



THE BEGINNER'S GUIDE TO MARKETING YOUR STAFFING FIRM

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If you had a full time devoted marketing staff, marketing your staffing firm would be a breeze!

But chances are, you don't –according to the [Salesforce Small & Medium Business Trends Report](#), 66% of small business owners are personally responsible for three or more areas of their business, including marketing. Staffing owners face this dilemma all the time: you need to promote your business in order to grow, but you don't have the time or budget to devote yourself to it. When we do marketing consultations for our 500+ clients, we hear this all the time! You're just starting to get into marketing, you don't know what you don't know, you can't measure results, it's hard to track ROI...sound familiar?

That's why we decided to create the Beginner's Guide to Marketing Your Staffing Firm. In it, you will find useful marketing tips for time-crunched staffing owners who just need some direction when it comes to marketing.

SKIP TO A SECTION:

1. Planning & Framework
2. Online Presence
3. Marketing Tactics and Tips
4. Useful Links and Tools





1. Planning and Framework

Essentially, marketing can be boiled down to the following:

- Who are you trying to reach?
- What do you want them to do?
- How will you encourage them to take that action?
- How will you measure your effort's impact on influencing that action?

Success starts with sound strategy, though, and getting it right is essential. The first step to getting marketing right is to have a “marketing playbook” to give you direction. Otherwise, you risk wasting precious time and money if your activities are random and unstructured. Here are some tips on how to get started:

BRAINSTORM

Gather your team for a meeting, or even just a coffee break. For best results, get out of the office. Go somewhere you can think creatively and get idea for how to market your business best on paper. Ask these questions to get started:

- Where do you need to spend the most time and money, on sales or on new employees?
- Who are our best prospects for buying staffing services?
- Who are the buyers, and who are the influencers of the buyers?
- Who are our best prospects as future temporary employees?
- Where are they geographically?
- Where will we find them online?
- LinkedIn, Twitter, Pinterest, Facebook, YouTube, Instagram?
- Are our services/products likely to be sought via internet searches?
- What in-person opportunities have the potential to reach our audience?
- How does our service differ from competitors?
- How do people hear about us now?

DELEGATE RESPONSIBILITIES

First determine if you have the in-house knowledge you need, or need to source assignments out to freelancers. Either way, assign tasks like writing blog posts, sharing articles on social media, writing website pages, tracking your website stats on Google Analytics, etc. to the appropriate people.

CREATE AN ELEVATOR PITCH

What can you tell people about your business, products and services in 30 seconds or less that keeps them interested and wanting more? Spend time coming up with your “pitch” and make sure your employees know it too. Sometimes it helps to print it out and hand it out to your team members.

ANALYZE YOUR COMPETITORS

What is your competition up to lately? Do some research. If you spend time analyzing the competitive field to look for their areas of weakness or gaps in the marketplace, you can discover opportunities where your business will have the best chance to grow.

IDENTIFY LONG-AND SHORT-TERM GOALS

The long-term goal is to sell your staffing services. The short-term goals within that might be to build awareness of your brand, or to increase the number of people who visit your website.

DECIDE HOW YOU WILL TRACK SUCCESS

When you have your goals set, make sure you identify clear metrics to use as KPIs (Key Performance Indicators) and to measure ROI (Return on Investment). Is it number of call ins? Online contact form submissions? Website visits?

TIP: Set up Google Analytics on your website for free to track website traffic and behavior.

DECIDE WHAT TO POST, AND WHERE TO POST IT

Where do your buyers and influencers spend time online? Pick a channel or several channels – organic search (Google), social media, email, etc – and understand that your content should be tailored to that channel. On social media, you’ll want to share relevant articles and information. For organic search, think about blog posts, landing pages and other written content that’s optimized to rank for staffing related keywords. Write it down in a plan.

TIP: Make a monthly Excel doc marketing calendar of things to post and articles to share/write.

CHOOSE HOW YOU’LL PROMOTE YOUR CONTENT

Search engine optimization is one way to promote your content on search engines, for example. Google Ads is another. A third is to cross-promote content that lives on your website through email, and through social media channels.

