you care more about their staffing needs than their current suppliers do. Show your existing customers that no one can match your commitment to delivering bottom-line results.

## Why Business is Lost



## LACK OF DIFFERENTIATION

The second related factor is lack of differentiation. Thank goodness Google is in the computer industry. If there were a Google in staffing (i.e., a company that just about everyone has to use), winning new customers would be enormously difficult. Luckily, no company dominates staffing. In fact, reality is quite the opposite. The staffing industry remains highly fragmented, and buyers have a great deal of difficulty telling one company from the next – which means terrific opportunity for you. You can actually be different. Do things your competitors don't do. Overcome the buyer's indifference.

# The Most Successful Staffing Strategy

## Would you like to acquire the strategy used by today's most successful staffing firms?

### GOOD NEWS: IT'S FREE.

And it may be something you already do – but your business may not be taking full advantage of it. If you're tired of fighting the battle for the lowest markup, then there is only one strategy to follow – Build Relationships.

Your best customers (and most profitable ones) are likely the companies with which you have built the strongest relationships. And conversely, the companies where relationships become neglected often turn into a problem, or even worse – former customers. Relationship building is a marketing tool – and much more. It is a business strategy; an attitude that permeates successful businesses at all levels. The objective is first to create mutually profitable relationships with your customers, and then to seek out opportunities for future gain and share in the benefits those opportunities provide.

### WHEN DEVELOPING A RELATIONSHIP-DRIVEN STRATEGY, A STAFFING COMPANY MUST:

- 1 Focus on the right customers to serve (i.e., those that represent the best potential for future growth and profit).
- 2 Develop unique marketing and sales strategies for different types of decision-makers.
- 3 Understand your customers' expectations and become an advocate for their needs.
- 4 Put the capabilities in place to deliver – at all levels of the organization.

A successful relationship strategy requires a combination of people, process, technology, knowledge and insight. People drive relationship-building – they make the bonds occur (and they can just as easily break them). The right process yields consistency and ensures that client expectations are being met. Technology gathers the data for analysis and enables communication. Knowledge is required to analyze the data, develop a course of action, and lead the strategy's implementation. And insight is the key to understanding what your customers want and expect.

The goal of a relationship-building strategy is to align your business with your customers' businesses on as many levels as possible.

It starts with sales and marketing, and continues through your service and operations practices. It is affected by every interaction you have with your prospects and customers – from how you answer the phone to your follow-up on each placement. For marketers, the implications are obvious. You must create and nurture lifelong bonds with customers. You should implement a process of **relationship marketing**.

# What Is Relationship Marketing?

## CREATING CUSTOMERS FOR LIFE

Relationship marketing is all about building customer bonds. Rather than emphasizing products or services, focus on people. Find ways you can help your customers succeed. Make people want to do business with you – over and over again!

## RELATIONSHIP MARKETING

Relationship marketing is a communication process. It's about creating dialogs with prospects and customers – discovering what they want, what they need, and how you can best be of service. A relationship marketing program credibly demonstrates that you:

- Understand your customers' challenges
- Sincerely have their best interests at heart
- Are capable of delivering real solutions

In relationship marketing you communicate with key decision-makers on a regular basis, share insights, develop trust and seek opportunities for mutual benefit. You position yourself as a partner who solves problems and as an expert in your field.

## BREAK THROUGH THE CLUTTER

Forget hype and catchy slogans. Relationship marketing is different. Its tone is honest and sincere. Its content offers genuine value. And most importantly, it's persistent. Relationship marketing is certainly not a quick fix, nor is it a simple marketing tactic. Relationship marketing is a strategy – and for companies in competitive markets, it's one of the most effective you can employ.





# HALEYMAIL

The ONLY content marketing system created specifically for staffing companies.

## HALEYMAIL

is our award-winning content marketing solution that:

- ✓ Keeps you top-of-mind with clients, prospects and candidates
- ✓ Adds value to nurture relationships
- ✓ Consistently generates new leads
- ✓ Provides new reasons for sales reps to follow up every month
- ✓ Positions you as a staffing and HR expert
- ✓ Costs less than 15% of what you'd pay an average sales rep

## ALL THE TOOLS YOU NEED

- ✓ **WEB CONTENT**
  - HaleyMail includes hundreds of articles for employers & job seekers
  - eBooks & videos – we provide new “rich media” every 90 days
- ✓ **EMAIL & SOCIAL CONTENT**
  - Monthly client & candidate newsletters
  - Social sharing graphics
  - Seasonal ecards
  - Hot Jobs, Top Candidates and other staffing promotions
- ✓ **LANDING PAGE TO DRIVE SALES**
- ✓ **REAL-TIME RESULTS TRACKING**
- ✓ **A MARKETING ADVISOR TO ACT AS YOUR PERSONAL TRAINER TO ENSURE SUCCESS**



CONTACT US TO LEARN MORE.



# Why Use Relationship Marketing?

## WHY RELATIONSHIPS?

Relationships are essential to nearly all businesses. Strong ones make us more successful – and make our jobs easier. Here are a few of the most compelling reasons to build relationships:

- In the middle market, where differentiation is most difficult, the selection of vendors is often driven by the customer's attitude towards the people who work for your company.
- People buy emotionally. Seventy percent of purchase decisions are made on emotional criteria. Yet in sales and marketing, many companies focus on features and benefits – the rational appeals. While the rational appeals are important, the emotional appeals should not be overlooked. For a staffing firm, one of the most critical emotions is trust. How are your sales and marketing efforts building trust in the capabilities of your organization?
- People won't tell you the truth unless they know they can trust you, and until you know the truth, you can't solve their problems.
- Having strong relationships gives you the opportunity to be less than perfect. Everyone makes mistakes; relationships let you recover.
- The bottom line: People do business with people.

## WHY DOES RELATIONSHIP MARKETING WORK?

In competitive markets, opportunities for true differentiation are rare. Everything you do can, and will, be copied by your competitors (and if you're smart, you'll copy the things they do well!).

Over time, many competitors begin to look and sound the same. And the buyers of your services begin to see your entire industry as a commodity. Traditional sales messages become lost in the clutter. Attempts to add value fail to differentiate – they just increase cost.

Relationship marketing works because it gets back to basics. It focuses on people and delivering results that matter. It works because it treats customers like human beings – not markets to be conquered. Relationship marketing is emotional – building feelings of trust, goodwill and respect.

