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# The Social Experiment

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Tuesday, Oct. 25  
11 a.m.–12:15 p.m.



## The Social Experiment

David Searns  
Chief Executive Officer  
Haley Marketing

Brad Smith  
Director of Search Engine  
Optimization and Social Media  
Haley Marketing

Tuesday, Oct. 25, 11 a.m.–12:15 p.m.




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## The Social EXPERIMENT





David Searns  
CEO

Brad Smith  
Director of SEO & Social Media

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## The **MAD SCIENCE** of social media

- AWESOME sales tool...or INSANE waste of time?
- Get found. Get connected. SELL STUFF.
- 19 things you must do...
- Be a master scientist in JUST 22-MINUTES a day



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## An **AMAZINGLY COMPELLING** case

- Cold calling sucks.
- People don't want to be sold to.
- Social media makes sales more effective.
- Social media brings people you don't know to you.
- Some of those people need a job. Some need to hire.
- Social media makes you more money.



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## Use Social to Sell

78% of salespeople using social media outsell their peers.  
Source: Forbes



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## Social Media – The Real Value



Avg. Session Duration	
	00:01:39 <small>(Avg. for New: 00:02:20 / +63%)</small>
1. LinkedIn	00:01:17
2. Facebook	00:03:08
3. Twitter	00:06:25
4. Google+	00:00:52



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

haley MARKETING

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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.

haley MARKETING

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## 19 things YOU MUST DO!



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### 19 THINGS you must do

- Embrace social...or give biz away!
- Pick your strategy(ies).
- Use social to SELL.
- Use LinkedIn to gather intel.
- Build your network...every day!
- Endorse prospects, then call.
- Build followers with Tweepi.
- Use Twitter's advanced search.
- Use Twitter to sell.
- Ask for referrals & endorsements.
- Start conversations with content.
- Use social to SELL.
- Use LinkedIn to gather intel.
- Build your network...every day!
- Endorse prospects, then call.
- Build followers with Tweepi.
- Use Twitter to sell.
- Ask for referrals & endorsements.

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



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"Thanks for the intro...  
Let's start the EXPERIMENTS!"



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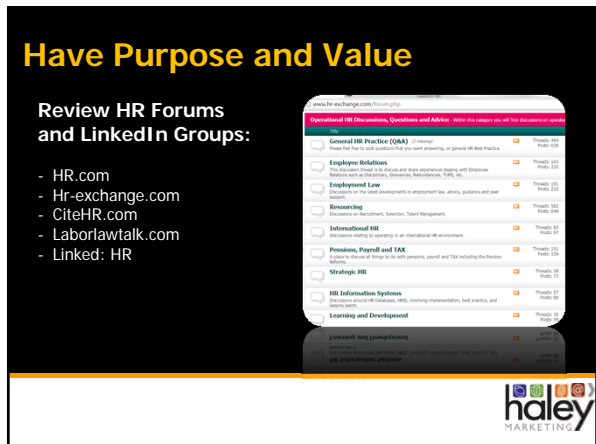
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## Have Purpose and Value

Ask your clients and candidates  
what they care about!

[www.surveymonkey.com](http://www.surveymonkey.com)



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## Have Purpose and Value

THE SEARCH: HOW TO EASILY REACH THE BEST NEW JOB CANDIDATES



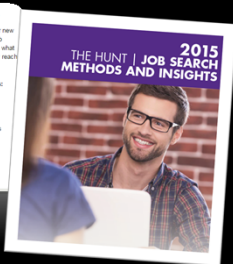
63 facts you need to know about how people look for new jobs, the result of Probability's 2015 survey of 900 job seekers. You'll learn how people are looking for jobs, what they want on a new job and how to quickly and easily reach the highest quality candidates for your company.

Download your FREE report now, which includes:

- The 14 Most Popular Job Search Tactics
- 4 Tips for Recruiting Top Talent
- 16 Most Commonly Used Job Boards
- 12 Social Media Sites Most Used in Job Searches
- Most Common Times of Day for Job Searching

[Download Report](#)

18-page whitepaper



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## Have Purpose and Value



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## Make sure people care!

- buzzsumo.com
  - Look for topics based on engagement
- Facebook insights
  - Look at past posts
  - Look at competitors
- Google Analytics
  - Look at past posts
  - Look for topics that get visits/engagement



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## Keys to Writing a Good Headline

- Share the key takeaway from the article (value)
- Use engaging keywords that evoke an emotional response
- Don't be boring
- Test different approaches



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## Words matter

- 4 Surprising Things Interviewers Notice Before You Say a Word
- 3 Excel Hacks that Will Save You a TON of Time
- The Science Behind Reducing Bad Hires
- 10 Critical Questions You Need to Ask Every Travel Nurse
- 5 Smart Ways to Test Headlines and See Huge Results



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## Experiment #1

Come up with 5 different title variations for this topic:

"Why your best employees are leaving your company."



