

# How to get the most value out of **REPUTATION MANAGEMENT** 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 |
|---|----------|
| 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.).  |          |

# Need help putting these ideas into action?

Contact your Digital Marketing Advisor today.



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