



## The Smart Marketing Show

- Session Slides and Resources: [staffingworld.net/materials2019](http://staffingworld.net/materials2019)
- Use the App to Rate This Workshop

 American Staffing Association

---

---

---

---

---

---

---

---



**Stephanie Baker, TSC, CSP**  
*Marketing Manager*  
Wood Personnel Services Inc.



**David Searns**  
*CEO*  
Haley Marketing



**John-Reed McDonald, CSP**  
*Senior Vice President*  
PrideStaff



**Brad Smith**  
*Director, SEO and Social Media*  
Haley Marketing

 American Staffing Association

---

---

---

---

---

---

---

---

the **smartmarketing** show

---

---

---

---

---

---

---

---

the **smartmarketing** show



---

---

---

---

---

---

---

---

the **smartmarketing** show

---

---

---

---

---

---

---

---

the **smartmarketing** show



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

Create Personas:

- Demographics
- Stage of career
- Stage of life
- Common challenges & Interests

**MAGGIE, 52**

**DEMOGRAPHICS**

- Lives in a bedroom suburb in a coastal city with a high cost of living and a diverse, global neighborhood
- Married, two children (12 years and 10 years old) and a dog (10 years old)
- Works in a middle management role at a large, established company
- Has a college degree and is a member of a local community organization

**BEHAVIORAL IDENTIFIERS**

- Enjoys reading, gardening, playing tennis, and watching TV in the evening
- Likes being outdoors in parks and on the water
- Values quality products, brands, and services
- Shops in department stores after work, but is not an avid shopper

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

**Active Job Seekers**

- Promote jobs
- Build company brand
- Strengthen reviews
- Generate referrals

*It's about getting your jobs found by the right people at the right time.*

---

---

---

---

---

---

---

---

**Passive Job Seekers**

Identify why people change jobs:

- Money
- Benefits
- Boredom
- Schedule
- Dead end
- Manager

---

---

---

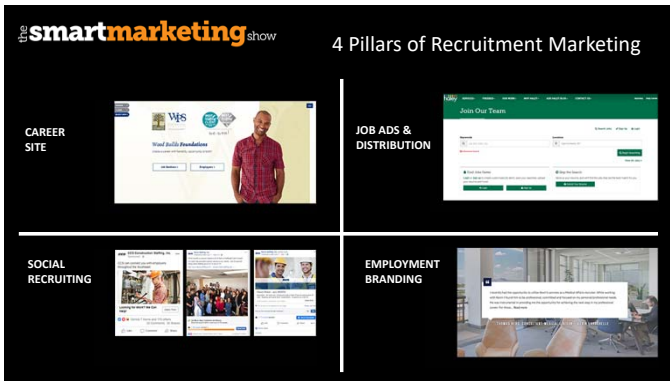
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

GET MORE **CLIENTS**

---

---

---

---

---

---

---

---

recession?

---

---

---

---

---

---

---

---

recession?

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

the **smartmarketing** show

## Integrated Direct Marketing

A strategic and systematic approach to going after your top prospects.

→



---

---

---

---

---

---

---

---

the **smartmarketing** show

<p>Multiple communication channels</p> <ul style="list-style-type: none"> <li>• Mail</li> <li>• Email</li> <li>• Social messaging</li> <li>• Phone</li> <li>• Google &amp; Social PPC</li> <li>• Trade events</li> </ul>	+	<p>Multiple approaches to follow-up</p> <ul style="list-style-type: none"> <li>• Phone</li> <li>• Email</li> <li>• Social messaging</li> </ul>	+	<p>Multiple ways to take action</p> <ul style="list-style-type: none"> <li>• Landing pages</li> <li>• Phone</li> <li>• Email</li> <li>• In person meetings (at trade events)</li> </ul>
<p><b>= 2x to 10x the response vs cold calls!</b></p>				

---

---

---

---

---

---

---

---

the **smartmarketing** show

## Content & Inbound Marketing

The art of selling...without selling.

