

How to get the most value out of SOCIAL PRO 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 |
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| 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. | |
| Determine all sources that can be used for social content: <ul style="list-style-type: none"> <input type="checkbox"/> Blog posts <input type="checkbox"/> Job posts <input type="checkbox"/> Job application <input type="checkbox"/> Client-supplied salary surveys, eBooks, whitepapers and educational content <input type="checkbox"/> Client-supplied case studies <input type="checkbox"/> Upcoming company events (tradeshows, job fairs, etc.) <input type="checkbox"/> New hires <input type="checkbox"/> Current staff (internal promotions, service anniversaries, major life events) <input type="checkbox"/> Service anniversaries for key clients <input type="checkbox"/> Sources of curated content that each client likes to reference <input type="checkbox"/> Review data sources (Google Reviews, Glassdoor, ClearlyRated, etc.) <input type="checkbox"/> Awards you have won <input type="checkbox"/> Recent placements/success stories <input type="checkbox"/> Online reviews and testimonials <input type="checkbox"/> Local events and information <input type="checkbox"/> Inspirational quotes, books, motivation, etc. Top-performing website pages <input type="checkbox"/> Links to forms on the website <input type="checkbox"/> List of company benefits <input type="checkbox"/> Company core values, mission, vision <input type="checkbox"/> Video assets or YouTube channel content <input type="checkbox"/> Meet Your Recruiter <input type="checkbox"/> 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. | |

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| 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.

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| 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. | |
| 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. | |

SOCIAL PRO

Need help putting these ideas into action?

Contact your Digital Marketing Advisor today.



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