

# How to get the most value out of HALEYMAIL 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**

Continue to develop quarterly newsletter content themes around top hiring, HR, and workforce management challenges.	
Incorporate more CRO opportunities into emails and articles.	
Create more CRO-focused InstantMail (IMs) – to promote articles, eBooks, videos, staffing offers, etc.	
Encourage clients to use IMs to drive direct response and nurture relationships.	
Train clients to use the IMs to supplement the emails we send and allow their salespeople to do one-to-one email marketing.	
Encourage clients to use top candidates and top jobs emails to garner more direct response.	
Encourage clients to build their lists...every month! Show them all the ways HaleyMail can be used to update mailing lists.	
Encourage clients to integrate Social Pro or NetSocial with their HaleyMail services to get social distribution of newsletter and Resource Center content.	
Encourage clients to add on either blogging or ongoing SEO services, so we can create more client-specific content for their websites (and integrate that content into their HaleyMail newsletters).	
Encourage clients to use PPC retargeting campaigns to surround their prospect lists with ads. Continue to test subject lines and look to personalize when possible.	
Evaluate open and click reports to identify top-performing topics or themes.	
Download click reports and share these "soft leads" with clients. Encourage 1:1 follow-up from their sales team.	
Ensure the client has embedded the Candidate and Employer Resource Centers throughout their website.	
Ensure a newsletter opt-in widget is added to key places throughout the client's website to help increase list size.	
Use the second mailing feature in HaleyMail to resend the email to those that didn't open.	
Create new training videos to show clients all the different features they can use in MyHaley and ways to better leverage content on social media.	

Encourage clients to integrate the HaleyMail plugin on their website for easy email sign-ups and list updates.	
Share Google Analytics data from client newsletters and IMs—and how the people who clicked on emails then engaged with the website after they clicked on the newsletter links.	
Remind clients to share links to the eBooks included in their Resource Centers to generate sales leads and recruit passive talent.	

## 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. We can use this to develop future content plans for newsletters and IMs.	
Develop a list of calls to action (CTAs) that Haley Marketing can incorporate into HaleyMail newsletters and IMs (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).	
When prospecting, include links to eBooks and articles in your Staffing Resource Center in introductory emails and LinkedIn messages. Use this content as a conversation starter and to differentiate your sales outreach from other staffing companies.	
Use the HaleyMail sales tools and PDF versions of articles as handouts 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 past eBooks, newsletters, and Resource Center articles in your follow-up emails. Share relevant ideas to help address topics discussed during the sales appointment.	
Share eBooks, newsletters, and Staffing Resource Center content on LinkedIn. This is a great way for salespeople and senior leaders to build personal brands. Take advantage of the follow-up tips and social graphics Haley Marketing provides each month to get the most value from your HaleyMail service!	
Further segment lists and databases so the right message is sent to the right person at the right time.	
Use top candidates emails as a prospecting tool. Skill market other candidates to contacts that showed hiring intent by clicking on a candidate in the email.	
Use top jobs emails as a recruiting tool. Reach out 1:1 to candidates that clicked on a job.	
Keep the lists updated with the right audience.	

# Need help putting these ideas into action?

Contact your Digital Marketing Advisor today.



1.888.696.2900 | [haleymarketing.com](http://haleymarketing.com)