



Marketing Best Practices: A Comprehensive Guide for Staffing Firms

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Parker Staffing Services




A brief journey - 2014

A different experience,
A better outcome.

At Parker, we build lasting relationships with our clients and contractors through world class service and innovation. Headquartered in Seattle, WA, and operating for more than 30 years, our customized workforce management solutions help clients and contractors meet their objectives. Whether administrative, customer support, technical, or healthcare IT, on a project-, contingent, contract-to-hire, or direct hire basis, we have the right expertise and will successfully execute to meet client demands. Guaranteed.

Have you signed up to receive our weekly jobs list? Click [here](#) for details!

What's New

- [April PBody award winner announced!](#)
 Jenna Kane is our April 2012 PBody award recipient!
- [Parker Services' Parent Company Chief Executive Named to Staffing Industry's Who's Who](#)
 Rick Jackson of Jackson Healthcare has been recognized as a thought leader and innovator.
- [Elizabeth Chan named President of NAPW - Bellevue Chapter](#)


Why Work For Parker?

[Assignment/Employment Opportunities](#)

Parker Services has opportunities throughout the Puget Sound region in Clerical/Administrative, Technical, and Healthcare IT. Learn more about available jobs by clicking [here](#). Check back often. Jobs are updated daily.

[Contractor Benefits](#)

At Parker Services, we offer a competitive benefits package to our contractors. Some benefits have no waiting period. Talk with your Parker representative to learn more about our benefits, including:

- Health Insurance

2015 – Birth of a Marketing Department



Hired in 2010 as the Recruiting Director of Parker.



2013, we were heavy into Healthcare Information Technology implementation.



In 2014, we launched new website aimed at Healthcare IT and hired a marketing consultant to help build out our marketing department.



In 2015, we launched a second website specifically for our administrative staffing business, www.parkerservices.com.

