



Smart Marketing: 20 Quick Tips to Drive Dramatic Results

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David Searns
Chief Executive Officer
Haley Marketing



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

American Staffing Association



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Think **smarter.**



Smart Businesses
Avoid These

20

Marketing Mistakes



BAD MARKETERS...
have no value
(proposition)





Smart marketing...
is built around a strong
value proposition.

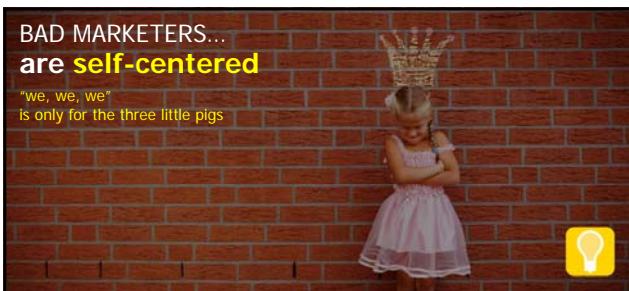




Knowing your **CORE VALUE** is
fundamental to smart marketing.



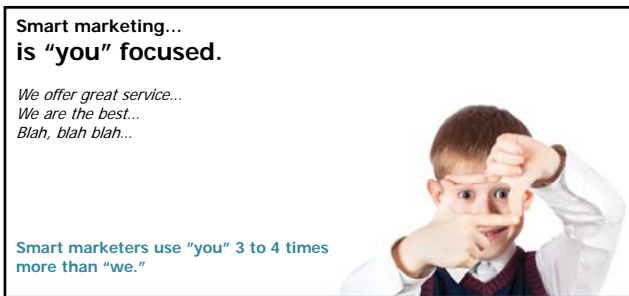
BAD MARKETERS...
are **self-centered**

"we, we, we"
is only for the three little pigs






Smart marketing...
is **"you" focused.**




We offer great service...
We are the best...
Blah, blah blah...



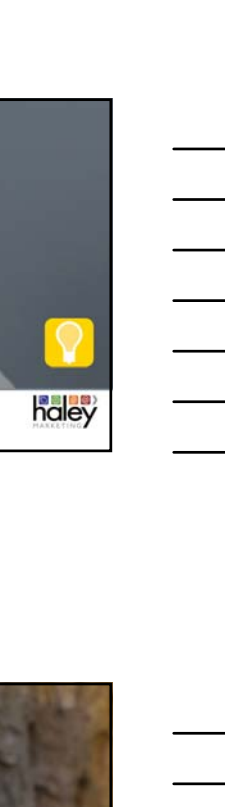
Smart marketers use "you" 3 to 4 times
more than "we."




BAD MARKETERS...
have no understanding
 (of their customers' needs)




Smart marketing...
 is built around client
 and candidate personas.



What are your clients' biggest challenges?
 What problems keep them up at night?



BAD MARKETERS...
lack appeal
 (emotional appeal, that is)

Smart marketing...
uses emotions to create a response.



Fear. Empathy. Joy. Anger. Trust.

What emotion ties most closely to the value you provide?

Evoking an emotional response is key to driving marketing ROI.





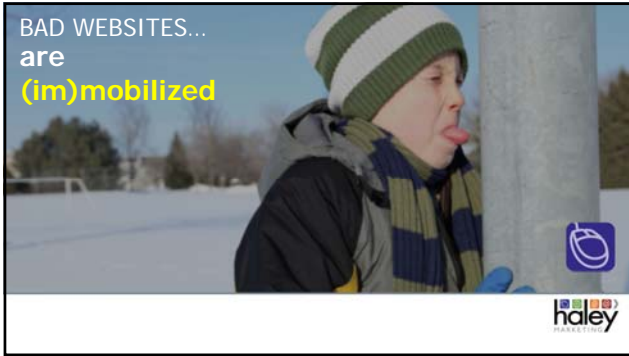

BAD WEBSITES...
are missing the call
(to-action)

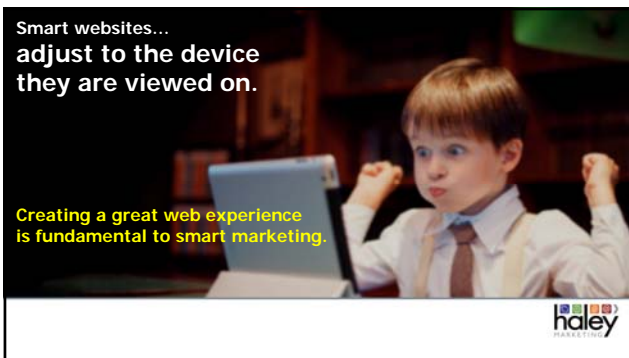



Smart websites...
use strong calls-to-action
to drive results.

Apply now. Signup for job alerts. Call today.
Request an employee. Download our eBook.










