



**Professional-Managerial Section Forum:
Enhance Candidate and Client Acquisition
Through Digital Marketing**

- Slides and resources: staffingworld.net/materials2018
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 American Staffing Association

Adam Bleibtreu

Chief Marketing Officer
ASGN, Creative Circle

Rules of engagement

Please ask questions

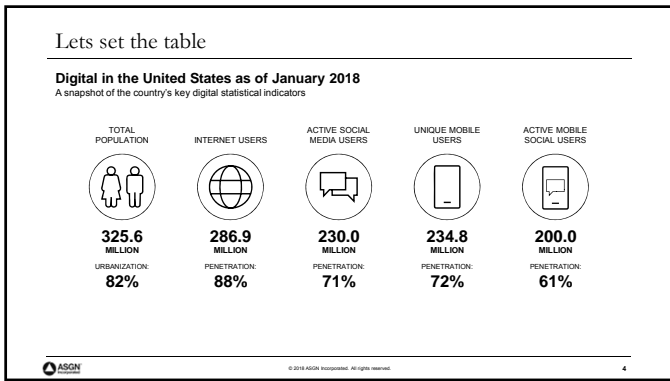
I've tried to break down this session into digestible bytes

Today's Plan

- Client Acquisition
- Mediums
- Email Marketing
- Paid Media
- Social Media
- Candidate Acquisition
- Build a campaign



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If you remember one thing

Digital isn't just a device or a channel, it's how people communicate in today's world.

You now need a fully integrated strategy

It starts with your audience. Who are we trying to talk to?

What do we want to say?

What do we want them to hear?

What action do you want them to take?

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Let's Start with Acquisition

The goal is qualified leads [Client or Talent]

The world we live in

The average person is exposed to **4,000+** ads a day.

Your job is to be **RELEVANT**

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Defining your target audience

COMPANY	CONTACT
Firmographics	Demographics
Size of Company # Employees	Standard Title
Industry	Department
Revenue	Job Class
Budget for Staffing	Gender
Number of Office Locations	Tenure
Fortune Rank	Seniority
Public or Private	Number of Direct Reports
Staffing Budget	

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Examples of personas

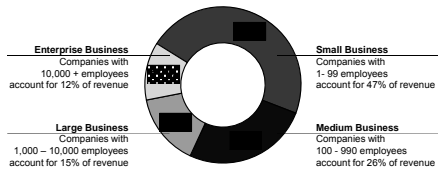
Small Business Sam
Sam is a 35-year-old small business owner of a local hardware store. He is a hard worker and a good manager. He is looking for a salesperson who can help him grow his business and manage his inventory.

Medium Business Mari
Mari is a 40-year-old marketing manager at a medium-sized company. She is a creative and a team player. She is looking for a salesperson who can help her reach new customers and increase sales.

Large Business Larry
Larry is a 50-year-old executive at a large corporation. He is a strategic thinker and a results-driven professional. He is looking for a salesperson who can help him identify and close high-value deals.

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Visualization of data helps



Considerations

<p>What do you want the campaign to do?</p> <ul style="list-style-type: none"> • Build awareness • Indicate interest • Complete form 	<p>Budget</p> <ul style="list-style-type: none"> • Base on cost per lead • Cost per acquisition • Cost per conversion 	<p>Scope</p> <ul style="list-style-type: none"> • Local • Regional • National 	<p>Duration</p> <ul style="list-style-type: none"> • Depending on medium (60 day minimum) • The more "Brand" aware the longer the outcome
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Medium[s]

<p>Paid Media</p>	<p>Email</p>	<p>Social Media</p>	<p>Earned Media</p>	<p>Non-Traditional</p>
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The message

Must support the goal

Is it a strong **Call To Action**?

Is value oriented?

Is it intended to cause a reaction?

Is it promoting content?

Does it rely on an Influencer?

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It begins and ends with content

- 1 Start by asking yourself a simple question...
 - "What are the common questions my audience is asking?"
 - When creating content, remember—the more visual, the better.
- 2 Your audience should always be at the center of your content. This is about **THEM**, not **YOU**.