In an undifferentiated world, the simple, personal approach that is relationship marketing is extremely powerful...and extremely effective!

# DOES THIS REALLY WORK?

Campaign  
**Workforce  
Caffeine**

Investment  
**\$630  
per month**

Number of  
prospects targeted:  
**700**

## RESULTS

Within just a few months of launching, our client landed a new contract and made two additional placements – both as a direct result from HaleyMail!

“

We are very happy with the results we've received from our HaleyMail program. Seeing a nice return on our investment makes it easy to justify spending our money on a marketing initiative!

# Why Use Relationship Marketing?

## WHAT DOES RELATIONSHIP MARKETING ACCOMPLISH?

Relationship marketing can improve the effectiveness of your sales and servicing activities. It allows you to stay in contact with every client, every prospect and every source of influence on a regular basis – without tying up your sales team.

### RELATIONSHIP MARKETING

- Grabs attention and creates awareness
- Gently tells your story – the way you want it told
- Patiently educates and adds value
- Keeps you top-of-mind until prospects are ready to buy
- Opens the door for meaningful dialog with clients and prospects
- Allows sales reps to leverage their time
- Differentiates your firm
- Lowers the cost of sales
- Gives reps more opportunities to sell
- Assures no prospect, client or candidate is ever neglected

*Relationship marketing makes it easier to increase sales*



# Creating Irresistible Relationships

## PERSISTENCE – THE SECRET OF SUCCESS

Love at first sight is rare. In business, it's non-existent. Irresistible relationships take time to develop. And persistence is the secret to successful relationship marketing.

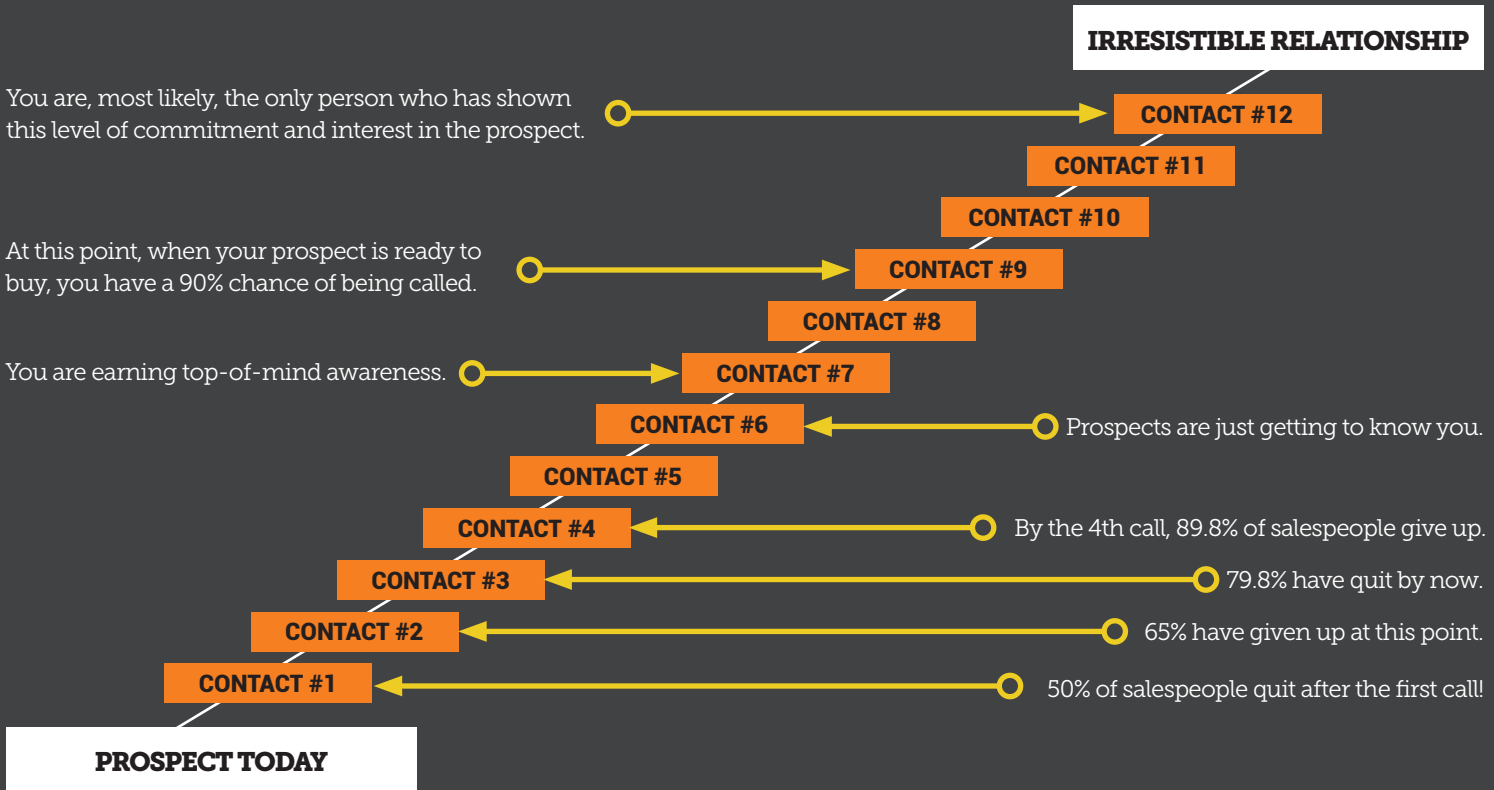
When do your salespeople give up on a prospect? Historically, over 90% of salespeople will give up within four attempts at the business. And more than 50% will give up after the first call! Yet, professional relationships don't even begin to flourish until more than six communications have occurred. And quite often, it takes a dozen or more contacts until a prospect is ready to talk. Of course, the challenge is to find ways to be persistent without becoming a pest. To do this, you must continually come up with valid business reasons to stay in touch.

Even with existing clients, patience and persistence are a must. To defend against competitors, you must continually nurture customers – share ideas, help your clients succeed, and keep your company top-of-mind.

Relationship marketing works because it follows a disciplined plan of regular communication with every prospect, client and decision influencer. It effectively communicates by delivering different messages, each relevant to the type of recipient for which they are designed.



# PERSISTENCE



# Creating Irresistible Relationships

## PLANNING – THE STRATEGY OF RELATIONSHIPS

Before you can create irresistible customer relationships, ask yourself two very critical questions:

- Who are the right customers for your business?
- Why do these people want a relationship with you?