KNOW EXACTLY WHAT YOU WANT YOUR AUDIENCE TO DO NEXT

When someone consumes your content, make sure you know exactly where you want them to go next – another blog post, a contact us page, etc - and incorporate strategic calls-to-action like pop ups and banners that encourage them to take that action.

WRITE IT ALL DOWN

Using all the information you gathered above, make your marketing plan. Use a Word document, an Excel sheet, a table, a flow chart, a graph, an interactive graphic, a story board, etc. that visually represents your marketing plan. You can make it as detailed or high-level as you like.



2. Web Presence

If you take away one thing from this whitepaper, let it be this: your website is all important when it comes to marketing! A good website is the first thing you must have before you start any marketing efforts. This is because the vast majority of hiring managers and job seekers will take to the internet to learn more about you and your competition before making the decision to work with you. The facts support that: according to a [2018 Candidate Influence Report](#), 89% of candidates use online resources during their job search. And according to a [2018 Staffing Buyer Study](#), staffing buyers spend 5 hours on average vetting their staffing firm online.

We'll now take you through the basics of a good web presence, from your website to social media to your online reputation in general.

WEBSITE

It's hard to overstate how important your website is to your business and to your marketing efforts. A good website is absolutely vital to your business, and it's the backbone of your online presence. It's probably also your best salesperson.

If you're a fairly tech-savvy small business owner, you may want to build your own website. If not, use a web design firm or freelance web designer. If you spend money on one thing when it comes to marketing, make it a good website!

To determine if your website is "good" or not, ask yourself these questions. Does your website:

- *Pass the "5 second test"?* (Aka, people who visit your site know exactly what you do in 5 seconds or less.)
- *Have clear Call-to-Actions on each page?*
- *Have testimonials? Recent placements? Project examples?*
- *Have content like blog posts or web pages that provide value?*
- *Look modern and have visual appeal?*

ONLINE LISTING

When you are looking for a product or service, what's the first thing you do? Google it. The same principle applies to your potential customers and employees. How credible your firm comes across online plays a pivotal role in the modern buyer decision. Do a test – type “<Your niche> staffing in <location>” in Google. Where do you come up? If you're not coming up or want to get further up in the search results, it's important to complete a listing for your business in search engine local directories and other important directory sites.

Search Engines:

[Google My Business](#)

[Bing Places for Business](#)

[Yahoo! Small Business](#)

Popular Review Sites:

[Yelp for Business Owners](#). Note that Yelp for business can be free or paid. To get started, register or claim your business, add your location, post some pics of your product/service, and begin responding to customers' reviews.

[Glassdoor for Employers](#) will allow you to control your Glassdoor account for free. This site is where employees can leave review for companies they have worked for.

B2B Staffing Sites

[G2 Crowd](#) is a software review site, but is also used for staffing services.

[ClearlyRated](#) is a B2B directory of businesses that your clients use to find staffing services.



SEO (SEARCH ENGINE OPTIMIZATION)

When people use the term SEO, they are referring to the process of making sure your website comes up high in search results when your prospects type relevant keywords into a search engine.

How to Boost your Google ranking with SEO

There are a lot of factors that play into why a certain site or page appears in the top spots on the Google (or other search engine) search engine results page.

While the Google algorithm is constantly shifting, some important factors to remember are:

- Relevant keywords (and their placement on your site)
- High-quality content
- The length of your content
- How fast your page loads
- How often you post content, and more.
- Consumer generated reviews

TIP: When you are writing pages for your website, think keywords – aka, the search terms that people will type into a search engine to find you. You need to determine what the pivotal keywords and phrases that your target audiences are using when seeking recruiting and staffing solutions.

>> [Learn more about SEO here](#) <<

ONLINE REPUTATION MANAGEMENT

This is a no brainer, but data shows that your candidates trust online reviews of a staffing firm 8x more than an advertisement for the firm and 83% of candidates say that staffing firm reviews have an impact on their decision to accept a job offer. (Via the 2018 Candidate Influence Report). Google is also weighting their algorithm to prioritize “consumer-generated content” — ratings and reviews that they deem to be credible and relevant representations of your brand. All this to say, it’s very important to actively monitor your online ratings and reviews.