“ ”

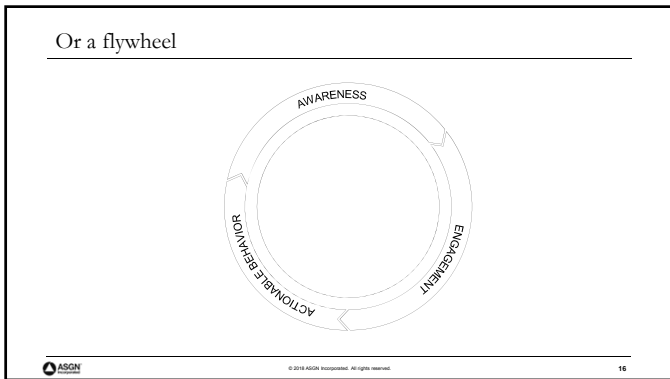
*Publishing and sharing content online is the single biggest lever to increase **lead generation**.*

— Kipp Bodner, HubSpot

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Visualize a funnel

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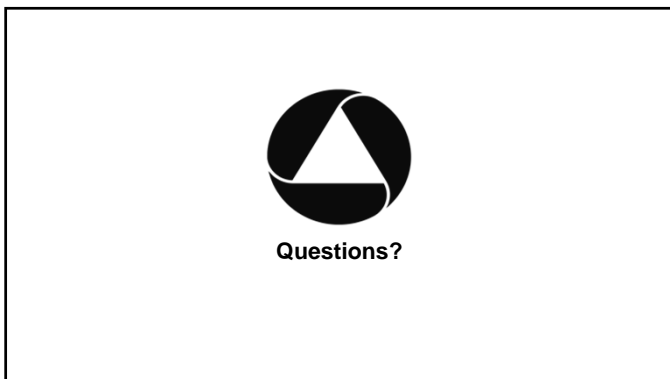


Flywheel?

Three factors dictate how much momentum your flywheel contains:

<p>① How fast you spin it</p> <p>The speed of your flywheel is increased by applying more force in the areas where it can have the biggest impact.</p>	<p>② How much friction there is</p> <p>A lack of alignment between sales and customer success, for instance, can create unhappy customers and slow your flywheel when they churn.</p> <p>The other crucial area to consider when thinking about friction is how your teams are organized. Silos, handoffs, and specialization all create friction.</p>	<p>③ How it's composed - How big it is and how much it weighs</p> <p>As you successfully increase speed and decrease friction, you will create more delighted customers which means a "heavier" wheel that produces more energy when spun. Said another way, your flywheel produces more growth as your customer count increases.</p>
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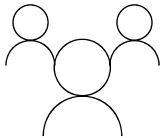




Email Campaign

The goal is engagement

An email campaign



There are only four things that can happen with an email:

1. It doesn't get delivered
2. It doesn't get opened
3. It gets opened but not acted on
4. It gets opened and acted on

Your primary job is to get them to open the email

As an FYI:

Average open rate is 21.80%

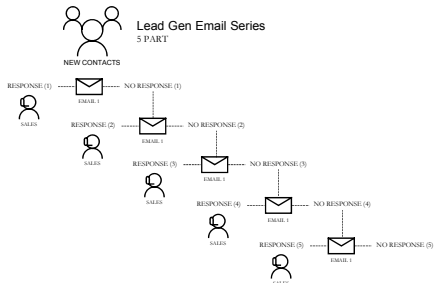
Average Click Through Rate is 2.78%



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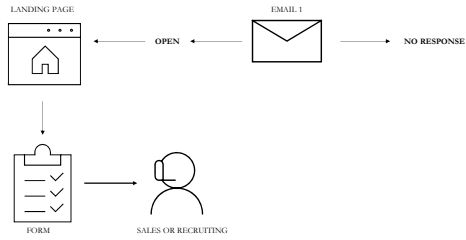
A typical email campaign



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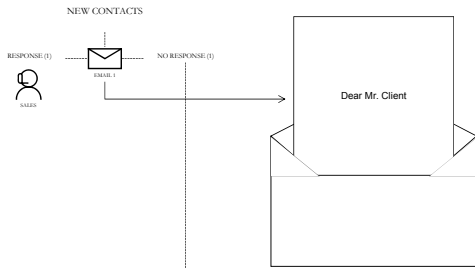
Let's take a closer look



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A typical email



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Questions?



Paid Media

The goal is awareness and engagement

What is paid media?

DEFINITION:

- **Paid media** refers to external marketing efforts that involve a **paid** placement.
- **Paid media** includes PPC advertising, branded content, and display ads.
 - **Pay-per-click (PPC)**, also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked. ... However, websites can offer **PPC** ads.
- **Paid media** is a component of revenue growth and brand awareness for online businesses.
- Average CPC rates \$2.80/CPM and \$0.CPC
- Average Click Through Rate 0.35%



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Paid Media: banner ad to conversion

Gated Content



A banner ad



The landing page



The reward




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Paid Media: banner ad to conversion

Un-Gated Content



A banner ad



The reward

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Paid Media: banner ad to conversion

Display Ads



A banner ad




The landing page



The reward

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Questions?