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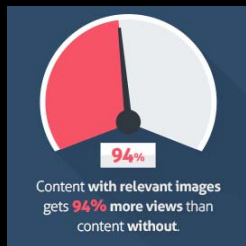
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## Compelling Images



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## Compelling Images



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## Compelling Images

**CornerStone Staffing**  
Account ID: 4111616 - 38

**4 IMMEDIATE OPENINGS - CUSTOMER SERVICE REP**  
\*\* Temp-To-Hire Opportunity \*\*  
\*\* \$12.50/hour - Good More

**1 Immediate Openings**  
\$12.50/hr - 3 Temp's For Hire



all jobs    all comments    all alerts

VS

**Industrial Maintenance Technician, Job Duties**

Diagnoses operation of machinery and mechanical equipment by completing preventive maintenance requirements on engines, motors, pressure tools, control systems, and production machinery, following diagrams, sketches, operators manuals, manufacturers' instructions, and engineering specifications, troubleshooting malfunctions.

Guides repair of problems by observing mechanical devices in operation, listening for problems, using precision measuring and testing instruments.

Replaces defective parts by disassembling devices, using hammers, cranes, and hand and power tools, measuring form and nature of parts.

Customizes changes in dimensional requirements of parts by inspecting and parts, using calcs, calipers, micrometers, and other measuring instruments.

Adjusts functional parts of devices and control instruments by using hand tools, to sets, punch tools, and straightedges.

Controls devices by opening production sections of machine operation, synchronizes techniques, maintaining compliance.

Fabricates repair parts by using machine shop instrumentation and equipment.

Maintains equipment, parts, and supplies inventories by checking stock by telephone, inventory, tool, anticipating needed equipment, parts, and supplies, placing and expediting orders, making usage.

Conserves maintenance resources by using equipment and supplies as needed to accomplish job results.

Provides mechanical maintenance information by answering questions and requests.

Prepares mechanical maintenance reports by collecting, analyzing, and summarizing information and trends.

Maintains technical knowledge by attending educational workshops, reviewing technical publications, establishing personal networks.

Maintains continuity among work teams by documenting and communicating actions, innovations, and problem-solving needs.

Maintains safe and clean working environment by complying with procedures, rules, and regulations.

Contributes to team effort by accomplishing related results as needed.



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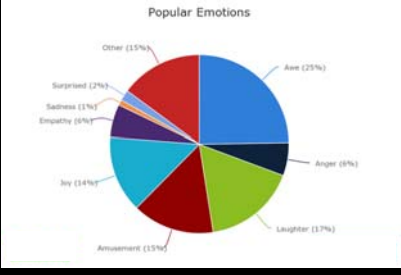
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## Evoke Emotion



Emotion	Percentage
Love	23%
Joy	14%
Amusement	13%
Anger	8%
Surprise	2%
Sadness	1%
Empathy	5%
Other	15%



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## Experiment #2

Come up with 3 different images from www.istock.com for this topic:


"Why your best employees are leaving."




3 credits

Signature collection

Download this photo





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**1 article = months of content.**



**5 Surprising Reasons Why People Quit Their Jobs**



**5 Critical Things That Keep People From Jumping Ship**



**These BIG Management Blunders Can Ruin Morale**



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**1 article = months of content.**



**5 Smart Management Hacks That Improve Morale and Create Smiles**



**The Science Behind Improving Morale and Teamwork**



**Apple. Southwest. Google. How Smart Companies Retain Top Talent.**



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**MANAGEMENT SKILLS FOR A MULTI-GENERATIONAL WORKFORCE**

Each generation has unique behaviors, values and attitudes, and bringing their own work styles, communication methods, expectations, and priorities.

**1** HIGHLIGHT EACH TEAM MEMBER'S SKILLS

**2** UTILIZE EMPLOYEES TO TEACH SKILLS

**3** UNDERSTAND COMMUNICATION METHODS

How can managers relate to different generations to promote great culture and consistent productivity?

**NUCLEAR CYBER SECURITY JOB OPTIONS**

With security and cyber terrorism becoming increasingly more relevant, recruitment for jobs in nuclear cyber security is increasingly popular.

**WHAT ARE THE THREATS?**

**WHAT ARE THE OPPORTUNITIES?**

**WHAT DO THEY DO?**

**WHAT TRAINING AND SKILLS ARE NEEDED?**

LEARN MORE [www.esgi.net](http://www.esgi.net)



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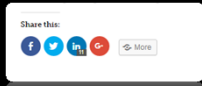
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## Where and how to post?



- LinkedIn – How to choose groups.
- Blog content sharing – HaleyMarketing.com example.



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## Experiment #3

Find at least 3 relevant LinkedIn groups

Case 1:	Case 2:	Case 3:
Technical recruiting firm in California	LI/Clerical	Executive Recruiter
Contract Assignments	90% temp staffing	100% perm placement, high level professionals
Developers, Project Managers, Data Analysts, ERP Specialists.	Offices in San Diego, Carlsbad, Irvine	National
		Accounting/Finance Engineering



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“So, I shared my content...  
How do I get more people to see it?”