To answer the first question, look at your current customer list.

- Who are your most profitable clients?
- What demographic factors make them similar?
- Also, look at your market. Where are the best opportunities?

To answer the second question, you must have a thorough understanding of the reasons why people buy from your firm. Will they mainly call you for fill-ins, or do they need strategic staffing solutions? Will they look to you for your specialized expertise, or do they want a full-service vendor? Spend time with your existing clients to gain a deeper understanding of the reasons why they use your services. Develop a list of the business issues that drive your target customers' need for staffing and the criteria they use to evaluate staffing vendors. This list will serve as the foundation for creating your future marketing messages.

## DEFINING YOUR IDEAL CUSTOMER

When defining your ideal customer, describe them as specifically as you can – right down to the job titles of the relevant decision-makers. Characteristics to consider include:

- INDUSTRY (NAICS CODE)
- GEOGRAPHIC LOCATION
- COMPANY SIZE (IN SALES AND/OR NUMBER OF EMPLOYEES)
- COMPANY AGE
- EXPECTED VOLUME OF STAFFING NEEDS
- FREQUENCY OF STAFFING NEEDS
- CULTURE – THE STYLE AND PERSONALITY OF THE ORGANIZATION
- APPROACH TO DECISION MAKING – CENTRALIZED OR DISTRIBUTED
- USE OF MSP (MANAGED SERVICES PROVIDER)
- PROFITABILITY OR REVENUE PER EMPLOYEE
- SKILL LEVEL OF THE WORKFORCE
- NUMBER OF STAFFING VENDORS USED

# Creating Irresistible Relationships

## Develop Your Strategy

Once you understand your ideal customers, you can then design a unique marketing strategy for each target audience. Your strategy should define the rational and emotional reasons why these people would want your products and services, and it should outline a communication action plan that will grab attention, create awareness, educate, position, add value, and generate opportunity for future dialog.

In developing your communication plans, often the best strategy is a direct approach...targeting those specific decision-makers who are your highest probability prospects. Using direct mail, email, social media and direct sales tactics, you can effectively reach many qualified buyers. However, sometimes an indirect approach (where you target people who are decision influencers) can be more effective. Networking may be the most classic example of indirect marketing. Partnering with other vendors who offer complementary services is another. Your challenge is to consider all the ways you can get your message in front of the right people, and then select those methods that will be most effective...and affordable.

• SEE PAGES 40-55 FOR A LIST OF 30 LOW-COST MARKETING IDEAS •



- 1 Choose your ideal prospects.
- 2 Define the positioning message you want to convey to this audience.
- 3 Look at how you could use direct marketing and promotion to deliver your message.
- 4 Identify decision influencers and market to and/or build relationships with these people.
- 5 Become a source of information or a thought leader to educate prospects and position yourself as an expert.



# Creating Irresistible Relationships

## PUTTING PLANS INTO ACTION

So what's next? The answer is to develop a communication plan with each audience you want to target. Relationships require careful nurturing. Show people you understand the things that matter to them. Share information prospects can actually use. Help people to become more successful and make their lives a little easier. Remember, your prospects are being bombarded with staffing messages every day. They may not believe the things you claim, but they will believe the things you do!

## LEVERAGE YOUR TIME

The biggest challenge of building relationships with prospects is time. Forging relationships requires a great deal of persistence. But who has the time? Salespeople need to focus their attention on top prospects and existing clients.

The most effective nurturing processes rely heavily on written communication. Mail, email and social messaging should be used to keep in touch with people and share useful information.

Telephone follow-up can be integrated to gather feedback and further refine the nurturing efforts. The goal in nurturing is to open the channels of communication, and over time create opportunities for productive dialog. Relationship marketing eliminates the need for costly cold calls, and helps maximize the productivity of your sales efforts.



# IN SUMMARY

If you're ready to grow your business, relationship building is the most logical – and profitable – strategy to pursue. It is the one strategy that can clearly differentiate your firm from the competition, and overcome indifference. And it is the one that the price cutters can't compete against.

Start by getting to know your customers – who they are, what they are interested in, and how you can help them achieve their goals. With this information, you can put a plan into place that communicates your value, gently and persistently sells your service, and in time wins business better than any sales and marketing approach you have tried before.



**NEED HELP  
BLOGGING?**  
THAT'S  
WHAT WE  
DO!

## 5 REASONS TO LEAVE YOUR BLOG WRITING TO US

### **IT GETS DONE.**

Lack of time and quality content are the two biggest reasons companies don't blog.

### **IT WORKS.**

Companies that publish 15+ posts/month get 5x more traffic than those who don't blog.

### **PROFESSIONAL WRITERS...**

who know staffing and recruiting.

### **PROACTIVE CONTENT PLANS.**

Custom content written to your target audience tackles the right topics at the right time.

### **YOU'LL LOVE OUR SOCIAL MEDIA MARKETING ADVISORS.**

### **WE DO ALL THE WORK. YOU GET GREAT RESULTS!**

Let us custom craft a content plan for your business, write your posts, optimize everything for search engines, and even take care of posting your blog.

Ask us how **blog newsletters**, **featured images** and **social sharing** can amp-up your results!





Maximizing  
the Value of  
**EXISTING  
CLIENTS**

# Maximizing the Value of Existing Clients

*A great marketing strategy includes a carefully designed plan for marketing to existing clients.*

Marketing experts say that it costs 5 to 6 times more to win a new client than it does to retain an existing one. Yet, most companies spend a trivial portion of their sales and marketing budget on relationship management. Just think, how much more profit you could generate by broadening and deepening your existing client relationships?

Rather than finding ways to coerce your salespeople to "make 100 cold calls this week," instead, think about building relationships – find 100 ways to add value this week.

## TO GET YOU HALF WAY THERE, HERE IS A LIST OF **53 REASONS** TO VISIT YOUR EXISTING CLIENTS.

### **PROVIDE A LITTLE PROACTIVE SERVICE**

1. Schedule a staffing strategy-planning session.
2. Create a job profile for future hiring needs.
3. Provide salary range data for an available position.
4. Offer to teach hiring managers how to conduct behavioral interviews.
5. Profile the needs and preferences of hiring managers at a client site.
6. Conduct an audit of staffing practices and offer to provide free suggestions for improvement.
7. Introduce a new service or specialty niche.

