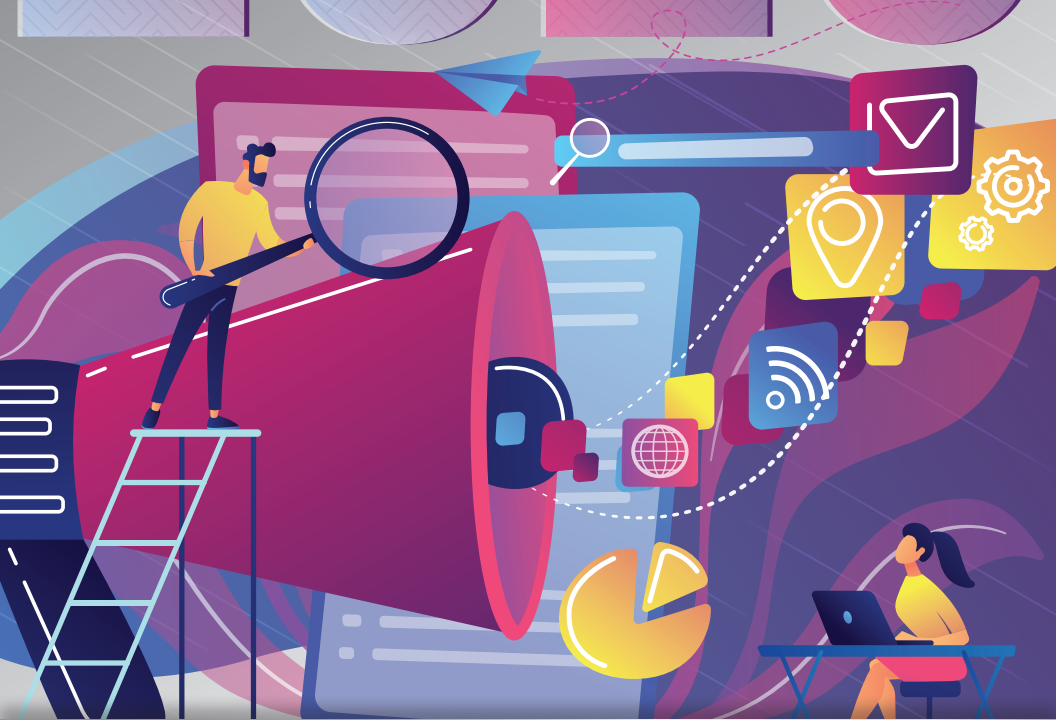


# 2020



## Silver Linings

**INSIGHTS, RESULTS AND LESSONS FROM 2020**

# 2020

## GOT OFF TO A FANTASTIC START.

### **But we all know what happened next:**

Along came a tiny virus that dealt a huge blow to our industry – and transformed many aspects of our personal and professional lives.

Through all these changes, we worked tremendously hard to find the silver lining – for our clients and ourselves, too. We created new low-cost marketing products. Offered special promotions. Doubled our free monthly webinars. And developed innovative ways to ways to make marketing faster, more effective and less expensive for you.

### **Brighter days are ahead.**

The new year is around the corner. Recovery is on the way. And despite its ups and downs, 2020 taught us some unforgettable lessons. Now that it's drawing to a close (whew!), we wanted to give you a present:

## **THE GIFT OF KNOWLEDGE!**

On the following pages, we share our “best of the best” from 2020 – a year’s worth of marketing insights, best practices, and success stories in one tidy package.

Enjoy!





## WHAT'S INSIDE?

- Pg 4 Most Downloaded eBooks**  
Our top eBooks related to sales lead gen, recruiting and more.
- Pg 5 Mood Boosters**  
Uplifting content to brighten your day.
- Pg6 Best Ideas From the Idea Club**  
Insights, trends, and best practices to maximize marketing results – and profits – in a changed world.
- Pg 7 Most-Read Blog Posts**  
Trends and tips for staffing sales, digital marketing, recruiting and more.
- Pg 8-9 Most-Attended Webinars**  
Team build, train staff, and implement cutting-edge sales and marketing ideas.
- Pg 10 Best New Client App**  
NetSocial radically increases your content reach – and social marketing impact.
- Pg 11 Best Results: High ROI Case Studies**  
Real clients. Real business challenges. Amazing results!
- Pg 12 Favorite InSights Podcast Episodes**  
Our experts share what's working today in digital, social and recruitment marketing.
- Pg 13 Best Digital Marketing Deals**  
End your year on a high note – and jump-start your 2021 results!