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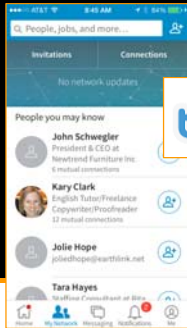
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## Build bigger networks.



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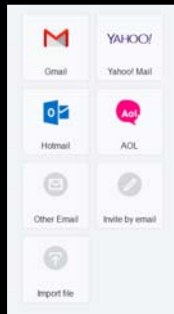
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## Experiment #4

This is a take home experiment

- Get a list of attendees for an upcoming job fair or trade show.
- Go to LinkedIn > My Network > Add Contacts.
- Select Import File.



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## Give Your Engagement a Kick Start!



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## Social Sharing Increase Engagement



### Increase in Post Reach

- 3 Likes + 1 Share = 211 Reach
- 4 Likes + 1 Share + 7 Comments = 494 Reach
- Facebook Algorithm favors conversation. Encourage people to comment – start internally!




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## Social Sharing Increase Engagement



- Engage with the company brand  
- Example: [www.facebook.com/haleymarketing](http://www.facebook.com/haleymarketing)
- Engage with co-workers  
- Example: LinkedIn Recent Activity




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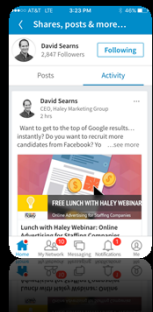
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## Experiment #5

### Choose 1:

- Visit your company Facebook page and like, comment and share an article.
- Visit [www.facebook.com/HaleyMarketing/](http://www.facebook.com/HaleyMarketing/) and like, comment and share an article.
- Visit a co-worker's LinkedIn updates and comment.




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## Boost your reach with paid promotion.

The screenshot shows the Facebook ad targeting interface. On the left, a list of job titles is visible, including Human Resources Assistant, Human Resources Officer, Human Resources Manager, HR Clerk, Human Resources Manager, Human Resources Administrator, Human Resources Specialist, Human Resources Coordinator, Client Operator, and various HR-related roles. On the right, the ad settings are displayed: Budget is set to \$5.00, and the estimated daily reach is 720 - 1,300 people. The schedule is set to run continuously starting today. The optimization goal is set to 'Clicks to Website'.

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## Paid Targeting – Live Example

The screenshot shows the same Facebook ad targeting interface as above. A text prompt is overlaid on the right side of the screen: "Who has a current recruiting challenge?". The job title list on the left is the same as in the previous image.

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"Hey, this is getting fun.  
But what's the point?"

The screenshot shows the text prompt from the previous slide on a black background. The Haley Marketing logo is visible in the bottom right corner.

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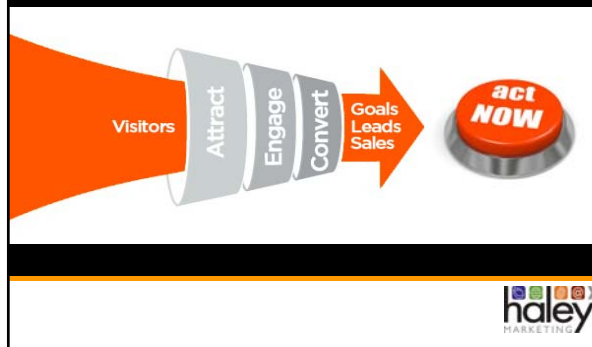
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## It's all about conversion.



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## Creating calls to action.

TERRA

Work with contractors the right way!

haley Marketing Group

Don't "bough it out" for a dead-end job. Find a new job today!

Stop Crying! Find your new job that won't d...

Contact a Recruiter Near You.

Request an Employee.

Search Our Open Positions Now.

haley MARKETING

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## Experiment #6

Write copy for 5 Calls to Action that you could add to your website.

Upcoming Webinars

2016 Sales, Marketing & Recruiting Challenges Survey RESULTS

When it comes to staffing sales and recruiting, what works – and what's not worth your time? What are the best met. READ MORE >

MORE WEBINARS

Get Free Guides!

- Marketing Best Practices
- Killer Staffing Websites
- Social Media
- Blogging for Placements
- Email Marketing
- Staffing SEO 101

Content Marketing = More Placements!

FIND OUT HOW >

haley MARKETING

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“Wow, there’s a lot to this.  
Let’s put it all together”



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The **BIG** conclusion

Do your own experiments!

- Test topics
- Test writers
- Test format
- Test when and where you post
- Use data to make smarter decisions
- Rinse, lather and repeat!



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**Any questions?**

1.888.696.2900  
[bsmith@haleymarketing.com](mailto:bsmith@haleymarketing.com)  
[LinkedIn.com/in/bradsmith](https://www.linkedin.com/in/bradsmith)  
[dsearns@haleymarketing.com](mailto:dsearns@haleymarketing.com)  
[LinkedIn.com/in/davidsearns](https://www.linkedin.com/in/davidsearns)



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Thank You for Attending



David Searns  
Chief Executive Officer  
Haley Marketing



Brad Smith  
Director of Search Engine  
Optimization and Social Media  
Haley Marketing



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