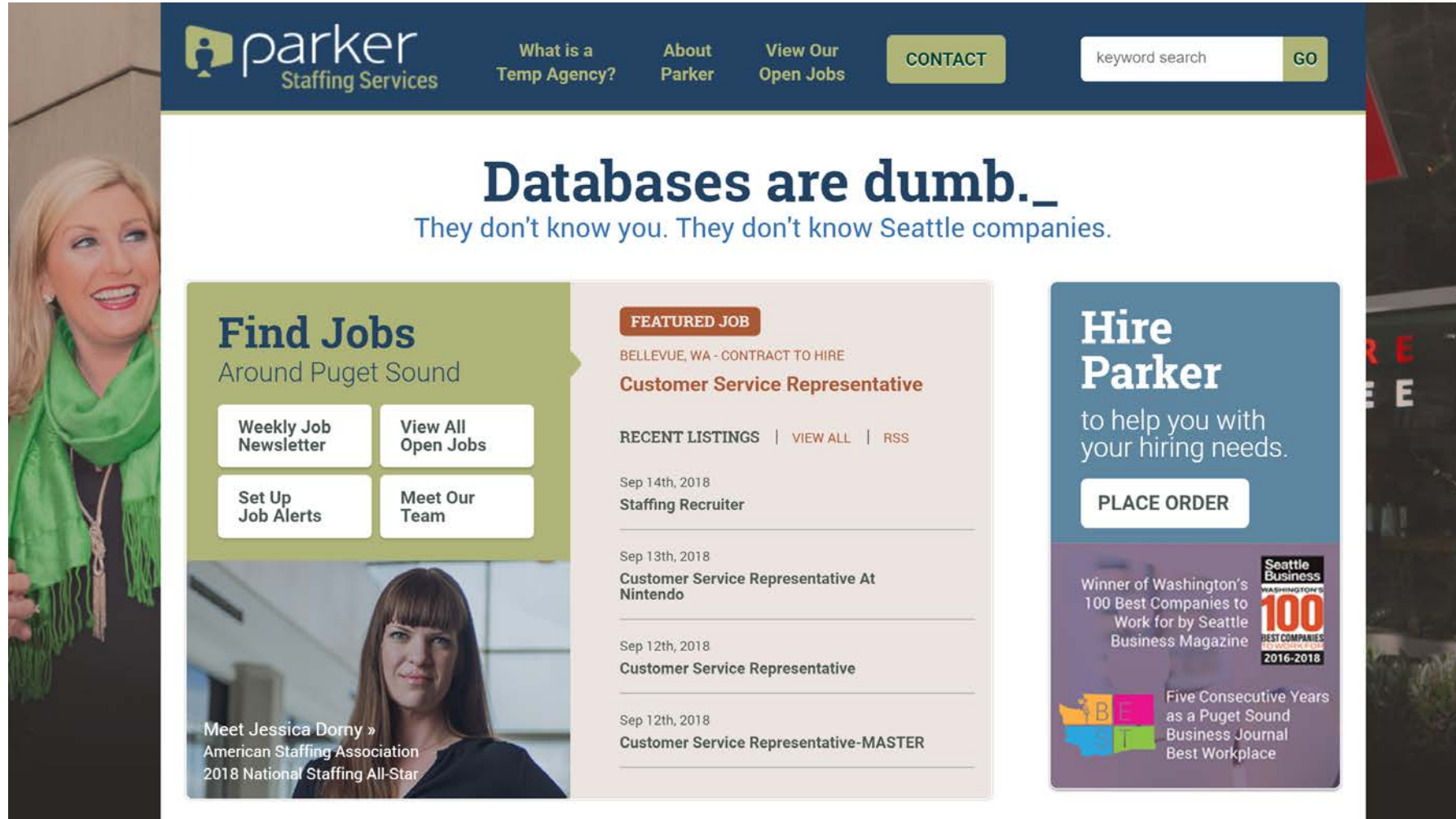


In 2016, we launched a “microsite” for our Nintendo business, www.parkernintendo.com



Q1 2019, scheduled launch of new parkerservices website

Our marketing-created website



parker
Staffing Services

What is a Temp Agency? About Parker View Our Open Jobs **CONTACT**

keyword search **GO**

Databases are dumb._

They don't know you. They don't know Seattle companies.

Find Jobs

Around Puget Sound

Weekly Job Newsletter View All Open Jobs

Set Up Job Alerts Meet Our Team

FEATURED JOB

BELLEVUE, WA - CONTRACT TO HIRE

Customer Service Representative

RECENT LISTINGS | [VIEW ALL](#) | [RSS](#)

Sep 14th, 2018
Staffing Recruiter

Sep 13th, 2018
Customer Service Representative At Nintendo

Sep 12th, 2018
Customer Service Representative

Sep 12th, 2018
Customer Service Representative-MASTER

Hire Parker

to help you with your hiring needs.

PLACE ORDER

Winner of Washington's 100 Best Companies to Work for by Seattle Business Magazine

100
BEST COMPANIES TO WORK FOR
2016-2018

Five Consecutive Years as a Puget Sound Business Journal Best Workplace

Meet Jessica Dorny »
American Staffing Association
2018 National Staffing All-Star

Marketing is
more than a
website

A Market Presence by establishing your bonafides

Automated Email Campaigns

Data Mining your database to find new leads

Recruiting active job seekers and creating a a talent pipeline

Networking with organizations and sharing job leads

Social Media and targeted advertising

Referrals by building positive recommendations

Advertising via digital ads



Why invest
your time in
marketing?

Marketing can create a candidate pipeline, ensuring an inbound flow of job seekers for your recruiters to speak with.

Marketing done well, can show its necessity as it relates to sales.

Marketing can
upscale your existing
sales efforts through
branding,
automation, and
data.

Dear Jacob,

While the unemployment rate in the country approaches historic lows, uncoun-
ted in the rate are roughly 92 million people who have dropped out of the workforce.
Does this mean that they have just given up? Do we really have a talent shortage
on our hands?

[The New York Times](#) recently took a closer look at that 92 million and the results
are eye-opening: the vast majority of those not seeking employment are retired,
students, or disabled, leaving just 2.6 million who have dropped out of the
employment percentage.

Naturally, 92 million unavailable workers places a tremendous strain on the
available workforce, but with a large percentage of them not working due to
education and training, relief could be on the way. In the meantime, we do not
expect any let up on the low unemployment rate, especially in the Greater Seattle
job market.

