



Product Optimization Checklists

A guide to maximizing the value of your marketing



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 reviewed our most popular digital marketing services and 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!



How to get the most value out of **BLOGGING** services



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.	

How to get the most value out of SOCIAL PRO services



What Haley Marketing can do for our clients.

COMPLETE

Develop a clear list of social marketing goals...and how the client will measure success!	
Make sure to develop specific goals for each audience and platform.	
Create a monthly content plan around each client's top 1-3 goals.	
For each goal, identify relevant issues (for employers and/or job seekers) that could be addressed with social content.	
<p>Determine all sources that can be used for social content:</p> <ul style="list-style-type: none"> ○ Blog posts ○ Job posts ○ Job application ○ Client-supplied salary surveys, eBooks, whitepapers and educational content ○ Client-supplied case studies ○ Upcoming company events (tradeshows, job fairs, etc.) ○ New hires ○ Current staff (internal promotions, service anniversaries, major life events) ○ Service anniversaries for key clients ○ Sources of curated content that each client likes to reference ○ Review data sources (Google Reviews, Glassdoor, ClearlyRated, etc.) ○ Awards you have won ○ Recent placements/success stories ○ Online reviews and testimonials ○ Local events and information ○ Inspirational quotes, books, motivation, etc. Top-performing website pages ○ Links to forms on the website ○ List of company benefits ○ Company core values, mission, vision ○ Video assets or YouTube channel content ○ Meet Your Recruiter ○ Filtered job searches from the Haley Marketing Career Portal to promote specific job categories or jobs in a specific location 	
Develop a list of possible CTAs that tie to the client goals for the quarter.	
Integrate CTAs into social posts, where appropriate.	
Encourage clients to fully use NetSocial (10 accounts are included with Social Pro) to automate sharing social posts by their salespeople and recruiters.	
Reshare top-performing content.	
Use the analytics in NetSocial to determine top-performing types of content, then reshare the best-performing content—with social media, what works once will work again!	
When analyzing top-performing posts, look for themes and topics that can be used as the foundation for future content plans.	

Create "Meet the Team" posts where you feature recruiters and other employees. Show followers that there are real people behind the screens.	
If the client has any PPC services in conjunction with Social Pro, direct our PPC team to put ad spend behind your client's #1 goal!	
Train clients to use content provided by Haley Marketing on other social media platforms they have which may not be included in their program. This could include tips on Instagram reels, TikTok, promotional post ideas such as "Tag a Friend in the comments," 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.	
Develop a list of calls to action (CTAs) that Haley Marketing can incorporate into social 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 (your DMA can use this list in social content planning).	
When content is shared on LinkedIn, get your team to like, comment, and share the content (ideally, within 30 minutes after content is posted). Creating engagement with your content will get LinkedIn to show it to more people...for free!	
Provide content to your DMA so we can make social posts more personalized to your company and your clients. This could include providing case-study data, testimonials from your clients, recent Google and Glassdoor reviews, and awards you have won.	
If you are open to the idea, share pictures of your team and your temporary associates with your Digital Marketing Advisor. We can use these pictures to build your employment brand by showing the quality of the people on your team and how much you care about your associates.	
When attending networking events, career fairs or conferences, take pictures and share those with your Digital Marketing Advisor.	
If allowed, take photos of candidates on assignment and share those with your Digital Marketing Advisor.	
If you award Temporary of the Week/Month/etc., share those details along with an image of the candidate.	
Ask your candidates what their job really means to them and share those stories.	

How to get the most value out of ONGOING SEO services



What Haley Marketing can do for our clients.

COMPLETE

Ask your clients questions about what their clients are asking them. Develop a deep understanding of staffing and other workforce management issues that we can use for SEO keyword research.	
<p>Ask clients for a list of top competitors in their market and industry.</p> <ul style="list-style-type: none"> ○ Run competitive analysis reports to determine top-performing content. ○ Reverse engineer and create more in-depth content to outrank competitors. 	
Ask clients all the ways their clients describe the staffing services (e.g., temp help, contract staffing, contingent workers, etc.), so we can ensure we have all the possible appropriate jargon related to hiring and staffing in the client's industry.	
Ask clients to provide a list of questions they get from employers, and then use those questions for keyword research and topics for long-form content. These posts can also make great handouts for salespeople to use on their calls!	
Ask clients about new specialties and subspecialties for which we might want to create specific webpages.	
Ask clients about locations where they have a lot of jobs, including those where they don't have a physical office, new office locations, and remote office locations.	
Develop a list of possible CTAs that tie to the client goals for the quarter (see suggested list). Integrate ONE CTA into long-form blog posts – at multiple points in the post (middle and end).	
Encourage clients to purchase a Search PPC campaign (Haley Marketing Web Traffic PPC) or a local PPC campaign for keywords where it will be difficult to improve ranking in the short term.	
Include geographic modifiers to keywords for clients who work in specific areas as a way to improve local SEO.	
Revamp top-performing long-form articles with respect to Google Search Console data.	
Create location pages for specific offices/geographic areas you service.	

