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Idea Lab

Social Media Is a Science

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Wednesday, Oct. 28
1:15–1:45 p.m.



ASA
American Staffing Association

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CSP TSC CSC CIP
0.5 CE

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**Social Media
IS A SCIENCE!**



haley
MARKETING

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Director of SEO & Social Media

The **MAD SCIENCE** of social media

- AWESOME sales tool...or INSANE waste of time?
- Get found. Get connected. SELL STUFF.
- 10 things you must do...
- Be a master scientist in JUST 15 MINUTES a day



"Social media is a waste of time.
I want my sales people **ON THE PHONE!**"



"28% of all social traffic visits our contact page—
that's higher than any other traffic source!"

"We promoted our job on Facebook
and placed 26 temps in August"

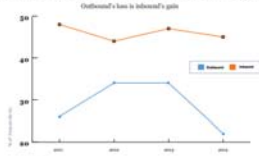
"My website has become
an ATM for my company"



Need more **PROOF?**



PRIMARY LEAD SOURCE BY INBOUND/OUTBOUND

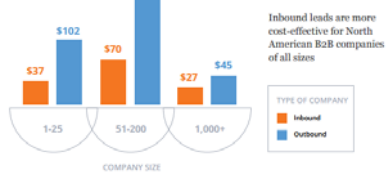


For the first time in the past four years, outbound as a primary lead source has dropped, and sharply – from 44% to 22%. Meanwhile, inbound has remained relatively stable, off just 1% from its previous three-year average. As a result, in 2014, more than twice as many respondents cited inbound (45%) as their primary source of leads versus outbound (22%).

Hubspot State of Inbound Marketing 2014



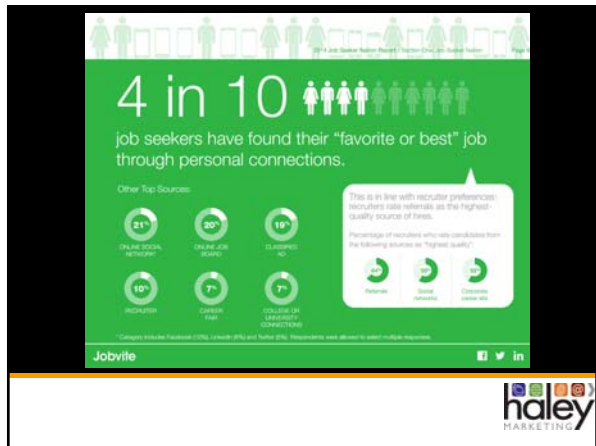
AVERAGE COST PER LEAD BY COMPANY SIZE

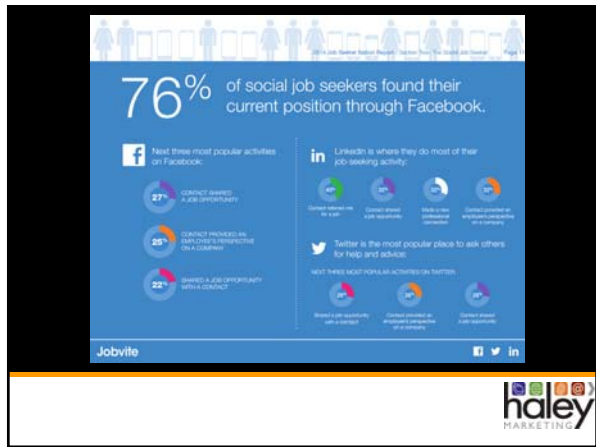


Inbound leads are more cost-effective for North American B2B companies of all sizes

Hubspot State of Inbound Marketing 2014









"Okay, I get it.
So how do we use this stuff?"



Get found. Get connected. **SELL STUFF.**

- **Strategy 1:**
Direct selling...to the people you want to reach.
- **Strategy 2:**
Be in the right place...to attract clients and candidates.
- **Strategy 3:**
Dominate search engines.

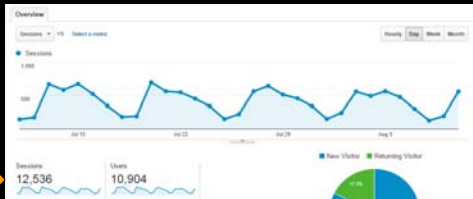


10 things **YOU MUST DO!**



Must do #1

Embrace social...or just give the business away!

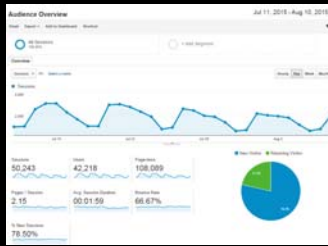


Light industrial staffing agency with offices in NC and SC



Must do #1

Embrace social...or just give the business away!



Light industrial staffing agency with fewer offices in NC and SC



Must do #2

Understand how you will achieve results.

- Connect. Nurture. Close.
This is the direct selling model (think of it as social media cold calling).
- Attract. Engage. Convert. Close.
This is the inbound marketing model (it's about selling...without having to sell).



Must do #3

Direct sales.

- Build your networks...with the right people.
- Use direct messaging to communicate.
- Use content to start conversations and nurture relationships.
- Ask for referrals. Ask for help. Ask for the sale.