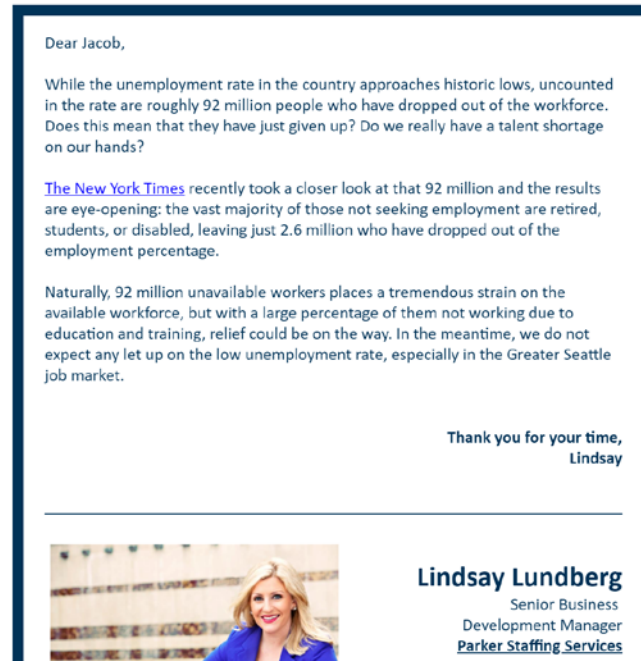
Thank you for your time,
Lindsay



Lindsay Lundberg

Senior Business
Development Manager
Parker Staffing Services

Marketing can create an association between your sales team and the targets you are trying to reach.



13% Open Rate

10% Click Through Rate

EMAIL STATS



530
Sent

7
Clicks

0
Forwards

93 Bounces
0 Spam Reports
7 Opt Outs



Subject What's behind the "real" unemployment numbers?

From Name Lindsay Lundberg

From Address lindsayl@parkerservices.com

Reply-to Address lindsayl@parkerservices.com

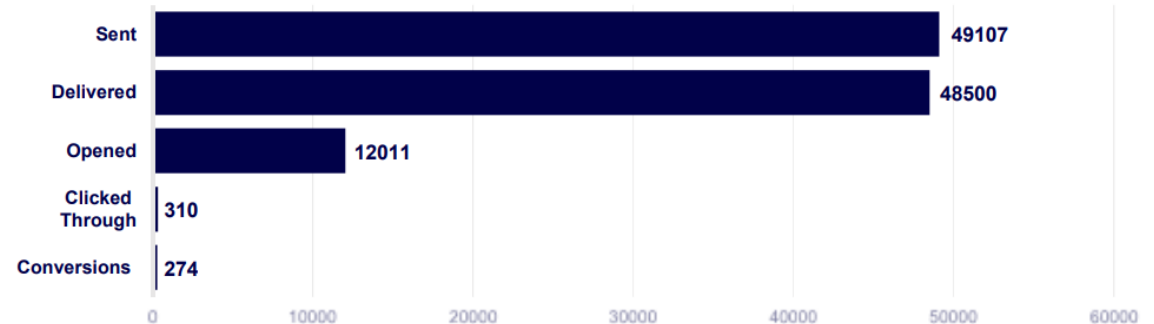
Schedule: Sending Immediately after contact is added to list

Sends To: No selected lists

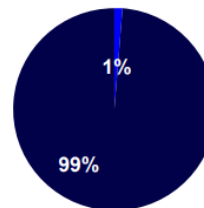
Marketing
can resurrect
the dead!