The “Big 3” when it comes to reviews are:

- [Google](#)
- [Yelp](#)
- [Glassdoor](#)

Have a Process for Monitoring Reviews

1. Determine who will respond to feedback.

You don’t want any bad review sit for more than a few business days, so it’s important to assign a monitoring schedule to a member or members of your team.

2. Monitor reviews and set up notifications.

Understand how to respond to reviews on each of the websites you appear on. Which members of your team own which logins? What steps need to be taken to address a review on a given site?

3. Have baseline responses in place.

In order to speed up the response time, you’ll want to have “canned” responses ready for responding to positive and negative reviews. Multiple scripts for each scenario are helpful to prevent you from sounding like a robot. If you approve the script ahead of time, then the team member tasked with responding feels that they have the autonomy to publish without waiting for approval which speeds things up.

4. Communicate feedback internally.

Make sure when these responses do happen, that the proper people in your company are notified.



Be Proactive and Ask For Reviews

Reviews are extremely important, which is why you should be asking your clients and candidates for reviews. Strike while the iron is hot – if you just placed someone and they are thrilled, ask for a review! Here’s how to make it easy:

Send them links.

Make it easy for your reviewees and provide a direct link to the site you would like that person to leave you a review.

Offer them a preview of the experience.

When you send the link, as a courtesy also let them know many questions will it be, how long will it take, etc.

Prompt them.

It can help to offer up a few prompt questions to get them thinking: What are they happy with? What did their recruiter or account manager to do go above and beyond?

Make it a regular thing.

Recency is important to candidates and potential buyers, so request online feedback regularly. Aim for a steady drip of ratings and reviews to be published across your online profiles.

SOCIAL MEDIA

While organic reach on popular social networks is declining on popular platforms like Twitter and Facebook, social media marketing is far from dead. It's effective for building brand awareness, developing community, and getting your content and products in front of new people. Here are some social media tips:

- **Set up profiles.**
Decide which social networks make sense for your business and set up profiles on those sites. LinkedIn, Facebook, Instagram, Twitter, and Pinterest are your best bets.
- **Fill out your profile - and make it good!**
Include an engaging, detailed description of your business, complete with keywords and a link to your website. Broadcast your firm's unique story and values, so your audience can learn who you are—beyond the services you sell.
- **Join groups on LinkedIn or Facebook.**
Find ones that discuss your type of products or

services, and join the discussion. However, refrain from “spamming” with constant promotional posts that aim to sell or you might get booted.

- **Post helpful content to your pages.**
Focus less on selling in your posts and more on posting about interesting and helpful industry information. Tips on how to improve a specific area of one's life or business, for instance, will garner likes and shares. Oh, and always include a picture.
- **Use tools to help you schedule posts.**
Online tools like Hootsuite help you post in advance across all your various platforms, in one place.
- **Get your recruiters on LinkedIn.**
Chances are they are already on LinkedIn, but if not, get your recruiters a profile there stat.





3. Marketing Tactics and Tips

So let's assume that you have your overall marketing plan in place, and your online presence is on the right track. Now let's explore some common marketing tactics and tips that you can use to raise awareness and grow your staffing business.

USE TEMPLATES

While marketing is partly about being creative and finding new ways to reach your prospects, it's also about using tried and true methods to make life easier on yourself. There's no need to reinvent the wheel every time you want to make a marketing email or a company newsletter or a flyer – there are tons of free templates that exist online that you can then modify for your particular needs. Here are a few places to look for templates:

- [HubSpot](#) - a list of 13 free templates for small businesses
- [Coschedule](#) - marketing plan and strategy templates
- [Canva](#) - easy-to-use design templates

START A BLOG

One good way to get new content on your site and to address common keywords - both important aspects of SEO - is to start and regularly update a company blog. To start a blog, you can use an inexpensive or free website tool to make a free site and use one of their templates. Even if you only publish once a week, it will improve your website's visibility online and help educate your potential customers on why they should trust your company.

- Consider freelancing out your posts.
- Another way you could do it is to think of topics you have knowledge about and then have another employee or an intern ghostwrite as you.

TIP: Have each blog be authored by a person, rather than by “your company”, and don't be afraid to have a specific voice or a tone. It will make your posts more interesting. And make sure to post it on your social media channels!