### **USE TRADITIONAL SERVICE TASKS AS REASONS TO VISIT**

1. Pick up timesheets from the department managers.
2. Drop off paychecks.
3. Schedule on-site reviews of your temporary employees' performance.
4. Gather new information about clients to update your orientation programs.
5. Take a tour of an existing customer's facility.
6. Schedule introductory meetings with other department heads.
7. Gently roll out a rate change with an in-person visit.
8. Introduce other team members to the client.
9. Handle a collection call in person.
10. Introduce a new testing program and its benefits.

# Maximizing the Value of Existing Clients

## DELIVER USEFUL INFORMATION

1. Provide usage reports.
2. Share an article from a business publication.
3. Create an educational article, webinar, video series or seminar to help clients use staffing to drive profits.
4. Share a story of local interest.
5. Follow up on an article you've sent with some useful implementation ideas.
6. Hold a temp focus group and share their perspective with your clients.
7. Send monthly "laundry lists" of exceptional candidates.



## SAY THANK YOU

1. Send a thank-you card or email.
2. Drop off a small gift to the HR manager who calls.
3. Bring a flower to the gatekeeper you're trying to get past.
4. Take the financial manager to lunch to discuss ways to improve profits in the coming year.
5. Hold a customer appreciation party.
6. Have the CEO write a personal letter of thanks.
7. Find out the birthday of your primary contact and send an online card.
8. Give a copy of your favorite business book to a valued client.
9. Host a coffee break for a loyal client and their team.

thank  
you!

## HAVE SOME FUN

1. Bring some candy or donuts to share.
2. Celebrate the client's anniversary with a lunch party.
3. Celebrate the success of a temporary with an on-site award presentation.
4. Hold a best staffing success story contest.
5. Pick a holiday to celebrate (or make up your own holiday) and create a special promotion.
6. Give someone a smile. Send them a joke.
7. Take a customer to a sporting event, concert or professional meeting.
8. During National Temporary Staffing week, drop off a carnation (or other small gift) with a thank you note to each temporary at his or her work site.

# Maximizing the Value of Existing Clients

## COLLECT MARKET RESEARCH

1. Survey senior decision-makers about hiring needs.
2. Survey hiring managers about challenges of hiring.
3. Survey HR about the strengths and weaknesses of staffing firms.
4. Collect "best practices" stories from HR managers and share the top 10 ideas.
5. Hold an HR focus group about staffing and/or hiring challenges.



## FIND CREATIVE WAYS TO KEEP IN TOUCH

1. Send a postcard from the tropics saying "Wish we were here" (of course, tell them how your services can help them get there).
2. Create a series of drop off items, giving you reasons to go back each day or week.
3. Have a courier service deliver an article, gift or invitation.
4. Start an e-newsletter with information that would be valuable to your customers.
5. Select a "temp of the month" for recognition and present an award at the client's site.
6. Whenever a client has a PR piece in the paper, clip it out and send it with a congratulatory card – or if it's an important client, have the story framed and deliver your gift in person.
7. Try a "letter from camp" email to get that person who won't return your calls to pick up the phone. And if you want to see a sample, drop us an email: [info@haleymarketing.com](mailto:info@haleymarketing.com)



30

**LOW-COST  
MARKETING  
IDEAS**



# 30 Low-Cost Marketing Ideas

## 1. EMAIL

It's cheap. It's fast. And despite what the SPAMmers are doing, it remains an effective way to share information, develop relationships, generate inquiries and close deals. The trick is to find meaningful, relevant information you can share, and then make people WANT to receive your information. The best content to share via email includes: eBooks, case studies, infographics, rich media content, specific "how to" information and special offers not available elsewhere.

### **BEST USES:**

Relationship-building communications, education, last-minute special offers, one-to-one follow-up, candidate marketing, testing offers and pricing options, and market research.

## 2. POSTCARD

Can you really sell a professional service with a postcard? You bet! Postcards are the least expensive form of direct mail. These tiny billboards make great attention-grabbers and offer an effective way to keep your company top-of-mind. Postcards also make a great way to drive people to your website to learn more about your services. With postcards, less is more. Keep the copy short, stick with specific, easy-to-understand offers, and focus on no more than one key point per card.

### **BEST USES:**

Capturing the attention of new prospects, promoting specific offers, creating differentiation by reinforcing your positioning message, and as part of a multistep marketing effort.

## 3. PERSONAL LETTERS

When it comes to breaking through the clutter, simple is often better. Good old-fashioned personal letters (the kind where you're really writing to a specific individual) can be an incredibly powerful and effective tool for getting doors opened and bringing dead leads back to life. The trick with personal letters is to truly make them personal and keep them sincere and to the point. Forget the marketing hype, and write to people like you'd speak to a friend whom you respect greatly.

### **BEST USES:**

Warming cold calls with specific prospects, thank you's, follow-ups to sales calls, reaching higher-level decision-makers (particularly in smaller companies), nurturing relationships, leveraging referrals (i.e., as a first communication with someone to whom you have been referred), and re-opening communication with former clients and cold leads.

# 30

## Low-Cost Marketing Ideas

### 4. SOCIAL MEDIA

As people's time and attention have shifted online, LinkedIn, Facebook, blogging, Twitter and dozens of other social media tools have become powerful weapons in the modern marketing arsenal. The ability to connect with individual customers, share ideas, have genuine conversations, and build networks, special interest groups, and even fan clubs is forever changing the way companies market. Thanks to social media, the customer has a stronger voice than ever before.

For your staffing firm, social networks provide an unprecedented opportunity to engage clients, prospects and candidates in meaningful dialogues that yield tremendous results in terms of referrals, feedback on services and new business concepts, improved customer service, and building your employment brand and reputation. Blogging, microblogging tools and publishing articles on LinkedIn or other social sites offer you the ability to position yourself as an expert and demonstrate your caring about individual clients and candidates.

And best of all, most social media tools are free to use (although you may need a little guidance to know how to use them best).

#### **BEST USES:**

Networking, prospect and candidate research, market research, delivering company news and service announcements, publishing and distributing content, personalizing and humanizing your business, increasing referrals and monitoring your company's reputation.

# 30

## Low-Cost Marketing Ideas

### 5. PAID SOCIAL

While using many elements of social media is technically “free,” organic reach for content has dropped dramatically in recent years. Today, organic content sharing on sites like Facebook will typically reach less than 2% of your audience.