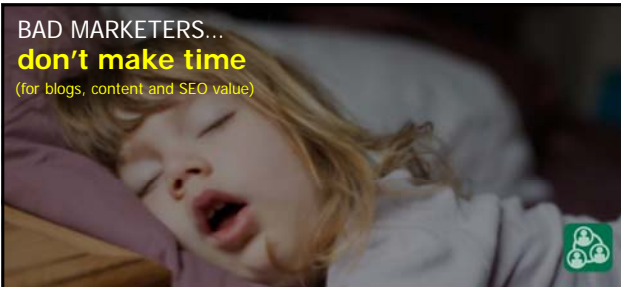
Smart marketing...
is concise and focused.

Can you explain your value
in 10 words or less?

Do you use simple language
your clients understand – or lots of jargon?





BAD MARKETERS...
don't make time
(for blogs, content and SEO value)




Smart marketing...
**is fresh, relevant and gives people
a reason to learn more.**

SEO. Social media. And relationship selling
all start with a smart content strategy.





BAD MARKETERS...
don't keep up
(with technology or their competition)



Smart marketing...
embraces change.

When was the last time your
website was updated?



BAD MARKETERS...
are blind
(to web analytics)



**Smart marketing...
uses web and social analytics
to make better decisions.**

Using Google Analytics to make better decisions
is fundamental to smart marketing.

A young boy with a lightbulb idea, pointing upwards with a glowing lightbulb above his head.

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**BAD MARKETERS...
are ignorant**
(to social media trends)

A child wearing a mad scientist hat with various tools and a red antenna, looking serious.

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**Smart marketing...
uses social media to stay top-of-mind
and create a competitive advantage.**


Investing in a strong social media
presence is no longer a luxury;
it's a business necessity.


A child wearing a red winter hat and glasses, sitting at a desk with a laptop.

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BAD SOCIAL MARKETERS...
lack insight
 (Facebook insights, that is)








Smart marketing...
uses social analytics to improve engagement.



Use Facebook Insights to track your competition and drive more engagement.




BAD SOCIAL MARKETERS...
are all organic
 (they ignore paid reach)


Smart marketing...
uses paid reach
strategically to boost ROI.

Smart marketing uses paid social to
target employers and job seekers.



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BAD MARKETERS...
sell (and sell
and sell
and sell)



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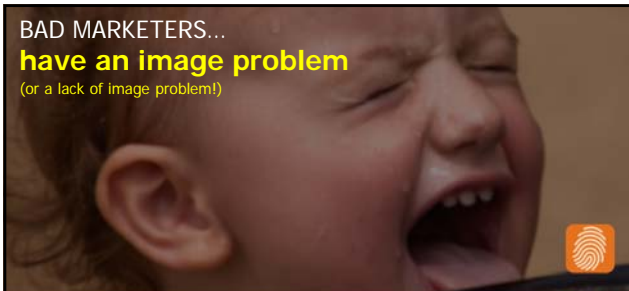

Smart marketing...
uses valuable content
to advise and educate
– and then sell.

Providing value (and not ALWAYS selling)
builds trust and positions you as an expert.

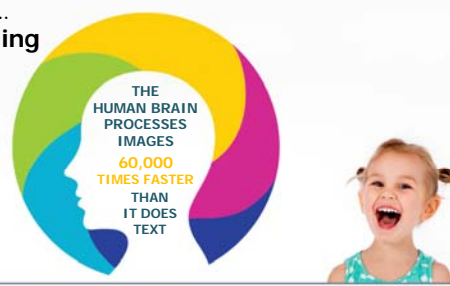



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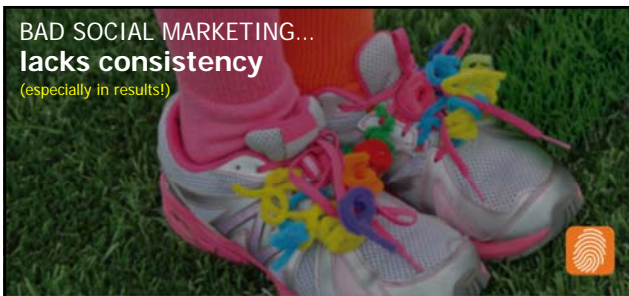

BAD MARKETERS...
have an image problem
 (or a lack of image problem!)

Smart marketing...
uses compelling
images to
improve
conversions.

BAD SOCIAL MARKETING...
lacks consistency
 (especially in results!)

Smart marketing...
takes persistence.

Have a marketing calendar with
planned, consistent touch points.

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BAD MARKETERS...
ignore trolls
(or worse!)

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Smart marketers...
closely monitor their online reputation and
have a proactive review program in place.

Monitoring and actively improving your online
reputation is a smart way to build your brand.



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BAD MARKETERS...
are copycats
 (they only use other people's content!)





Smart marketers...
write and post original ideas.

Smart marketing is about sharing content that brings employers and job seekers TO your website.






BAD SOCIAL MARKETERS...
expect instant gratification




Smart marketers...
understand that results take time.

Integrating marketing with your sales efforts can boost response by more than 100%!






BAD MARKETERS...
think SEO lasts
(forever)




Smart marketers...
understand that **SEO is a process,**
not a one-time event.

An ongoing SEO and content strategy is key to improving your search rankings and driving qualified leads.

Think
smarter.



Questions?

David Searns
dsearns@haleymarketing.com
@DavidatHaley

Brad Smith
bsmith@haleymarketing.com
@BradSmith14



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