# MOST DOWNLOADED eBooks



## **2020 VISION WORKBOOK:** **A STEP-BY-STEP GUIDE FOR ACHIEVING YOUR GOALS**

This interactive workbook guides you through the process of defining your vision. Setting goals. Crafting strategy. And determining the best marketing and recruiting tactics.



## **ESSENTIAL GUIDE TO** **STAFFING SALES LEAD GENERATION**

Your step-by-step guide to using integrated direct marketing and content and inbound marketing to generate staffing leads.



## **STAFFING SEO STRATEGIES:** **WELCOME TO THE NEW SCHOOL**

Five essential lessons to help you modernize your SEO strategy. Optimize your jobs and website to rank well in relevant searches. And drive more targeted traffic to your website.



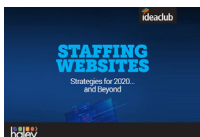
## **SMART MARKETING CHECKLIST:** **150 WAYS TO IMPROVE YOUR MARKETING**

Is your marketing effective? Affordable? Strategic? Are you using the right tactics to achieve your goals? This guide answers these questions and more, sharing 150 ideas to make your marketing smarter.



## **SMART RECRUITING CHECKLIST:** **190 IDEAS TO MAKE YOUR RECRUITING SMARTER**

Talent acquisition is more than job advertising and direct recruiting. Find more than 190 questions to help you evaluate the four “pillars” of your recruiting strategy – and dramatically improve your results.



## **STAFFING WEBSITES – STRATEGIES FOR** **2020 AND BEYOND**

Thirty-seven pages of mind-blowing design and content ideas to build a world-class website that keeps your sales and recruiting funnels full – and drives response.



Want our eBooks delivered right to your inbox? [Join the Idea Club](#) today!



# MOOD BOOSTERS



## **WORKING FROM HOME TIPS FROM A WFH CONVERT**

Pandemic fatigue doesn't have to diminish your work performance. Get six lessons to make remote work work for you.



## **A "THANK YOU" YOU'LL NEVER FORGET (PART 1)**

Good news is out there; you just need to intentionally seek it out! From simple deeds to grand gestures, here are a few inspiring "thank you" stories to brighten your day.



## **CHRONIC UNCERTAINTY: HOW TO DEAL WITH YOUR TEAM'S UPS AND DOWNS**

Are people in your firm feeling a little numb these days? Here are a few ways to help your staff manage their highs and lows.



## **BACK-TO-SCHOOL(ISH): A LETTER TO CREATIVES DEALING WITH 2020**

Written to a recent graduate by one of our creative team members, this motivating letter contains important lessons for all of us on perseverance, risk-taking, and getting through tough times.



## **RADICAL EMPATHY: YOUR STAFFING FIRM NEEDS IT NOW MORE THAN EVER**

constant change has put massive amounts of stress on virtually everyone. Providing flexibility and alternatives for your employees in the face of this unprecedented situation is essential to making it through.

# BEST IDEAS FROM THE IDEA CLUB



## **WHAT IS THE BEST MARKETING FOR A STAFFING AGENCY?**

It depends! Marketing not only needs to fit your business model and goals; it must adapt to changing circumstances in the market, too.

Learn 13 key questions you must answer to determine what will work best for you – and four key strategies to build a marketing engine that will stand the test of time.



## **2020 STAFFING INDUSTRY OUTLOOK SURVEY RESULTS**

How hard did the pandemic hit the staffing industry? What sales and marketing tools are most effective now? How long will the recovery take?

Based on our survey of nearly 200 staffing industry professionals, this report answers these questions and shares recommendations to adapt to the current economic environment – and thrive in the upturn.



## **CREATING CERTAINTY IN UNCERTAIN TIMES**

If you are in staffing or recruiting, the challenge you face is creating more certainty. Certainty in sales. Certainty in recruiting. And most importantly, certainty in your cash flow.

This article provides a framework for building a sales and recruiting engine that powers your company, enables your team to achieve greater results, and prepares your business to rebound faster.



## **EMPLOYEE ADVOCACY FOR STAFFING FIRMS**

Social media drives paid advertising by taking away your ability to reach your audience organically. To get the maximum value from social platforms – without spending too much – you need to level the playing field.

Learn why and how to get your whole team involved in social sharing to maximize your reach, build your brand and generate more leads.

Want more great ideas delivered to your inbox each month?

Join the club – the [Idea Club](#), that is! Each month, you'll receive expert advice, trends, best practices and more to help maximize your marketing results – and run a profitable agency.





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

## **9 “NEW NORMAL” STAFFING SALES IDEAS**

We’re back to business...but it’s hardly “business as usual.” Here are nine ideas to help you increase your value and discover more staffing sales opportunities in the months ahead.