Example: Candidate Engagement Campaign

TOTAL CANDIDATE CAMPAIGN

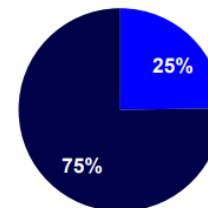


BOUNCED VS. DELIVERED
OF EMAILS SENT



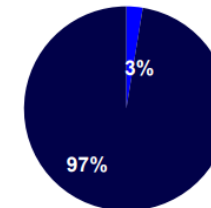
■ Bounced ■ Delivered

OPENED VS. NOT OPENED
OF EMAILS DELIVERED



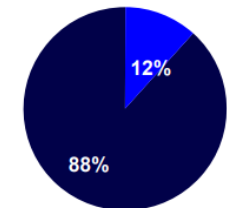
■ Opened ■ Not Opened

CLICKED VS. NOT CLICKED
OF EMAILS OPENED



■ Clicked Through ■ Not Clicked Through

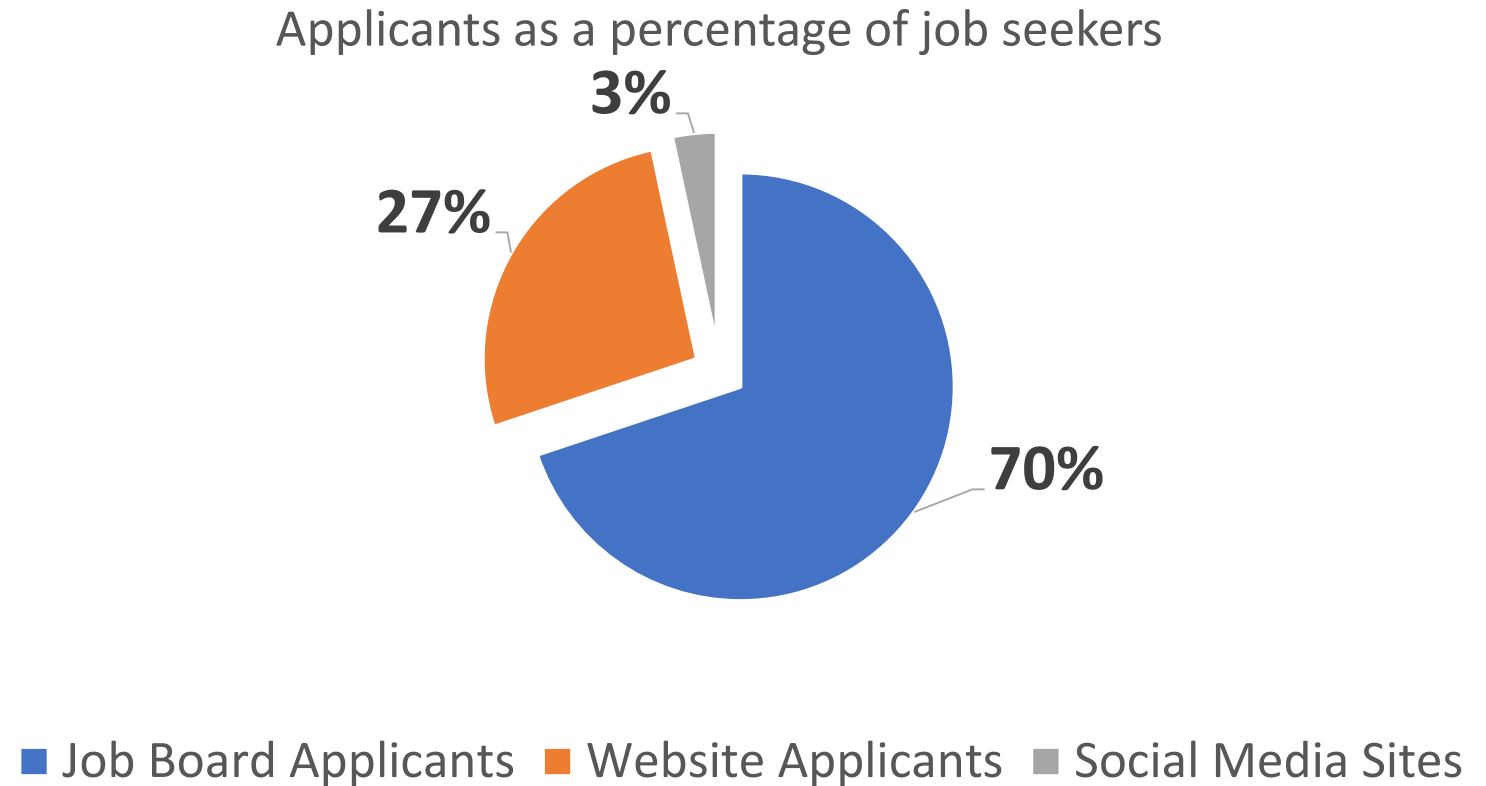
CONVERSIONS VS. NON CONVERSIONS
OF EMAILS CLICKED THROUGH



■ Conversions ■ Non Conversions



Marketing
can create a
stream of
interested
and active job
seekers.



Marketing can elevate and differentiate your brand.

★ Customer Care Expert (Part Time) | Train in Seattle, Work in Kent

BLUE NILE

Blue Nile is the largest online retailer of certified diamonds, engagement rings and fine jewelry. Our standards are amongst the highest of all jewelers. We provide a superior customer experience, extraordinary value and industry leading product quality and style. We obsess about our customers and are passionate about providing each customer with an amazing experience.

We embrace a culture of adaptability. Our team is nimble, innovative and resourceful and makes an impact on both the business and each individual customer's personal experience. We value hard-work, flexibility and curiosity and collaborate to creatively solve problems, constantly improve and implement meaningful changes. Our team celebrates achievements and is inspired by success.

As a **Customer Care Expert**, you are in the front lines, working directly with our customers and lending expert knowledge of our brand, product and services. The ideal candidate will embody the Blue Nile values and serve as both a guide and a salesperson. You will work towards individual and team sales targets and ensure that you leverage every customer interaction into a potential sales opportunity, and crucially own the customer experience from order through to delivery and aftercare.

This position is based at our Kent location, paid parking & training will be in our Seattle office.