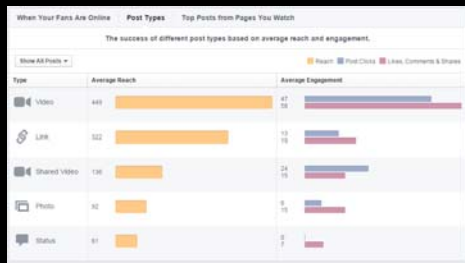
Must do #4

Use content to create conversations.



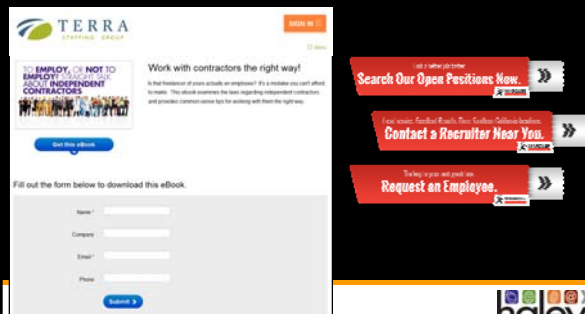
Must do #5

Use a mix of media that includes video.



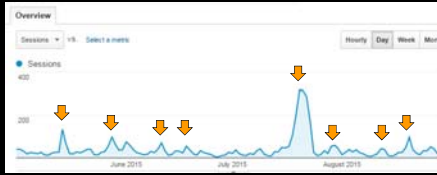
Must do #6

Turn your website into a lead generation machine.



Must do #7

Maximize your reach.

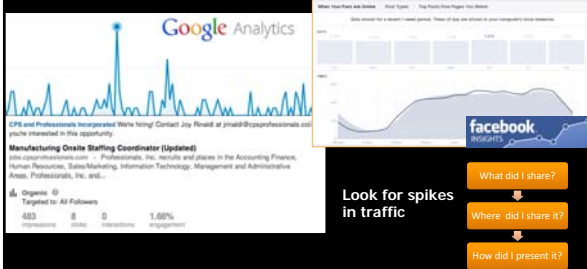


Status updates. [LinkedIn groups](#). Social messages. [Automate](#). Get your team involved.



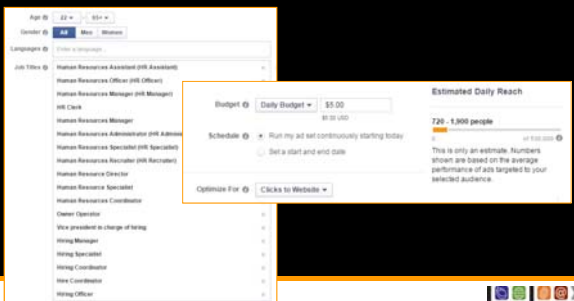
Must do #8

Use data to know when and what to post.



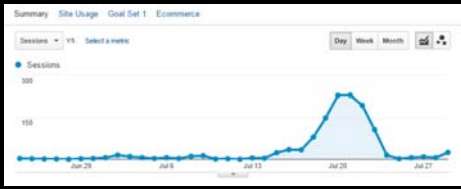
Must do #9

Boost your reach with paid promotion.



Must do #10

Get started now...it can have an immediate impact!



A single post to a LinkedIn Group saw immediate, and extended traffic.





Give Me
22 Minutes





12 min.



• Build your network

- Use LinkedIn's "People You May Know" feature and send out two connection invitations (2 minutes)

• Build your reputation

- Auto-feed blog content to your LinkedIn profile (0 minutes)
- Status update with a recent search assignment or placement (1 minute)
- Read discussions in 1-2 groups and "like" or "comment" (5 minutes)
- Manually post a blog to several LinkedIn groups using the LinkedIn Share button on the blog (1 minute)

• Sell

- Connect with 1-2 key decision makers at prospect firms (1 minute)
- Send a 1:1 message to a prospect (1 minute)



twitter 

8 min. 

- **Build a relevant following**
 - Use Tweepi to follow the people who follow a competitor (5 min)
- **Build your local office brand**
 - Auto-feed blog content to your Twitter account (0 minutes)
 - Auto feed local jobs to your Twitter account (0 minutes)
 - Retweet key influencer or prospect Tweet (10 seconds)
- **Find sales opportunities**
 - Conduct Advanced Search for new job postings (1 minute)
 - Search for a local business on Twitter and begin following (1 minute)
 - Follow a local executive or key local leader (1 minute)




facebook

2 min. 

- Auto-feed blog content to your Facebook account (0 minutes)
- Visit the corporate Facebook page and Like, Comment and Share a post (1 minute)
- Post an interesting article or image on Facebook (1 minute)




Automation Tools




buffer
A Smarter Way to Share

www.bufferapp.com
Free tool. You create an account and link your social profiles and share to every profile with one click.



Hootsuite™

<https://hootsuite.com/plans/free>
Free trial. Manage multiple networks, schedule posts and watch your audiences.






Any questions?


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American Staffing Association

Thank you for attending this
Staffing World 2015 Idea Lab



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