

The 2022 Staffing Industry

# MARKETING PLAYBOOK





ONSITE CONTENT



DATA ANALYTICS



SEO



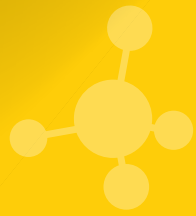
VIDEO



MOBILE OPTIMIZATION



PERSONA



CUSTOMER EXPERIENCE



BRAINSTORM



# New Plays for a New Era in Staffing Marketing



A little over 25 years ago, we started providing marketing services to the staffing industry. Over the years, the role of marketing in our industry has changed...a lot!

In 1996, we were ghostwriters, creating sales letters to help staffing sales professionals open doors with prospects, nurture relationships, and keep themselves (and their companies) top-of-mind.

Today, marketing has become far more complex, technical, and sophisticated. It has also become an essential core function, completely on par in importance with sales and recruiting.

*Today, your marketing function needs to consider:*

- Demand generation
- Client and candidate experience management
- Branding, messaging, and your company voice
- Automation and conversational systems
- Programmatic job advertising management
- SEO, PPC, and social media
- Reputation management
- Integrated, multi-channel direct marketing
- Content marketing and thought leadership
- Marketing technology (CRM, automation, chatbots, IP tracking, content creation tools)

**This playbook is by no means a comprehensive guide to marketing in the staffing industry – think of the guide as a “cheat sheet” outlining five of the most important marketing strategies and tactics to consider in 2022.**



PLAY 1:

# Optimize Your Recruiting Spend



It's no secret that talent acquisition (and retention) is as tough as it has ever been. In some niches, like healthcare, IT, CDL drivers, and LI staffing, getting sufficient candidates to fill your open orders has become nearly impossible.

To add insult to injury, the cost of job advertising skyrocketed in Q4 of 2021, with price increases as much as 500% rolled out by major job sites.

So how can you access more talent...and fill more orders...without spending more on job ads? Optimize your ad spend with programmatic!

## What is Programmatic Job Advertising Management?

It is a technology (software) that allows you to dynamically manage your advertising budget in real time to better match your ad spend to your recruiting needs.

The software allows you to set rules that regulate how much you spend—and where you spend—your job advertising dollars. The software can:

- Give you more control over your budget.
- Cap spending when a certain number of applications are received or spend limit is reached.
- Transition spending to jobs that require more investment.
- Allow you to A/B test job titles to see which titles perform best.
- Create geographic expansion of jobs, so your jobs show up for more job seekers.
- Test different job sites to see which perform best for you.

Programmatic automates the management of your advertising spend to get more candidates applying to more of your jobs without having to spend more on advertising.



LI Staffing  
in Ohio

Healthcare Staffing  
in California

Professional Staffing  
in Florida

**Before Programmatic**

\$3,000 monthly ad spend  
281 average applications

\$3,000 monthly ad spend  
379 average applications

\$5,000 monthly ad spend  
\$4.55 cost per application

**With Programmatic**

\$2,800 monthly ad spend  
681 average applications

\$2,800 monthly ad spend  
876 average applications

\$3,500 monthly ad spend  
\$1.70 cost per application

**Want to know more about the details of programmatic?**

Watch this Demo Video: [recruitmentmarketers.com/programmatic101](https://recruitmentmarketers.com/programmatic101)



**Warning:**

**There are two types of programmatic. And they are VERY different.**

**Type 1: Programmatic Publishers**

Companies like Appcast, Recruitics, and PandoLogic have their own networks of job sites to which they can distribute your jobs. They use software to determine where they will place your jobs within their network, trying to get you the best cost per application. Typically, this form of programmatic ad buying has a higher cost per application than job advertising on major job sites.

**Type 2: Programmatic Software to Manage Spend**

This refers to using tools like Clickcast (the software from Appcast) to manage what you are already spending on major job sites like Indeed and ZipRecruiter. This is the type of programmatic where you set rules to optimize your spending. And when we talk about optimizing your recruiting spend, this is the kind of play we recommend.

## PLAY 2:



# Build Your Employment Brand

In today's market, job seekers can work just about anywhere they want.

**Why should someone choose you?**

Because of your employment brand!

Without getting too far into marketing theory, an employment brand is how people see you. It's what your employees tell their friends about your company, the kinds of jobs you offer, and the service provided by your recruiters. It's how they describe the experience of working with your organization.

**In 2022, the best employment brand wins!**

So, how do you create a winning employment brand?

### 1. Define a clear employee value proposition for your company.

Why SHOULD people want to work for you over any other employer in your market or industry?

As a staffing company, your value proposition should sell the value of the staffing industry. Only 3% of the workforce works in temporary or contract jobs, so there are a lot of opportunities to recruit via educating the market!