To maximize the effectiveness of your social marketing, spend smart to promote your content. Small, yet targeted investments to build your audience (e.g., a paid “like” campaign on Facebook), and to then promote posts to specific audiences (based on geographic, demographic and other parameters), can yield massive gains in reach and engagement.

#### **BEST USES:**

Building online audience, staying top-of-mind, increasing visibility of social content, generating sales leads, promoting specific services or offers, and recruiting.

### 6. PUBLIC RELATIONS

PR experts have long known that a good story in the news is worth more than dozens of paid advertisements. And thanks to the internet, there are more PR options open than ever before. The challenge with PR is to find “newsworthy” events and then get your story written and distributed.

In terms of events, your PR can include news about changes at your company, stories about ways you are helping local employers and/or successes you’ve had putting people to work, and other contributions you are making to the community. Stories can also be educational information that you share, such as a news story, contributions to the local SHRM newsletter, articles you’ve published on LinkedIn Pulse, or a presentation or webinar you give on a staffing-related topic.

For distribution, you can submit articles to the editors of business and trade publications (both digital and print), develop relationships with writers as the go-to expert for staffing and take advantage of free and paid PR distribution services like PRWeb and PR.com.

#### **BEST USES:**

Building your company image as a community supporter or thought leader, Search Engine Optimization.

# 30

## Low-Cost Marketing Ideas

### 7. REFERRALS

Everyone knows word-of-mouth marketing is most effective, but how can you get more of it? Just ask! Ask your customers during sales follow-ups, in customer satisfaction surveys, on your website and social media profiles, and with comment cards to refer their friends and associates. Also, ask your employees and ask your vendors. Mostly, teach your sales and service personnel to get in the habit of asking!

**BEST USES:**

Developing new prospects, growing relationships within existing accounts.

### 8. AFFILIATE NETWORKS

If you have a large number of people or organizations who might be able to send you referrals, consider setting up a formal affiliate or referral network. An affiliate network is a formal referral incentive program in which you share a percentage of your sales (which can range from 5 to 40%) with anyone who refers business. Your affiliates can help you market by including links to your website on their websites, incorporating information about your services in their marketing, agreeing to distribute your marketing materials (this works particularly well if you can offer them educational information to share), or in some cases, directly selling your services.

**BEST USES:**

Increasing referrals.

### 9. BARTER

You need a website. Your web development company needs HR assistance. Why not trade services? Barter has long been used by businesses that are long on needs and short on cash. In some cities, barter networks have been created that allow suppliers to trade their services for credits with other vendors. While this won't pump up cash flow, it can be an effective way to use excess capacity to get those "projects you never get to" done. It can also be an effective way to lower your expenses if you can barter for the goods and services you'd normally purchase.

**BEST USES:**

Selling excess capacity, lowering business costs.

# 30

## Low-Cost Marketing Ideas

### 10. GIVE AWAY INFORMATION

Are there things you know how to do that your clients and prospects don't? Is there information you have that others would value? If so, you have a great opportunity to position yourself as an expert and generate new prospects by giving away your expertise. Consider publishing an email newsletter, creating a blog, publishing whitepapers, eBooks, articles, hosting webinars and podcasts, writing a column for a local newspaper, and submitting regular articles for online industry publications/blogs, trade magazines or your local chamber of commerce newsletter. Turn your expertise into your competitive advantage!

Use gating to maximize the lead-generation potential of long-form, high-value content (e.g., eBooks, whitepapers, webinars) you've created. Direct people to a landing page that captures essential contact information in exchange for accessing your content.

#### **BEST USES:**

Developing credibility, positioning yourself as an expert, building trust, nurturing relationships, creating reasons to make follow-up calls, keeping yourself top-of-mind, lead generation.

### 11. PARTNER WITH OTHERS WHO REACH THE SAME CUSTOMERS

Who else is trying to reach the same target market that you are? Would partnering with them increase your probability of success? Partnering can be an effective way to reach more prospects and open doors with people you ordinarily could not get to see. But, it can also dilute your sales message.

This technique works best when you partner with organizations that offer complementary services. For example, a staffing firm could partner with an HR consulting firm, an outplacement firm or a training firm to offer a wider variety of solutions.

#### **BEST USES:**

Lead generation, selling larger clients who want to deal with fewer vendors, creating outsourced solutions for smaller firms, and increasing referrals.

# 30

## Low-Cost Marketing Ideas

### 12. "WOULD YOU LIKE FRIES WITH THAT?"

McDonald's knows it. So does the local super market...and the car wash. What do they know? Incremental and impulse sales equal big profits! Unfortunately, most businesses do a lousy job of upselling. The trick is to make upselling a part of the sales process that happens right after the close, at the time the client is most excited. Another trick is to have a large variety of impulse items available for purchase. For example, you might offer (for a fee) background testing, drug screening, psychological assessment, benchmarking audits, branded VMS sites or other add-ons that can enhance the value you're providing and allow you to better tailor your service package for each client.

#### **BEST USES:**

Differentiation, increasing per-client sales and profits.

### 13. GREETING CARDS

We all like to be personally recognized, and greeting cards are a great way to make people feel special. They are one of the least expensive ways to make a positive emotional connection. Greeting cards can be used for just about any occasion, including birthdays, anniversaries, holidays and special events. Want to really stand out from the crowd? Be creative. Send cards for fun reasons, to celebrate obscure holidays, or better yet, invent your own occasions for sending greeting cards.

#### **BEST USES:**

Capturing attention, differentiation, nurturing relationships, building goodwill, creating a reason to make a follow-up call, demonstrating your creativity and sense of humor.

### 14. MARKET TO DECISION INFLUENCERS

While getting to the decision-maker may be the most intelligent sales approach, it's not always the best marketing strategy. Sometimes, the shortest (and least expensive) path to a new customer is through a decision influencer – a person who has direct access to, and influence over, the decision-maker.

For example:

- Market to gatekeepers to get appointments with decision-makers.
- Market to subordinates of decision-makers to develop internal champions.
- Market to peers to get referrals.
- Market to other vendors to get referrals or create strategic alliances.
- Market to spouses of decision-makers.

# 30

## Low-Cost Marketing Ideas

### 15. REMARKETING

Your best prospects are ones who have already visited your website. Remarketing allows you to display targeted ads to these individuals – virtually everywhere they go online. And at an average cost of less than ONE PENNY per impression, a remarketing campaign is one of the most cost-effective methods available to keep your company top of mind.

