

Top 18

MARKETING STRATEGIES & TACTICS for 2023



It's been a long time.

For more than a decade, marketing in the staffing industry has been about recruiting. Job ads. Employment branding. Social media. Local SEO. Programmatic. And more.

2023 looks different.

Now, it's about selling. Lead generation. Sales automation. And building digital marketing conversion funnels. While recruitment marketing will remain important, staffing and recruiting firms must do more in 2023 to ***stand out, stay top-of-mind, and drive sales.***

This eBook was created to help.

Inside you'll find 18 marketing ideas to increase your visibility, build your brand, support your salespeople, and expand your client base.

We hope you enjoy these ideas and that they help ensure success in 2023!

Your friends at Haley Marketing.



IDEA 1

Integrated Direct Marketing (IDM)

Create a systematic process for targeting new prospects. Leverage multiple touchpoints and multiple channels of communication to maximize your probability of getting your message to each prospect.

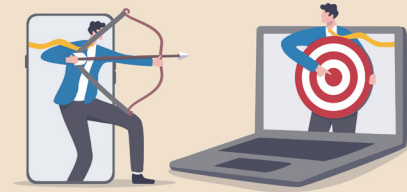
Why IDM?

- Give your salespeople a structured system for selling
- Increase call effectiveness
- Generate more appointments
- Shorten your sales cycles

IDM in Action

For one of our clients, an IDM campaign resulted in a 100% improvement in sales calls to appointments, reducing their sales cycle from 3 months to 4 weeks!

1. CHOOSE YOUR PROSPECTS (Your ideal target clients)



2. CREATE A MULTI-STEP DIRECT MARKETING CAMPAIGN (Planned sequence of mail, email, LinkedIn & sales calls)



3. NURTURE RELATIONSHIPS (Stay top-of-mind)



IDEA 2

Sales automation

Part 1: Top-of-funnel automation

From chatbots to marketing automation tools like HubSpot and ActiveCampaign, top-of-funnel automation is about getting people to engage with your content: nurturing relationships and developing interest in the value of your staffing services.

At the top of the funnel, you are giving people a reason to take action (e.g., downloading a salary guide, watching an on-demand webinar, opting in to an email publication), and then automating follow-up to build relationships, position your firm, and open the door to sales opportunities.



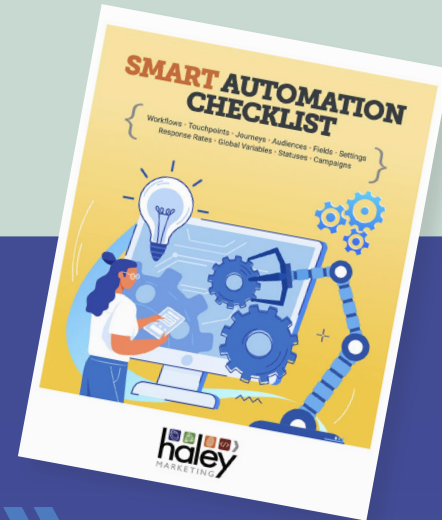
Part 2: Mid-funnel automation

At the top of the funnel, prospects are referred to as MQLs (Marketing Qualified Leads). At the mid-funnel, the goal is to transition MQLs to SQLs (Sales Qualified Leads).

Mid-funnel automation is about developing interest in the value of your services (i.e., the specific business problems you can solve), building credibility for your company, and getting prospects to want to meet with your team.

Common tools in mid-funnel automation include:

- Blog posts and whitepapers (directly related to the value of your services)
- Promotional videos
- Case studies
- Testimonials and reviews
- Direct calls to action



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*Have you
downloaded
our SMART
AUTOMATION
checklist?*

Get it at:

haleymarketing.com/smartautomation

(It's FREE!)

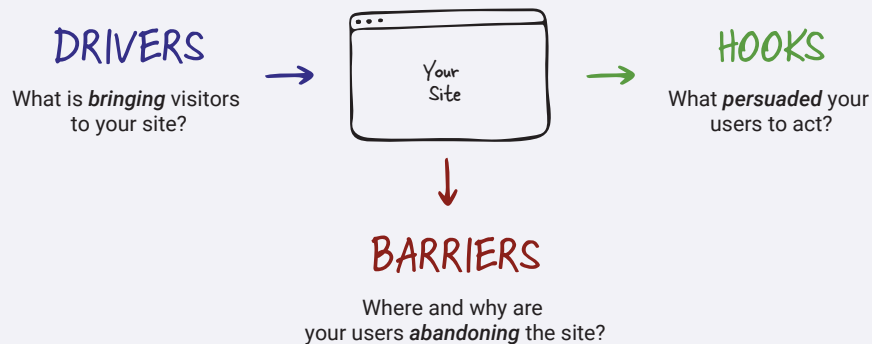
IDEA 3

CRO

(Conversion Rate Optimization)

CRO is the art and science of getting people to respond to your website. Every day, dozens, hundreds, or possibly thousands of people visit your website. But the vast majority do not take action.