Social Media

The goal is awareness and engagement

Why social media?

Social Media Use as of January 2018

Based on the monthly active users reported by the most active social media platform

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS



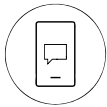
230.0 MILLION

ACTIVE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION



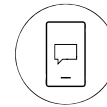
71%

TOTAL NUMBER OF SOCIAL USERS ACCESSING VIA MOBILE



200.0 MILLION

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION



61%



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Social media

It's all about engagement

①

Define your audiences
Define your channels
Define your strategy
Social Media is **NOT** transactional
You have to be all in or not in

②

What is your point of view?
News?
Information?
Entertainment?
You can do all three

③

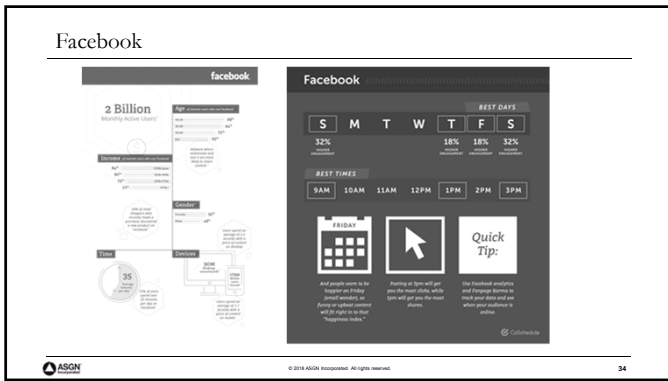
Planning is the key
Find a publishing tool
Build workflow
Test and measure
Build freelance team to create the content
Done well, it works



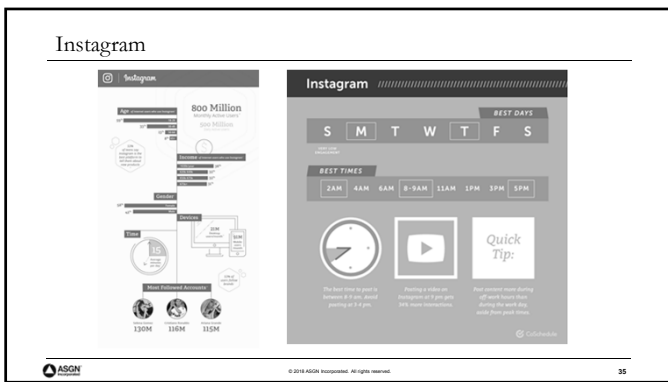
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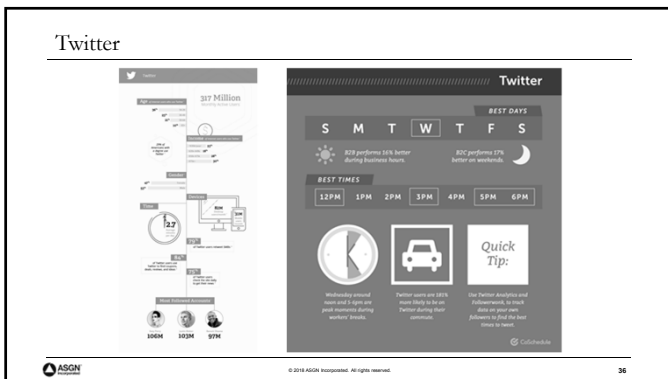
Facebook



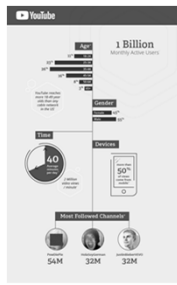
Instagram



Twitter



YouTube



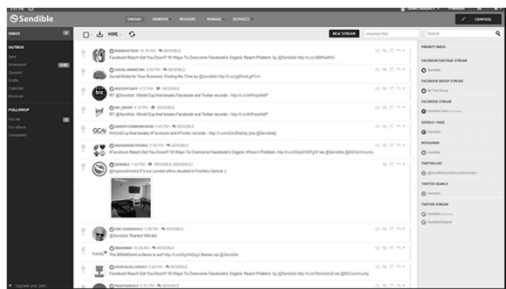
Publishing dashboards: Hootsuite



Publishing dashboards: Sprout Social



Publishing Dashboards: Sendable



Why do you use social media?

