

Redefining Marketing: From Cost Center to Strategic Growth Driver



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Access to Session Slides and Resources:

Staffing World App
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Agenda


- Welcome & Panelists Intro
- Panel Discussion
- Rapid Fire
- Q&A + Wrap Up



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Our panel



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Meet our panelists



Leslie Vickrey
Founder & CEO
ClearEdge Marketing



Debbie Brown
Vice President,
Marketing & Sales
SASR



Kip Havel
Head of Marketing
DISYS & Signature Consultants



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What are we hearing?

**Strategic investment
+ budget**

**Team structures
+ roles**

**Culture of
measurement**



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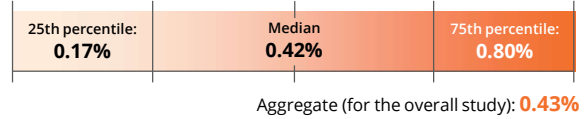
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Staffing industry marketing spend

Marketing spend

- **Average marketing spend for staffing companies is 0.43% of revenue**, according to SIA data.
- This benchmark includes B2B client and brand marketing only.
- This benchmark is an average for companies in maintenance mode, not companies in high-growth mode.
- Based on available financial data for publicly traded companies, this can vary greatly by company.
- Staffing has historically spent much less on marketing as an industry, in part driven by lower margins.

Figure 1: Average Marketing Spend



Source: SIA

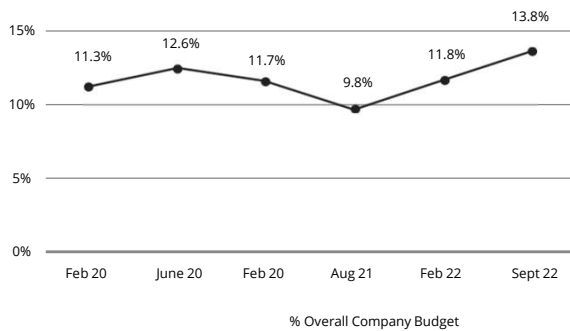


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Marketing spend benchmark

Deloitte CMO Survey - Sept. 2022

Marketing expenses account for what percent of your company's overall budget?



Source: Deloitte | The CMO Survey | September 2022

Budget insights

- According to the Deloitte survey, marketing budgets as a percentage of overall total budgets rose to 13.8%, its highest level in CMO Survey history.
 - 57.9% of marketing budget is spent on digital marketing
- Marketing budgets as a percent of revenue, on the other hand, revert to pre-pandemic levels. This shift reflects the soaring revenues that marketers report over the last year—growing 12.3% over the last year from the 0.3% increase reported in February 2021 at the height of the pandemic.



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The emerging CMO & role of marketing



Top three factors driving CMO success



Source: deloitte.com/insights



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Unpack your purpose



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It's not enough to say and do the right things: Organizations must **be good**, with a business model that **makes the world better**.



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Rapid Fire



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Thank You

Let's Connect!



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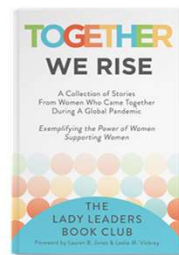
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#TogetherWeRise



Available on amazon



The Edge

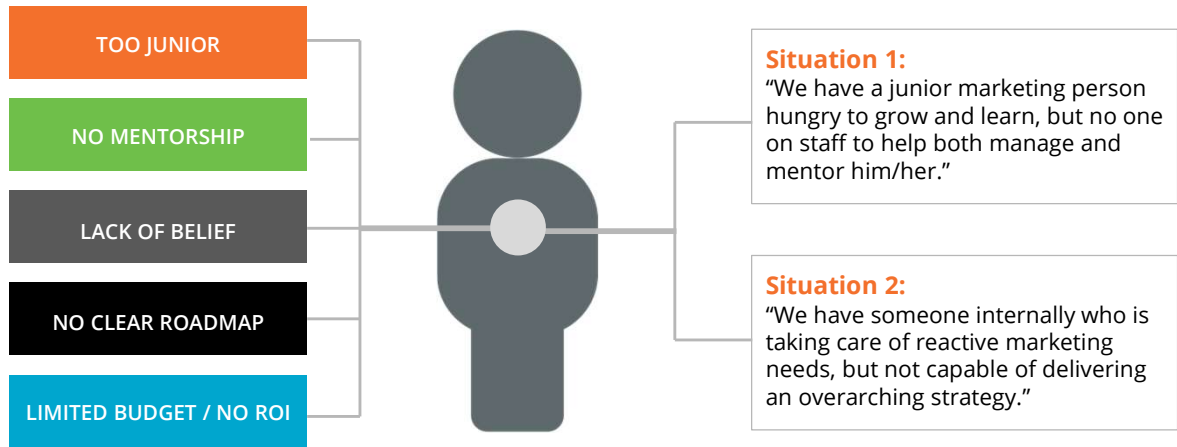
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Team structure - common pitfalls

Common Pitfalls of Marketing



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Sample high-level marketing plan

COMPANY VISION: **TO BE THE X OF Y FOR Z**

OBJECTIVES	Grow revenue to \$500M		Develop new and strengthen existing partnerships		Build and maintain a strong talent pipeline
STRATEGIES	Develop clear, consistent messaging 	Grow brand awareness about COMPANY and vision 	Create marketing programs that attract, convert and nurture 	Strengthen partnerships with joint marketing 	Increase internal alignment
TACTICS	DIGITAL/ONLINE • BRANDING/PR • CANDIDATE MARKETING LEAD GENERATION • THOUGHT LEADERSHIP • EVENTS • ADVERTISING				
METRICS	Grow from xxxx to xxxx clients	Increase revenue from \$xxx to \$xxx	Increase the number of qualified marketing leads by X%	Grow partner revenue to \$X	



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