CRO is about optimizing your website design and content around three things:



Want to
know more
about CRO?

Watch our on-demand webinar:
lunchwithhaley.com/CROWebinar

(It's FREE!)

IDEA 4

SEO (Search Engine Optimization)

There are more than 150 million searches per month for staffing services and specialized recruiters. But are these searchers finding your site?

To win the battle for Google supremacy, you need to consistently create content. And the best content (for SEO purposes) answers the questions employers are asking about staffing, hiring, and workforce management.



*Want to know
our favorite
content creation
hack?*

Start with video! Jump on Zoom and answer questions. Do a regular LinkedIn Live show. Create webinars. Then take your video and get a transcript made (we use REV.com). With this process, you get video content, social content, and long-form content for SEO!

IDEA 5

Increase visibility

In staffing and recruiting (and just about any business), out of sight is out of mind. If business slows and you “go dark,” people assume the worst.

Looking at past recessions, our clients that got aggressive about building visibility:

- Saw sales decline far less than their competitors (directly related to the value of your services).
- Recovered sooner (about six months ahead of the industry).
- Recovered stronger (about 2x the rate of growth of the industry).

Now, while business remains strong, is the best time to build your visibility—online and in the real world!



IDEA 6

OPS

(Other People's Stages)

Want to improve your reach to your target audience and gain instant credibility? Get on someone else's stage!

- Become a speaker at a conference
- Be a guest on a podcast
- Present a webinar for another company or a trade association
- Write guest blog posts

Seek out organizations with audiences that match your ideal clients. Then share your expertise, ideas, and success stories. Turn their audience into yours!



*Want to get on
our stage?*

We're looking for guests for our Secrets of Staffing Success podcast.

Take a listen on iTunes, Google Play, Spotify, or your favorite podcast app, and reach out to us if you'd like to be on the show!

IDEA 7

Nurture

Staffing demand may be down, but it will return.

When it does, will you be top-of-mind?

Nurturing is not about immediate wins. It's about continual, high-value, (mostly) non-sales-y outreach—and ensuring that no client or prospect ever gets forgotten.

Nurturing Can Include:

- Sharing educational content, like a print or email publication
- Inviting people to webinars or other events
- Recognizing when a client or prospect is in the news
- Taking a client or prospect out for coffee
- Sending a holiday greeting or personal note
- Staying top-of-mind with prospects or inactive clients via email, LinkedIn, calls, mail or drop-offs.

 **BIG** IDEAS



*Can we share
some nurturing
content with you?*

*Subscribe to our BIG IDEAS
newsletter...and get our best ideas
delivered to your inbox each month.
haleymarketing.com/bigideas*

IDEA 8

Create 3x3 networks

Credit for this idea goes to our friends at Butler Street.

In good times or bad, you want to strengthen the depth of your client relationships. Think of your network like a spider web: the more connection points, the stronger your web.

For every client, look to develop contacts across three functional areas or departments at three levels deep (e.g., executive, HR manager, supervisor).

Building wider and deeper networks will help you to increase your “share of wallet” (the percentage of each client’s staffing business you win), cross-sell, and limit your risk from contact turnover.



IDEA 9

Focus on the economic value of staffing

Do your clients really understand the value of staffing services—how staffing (and recruiting) can be used to control costs, improve productivity, and mitigate business risk?

If the market shifts and job orders become scarce, companies that know how to demonstrate value in a down market will win!



IDEA 10

Asynchronous selling

Who has time for meetings? No one!

Getting on your prospect's calendar has become harder than ever. Rather than try to force a meeting, create asynchronous (one-way) communication channels using video.

From video emails to recorded presentations, asynchronous communication can be an ideal mechanism for initial outreach, introducing specific services, and presenting proposals.

Asynchronous selling is designed to make it faster, easier, and more convenient for staffing decision-makers to buy your services.



Want to see an example of how we use asynchronous selling at Haley Marketing?

Here is a product landing page that we use to introduce our SEO services:

haleymarketing.com/ongoing-seo-services

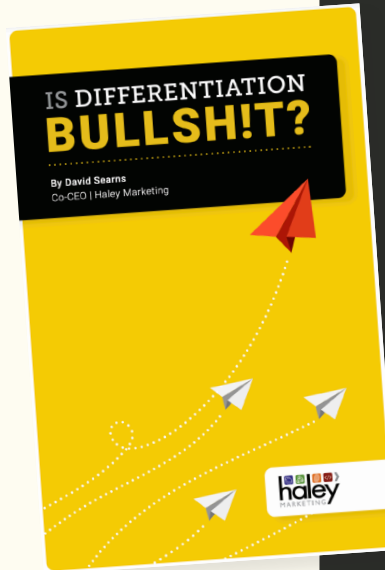
IDEA 11

Differentiate your sales outreach

In 2023, everyone will be making more cold calls.

Rather than just pound the phones (like your competitors), get creative with mail, drop-offs and video email.

And focus on your company mission, vision, values, and results as a real differentiator.