### 2. Make your actions match your words.

Like any professional team, your results come down to how your people execute the plays.

- Are your recruiters delivering on your values in every office, every day?
- Do you have standard operating procedures that document how to serve candidates?
- Do you monitor the delivery process and provide ongoing training to improve it?
- Do you tie incentive compensation to how well your recruiters deliver on your brand promise?
- Do you gather feedback after every service experience to see how each person performed?
- Do you celebrate the successes and make delivering your brand promise central to your culture?

### 3. Use automation to enhance service delivery.

More on this in Play 3!



#### 4. Increase visibility (online and in the real world).

Email. Texting. Social media. SEO. Paid advertising. In the digital world, there are lots of ways to make your employment brand more visible (see play 4 for ideas!).

The key is to know your audience – where are they online? When are they online? Why are they online? Build your brand by providing the people you want to reach with the right content at the right time.

But don't limit your employment branding to digital marketing. Your candidates are real people living in the real world. How can you engage active and passive job seekers in your community? Consider the following ways to increase your real-world visibility:

- Advertising (TV, radio, billboards, car and bus wraps, sponsoring the local little league)
- Getting involved with more professional organizations
- Supporting social and religious organizations
- Become more active in community service
- Support or partner with companies and organizations that already have lots of visibility
- Public relations

#### 5. Get proactive about your online reputation.

In staffing, you can't please (or place) everyone. And the people you don't place are the ones most likely to leave damaging reviews on Google, Indeed, Facebook, and other sites.

If you are not already doing so, collect feedback after every candidate experience (this can be done through a simple NPS survey – we use software to automate the process!).

For anyone that's a "promoter" (gives you a 9 or 10 on the NPS survey), ask for a testimonial and encourage them to leave an online review (again, our software does all this).

For anyone who scores you less than a 9, provide a channel for that person to provide feedback (yup, the software does this too), and consider having a recruiter reach out to see what you can do better next time.



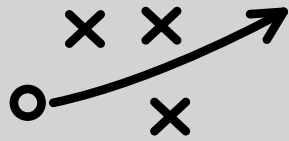
## Content That Builds Employment Brands

When people are looking at a potential employer, what do they want to know? Sure, you can post jobs, but they also want to know what it's like to work for you. And what kinds of future opportunities they will have.

For your employment branding, consider:

- Job posts that include WIIFM information, salaries, and even the names and logos of your clients (yes, we said it...promote your clients in your job ads – their employment brands will strengthen yours!).
- Success stories of people you placed (pictures and especially videos!).
- Profiles of your recruiters.
- Profiles of your clients.
- Sample reviews and testimonials you've received.
- Examples of your community service.
- Metrics like the percentage of people who get converted to direct hire.
- Team celebration pictures, videos, and stories.

## PLAY 3:



# Control Your Candidate Experience (With Automation)

2021 was the year of automation in staffing (actually, it may have been 2020). Everywhere you turn in the industry, you see the two big players: Sense and Herefish (purchased by Bullhorn in 2020).

On top of that, there is marketing automation (companies like HubSpot and ActiveCampaign) and AI and conversational systems to automate communication (Sense offers this, and so does a relatively new player called StaffingEngine).

## So, what's the big deal about automation?

**Actually, there are a few big deals:**

### **1. Automation creates a better candidate experience.**

By designing and standardizing workflows, automation allows you to consistently deliver superior communication to every candidate at every stage in their journey with your company.

Automation technology continuously monitors the interactions people have with your organization (via your website and updates in your ATS) and then automates outreach via chat, text, email, or adding a task for your recruiters to make a call.

These automated workflows improve talent engagement, provide more and faster feedback on your service performance, and ensure you deliver consistent service to every candidate, every time.

### **2. Automation makes your recruiters more productive.**

By standardizing and automating repetitive tasks like database updates, first-day check-ins, and interview reminders, automation allows your recruiters to accomplish significantly more each day. It gives them more time to focus on the human part of staffing – building relationships with candidates and clients.

### **3. Automation reduces costs and drives revenue.**

Automation and conversational systems allow you to engage with people 24/7/365 without having recruiters working round the clock. It lets you communicate with more people, more often, for lower cost per touchpoint.

But the bigger value is in driving revenue by reducing interview ghosting (which increases fill rates), decreasing the chance of no call/no show, actively leveraging your ATS database to fill open roles faster, and proactively redeploying talent at the end of assignments.





# What Should You Automate?

The short answer is...everything you can! Every repetitive task your team performs is a candidate for automation. If you can standardize the process, you can automate it.

To determine your best opportunities for automation, map out the stages in your current service delivery process—everything the candidates do from job application to post-placement. Then look for repetitive tasks as well as touchpoints that your team struggles to consistently complete.