What Haley Marketing clients can do.

COMPLETE

Talk with your Haley Marketing SEO 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 your long-form content (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 (your SEO Advisor can use this list in social content planning).	
Turn long-form posts into handouts for use on sales calls. These handouts can 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 the long-form articles 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.	
Share any presentations, slide decks and other collateral you have created.	
Share all long-form content on your social media sites.	
Publish content as posts on your LinkedIn account.	
Publish/repost content on Google My Business.	

How to get the most value out of PPC services



What Haley Marketing can do for our clients.

COMPLETE

Develop a clear list of PPC goals...and how the client will measure success!	
Create ad campaigns around each client's top goal.	
For each goal, identify relevant issues (for employers and/or job seekers) that could be addressed with ad content.	
Develop a list of possible CTAs that tie to the client goals for the quarter.	
Integrate CTAs into PPC ad copy and design.	
Test different variations of ad design, ad destinations and copy.	
Determine what action you want the user to take and ensure it's easy to convert.	
A/B test different ad destinations to see which perform best.	
Encourage a specific landing page with a single CTA and form.	
If possible, set up Google Tag Manager to track actions and conversions in Google Analytics.	
When a client is building a new website, talk with them about future PPC interests. Goal-tracking best practices should be established as part of the site build!	
Encourage clients to increase their budget once a winning formula has been found and/or missed opportunities are identified.	
Encourage clients to add on a retargeting PPC campaign to follow people who visit your website (whether or not they complete a form).	
Identify areas of opportunity – whether it be audience/keyword targeting, ad format, bidding strategies, or creative. Evaluate campaign data to find low-hanging fruit that could make a big impact!	
Leverage client and candidate lists for audience targeting (Google/Facebook).	
Ensure remarketing tracking codes are set up in Google Analytics – regardless of project. With the sunset of cookies, this can be valuable to build audiences for future marketing.	
Use ALL available assets. Snippets, call-ext, call-outs, sitelinks, etc. These add “real estate” to the ad, improve CTR, can improve quality score.	

Set up call forwarding if applicable. This helps attribute phone calls to ads on a conversion path. Without call forwarding, after the ad click, we “lose” that user and the ability to attribute click-to-calls once on the website.	
If a client is running a search campaign (Google or Bing) and SEO, compare keywords between these two programs. If a client is doing really well organically in a certain area, they probably don't need to be bidding on those keywords with paid ads. This evolves over time as clients rank for more keywords organically.	

What Haley Marketing clients can do.

COMPLETE

Provide a detailed persona of the target person you are trying to reach and the desired action you would like them to take.	
Talk with your Haley Marketing DMA (Digital Marketing Advisor) about the biggest pain points and staffing-related issues your clients and candidates are facing.	
Develop a list of calls to action (CTAs) that Haley Marketing can incorporate into PPC ads (see list of suggested CTAs). Haley Marketing's PPC team actually maintains a list of CTA ideas based on the character limits some networks have!	
Ask your sales team to develop a list of challenges they face in selling and objections they hear from employers (your DMA can use this list in developing ad concepts).	
With display ads, you can leverage the ad designs to share as posts on LinkedIn and Facebook. Have your team share the ads from their personal accounts and drive people to the same webpages as the PPC ads.	
Review the conversion results when people go from your PPC ads to your website, and work with your DMA to try to increase the conversion rate (e.g., strengthening CTAs, creating a stronger landing page, shortening forms, adding a fly-in or exit pop-up for people who don't complete a form).	
Work with technology partners to integrate data from PPC campaigns with automation platforms and autoresponders. For example, if someone submits a form on an ad or a landing page, trigger outreach via email or text campaigns.	
Ensure your website is built with CRO (Conversion Rate Optimization) in mind. PPC ads can deliver the right audience, but then your website needs to get people to take action.	
Ensure PPC landing pages are optimized for response—that means easy to navigate on mobile and offering click-to-call capability.	
When Haley Marketing's PPC team provides a list of phone calls that come through from your ads, cross-reference the data with your team to make sure the calls are coming from the right audience.	

How to get the most value out of HALEYMAIL services



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.	

How to get the most value out of INSIGHTS services



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 (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 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 tradeshow, 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.	

How to get the most value out of **REPUTATION MANAGEMENT** services



What Haley Marketing can do for our clients.