Need some ideas for differentiating your company?

Download our eBook
Differentiation is Bullsh!t

(It's FREE!)

IDEA 12

Programmatic Job Ad Management

Guess what? Job advertising costs just went up...again!

Now, more than ever, you need to get the greatest bang for your job ad buck, and through programmatic software (managed by someone who specializes in job ad management for staffing), we're seeing our clients lower their cost per apply by 30% or more.



*Want to know
more about how
programmatic
works?*

Check out:

recruitmentmarketers.com/programmatic101

IDEA 13

Be social... with a purpose

A great social media strategy requires more than being active on LinkedIn or striving to create the next viral TikTok video.

In 2023, make sure every post has a purpose. If your audience is scrolling down the social media highway at 100 MPH...how will you catch their attention?

To develop your 2023 social strategy:

- Define your goals – what do you want social to do for your business?
- Develop your strategy – whom are you trying to reach, and why would they engage with you?
- Create monthly content plans – match the needs, interests, desires, and aspirations of your target audiences.
- Be consistent – incorporate a combination of manual and automated posting.
- Add value. Be human.



IDEA 14

PPC Advertising

Google. Facebook. LinkedIn.

Paid advertising can put your business in the right place, with the right people, at the right time.

Use PPC ads to:

- Get to the top of Google search results.
- Ensure you appear on Google maps.
- Increase your visibility on YouTube.
- Attract the interest of relevant surfers on Facebook.
- Deliver highly targeted messages on LinkedIn.



*Have you heard
about our latest
PPC Product:
Google My Business
Local Ads*

***Ask us** how you can AFFORDABLY get
found on Google search, maps, and more!*

IDEA 15

Re-engage at every stage

Re-engagement is about reconnecting with people with whom you've had a relationship. Typically, we think about re-engagement in recruiting—and re-activating candidates in the ATS.

But re-engagement shouldn't be limited to old candidates. You should re-engage clients and candidates at every stage of your sales and recruiting processes.

Email follow-ups. Text check-ins. Re-activation calls. Retargeting PPC ads. Re-engagement is an ideal way to stay top-of-mind. Reduce ghosting. Improve sales conversions. And increase redeployment.



IDEA 16

Take risks

Sales, recruiting, and marketing are all part art and part science. To maximize your results, bring out your inner artist, experiment, and have fun!

- Try different types of content
(educational, promotional, relational)
- Experiment with different formats
(print, digital, written, video, audio)
- Be bold
(dimensional mailers, drop-offs, provocative messages)



Confession...

Some of our greatest marketing successes came on the heels of our biggest failures.

Not everything you try will work, and that's okay...as long as you learn from it!

IDEA 17

Sales training 101 (and sales support 201)

We've had an amazing run in the staffing industry over the past decade...and hopefully it will continue into 2023 and beyond.

But good times can make for bad selling. If your salespeople have become more "order takers" than "order makers," it may be time for some upskilling.

From understanding your company's value proposition, to developing expertise in the economic value of staffing services, to mastering sales methods like Sandler, SPIN selling, or others, you want to ensure that your sales team has the tools and training to be expert staffing and workforce management consultants.



Bonus Point!

With so much selling being done remotely, your sales team may require new tools to maximize their impact, which can include digital collateral, product/service landing pages, video email, and more!

IDEA 18

Prioritize ROI

It's time to demand more from your marketing!

Good times or bad, you want the biggest bang for your marketing buck. Some activities are easy to track – they directly drive response, and you can count the conversions (responses).

Others are more challenging, and you need to use more advanced analytics to look at “assisted conversions” – where one activity results in a second activity that drives the conversion.

Ideally, you should be looking at your analytics at least once a month and adjusting your strategies (and potentially shifting your marketing investment) once a quarter.



Let us create a 2023 Marketing Plan for you

We hope you have enjoyed these 18 ideas for marketing in 2023.

If you need help putting these ideas into action— or you'd like us to provide you with a complimentary marketing plan for your business, please reach out to our team at:

info@haleymarketing.com.

(It's FREE!)



Products & Services from Haley Marketing.

Marketing Automation

- HubSpot, ActiveCampaign, Sense, Bullhorn Automation
- NetSocial (team-based social sharing automation)

Asynchronous Selling Tools

- Video NOW (video email)
- Product landing pages
- Print & digital sales collateral
- Lead tracking software (now with visitor names!)

Digital Marketing

- Ongoing SEO
- PPC – online visibility, web traffic, Google My Business
- Reputation Management – get more testimonials and reviews
- Video (blogs to video, jobs to video, team and service intros)

Website Development & CRO

- CRO-based website development
- Website upgrades
- Content development (eBooks, videos)
- Talent Showcase (skill marketing software)

Nurturing & Content

- HaleyMail – a complete content marketing system
- Blogging & Blog newsletters
- HR Insights – digital and print magazines

IDM Campaigns

- Door Openers (13-week campaigns)
- Custom IDM campaign design



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

LET US CREATE A PLAN FOR YOU!

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