#### **BEST USES:**

Keeping your company top-of-mind, brand building, generating sales leads, promoting specific services or offers, and recruiting.

### 16. SURVEYS

Whether in written or verbal form, surveys offer a powerful way to develop new sales opportunities. Popular uses of surveys include:

- **Customer satisfaction audits:** Identify ways to improve your products and services and pinpoint problems before they occur.
- **Industry trend surveys:** Gather statistical data that will help you become a greater expert on your clients' industries.
- **Industry challenges surveys:** Determine areas where your clients will need your help in the future.
- **Salary surveys:** Collect data that your clients and prospects will value and want to receive from you once you've collected it.
- **Instant polls:** Quick one-question surveys to share perceptions or develop a better understanding of specific issues.



# 30

## Low-Cost Marketing Ideas

### 17. VIDEO

Nothing catches eyeballs like video. The medium has gained preferential treatment on most social platforms – meaning it's more likely to show up in your social followers' feeds. The good news? Thanks to the evolution of technology, most smartphones today have tremendous video quality, giving you the ability to shoot and upload right from the palm of your hand. And tools like Promo and Animoto make it easy to create polished videos in minutes.

To maximize the impact of this medium, be intentional: Plan when and how you will add video content to complement your other marketing tactics. House higher-quality, evergreen videos on your website, and share timely videos on social platforms to maximize visibility. Keep videos short (under 30 seconds for capturing attention, and up to three minutes max for sharing expertise) and focus on topics that matter to your audience.

#### **BEST USES:**

Announcements/special promotions, engaging social audiences, sharing industry expertise, brand building, personalizing and humanizing your business, developing credibility, and keeping yourself top-of-mind.



# 30

## Low-Cost Marketing Ideas

### 18. VISIBILITY

Every business wants greater name recognition. To increase awareness without breaking the bank, consider these ideas:

- Donate your services to high-profile organizations and media events.
- Create or sponsor community events.
- Partner with high-profile organizations to be their service provider.
- Barter your services for air time with local TV and radio stations.
- Donate your services to a local charity.

### 19. SEMINARS & WEBINARS

Education can be an excellent way to develop new sales leads, deepen relationships with existing clients, and close more business. Here are a few creative ways to use seminars & webinars in your marketing mix:

- **Lunch-n-learn:** Do an on-site webinar on a topic your client will value, for example, offer how-to interview sessions to hiring managers.
- **Customer appreciation events:** Bring in a well-known expert on a subject that would be of interest to your clients.
- **Industry challenges surveys:** Determine areas where your clients will need your help in the future.
- **Workshops:** Offer to teach a workshop for your chamber of commerce or rotary club.

### 20. CHANGE YOUR NAME

Do you have a “me too” name that screams “we’re a commodity”? If so, consider a change. A name change gives you an excuse to contact every client and prospect. It allows you to reposition yourself in the market. And it can provide an effective way to get free press.

# 30

## Low-Cost Marketing Ideas

### 21. USE TESTIMONIALS

Nearly every business owner recognizes the importance of collecting testimonials, but few actively use them in their marketing. For starters, you need to collect testimonials that support your positioning message. Instead of having a client say, "ABC Company provides great service," try to get a message that shows the value of what you do. For example, "ABC Company helped me lower turnover by 40%," or, "On a cost per hire basis, ABC Company was the least expensive firm we ever used." Once you've collected the testimonials, here's how to use them:

- **In emails:** Use testimonials to enhance your email communications. If you have a strong case study that goes with the testimonial, the case study could be the entire email.
- **On social channels:** Sites like Facebook have testimonials built right into their platform, but you can also create posts that feature testimonials in graphic or video form.
- **In direct mail:** Whether it's a sales letter to a prospect or just a follow-up to a client, including a testimonial can be a great way to build credibility and cross-sell services.
- On your website
- In your promotional materials
- As part of your on-hold message
- In educational materials you create
- In trade show displays and handouts

### 22. SELL THE RESULTS YOUR CLIENTS NEED, NOT THE SERVICES YOU OFFER

Sure, you've heard this one before, but do your sales reps sell the bottom-line value of staffing? Do they find solutions for people experiencing business challenges, or do they sell staffing services hoping someone will have a need?

# 30

## Low-Cost Marketing Ideas

### 23. DROP-OFFS

From promotional products to educational information, drop-offs can be a great way to capture attention, stand out from the crowd, and position your services. While you may not get past the receptionist's desk, the right drop offs can make a great first impression and help you nurture relationships.

Here are a few ideas for drop-offs:

- **Consumables:** Donuts, bagels, candy. Everyone loves a tasty treat.
- **Promotional items:** From coffee mugs to calendars, a branded product helps keep your name top-of-mind.
- **Educational information:** Booklets, articles or drop-offs that direct people to the free content on your website can be a great way to teach people about the value of your services.
- **Sales collateral:** The right materials can position your firm and give people a reason to call.

### 24. UPGRADE YOUR WEBSITE

How does your website position you? As an expert? As a leader? As a high-quality firm? Or as someone whose nephew threw together a website on a budget? While a website upgrade may not be low-cost, it can be one of the best investments you can make to build credibility and enhance your company's image. And when combined with valuable content and an email newsletter, your website can become a cornerstone of a low-cost marketing campaign.

### 25. INTERNS

Most colleges can provide low-cost or no-cost interns to your company. Some schools can even provide MBA-level students for specific consulting projects. Of course, without planning you may get what you pay for with interns. Here are a few examples of projects that are ideally suited to using interns:

- **Market research:** Conduct surveys, gather industry data for you.
- **Competitive studies:** Perform analyses of your top competitors.
- **Develop prospect lists:** Research target companies and develop profiles.
- **Website development:** Some schools can provide talented techs at low cost.





# DIRECT MAIL

Sales reps still “dialing for dollars”? **STOP THE MADNESS!**



## Direct mail campaigns supercharge your team’s efficiency – and results:

- Break through the clutter.
- Capture staffing buyers’ attention.
- Position your firm the way you want to be seen.
- Warm sales leads – and put an end to unproductive cold-calling.
- Get more appointments – and close more sales.

### DOOR OPENERS

13-week “ready to go” direct mail campaigns

### CUSTOM CAMPAIGNS

Integrated direct marketing campaigns custom-built around your firm’s strengths and sales model.