What you'll do:

- Deliver above and beyond customer experiences, developing lasting relationships with customers through
- Brainstorm ways in which we can optimize individual customer experiences
- Become a master of Blue Nile products, practices, policies and procedures, and continues to find way performance
- Be the Brand: Communicate the Blue Nile Difference, instilling trust and confidence, and educate customers on purchases of his/her life.

VS.

★ Customer Service Representative (Seattle) ☒

Job Description

Positions immediately available for a 9/17/18 start date!!!

Currently seeing call center agents for a state of the art call center. Positions immediately available. Long term with the potential to become your career. Performance based incentives, great benefits offered and competitive salary. Apply today work tomorrow.

Job Duties

Make outbound phone calls and complete surveys
Solicit customer feedback to improve service.
Handle general customer inquiries and feedback.
Perform other call center duties as needed.
Hours

Full-time and part-time hours are available. Must be able to work both Saturday and Sunday.

This is a second shift call center.

Job Requirements

High school diploma or equivalent
Strong verbal and written communication
Strong interpersonal skills and the ability to engage and interact well with others
Ability to problem solve, prioritize

Bonus! Work 100 business days get \$100 without missing anytime
Bonus! Refer a friend get \$50 after they work 80 hours

Job Types: Full-time, Part-time

Optimizing your job ad

1. The Rule of 3-5

Make sure you use the job title in your ad between 3-5 times.

2. Use /h1 and /h2 for titles and subheadings

/h1 and /h2 signal to search engines that the content to follow is important.

3. Use Sizzle!

Search results often pull the first few lines of a job description and include them in your results. Help yours to stand out with compelling copy!

Marketing can
drive job seekers
to your website.



Anatomy of a search result

Google

temp agency



All

Maps

News

Videos

Images

More

Settings

Tools

About 4,680,000,000 results (0.82 seconds)

Paid Ad

Robert Half® Temp Agency | Professional Staffing Solution

[Ad] www.roberthalf.com/Seattle/Temp_Agency

The Leading **Staffing Agency** Since 1948. Call Robert Half® Today. Find Top Professionals. Browse Candidates 24/7. Hiring Made Easy. The Leader: Founded 1948. Simplify Your Hiring. 9 of 10 Would Recommend. Services: Accounting **Staffing**, Finance **Staffing**, Technology **Staffing**, Creative **Staffing**.
📍 601 Union St #4300, Seattle, WA - Open today · 8:00 AM – 6:00 PM

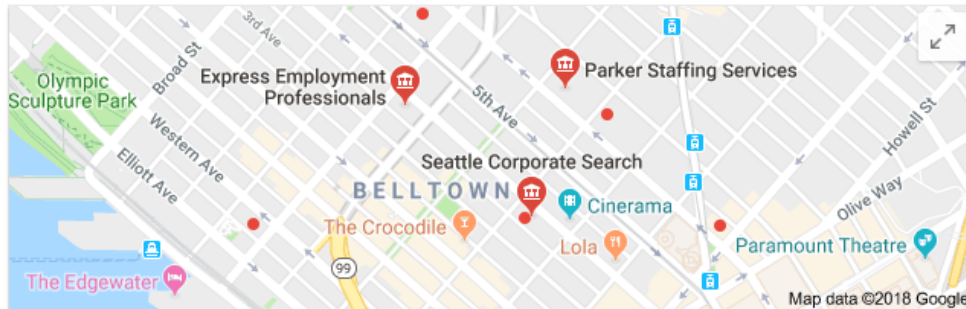
Contact Us

Looking For The Right Candidate?
Contact A Local Staffing Manager!

Request Talent

Tell Us Your Hiring Needs.
Build The Workforce You Desire.

**Local
SEO**



Rating ▾ Hours ▾

Robert Half ▾

[Ad] 16 reviews · Employment Agency

601 Union St · (206) 749-9161

Open · Closes 6PM



WEBSITE



DIRECTIONS

Parker Staffing Services

3.3 ★★★★★ (16) · Employment Agency

Denny Building, 2200 6th Ave #925 · (206) 447-9447

Open · Closes 5PM



WEBSITE



DIRECTIONS

Robert Half ▾

[Ad] 16 reviews · Employment Agency

601 Union St · (206) 749-9161

Open · Closes 6PM



WEBSITE



DIRECTIONS

Parker Staffing Services

3.3 ★★★★★ (16) · Employment Agency

Denny Building, 2200 6th Ave #925 · (206) 447-9447

Open · Closes 5PM



WEBSITE



DIRECTIONS

Express Employment Professionals

4.7 ★★★★★ (86) · Employment Agency

2401 4th Ave #150 · (206) 443-5627

Open · Closes 5PM



WEBSITE



DIRECTIONS

Seattle Corporate Search

4.7 ★★★★★ (67) · Employment Agency

2101 4th Ave #1970 · (206) 676-3888

Open · Closes 5PM



WEBSITE



DIRECTIONS

More places

Organic Search

Adecco Staffing and Temp Agencies in Seattle, Washington

<https://www.adeccousa.com/locations/seattle-washington-staffing-agencies/>

Adecco is the local leader among staffing and **temp agencies** in Seattle, Washington. Our recruiting experts are ready to help you find your dream job in Seattle.