**When we do an automation assessment for our clients, we start with the following:**

## TUNE-UP

We'll look under the hood of your automation platform, audit what is currently in market, and provide recommendations for improvement.

## STARTING LINE

We will work together to identify goals for your automation campaigns to establish ROI metrics, including your next round of Journeys.

## CRUISE CONTROL

We'll ensure your current Journeys are performing as planned, and establish, build, and launch your next round of automation.

## WINNER'S CIRCLE

We'll investigate other areas of your business to see where we can drive efficiencies and new business – database updates and sales Journeys.



## Automate, but Don't Be a Robot!

The beauty of automation is that it makes your service experience more consistent—allowing you to deliver a higher level of service (and better communication) to every candidate, every time.

But there is a downside—automation can make you look less human!

Right now, there are thousands of staffing companies implementing the same automation, using the same playbooks, and often even the same language. And when everyone is doing the same things, the same way, it commoditizes your company.

To avoid “robotic automation,” be sure all your touchpoints (texts, emails, chatbot scripts) are developed with an authentic voice and/or a distinctive style that matches your brand. Well-defined messaging will elevate your automation and make your company truly stand out.

## PLAY 4:

# Build a Digital Marketing System



Digital marketing is not social media. It's not hiring an intern to post videos to TikTok. It's not blasting the world with emails. It's not boosting a job on Facebook.

Digital marketing is the promotion of your business using digital tools (the internet, mobile devices, social media, search engines, online advertising, and other channels) to reach your desired audience.

It's about using these tools to engage with employers and job seekers. It's a strategy for

getting found, building your brand, controlling your positioning, and driving people to engage with your company.

Digital marketing is about generating leads, increasing referrals, nurturing relationships, and supporting your salespeople and recruiters so your company can close more placements.

And in 2022, digital marketing is a core business function, every bit as critical to your success as sales and recruiting.

## Creating a Digital Marketing System

In the staffing industry today, digital marketing is too tactical. A digital marketing system starts with strategy, and in staffing, there are three strategic uses for digital marketing:

### 1. Digital Marketing for Recruiting

When used as a recruiting tool, digital marketing is about finding ways to capture the attention and interest of your ideal job candidates. It requires distinct strategies for active and passive job seekers and should include game plans for SEO, PPC, social media, and reputation management.

### 2. Digital Marketing for Sales Lead Generation

As a sales tool, digital marketing can generate inbound leads and supplement outbound sales activities. Inbound leads can range from people interested in content (e.g., someone downloading a salary guide or registering for an educational webinar) to people inquiring about your services. It will typically include content marketing, search and social PPC, email, social messaging, and landing pages.

### 3. Digital Marketing for Brand Building

Used in this manner, the purpose of digital marketing is to support your sales and recruiting efforts. The goal is to increase your visibility, demonstrate your capabilities, and prove your value. It's about building trust (and brand preference) with the clients and candidates you want to reach. When used for branding, digital marketing will typically emphasize social media, paid advertising, email and content marketing.



# Your 2022 Digital Marketing Playbook

## This year, the staffing industry will face a lot of digital marketing challenges:

- Competitive noise (from within and outside the staffing industry)
- Loss of Facebook jobs (going away as of 2/22/22)
- Social media algorithm changes (that further reduce organic reach)
- Increasing cost of paid advertising (average cost of a job click on Facebook was \$2.72 in 2021)
- Need for diverse skills (SEO, PPC, social, design, video, web development, analytics)

## Where should you focus?

While the obvious answer is “it depends on your goals,” here are a few tips for four critical areas of your 2022 digital marketing:

### Staffing Website

- Less is more (shorten content)
- Conversion optimization (use analytics to see where you are losing clients and candidates)
- Improve CTAs (calls to action)
- Core vitals (improve site performance)
- Incorporate a chatbot (provide 24/7 service)

### SEO

- Use technology to identify opportunities (competitive analysis and keyword targeting)
- Create content that answers the questions your clients and candidates are asking
- Long-form content is essential (1,500+ words)
- Win the local war with Google My Business and localized content

### Social Media

- Be more strategic...and authentic
- Provide content that is more relevant to the interests and challenges of your target audience
- Push the envelope with design and copy
- Integrate paid content promotion
- Get recruiters to build personal brands

### PPC

- Relevancy is the #1 factor driving PPC response – do your ads resonate with your audience?
- Use PPC to support your sales team (targeting the same people you are calling on)
- Use PPC to build your employment brand, not just to promote specific jobs
- Give people a reason to respond...a good offer

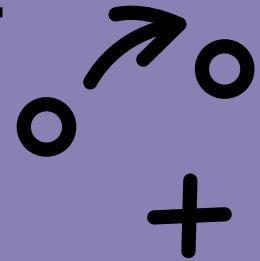


## Want more ideas on Digital Marketing?

Watch our on-demand webinar Top Trends for Digital Marketing in 2022 at [lunchwithhaley.com](https://lunchwithhaley.com)

# Improve Sales Performance With Integrated Direct Marketing

Selling staffing is tough.