*In the first month of using my new Door Openers campaign I have already seen several new orders. What’s even more amazing is that we haven’t even had time to make our follow-up calls and orders are still coming in on their own!*

— Julie, Owner, Encore Staffing

**Haley Marketing’s direct mail campaigns.**

Give your team better tools and a better process to sell staffing!



# 30

## Low-Cost Marketing Ideas

### 26. TAKE ADVANTAGE OF COMMUNICATIONS YOU'VE ALREADY PAID FOR

Every document you send to a client, prospect or candidate is an opportunity for marketing. Consider adding your promotional messages to:

- Invoices
- Paystubs
- Email footer

### 27. BE CONTROVERSIAL

Nicki Minaj gets marketing. Colin Kaepernick gets marketing. Love 'em or hate 'em, we all know these people. Why? Because they understand the value of controversy. In short, controversy works. It attracts attention. It captures our interest. And it sells! While you don't have to be political, obnoxious or crude, you can find ways to be controversial. Look at the unwritten rules in your industry and ask yourself "How could we break them?"

The hard part about controversy is that it takes guts to do. You can't be controversial and not offend some people. But if you can find a way to connect with your target market, controversy can be a gold mine...just ask the publishers of the "For Dummies" series of books who realized that how-to books could make fun of our lack of self-confidence.

### 28. SPEAKING

How often do you speak to groups of potential decision-makers? Speaking is a powerful tool for building credibility. It's also a great way to develop leads...while getting paid to do your own marketing! Actors do this all the time to promote their movies. Authors promote their books. Do you?

To become a speaker, start by determining what you know that others would value. Then outline the topics on which you could give a presentation.

With your list in hand, approach organizations that might be interested in your topics – either for an in-person presentation or via a webinar. At first, you'll probably have to speak for free. But once you've developed a track record, you can start generating revenue from your marketing. And if you're really good, you might even find a new career!

# 30

## Low-Cost Marketing Ideas

### 29. PODCASTS

Audio offers an ideal way for your audience to “take you with them” wherever they go. And the medium is rapidly gaining traction: Over 44% of the U.S. population has listened to a podcast, and 80% of them listen to all or most of each podcast episode.

As with video, advancements in technology have dramatically reduced the cost and other startup barriers to success with podcasting. If you’re looking to test the waters, choose topics developed around the needs and interests of your audience. Consider what your clients want to know about hiring, talent management, retention or other HR issues, and what job seekers want to know about finding work, managing their careers or other life challenges.

#### **BEST USES:**

Sharing industry expertise, brand building, developing credibility, building trust, nurturing relationships, and keeping your company top-of-mind.

### 30. IMPROVE YOUR SERVICE PROCESS

Companies often overlook one of the most critical aspects of their marketing, and that’s their service process. Making improvements that increase quality, improve consistency and enhance your customers’ experience can be among the best marketing investments you can make.

Input gathered from customer feedback surveys, social channels and review sites provide a wealth of information you can use. As a start, look at the characteristics of your service that your customers like least. Then figure out how to eliminate those negatives. Next, look at the areas of your service that are most valued and find ways to further enhance your customers’ experience. Your goal is to create a defined, repeatable process that consistently delivers the greatest experience your customer is willing to pay for.

# IDEAS ARE EASY. IMPLEMENTATION IS TOUGH.

The challenge to low-cost marketing isn't coming up with ideas.

The real challenge is creating a process to ensure that you're marketing on a consistent basis.

Our recommendation:

## PUT TOGETHER A STRATEGY

- Define your product.
- Define your target client.
- Determine your positioning message.
- Figure out how you will get your message to your prospects.

## PLAN YOUR TACTICS

- Select the tactics that fit your goals and budget.
- Develop a repeatable process for marketing.
- Create a marketing calendar.

## GET HELP

- Assign ownership to every tactic.
- Bring in outside help where needed to ensure you look great, communicate effectively and implement consistently.



Guide to  
**IRRESISTIBLE  
OFFERS**



# GUIDE TO IRRESISTABLE OFFERS

## What is an Offer?

An offer is a “deal” – a special incentive you give to a prospect, client or candidate to get them to take action. It often includes a price deal, but it can encompass much more. The offer consists of everything that impacts the perceived value of your service. Of course, your goal is to create offers that are so irresistible that your prospect just can't afford NOT to call you NOW!

## What Kinds of Offers Are Possible?

William A. Cohen, in his book “Building a Mail Order Business” (Wiley, 1996), discusses dozens of varieties of offers. We've adapted the list to include examples of ways staffing and search firms can apply these offers.

## A Brief Disclaimer

Please be aware, some of these staffing examples are quite a stretch, and we don't advocate doing anything that is deceptive, unethical, or cheapens the value of your services. That said, here's the list...have fun with them!

# Guide to Irresistible Offers

## BASIC OFFER

### STAFFING EXAMPLES

Right price	Flat \$3,000 fee for all clerical placements We guarantee the lowest bill rates on unskilled labor
Free trial	First 8 hours free on an assignment of 40+ hours Try our web-based assessment testing for free
Money-back guarantee	100% satisfaction guaranteed or your money back 4- and 8-hour guarantees
Replacement guarantee	If you're not completely satisfied with an employee from ABC Staffing during the first 60 days, we'll replace that person for free!
Installment terms	Temp-to-hire fees Pay your direct hire fee in 6 equal installments

# Guide to Irresistible Offers

## BASIC OFFER STAFFING EXAMPLES

Free gift for inquiry	Free lunch at (restaurant name) as a thank you for reviewing a presentation about our PEO services
Free gift for a trial order	Place your first order with ABC Staffing, and we'll donate \$50 to your favorite charity
Free information	Free salary guide Free articles on our website Free use of our Staffing Resource Center
Free catalog	Free top candidates email
Free booklet or eBook	Free guide to hiring top performers Free whitepaper on strategic staffing
Free fact kit	Free booklet: Staffing Myths and Realities Free guide to selecting a staffing vendor
Free newsletter subscription	Free employment or salary trends newsletter Free career tips
Free talent test	Free skills testing for your staff Free benchmarking analysis
Free premium	Free training for our clients and candidates Free movie tickets for a candidate referral