Parker Staffing Services: Temp Agency - Staffing and Employment

<https://www.parkerservices.com/>

A Seattle based Staffing **Temp Agency** recruiting temporary and direct Administrative, Customer Service,

How to increase your paid search results:



3 tips for Optimizing for Google Search Results

#1

1. [parker staffing](#)
2. [parker staffing seattle](#)
3. [\(other\)](#)
4. [parker staffing services](#)
5. [parker services](#)
6. [parker services seattle](#)
7. [parker staffing services seattle wa](#)
8. [temp agency seattle](#)
9. [parker staffing services seattle, wa](#)
10. [recruiting agencies seattle](#)
11. [seattle recruiting agencies](#)
12. [parker seattle](#)
13. [parker staffing services seattle](#)
14. [seattle staffing firms](#)
15. [staffing agencies in seattle](#)
16. [staffing agency](#)
17. [temporary employment agencies seattle](#)

3 tips for Optimizing for Google Search Results

#2



3 tips for Optimizing for Google Search Results


#3

[All](#) [Images](#) [News](#) [Shopping](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 3,160,000 results (0.73 seconds)

Yes, it is **always** raining in **Seattle**. The difference is, generally speaking when it **rains**, it is a light **rain**. Atlanta, New York and Miami get more total inches of rainfall because on the occasions it does **rain**, it pours. ... It's not **Seattle** that gets all the **rain** and it has nothing to do with the Olympic Mountains.

[Why does it rain so much in Seattle? - Quora](https://www.quora.com/Why-does-it-rain-so-much-in-Seattle)
<https://www.quora.com/Why-does-it-rain-so-much-in-Seattle>



[About this result](#) [Feedback](#)

People also ask

How many days out of the year does it rain in Seattle?	▼
Does it rain all the time in Seattle?	▼
What month does it rain the most in Seattle?	▼
Why does it rain so much in Seattle?	▼

[Feedback](#)

[Is it Always Raining in Seattle? The Short Answer is...](https://www.parkerservices.com/is-it-always-raining-in-seattle/)
<https://www.parkerservices.com/is-it-always-raining-in-seattle/> ▼

May 4, 2016 - So the next time someone you know gripes about how it's **always** raining in **Seattle** (I'm talking to you, mom and dad! – Ed.), kindly point them in ...

Marketing can
make social
media useful!



Targeting jobs on Facebook

 You targeted **men and women, ages 18 - 65+** who live in **1 location**.

Location - Living In:
United States: Everett (+10 mi) Washington

Age:
18 - 65+

[Hide full summary](#)

 This promotion ran for **37 days**.

 Your total budget for this promotion was **\$550.00 USD**


10,504 **36** **\$500.00**
People Reached [?] On-Facebook Workflow Completion Total Spend [?]

Actions | People | Countries

Link Clicks		218
Page Likes		8
Comments		2
Share		1



Parker Staffing Services posted a job.
Sponsored · 

 Like Page



Customer Service Representative

EVERETT, WASHINGTON · FULL-TIME · **\$15 / HOUR**

[Apply Now](#)

 9



2 Comments 2 Shares


 Like


 Comment

 Share


Targeted ads




 **Parker Staffing Services**
Sponsored · 

Do you hear that? It's a knock from opportunity... We've posted 30 brand new jobs in the last two weeks! If you're still job hunting, take a peek  at our latest openings!



jobs.parkerservices.com
Parker Staffing Services Jobs [LEARN MORE](#)

 Cory Snively and 7 others 1 Share

 Like  Comment  Share

Detailed Targeting  INCLUDE people who match at least ONE of the following 

Demographics > Work > Employers

Forklift

Demographics > Work > Job Titles

Forklift Driver

Forklift Operator

Forklift Truck Operator

Truck driver

Interests > Additional Interests

Commercial driver's license training

Forklift truck

Add demographics, interests or behaviors

[Suggestions](#) | [Browse](#)

Commercial driver's license

Interests

Truck driver

Employers

Factory Worker

Job Titles

CDL Truck Driver (Commercial Drivers License Truck Driver)

Job Titles

Transport Truck Driver

Job Titles

Transportation Driver

Job Titles

Production Worker

Job Titles

CDL Driver (Commercial Drivers License Driver)

Job Titles

Connections 

Create a Lookalike Audience based on people who are already interested in your business. We'll use traits, like location, age and interests, to find similar people.