## Attention

Before you get the chance to sell to a prospect, you have to get their attention. Sure, you could make a cold call, but will that really stand out?

To make sales calls more successful, do something in advance to get prospects to know who you are and why you will be calling. When it comes to capturing attention, we are BIG fans of direct mail (yes, old school snail mail!) and specifically packages. Who doesn't open a package they receive?



## Interest

Getting someone's attention is one thing. Getting them to care about what you sell is a lot harder. The mistake most rookie salespeople make is talking about the benefits of their services BEFORE they have the prospect interested.

### So, how do you create interest?

Focus on problems and pain points! Right now, what is the biggest staffing-related problem your prospects are having? What's the biggest non-staffing problem?

And most importantly, what is the impact of those problems? For example, let's say your prospect has a problem recruiting (who doesn't?). What roles are going unfilled? What is the cost of those roles being unfilled?

In your marketing, show prospects that you understand their problems...and how those problems are impacting their businesses.

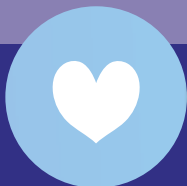
In the U.S., there are more than 21,000 companies selling staffing services.

How do you make your company stand out?

How do you capture the time and attention of staffing decision makers?

How do you get them to want to buy from you?

To sell more, use AIDA.



## Desire

This is where you convert to selling. Desire is about making the prospect want to do business with you... or at least get them to be willing to meet with you.



At the desire phase, you demonstrate your unique value. In staffing, this might be more relevant experience, a better process, superior value, or a product (solution) that others do not offer.



## Action

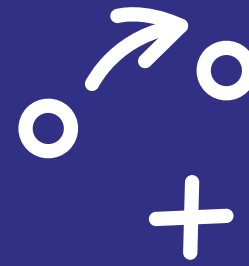
This is getting the prospect to do something. It might be as simple as downloading content from your website, attending a webinar, or even better, agreeing to a sales call.

When selling staffing, the first sale you need to make is for the prospect's time. What can you offer that will convince that person to invest 30 minutes talking with you?



# Integrated Direct Marketing

(turning AIDA into a repeatable process)



Integrated direct marketing (IDM) provides your sales team with a structured process for approaching your ideal prospects. An IDM campaign will typically integrate multiple channels of communication (mail, email, social messaging, phone/voicemail and/or paid advertising) with sales calls to reach a targeted list of prospects.

IDM provides a step-by-step process to contact every prospect multiple times through multiple means of communication. It shows your salespeople exactly when to call, how to follow up, and ideally, what to say on those calls and in their follow-up emails and LinkedIn messages.

To maximize response, an integrated direct marketing campaign should give the prospect multiple ways to respond. This can include agreeing to an in-person or Zoom meeting, taking an initial call to discuss a business issue or visiting a landing page on your website where you are offering something of value.

By integrating direct marketing with your outbound sales efforts, you can increase the productivity of your sales team by 100% or more.

## 1. Choose direct marketing prospects

*(ideal target clients)*



## 2. Create a multistep direct marketing campaign

*(planned sequence of mail, email, LinkedIn & sales calls)*



## 3. Nurture relationships

*(stay top-of-mind)*



# Ready to Put Your 2022 Marketing Playbook Into Action?



Marketing in the staffing industry has become very complex.

It requires strategy, effective implementation, and a lot of diverse technical and creative skills.

## We're here to help.

At Haley Marketing, we have a team of more than 60 marketing professionals who focus exclusively on marketing for the staffing industry. We have specialists with specific expertise in:

- Programmatic job advertising
- Employment branding
- Integrated direct marketing
- Google and Social PPC
- Reputation management
- Email & content marketing
- Blog writing
- Social media
- SEO

## We also develop marketing technology for the staffing industry, including:

- Career Portal software
- Talent Showcase software (for skill marketing)
- NetSocial (automated social sharing)
- Video NOW (video email and testimonials)
- Chatbot software
- Lead tracking software

**Whether you need to outsource all your marketing or just access specialized expertise to support your internal marketing team, we're happy to help!**

For more information on any of our services, contact us today.

**haleymarketing.com**  
**1.888.696.2900**  
**info@haleymarketing.com**



Let Us Help You

# BUILD YOUR MARKETING STACK

We'll put together the right tools, technology, and as much implementation support as you need to achieve your sales and recruiting goals.



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