## **8 STAFFING SECTORS THAT COULD GROW DURING A RECESSION**

Learning from past recessions, here are sectors that have new opportunities for market growth and specialization.

## **WHY AREN’T CANDIDATES APPLYING FOR YOUR JOBS?**

If you want to generate more qualified applications, think like a candidate. Here’s how to adjust your postings to get more of the right kinds of people to complete applications.

## **JOB BOARD, GOOGLE AND FACEBOOK TRENDS IN THE STAFFING INDUSTRY SINCE THE START OF COVID-19**

Examining data from 4 sources, we identify key trends to help you make more informed, data-driven marketing and recruiting decisions – and increase your ROI.

## **STAFFING WORKS: A NEW ONLINE COMMUNITY FOR STAFFING AND RECRUITING PROFESSIONALS**

When the going gets tough, the tough get together! Learn about the digital community we created to unite industry professionals, discuss challenges, exchange ideas for thriving in this economy.

## **MAMU MEDIA MERGES WITH HALEY MARKETING GROUP**

Yep, in case you haven’t heard, Mamu Media is now a division of Haley Marketing – adding their “Smart Content” (branded and custom) solutions to our digital and traditional marketing services.



# MOST-ATTENDED LUNCH WITH HALEY WEBINARS



## **STRATEGIES FOR A CHANGED WORLD – BUSINESS AND SALES BEST PRACTICES**

Get advice from some of the smartest people in the world about how to plan for – and even thrive in – economic downturns. We also review marketing techniques our clients used to limit their losses during the Great Recession and recover significantly faster than their competitors.



## **RECRUITMENT MARKETING – WHAT YOU SHOULD BE DOING NOW**

Who knew we'd be dealing with talent shortages during a global pandemic? We examine the Four Pillars of Recruitment Marketing and share strategies to help you attract qualified candidates, reduce your cost of talent acquisition, and fill more open job orders.



## **MANAGING YOUR BRAND ACCOUNTS ON SOCIAL MEDIA DURING THE COVID-19 PANDEMIC**

Given the current state of the world, we need to be incredibly mindful of everything we post on social media. Learn how to manage your social media company pages in today's environment and leave with over a dozen action items and tactics to deploy immediately.



## **THE GREAT 2020 DO-OVER**

Remember being a kid... You're playing a game, something goes wrong, and someone yells, "DO OVER!" 2020 definitely needs a do-over. Learn how to make a fresh start – and achieve unprecedented success – by creating a clear vision for your future and taking advantage of this once-in-a-lifetime opportunity to reinvent your business.







# MOST-ATTENDED LUNCH WITH HALEY WEBINARS



## **DIGITAL MARKETING – WHAT YOU NEED TO BE DOING**

Success in remote staffing sales requires new technology, sales models, recruiting methods and marketing strategies. Understand the trends that are redefining how staffing is sold and get tools and strategies you can use to discover sales opportunities and accelerate your recovery.



## **SUPER SIMPLE TACTICS TO GET MORE OUT OF YOUR JOB BOARD SPEND**

What jobs get the most clicks? The best candidates? How can you maximize your recruiting budget and efficiency? Appcast and Haley Marketing explain how today's job seekers engage with jobs and offer simple advice to improve job postings and get more applications into your pipeline.



## **NOT YOUR FATHER'S MARKETING – STRATEGIES FOR SUCCESS IN 2020**

The world of marketing (and marketing technology) is continually evolving. But how do these changes impact your business? Discover the trends and challenges of marketing in the staffing industry today and learn how to strengthen your marketing mix to achieve amazing results in 2021. King advantage of this once-in-a-lifetime opportunity to reinvent your business.



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: **NETSOCIAL**

Team-based social sharing gets  
**7x more response!** And NetSocial gets your  
whole team involved in content marketing.

## WHAT IS NETSOCIAL?

- It's a low-cost app that automates social sharing—across your whole team!
- You keep control over what gets shared (jobs, blogs, videos, and curated content).
- Your team members keep control over when and where it gets shared.

Content marketing works best when everyone participates. NetSocial makes it ridiculously easy (and fun!) to get your whole team off the bench—and into the social sharing game.

For as little as \$10 per user, NetSocial keeps your company in front of more job seekers and staffing decision makers. Strengthens your brand. And helps you make more placements.

## HOW DOES NETSOCIAL WORK – AND WHAT CAN IT DO FOR YOUR STAFFING FIRM?

1. Watch the [product demo](#).
2. Visit the [NetSocial website](#) to learn more.
3. Read how staffing companies [improve their ROI from social media](#) with team-based social sharing.