To get started quickly, choose a high quality Custom Audience as a source, like past purchasers.

[Create a Lookalike Audience](#)

Audience Size




Your audience selection is fairly broad.

Potential Reach: 1,200,000 people 

Estimated Daily Results

Reach

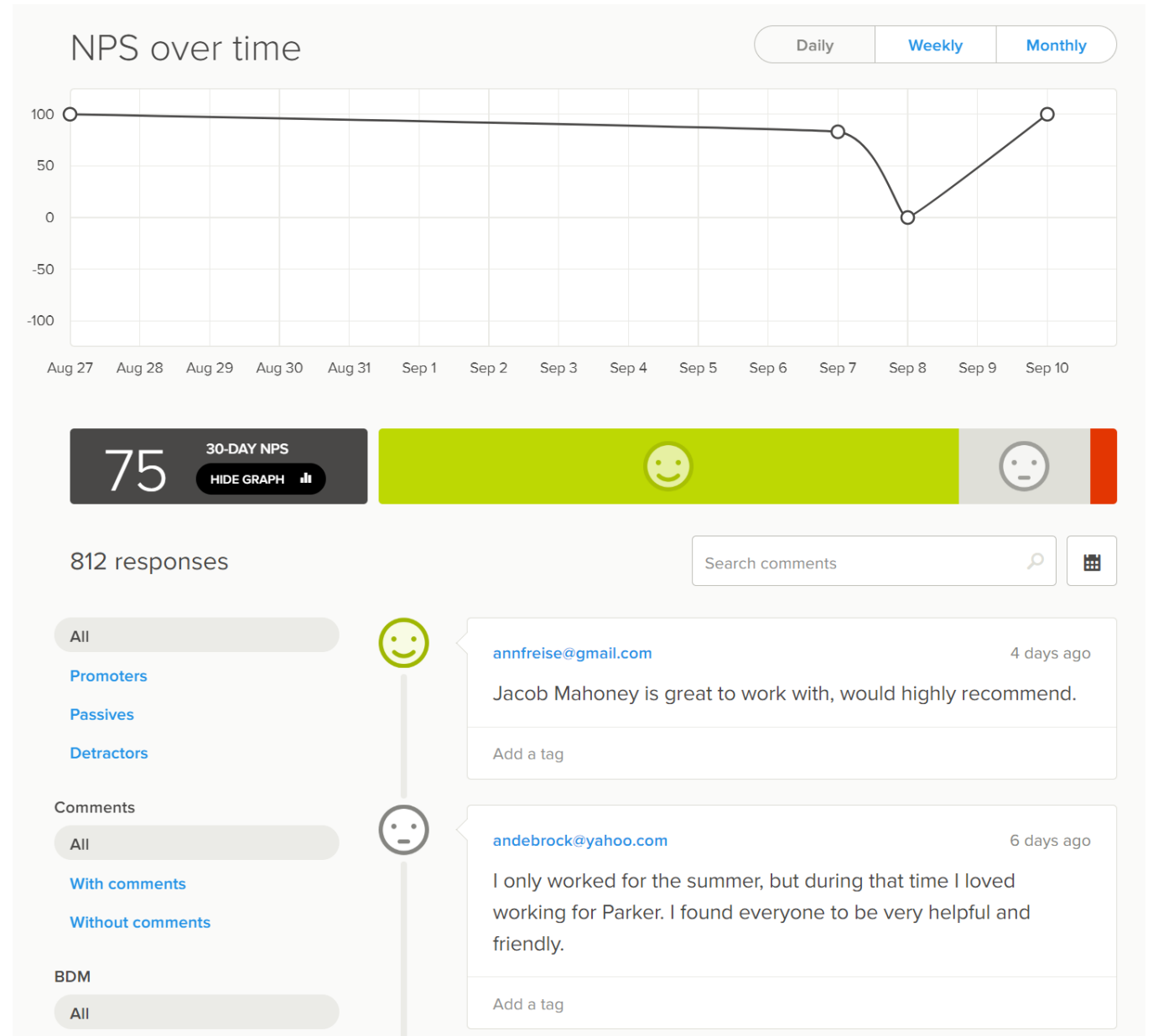
3,800 - 12,000 

Link Clicks

54 - 210 

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and

Marketing can
lessen negative
reviews and
increase
referrals.



