



PPC in 2023:

**A Checklist for Successful Paid Advertising
of Your Staffing Agency**

Wondering how to pay to play in driving more candidates and client leads?

This PPC checklist features five essential strategies to help you get the most out of your PPC dollars:

1. Effective PPC Starts With Your Website
2. Custom Landing Pages Are an Ad's Best Friend
3. Enhance Post-Click Data Tracking With Google Analytics 4
4. Build Personas of Your Ideal Candidates and Clients
5. Yes – Choosing the Right Ad Channel Matters



□ Effective PPC Starts With Your Website

Your ads are only as strong as your website. So, ask yourself: Is your site designed to convert?

PPC can lead people to your website and will encourage conversions, but it's your website that's meant to convert. If your site isn't set up for success, your paid ad performance will not be up to par.

What does it take to design a website that converts?

Simply put, Conversion Rate Optimization – CRO. A site that is designed to convert will answer the following questions when someone arrives at the site (through PPC or other means):

- What does your company do?
- How do you do it?
- Can you do it for me?
- Am I in the right place?
- Then, it will clearly show them what to do next (typically through calls-to-action).

A high-converting webpage will contain these features:

Page header/banner clearly stating what you do. (If you must be clever, keep it in the subheads.)

- Primary and secondary CTAs
 - High commitment – Request talent
 - Low commitment – View our specialties
- Social proof (case studies & testimonials)
- Explainer video
- Relatable images
- Repeated CTAs



CRO can help you attract, convert, and retain employers and job seekers. It's a great way to get the most out of your website, even if you are not using a PPC campaign.

Bonus Content:

[Lunch with Haley Archives: Turning Your Staffing Website into a Sales Engine](#)

□ Custom Landing Pages Are an Ad's Best Friend

Whether your website is 5 days old or 5 years old, a custom landing page is always a recommended strategy for paid ads. It's a valuable tactic because of the core features a landing page contains:

- **One Page. One Purpose:** This is the same best practice that should be carried across all your website's pages – each page has a single purpose that speaks to a specific audience. The more variety your content has on a single page, the more confusing your delivery will be, and the less likely users will include you in their final decision-making process. For each page, have one core focus that speaks to one audience, and you'll be good to go!
- **Quick, Straight-Forward Messaging:** Landing pages should be considered an extension of your ad and build on the initial information shared in an ad's copy. The faster and easier you're able to communicate that your agency can resolve a candidate's and client's pain point, the more likely they are to act. Best practices include minimal text, bulleted lists and captivating call-to-actions (CTAs).

- **Conversion Rate Optimization:**
Easy access to contact forms and phone numbers is essential to CRO and landing pages. Remember, we have seconds to maintain a PPC user's attention. Within those seconds, we need to communicate why you're their best choice and give them an easy (essentially, immediate) way to take the next step with you. Have CTAs and contact options above the fold of your landing page to ensure instant access once a visitor enters the page.



□ Enhance Post-Click Data Tracking With Google Analytics 4

Universal Analytics is sunsetting on July 1st; this data will not migrate to the new GA4. One big change with GA4 is that the data retention maxes out at 14 months. (The user has to update this setting manually; it defaults to 2 months!). Don't wait until July to make the switch. The new interface may be challenging for some users to acclimate to; use this time now to familiarize yourself with it.

Benefits of GA4:

- Improved customer journey tracking
- Improved User Engagement data
- Control over what personal data your site collects
- Easier goal and event setup
- Several new visualizations and reporting features / better custom reports