TRY EMAIL MARKETING

If you want to stay top of mind to your sales prospects or employee prospects and you have a list of emails in your ATS, you might want to consider trying out an email marketing program. It could be as simple as a periodic newsletter where you share articles, or it could be campaigns around certain topics. There are many different email programs, some you can use or try for free like MailChimp. The things you should be looking for include:

- Ability to build and manage an email contact database
- Segment lists to provide the right content to the right audience
- Create campaigns that lead to conversions

It's also important to note that **email laws and regulations** are constantly shifting – it's important to stay up to date so you don't violate rules and potentially get blacklisted.

TIP: If it is not a newsletter, try to stick to one CTA/one message per email. Also, not every email has to be image heavy some are okay to be just text. Mix it up with both styles and when in doubt, just remember to keep it simple and easy to scan.

PAY FOR ADVERTISING

Running pay-per-click (PPC) ads on Google or LinkedIn or other sites is one way to get your stuff seen by more people online. This is a pretty standard marketing practice, and can be low cost depending on what you invest into it and the keywords you choose to target.

CONSIDER A STRUCTURED CONTENT MARKETING PROGRAM

You may have heard the term content or inbound marketing before. That refers to creating content - blogs, web pages, articles, whitepapers, videos, etc - that helps inform your audience and solve a problem while drawing them to your website. Content marketing does double duty of helping your SEO while also positioning you as a thought leader and trustworthy source of information.

PRODUCE LEAD MAGNETS

A good way to get people to your site is to provide “lead magnets” of longer form content such as whitepapers or eBooks – such as the one you are reading right now! You can place these guides behind a wall, where your prospects have to fill out a form and give you information to get them. When thinking about what to do for lead magnets, consider the following:

1. Choose the right topic - something that you have knowledge on
2. Make sure it's something your audience will want and that is valuable to them
3. Do your research when writing the content
4. Have it designed to look visually appealing

PERSONAL TOUCHES

When it comes to marketing, you can't beat a personal touch. In this technological day and age, customers expect experiences to be personalized to them specifically, which is why it's important to go the extra mile. Here are some ideas:

- Handwritten note thanking a customer for their business or expressing interest in a customer's project.
- A “happy birthday” email greeting or card in the mail
- A follow-up telephone call inquiring about the customer's satisfaction with a product/service.
- Personalized holiday gift, such as an ornament with their name on it
- Invite them to visit your company sometime and wine and dine them

THINK LOCAL

Often, you don't have to think big when it comes to your marketing efforts – especially when it comes to getting new employees. Think locally. What's going on in your community?

- Join chambers, business associations, community groups, etc. Find ways to get involved.
- Sponsor sporting events, nonprofit events or anything that is for a good cause.
- Have a booth at local job fairs or college fairs



4. Useful Links and Tools

Project management tools help keep teams organized and projects on track.

- [Asana](#)
- [Basecamp](#)
- [Monday.com](#)
- [Teamwork Projects](#)
- [Workfront](#)

Social media scheduling tools help you automate and schedule posts at scale

- [Hootsuite](#)
- [Sprout Social](#)
- [Tweetdeck](#)
- [Feedly](#)

Email marketing platforms are important for managing email lists and delivering newsletters.

- [MailChimp](#)
- [Constant Contact](#)
- [Drip](#)
- [MailerLite](#)
- [Sendinblue](#)

Marketing management platforms can be helpful if you want all your marketing tool in one place.

- [Hubspot](#)
- [Marketo](#)
- [CoSchedule](#)
- [Yesware](#)

Analytics tools help you measure performance.

- [Google Analytics](#)
- [Adobe Analytics](#)
- [Webtrends Analytics](#)
- [TapClicks](#)
- [Woopra](#)

SEO tools help monitor keyword rankings, do competitive research, track incoming backlinks, conduct keyword research, and more.

- [SEMrush](#)
- [Ahrefs](#)
- [Serpstat](#)
- [Screaming Frog](#)
- [Sitebulb](#)



Marketing doesn't have to be super time consuming or expensive, but it should be thought out, structured, and measured if it is going to be worth your time.

If you have specific questions about how to improve your staffing firm's marketing efforts, you can reach out to us at info@advancepartners.com with questions.