Marketing is
more than a
website

A Market Presence by establishing your bonafides

Automated Email Campaigns

Data Mining your database to find new leads

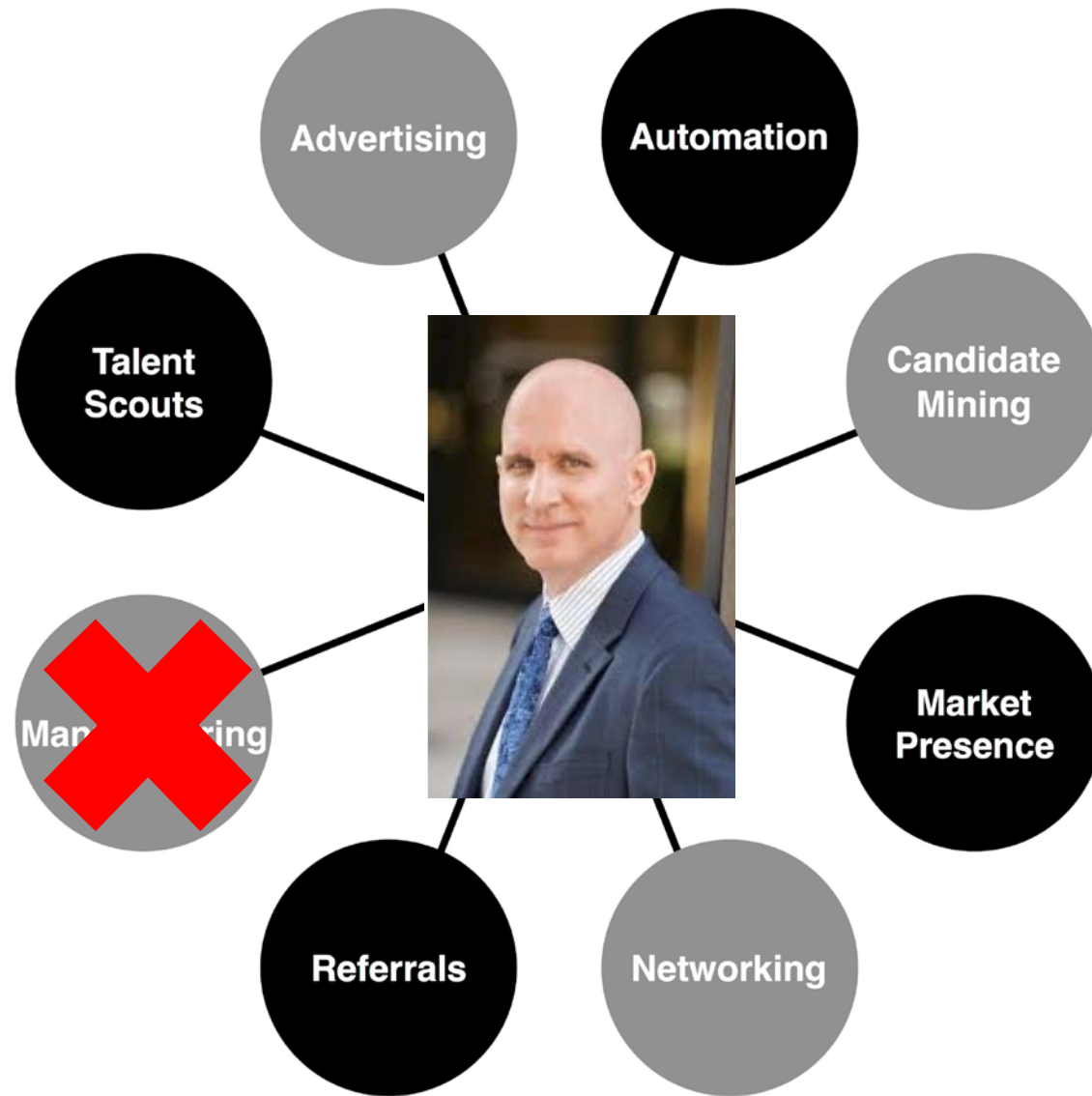
Recruiting active job seekers and creating a a talent pipeline

Networking with organizations and sharing job leads

Social Media and targeted advertising

Referrals by building positive recommendations

Advertising via digital ads



Thank you!



Jacob Rhoades

jacobr@parkerservices.com

206-652-1520