

How to get the most value out of BLOGGING services



Do more. Get more.

At Haley Marketing, our mission is to make world-class marketing fast, easy, and affordable. As part of that mission, we've created many products and services designed to make it easier for staffing companies to sell and recruit.

When it comes to your marketing, you want to get the most value for every dollar you invest. More sales leads. More candidates applying to jobs. And as your marketing partner, we want that too!

That's why we created this checklist.

We took a hard look at our products and services and asked ourselves two questions:

- 1) What else can Haley Marketing do to help our clients increase results?
- 2) What else can our clients do to get the most value from our services?

On the following pages, you'll find the answers to these two questions. We've provided two checklists for each service—a list of what we can do for you, and a list of ideas that you can implement on your own to get even more ROI from your marketing investments.

We hope you find these checklists helpful, and we look forward to working with you on putting these ideas into action



Put an "X" next to each completed item. →

What Haley Marketing can do for our clients.	COMPLETE
<p>Develop quarterly content theme around each client's priorities for that quarter:</p> <ul style="list-style-type: none"> ○ Focus on employers and/or job seekers. Potentially focus on a specific service or business problem employers are likely to face. Focus on specific services the client wants to highlight. Include a notes column in your content plans to make it easy for clients to provide feedback! 	
<p>When clients need to drive sales, focus blog content on topics such as:</p> <ul style="list-style-type: none"> ○ The strategic value of staffing services ○ The economic value of staffing services ○ Success stories and case studies ○ Best practices in working with a staffing partner ○ How companies are using staffing strategies to improve their operations ○ Profiles of the kinds of companies our client can help (their ideal clients) ○ The questions our clients' salespeople are getting from their clients and prospects ○ Stories related to specialty niche markets the client serves (e.g., placing veterans) 	
<p>When clients need to improve recruiting, focus blog content on topics such as:</p> <ul style="list-style-type: none"> ○ Common perceptions and misperceptions about staffing and working as a temporary ○ The value of working with a staffing company as a career partner ○ Success stories and case studies ○ Profiles of the specific clients the staffing company serves ○ Profiles of the kinds of jobs the staffing company fills ○ How to determine if a staffing company is right for you ○ The questions our clients' recruiters are getting from their candidates and employees ○ Stories related to any specialty niche markets the staffing company serves 	
<p>Focus on a specific topic with extremely relevant and focused keywords to improve SEO.</p>	
<p>Ask clients to describe the questions they are getting from employers and then use those questions to develop content plans.</p>	
<p>Develop a list of possible CTAs that tie to the client goals for the quarter (see suggested list).</p>	
<p>Integrate ONE CTA into each post – at multiple points in the post (middle and end). Or even add a response form right in a blog post!</p>	
<p>If the client has an email newsletter or automation program, encourage them to include the blogs in the email marketing and automations.</p>	
<p>Encourage clients to integrate Social Pro with their blogging services so we can add a visual CTA to the end of each blog post and automate blog content sharing on social media.</p>	
<p>Encourage clients to upgrade blogging to include featured images so we can make the posts more visual when shared on social media.</p>	

BLOGGING

If a client has Social Pro, ensure they use all 10 NetSocial accounts that are included to automate sharing the post on social media by their salespeople and recruiters.	
When setting up NetSocial, show clients how they can take advantage of Channels to ensure content is relevant to both the people sharing and target audiences.	
Encourage clients to add a monthly newsletter and the IM library so the blog posts can be repurposed as an educational email to clients and prospects. Then the IMs can be used to nurture relationships, skill market top talent, and promote staffing services.	
Encourage clients to consider turning top-performing pieces of content into printable articles to use as leave-behinds on sales calls.	
Encourage clients to turn a series of blog posts on a larger topic into an eBook that can be gated or used as high-level thought leadership.	
Turn top-performing blog posts into videos.	
Create a series of posts around onboarding (how the process works, expectations, etc.), and then turn that series of posts into an onboarding curriculum for new hires.	
Encourage clients to combine a series of posts to create an eBook that can then be used for lead generation.	

What Haley Marketing clients can do

COMPLETE

Talk with your Haley Marketing DMA (Digital Marketing Advisor) about the biggest hiring, staffing, and workforce management challenges your clients are facing.	
Develop a list of calls to action (CTAs) that Haley Marketing can incorporate into blog posts (see list of suggested CTAs).	
Ask your sales team to develop a list of challenges they face in selling and objections they hear from employers (please provide this to your DMA for content planning).	
Talk to candidates about why they choose to use an employment agency to help with their job search.	
Document the "client experience journey" (i.e., the steps in your hiring process from apply to paycheck and beyond). By knowing all the steps, we can discover places to create useful content.	
Gather and collect success stories from candidates you have placed and share those with your DMA.	

When prospecting, include links to blog posts in introductory emails and LinkedIn messages. Use the blog content as a conversation starter and to differentiate your sales outreach from other staffing companies.	
Turn blog posts into handouts for use on sales calls. These handouts can be used to help illustrate the value your staffing company can provide and offer ideas to help your clients and prospects with their hiring and workforce management challenges.	
After sales calls, include links to blog posts in your follow-up emails. Share relevant ideas to help address topics discussed during the sales appointment.	
Repost your blogs as articles on LinkedIn. This is a great way for salespeople and senior leaders to build personal brands.	
Repost content to your Google My Business page and link back to the blog post on your website.	
When new blog posts are written, ask your sales team to read the posts. Then have a meeting to discuss what these posts mean for your clients—and how you might use the posts to enhance and differentiate your sales process.	
Provide content to your DMA that will allow us to make blog posts more personalized to your company and your clients. This could include giving Haley Marketing your case-study data, testimonials from your clients, and sharing recent Google reviews.	
If you are open to the idea, work with your Digital Marketing Advisor to create blog posts that profile specific clients you serve (about those companies, what they do, and how your staffing services help their businesses). Showing off your clients is a great way to deepen your relationships with current clients, strengthen your brand, and improve your recruiting. These client profiles and success stories are also great for social media!	
Consider providing your DMA with profiles of people on your team, particularly your recruiters. Your credibility and trustworthiness are enhanced when employers can see the caliber of the people on your team!	
Share your custom-written blog articles with local associations, chambers of commerce, etc., and allow them to share in their newsletters, website or social media posts.	
Share your posts with local business journals and allow them to republish as a column.	

Need help putting these ideas into action?

Contact your Digital Marketing Advisor today.



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