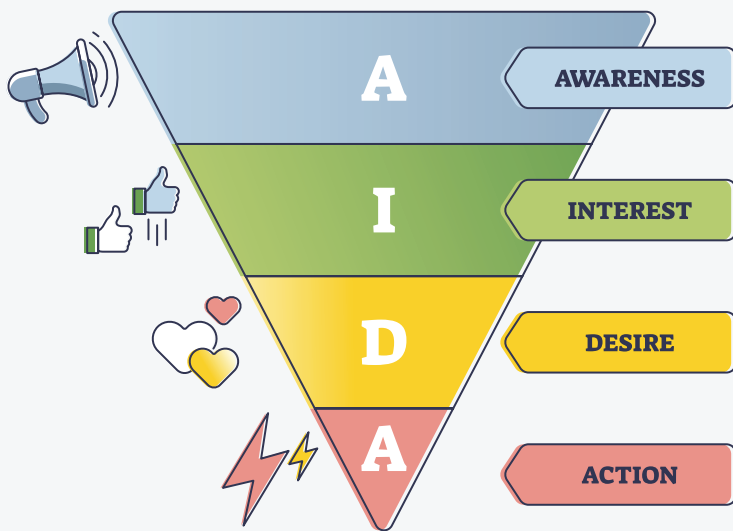
□ Build Personas of Your Ideal Candidates and Clients

A candidate is more than just someone that needs a job, and a client is more than just a company that needs to hire. Each audience has its own subsets and differences because their interests, needs, motivations, etc., vary widely and continually fluctuate. While we won't get into the fact that changing market demand is a major factor when running paid ads, this section summarizes why building an audience profile of your ideal candidate and client can give your ads a competitive edge.

Build a better understanding of their current needs:

All PPC traffic – whether a candidate or client – must move through the four stages of AIDA: Awareness, Interest, Desire, Action. You don't always know which stage they are in when they come upon your ad, but our recommendation is to develop a strategy that speaks to audiences within a specific stage.

THE AIDA MODEL



Bonus Content:

Want to Drive More Staffing Sales? AIDA Makes It Easy

Craft more relevant messaging:

The more you know about your target audience, the more likely your message will resonate and stick with them. Messaging is delivered through the words, images and video components of your ads... and we all know how important it is to make a good first impression!

Leverage more precise targeting options:

As you'll learn more about in the final section below, personas give you a head start on identifying the right channel to advertise in. The PPC experts at Haley Marketing consider a user's intent (to act), and then match them up with the channel that mimics that level of intent. You'll find channels function on a scale when it comes to their user's level of intent; Google can connect with high-intent users, whereas Facebook has a more passive reach.

□ Yes – Choosing the Right Ad Channel Matters

Before you invest your money in a network, be sure it's the right place to start.

How do you know what network your audience is in?

What are your goals?

- If you are looking for branding and awareness, a Google Display or YouTube campaign would be a good start. Branded search campaigns also work well here. If you want to build your social presence, a Facebook Like campaign or visibility campaign is the easy answer.
- Are you looking to increase applications or sales leads? Google/Bing search might be your first choice. Facebook and LinkedIn offer on-site Lead Generation forms to capture information without having to leave the platform.

What is your competition doing?

- If your biggest competitor is in Google Search, you should consider a search campaign.
- Is their social following and presence more impressive than yours?
- If your competition doesn't seem to be doing anything at all, it works in your favor. Staying visible and top-of-mind will pay off. Don't let your audience think you've gone out of business.

Where does your audience hang out? Can you target your audience easily?

- Your audience may be on Facebook, but can you effectively layer the audience targeting to reach them? Or are the available targeting methods too limited.
- If you are in a super niche market, the "right" keywords may not bring in enough volume or any volume of traffic at all.

Do you have enough budget for a reasonable test?

- LinkedIn is ideal for reaching any professional audience, but the investment required is substantial.
- Some industries are more competitive in search with significantly higher CPCs which require a higher daily budget than others.
- Your geo-targeted area also matters; your daily budget can only stretch so far. Casting too large a net could set you up for failure without the supporting budget.

Ultimately you won't know if you chose the right network until you test, but you don't have to launch your campaign blindly.

More FREE resources on PPC:

[\[InSights\] A PPC Crash Course for Staffing and Recruiting \(podcast\)](#)

What do staffing companies need to know about Pay Per Click Advertising?

[Top Facebook PPC Terms You Need To Know!](#)

Read this glossary of the most popular Facebook PPC terms to understand how Facebook advertising campaigns are measured – so you know how well they're working for you.

Find more of our blogs and articles about [PPC marketing for staffing](#).

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Need help managing your PPC advertising?

Contact us today to see how easy and affordable we make PPC for the staffing industry.



1.888.696.2900

www.haleymarketing.com

info@haleymarketing.com