Represents the largest audiences that you can reach with highest frequency of engagement

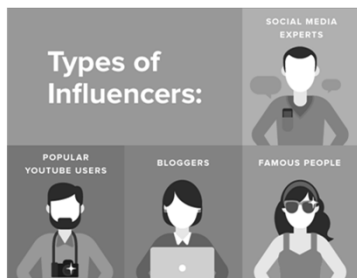
79% of adults online use Facebook

But you have to be all in if you open the door

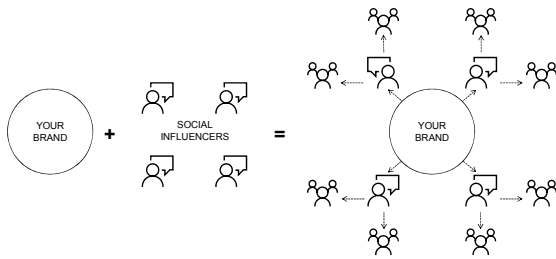
Not proven as a transactional medium

You can't afford not to be in the conversation

What are "Influencers"?



It's just like networking



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Influencer scorecard

Twitter	Instagram
Katy Perry 106 MILLION	Selena Gomez 130 MILLION
Barack Obama 102 MILLION	Cristiano Ronaldo 116 MILLION
Kim Kardashian 58 MILLION	Taylor Swift 104 MILLION
Donald Trump 54 MILLION	Kylie Jenner 99.5 MILLION
	The Rock 96 MILLION

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Questions?



Talent Acquisition

Define your goals

Reengage candidates	Find new candidates
Internal candidates	Pipeline or urgent need
Support job board	Replace job boards



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Defining your target audience



Existing Hero Candidate

Heather has been interviewed and in our database for up to three years. She scores the higher-end of our medium-range candidate and is our most placeable candidate, based off revenue (% billed). We placed her on average anywhere from 2 to 3 times a year. There are 25K Heather lookalikes in ATS.



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Awareness matters



New Lookalike Hero Candidate

Henri is an active job seeker and is actively using platforms such as LinkedIn to find a new opportunity. We need to build awareness with people like him.

Let's build a campaign

- We want to reengage candidates we've got in our ATS
 - We know names and email addresses
 - We know interview or last contact date
 - We hopefully know skill set[s]
- We want to target people we haven't spoken to trailing 12-36 months

Tools we could use

- Re-target them on LinkedIn
- Email campaign

Let's choose email

- Easy and inexpensive



Shopping list

①

Email application

- Mail Chimp
- Eloqua
- HubSpot
- Marketo
- Pardot

②

Landing Page Technology

- Unbounce
- Mail Chimp
- Google
- Lead Pages

③

Graphic Designer

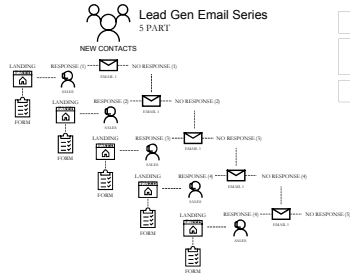
- Familiar with Landing Page Design

④

Copywriter

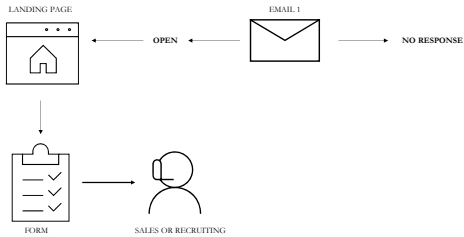
- Familiar with direct response subject line
- They have to open the email

Let's do this



- Export ATS data to Email tool
- Audience of less than 5,000 isn't worth starting
- Need statistical relevance
- Define workflow

Let's take a closer look



We interrupt for one moment



Back to our regularly scheduled...

Draft/Design the emails

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The message

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Another interruption

- The goal is to get them to open the email
- Utilize Multivariate A-B testing
- Then A – C
- Then B – C if needed
- Determine which is giving you the highest open rate?
- Then USE it!
- DON'T GUESS - TEST

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What I hope we learned

Digital is a form of communication

Done moderately well it works

It requires planning

It requires the right tools

It's NOT expensive

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Questions?

Use the App to Rate This Workshop!

1. Log into your Profile.
2. Click Agenda on the app home screen.
3. Choose the workshop to rate.
4. Click "Rate This Now."

*Create your profile first and enter to win **Staffing World 2019** registration with each rating!*

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