## THE CASE FOR TEAM-BASED SOCIAL SHARING

**84%**

of consumers value recommendations from friends and family over all other forms of advertising.

Leads developed through employee social marketing **convert 7x more frequently.**

Content shared by employees receives **8x more engagement.**

Sales reps using social media **outsell 78%** of their peers.

**79%**

of firms reported **more online visibility** after implementing team sharing; **65% reported increased brand recognition.**

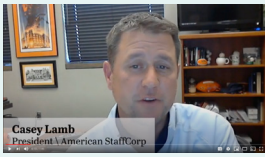
Messages shared by employees went **561% further.**

Employees of socially engaged companies are **more likely to stay at their company.**



# BEST RESULTS: HIGH ROI CASE STUDIES

Watch these short (2-minute) videos to find out how:



A/B testing Facebook ads helped us capture job seekers' attention and **decrease cost per candidate leads from \$2.79 to \$1.49!**

**[WATCH THE VIDEO FROM CASEY LAMB, PRESIDENT, AMERICAN STAFFCORP.](#)**

**[READ THE CASE STUDY.](#)**



Our recruitment marketing team helped this industrial staffing agency to **increase average monthly applications from 568 to 915...while REDUCING their job advertising spend nearly 20%!**

**[WATCH THE VIDEO FROM TIM BLEICH, PRESIDENT, VECTOR TECHNICAL.](#)**

**[READ THE CASE STUDY.](#)**



A website upgrade **enabled this Southern California staffing firm to show off their capabilities and strengthen positioning in their market.**

**[WATCH THE VIDEO FROM TOM PORTER, OWNER, MARQUEE STAFFING.](#)**

These videos are uplifting, worth the watch and made with [Video NOW](#).

Get more ideas for using video to generate leads, attract talent and build your brand [here](#).





## FAVORITE EPISODES

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

EPISODE

47

### PREPARING YOUR MARKETING FOR Q4

Segments:

- Prepare your marketing for Q4
- The iOS update that limits (and blocks) Facebook ads
- Three ways to improve conversion rates on your job board

EPISODE

49

### CAN YOU BUILD A RECRUITMENT MARKETING STRATEGY FOR JUST \$2,500/MONTH?

Segments:

- What are visitors' first impressions of your website?
- Why we need to think fast but act slowly on social media
- Build a killer recruitment marketing strategy on a budget

EPISODE

50

### YOUR EMPLOYER BRAND DOESN'T HAVE TO BE EVERYTHING TO EVERYONE

Segments:

- Conversion rates: Is your website helping or hurting your lead funnel?
- Your employer brand doesn't have to be everything to everyone
- Two ways programmatic job advertising works for the staffing industry

EPISODE

48

### ARE YOU CREATING CONTENT WORTHY OF YOUR AUDIENCE'S TIME?

Segments:

- Is your content truly valuable to your audience?
- How to handle a negative comment on a social media post
- Are you using the communication tactics your applicants want to use?

EPISODE

51

### WHEN WILL GOOGLE STOP BREAKING OUR HEARTS?

Segments:

- Is LinkedIn's algorithm making it impossible to share content?
- A thought on "Position 0" on Google...
- Annual job board contract vs. a flexible, monthly budget

Like what you hear?

Subscribe on your favorite player!



# BEST DIGITAL MARKETING DEALS

Say **GOODBYE** (and good riddance) to this year with **SIX special offers** from Haley Marketing.

Attract talent. Generate sales leads.  
Fill more job orders. And save money!

## **GOODBYE 2020 Deals**

Each deal comes with free bonuses to improve your marketing results:



### **Website Deal**

+ free IP tracking software!



### **Blogging Deal**

+ free featured images!



### **Google Mastery**

(ongoing SEO, paid Google advertising campaign) + 3 freebies!



### **Digital Visibility**

(social marketing, blogging, reputation management) + free Video NOW account!



### **HaleyMail Lead Gen**

(content marketing, sales outreach campaign) + unlimited email delivery!



### **The All-in-One**

(your choice of direct marketing campaigns, blogging, Social Pro, and Google remarketing) + free Video NOW, chatbot AND IP tracking!

If you have job openings to fill...or need more job orders,  
get our best deals of the year.

**Time is running out, so act now!**

When the year is over, so are these special offers.

**Start 2021 with a BANG!**





# LET'S FIND YOUR SILVER LINING TOGETHER.

Opportunities for your company to rebound and  
accelerate your recovery are everywhere...

... and Haley Marketing is here to  
help kickstart your recovery.

**MAKE 2021 YOUR BEST YEAR EVER.**

What can we do for you?

CONTACT US TODAY AT 888.696.2900



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