COMPLETE

Encourage clients to provide new data lists 2x per month.	
Teach clients how to select the right clients and candidates to ask for feedback and reviews.	
Encourage clients to add reputation management widgets to their websites.	
Encourage clients to share reviews on social media or add on Social Pro services, so Haley Marketing can help them build their brand on social media.	
Encourage clients to use the reviews and testimonials in sales pitches, decks, and other collateral.	

What Haley Marketing clients can do.

COMPLETE

Review your client and candidate service process. Identify all touch points where it would make sense to ask for feedback.	
Develop a process to create lists of employers and temporary associates to survey each month.	
Develop a process for addressing positive and negative feedback. Ensure everyone in your company knows what to expect and how to respond.	
Look for consistent themes in your feedback that are tied to service processes or individuals.	
Leverage positive testimonials as an excuse to acknowledge and reward internal staff.	
Plan to follow up with positive testimonials to maximize the number of online reviews you receive (people often need a reminder or two to leave a review!). Ideally, assign this process to one owner in your office.	
Share positive reviews on LinkedIn and tag the person and/or company that shared the review to increase exposure.	
Share positive reviews on your website (update testimonials or add the reputation management review widgets) and on social media.	
Share positive reviews in your offline collateral, pitch decks and more.	
Ask the people who leave positive reviews to record a video sharing their positive experiences and feedback.	
Create employee stories that live on the blog (or candidates page) and then can be repurposed into other content (testimonial graphics, emails, etc.).	

Employer Focused CTA Ideas

In marketing, 20% of your result comes from copy and design (“the creative”). And 40% comes from the list (targeting the right people). The other 40% of your response comes from the offer (your call to action).

In staffing, we often think that the only call to action is “apply for a job” or “contact us for staffing help,” but this is just the tip of the iceberg (or more accurately the bottom of the sales funnel).

To maximize your marketing results, think about all the reasons an employer (or job seeker) might want to reach out to a staffing company at all stages of the sales funnel. What information are they interested in? What kinds of problems do they want to solve? What kinds of special offers can you make?

On the following page are a list of ideas for calls to action (CTAs). Take a look at the list and think about what your company could offer to prospective clients or candidates. If you have ideas that are not on the list, feel free to add more!

Once you know what you want to offer, work with your team at Haley Marketing to incorporate your offers into your digital marketing. The better the offers we make, the more response you will get!

EMPLOYER-FOCUSED CTA IDEAS

Service inquiry related offers:

- Request an employee
- Request a contractor / temp
- Speak with a staffing consultant
- Need help meeting a deadline, contact us today
- Free transportation of our associates to your worksite
- Call us today
- Contact us for special savings on direct hire services
- Contact us
- Check out our top talent (requires Talent Showcase or equivalent)
- 100% money-back guarantee
- Request Salary Benchmark
- Request Job Description
- Compare Pay Rates
- Get Free Supply & Demand Report
- Find your missing puzzle piece with help from X
- Need help building your all-star team? Let X help you find your missing teammate(s)
- Start The Conversation
- Let's Chat
- Keep Your Machines Running
- Connect with our staffing experts today
- Scarcity concept / time urgency – on occasion (2 spots left, X hours left, etc.)
- Steady state emotion vs. Target state (how you feel now vs. how you want to feel)
- Your next right move is here!
- Surprise! There is no secret. You can reach your career goals. We can help.
- Fast pass. (Give clients an option to not wait)

Content-related offers (requires relevant content!)

- Download salary guide
- Download hiring guide
- Download our latest eBook (for HML clients)
- Download our latest copy of HR Insights (requires HR Insights magazine)
- Read our latest blog post
- Related posts
- Check out our Staffing Resource Center (requires HaleyMail or Resource Centers)
- Free compensation review
- Free salary benchmarking report
- Register for webinar
- Opt in for our monthly newsletter/publication
- Opt in for FREE staffing insights
- The best things in life are free! Just like X, download it here

Special offers/discounts on staffing services

- Save on top talent – hire from our Talent Showcase (requires Talent Showcase)
- Limited time offer – save on temporary staffing
- Limited time offer – save on direct hire services
- Top Talent Special Offer – hire one of our current top candidates for 10% fee!
- Flat \$X,XXX fee for direct hires this month only
- Affordable direct hire – pay for our services in 3 installments
- For every order filled in December, we are donating \$100 to (charity name)
- Anniversary special: For our 10th anniversary, we're offering 10% placement fees to the first 10 clients to contact us
- 10% off your first staffing request for all new clients
- No cost until you make a hire!
- Join our frequent staffing club and get X% off every order!
- Learn about out-placement guarantee



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