→



---

---

---

---

---

---

---

---



**the smartmarketing** show

**Create Content**

- Blogs
- Video
- Infographics
- eBooks
- Newsletters
- Podcasts
- Webinars

+

**Share Content**

- Email
- Social media
- PPC
- SEO

+

**Drive response**

- Website
- Calls
- Email
- Social messaging

= 30% to 40% of new business can be inbound!

---

---

---

---

---

---

---

---

---

---

**the smartmarketing** show

---

---

---

---

---

---


---

---

---

---

**the smartmarketing** show



**Stephanie Cavin Baker, TSC, CSP** MARKETING MANAGER

**LEADERSHIP NASHVILLE CORPORATE**

Stephanie joined Wood Personnel Services in 1998 as the Administrative Assistant to the Executive Search Division. In 1999, she was promoted to Marketing Coordinator. She has been the Marketing Manager for WPS since 2000. Additionally, Stephanie holds her Certified Staffing Professional and Technical Services Certification from the American Staffing Association.

Originally from Madison, TN, Stephanie grew up playing basketball and attended Belmont University where she earned her bachelor's degree in criminal justice. She enjoys visiting new cities, trying new food, shopping and spending time with her family.

---

---

---

---

---

---

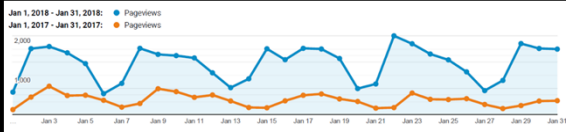
---

---

---

---

## Investing in a New Website



Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
253.70%	298.73%	25.25%	549.92%
40,672 vs 11,499	31,033 vs 7,783	00:01:04 vs 00:00:51	15,183 vs 2,490

---

---

---

---

---

---

---

---

---

---

## Facebook Recruiting



**2017:**  
Earned **\$11,780** in GM from Facebook as a candidate source.

**2018:**  
Earned **\$130,875** in GM from Facebook as a candidate source.

**2019:**  
Earned **\$112,372.95** in GM from January 2019 thru August 23, 2019 (on track for nearly \$160,000 in 2019).

---

---

---

---

---

---

---

---

---

---

### John-Reed McDonald

Senior Vice President, Field Consulting



John-Reed has a 20+ year track record of success in the staffing industry. As a Regional Vice President and Sr. Vice President, John-Reed has helped PrideStaff field offices greatly increase annual gross profit through strong and focused inside and outside sales efforts. He brings a keen understanding of what motivates people, and how to identify short and long term goals. This has allowed him to work closely with franchise owners, particularly in the areas of staff development and the achievement of revenue and profitability goals. Loves: Helping people succeed, spending time with friends and family, laughing along with the Wendy's Twitter feed.

---

---

---

---

---

---

---

---

---

---



### Candidate Engagement

- Technology is key
- Can't lose personalization
- Focus on redeployment
- Over communicate
- Build in a client feedback loop
- Candidates deserve to hear honest feedback

---

---

---

---

---

---

---

---



### Structured Education

- Multiple education portals
- EMSI & compensation data
- Drip marketing
- Whitepapers/eBooks
- Direct mail and drop off campaigns
- Educational approach establishes authority & trust
- Improves pay rates, rate negotiation, etc.

---

---

---

---

---

---

---

---

**GAME TIME!**  
Is it **SMART** MARKETING?

---

---

---

---

---

---

---

---

Is this SMART MARKETING?  
Calling your customers “monsters”

---

---

---

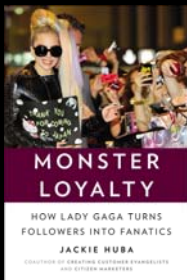
---

---

---

---

---



---

---

---

---

---

---

---

---

Is this SMART MARKETING?  
Offering your customers  
2 free flights with the purchase  
of any product worth £100 or more

---

---

---

---

---

---

---

---



Is this SMART MARKETING?  
Lying to your customers.

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

Is this SMART MARKETING?  
Offering a "job" for a vacant island caretaker  
paying \$150K for a 6-month contract

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

Is this SMART MARKETING?  
Budgeting your marketing  
as a percentage of sales.

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

This is it!

THE SECRET TO **SMART** MARKETING!

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---