

How to get the most value out of INSIGHTS 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 magazine content themes around top HR, hiring, and workforce management challenges.	
Incorporate more CRO opportunities into magazine articles and bimonthly emails.	
Encourage clients to use the magazines as drop-offs or as part of an integrated direct marketing campaign to capture attention and open doors with more prospects.	
Encourage clients to build their email lists...every month!	
Encourage clients to add on IMs to drive direct response and nurture relationships.	
Encourage clients to integrate Social Pro or NetSocial with their HaleyMail services to get social distribution of newsletters and Resource Center content.	
Consider turning each magazine into a multistep direct marketing campaign with postcards, letters, emails, etc.	

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 your marketing.	
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 past magazines and Insights Resource Center articles in introductory emails and LinkedIn messages. Use this content as a conversation starter and to differentiate your sales outreach from other staffing companies.	
Hand out copies of Insights magazines during sales calls.	
After sales calls, include links to past magazines and Resource Center articles in your follow-up emails. Share relevant ideas to help address topics discussed during the sales appointment.	
Share links to magazines and Resource Center content on LinkedIn. This is a great way for salespeople and senior leaders to build personal brands.	
Use magazines at tradeshows, conferences and other events.	
Provide copies of each magazine to local chambers of commerce or economic development offices to include with new member/business packets.	
Create specific calls scripts or word tracks for salespeople to use when following up with prospects that received the magazine.	

Need help putting these ideas into action?

Contact your Digital Marketing Advisor today.



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