# Guide to Irresistible Offers

## SEASONAL SALE

### STAFFING EXAMPLES

Reason why sale (Fire sale, Inventory reduction)	Spring clean-up time...clean up your database for just \$XXX (includes one data entry clerk for up to 40 hours) Holiday coverage...trained receptionists and secretaries for just \$15.00 per hour
Price increase notice	Our bill rates are going up 5% January 1 – order now to save
Random drawing sale	Every hour you work during the first quarter earns you one entry in our "Win a dream vacation" contest

## SAMPLE OFFERS

### STAFFING EXAMPLES

Free sample	Try our internet testing service for free
Nominal-charge sample	Advanced assessment testing available for just \$9.95 per candidate

# Guide to Irresistible Offers

## DISCOUNT OFFERS

### STAFFING EXAMPLES

Cash discount	\$1,000 off direct placement services during June
Short-term introductory offer	To introduce our new direct placement services, all placements will be half-off during October
Refund certificate	Place an order for 40 hours or more and we'll give you a \$100 Visa gift card
Rebate	Hire an employee through ABC Staffing during the holiday season and get \$1,000 cash back in January
Introductory offer discount	Your first training course is free Eight free "training hours" on all new assignments over 400 hours
Trade discount	Referral incentives for clients and/or candidates
Early-bird discount	10% off your invoice for the first 50 companies to hire a clerical temp during September
Quantity discount	Hire 3 employees during the next 6 months and your fourth hire is free After 500 hours, our markup drops by 5%
Free shipping	Free transportation services
Free shipping over \$100 total	Ditto
Sliding scale discount	1st hire: full price, 2nd hire: 10% discount, 3rd hire: 15% discount
Discount on selected products	Try a project professional, and we'll charge zero markup for the first 40 hours

# Guide to Irresistible Offers

## TIME LIMIT OFFERS

### STAFFING EXAMPLES

Limited time offer	The offer expires October 31 Call to set up an interview with (top candidate) while they're still available
Prepublication offer	As a preferred client, we'll send you our "just screened" candidates list 24 hours before we make these people available to the general marketplace
Charter membership offer	Become a charter member of our referral network, and earn an extra \$50 with your first referral
Limited edition offer	Top candidates marketing

## GUARANTEE OFFERS

### STAFFING EXAMPLES

Extended guarantee	6 -month guarantee on direct hires
Double-your-money-back guarantee	If our temporary fails to perform, we'll not only credit you for the first 8 hours, we'll also pay the first day for the replacement employee
Guaranteed buy-back agreement	Let's not discuss the reaction you might get trying to use this kind of offer in staffing!

## SWEEPSTAKES OFFERS

### STAFFING EXAMPLES

Lucky number sweepstakes	Match the code on your postcard and you could win a free temporary for a week – visit our website to see if you're a winner
Involvement sweepstakes	Scratch-off cards to win percent off bill amounts or free premiums
Talent contests (these can be based on real talents people have or have fun with talents people lack – see example)	Most disorganized office contest – we'll send a temp for a week to get you back on track

# Guide to Irresistible Offers

## BUILD-UP-THE-SALE OFFERS STAFFING EXAMPLES

Multi-product offers	Make us the sole source provider and we'll reduce our fees 15%
Piggyback offers (buy one product and get an offer on a second product)	Hire an employee through ABC Staffing and get \$250 off your next temporary staffing request
The deluxe offer	At ABC Staffing, we maintain a special list of "premier temporaries." When you have a critical need for quality, call us for a premier temp.
Good, better, best offer (offering multiple levels of offers or multiple levels of service)	<p><b>Good offer:</b> Call ABC Staffing for exceptional service</p> <p><b>Better offer:</b> Make ABC Staffing your first call, and we'll give you a 5% discount on services</p> <p><b>Best offer:</b> Make ABC Staffing your exclusive provider, and we'll dedicate a service coordinator to your account and discount our fees 10%</p> <p>At ABC Staffing, we offer three levels of service to help fit the needs and budgets of all types of clients:</p> <p><b>Economy:</b> We'll provide the best candidates we have available in our extensive database for a low 10% fee</p> <p><b>Deluxe:</b> We'll conduct extensive online and offline searches to locate the right person for your needs for a 15% fee</p> <p><b>Premium:</b> We'll assign two recruiters to do an on-site job profile and conduct direct recruiting for your needs for a 30% fee</p> <p><i>(Okay, so maybe these are a bit of a stretch!)</i></p>
Add-on offer	Add a custom orientation program to any temporary staffing assignment for just \$50
Bounce-back offer (an offer included with the product that is delivered)	Have temps drop off offers for a discount on your next order or promotional materials for other services your company offers
Increase and extension offers	Extend any temporary beyond 160 hours and we'll reduce our fees by 10%

# Guide to Irresistible Offers

## CLUB & COMMUNITY OFFERS

### STAFFING EXAMPLES

Positive option	Opt-in to receive our newsletter
Negative option	If you don't want our email, you can opt-out any time
Loyalty clubs	Each hour you work will earn you 10 ABC Staffing points – cash in your points for great prizes Receive 1 frequent flyer mile with each dollar you spend with ABC Staffing

## SPECIALIZED OFFERS

### STAFFING EXAMPLES

Trade-in offer	We're not sure, but we think this one might get you into legal trouble!
Third-party-referral offer	Refer a client to ABC Staffing and we'll give you \$100 off your next invoice
Member-get-a-member offer (think network marketing)	Get others to join our referral network, and we'll credit you \$5 for each referral those people provide
Reduced down payment	Just to prove our value on retained search services, we'll give you 50% off the first month's retainer
Established value offer	How much would you expect to pay for a temp that scored straight 100% on the MS Word skills tests? 15/ hr, \$20/ hr? Well this week at ABC Staffing, our ace Word temporaries are only \$12/ hr
Privileged information offers	Early notice of Top Candidates or Hot Jobs





# GIMMICKS OR GOOD MARKETING?

Do all these offers sound a little tacky to you?

They can be, but at the same time, they can make the difference between a prospect calling you or calling the competition. You don't need to sacrifice your integrity to make offers – just be creative and experiment to find the “deals” your prospects can't resist!

# ABOUT HALEY MARKETING GROUP

**AT HALEY MARKETING, WE ARE STAFFING INDUSTRY SPECIALISTS.**

Our mission is to make great marketing more affordable.  
Whether you're looking for an effective way to stand out from the competition  
or you just need a new website or brochure, we can provide it.

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- [Online Advertising](#)

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