



# COMPANY OVERVIEW

Stand **OUT** | Stay **TOP** of mind | Sell **MORE**



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T.O.C.



# HALEY MARKETING SOLUTIONS

Tell us what you'd  
like to accomplish...



# Get past HR...

and sell higher margin solutions.



Is your staffing company the biggest? The lowest priced?  
The only one providing the services you offer?  
No?

***Then why will employers choose you  
over the competition?***

## **We know how to get to the right people.**

At Haley Marketing, we are staffing industry specialists. We know how to reach staffing decision-makers, nurture relationships with clients and prospects, demonstrate the unique value you offer, and differentiate your services.

## **Award-winning campaigns. Proven results.**

From our award-winning Door Openers direct mail campaigns to custom-designed integrated sales and marketing programs, we can provide the tools and support you need to maximize the effectiveness of your sales efforts.

## **Related Services**

- Door Openers 13-week direct mail campaigns *(page 9)*
- Custom direct mail campaigns *(page 10)*
- Blog writing & social media marketing *(page 15)*





# Build a **KILLER** website... and attract more clients and candidates.



## Did you know?

Staffing firm websites designed by Haley Marketing have won American Staffing Association Voice Awards in 2005, 2006, 2007, 2008, 2009... **and counting!**

What's your website doing for you right now? Is it bringing in candidates? Attracting new clients? And lowering your sales and recruiting costs?

## Make your staffing website work for you 24/7.

Attract top talent... Teach people when and how to use staffing... Differentiate your firm... Convey your value... And keep clients and candidates coming back again and again.

## Staffing & Recruiting websites are our specialty.

When it comes to website design and marketing for the staffing industry, no one has more experience – or award-winning results – than Haley Marketing.

## Related Services

- Staffing website design ([page 11](#))
- Search Engine Optimization ([page 12](#))
- Job Board software & staffing software integration ([page 13](#))



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# Nurture relationships... and keep your company top-of-mind.



In staffing, out of sight is out of mind, and your biggest sales challenge is making sure that your company is top-of-mind when a hiring need arises.

## We are relationship marketing experts.

At Haley Marketing, we have been helping staffing sales professionals nurture relationships with clients, prospects and candidates since 1996. In fact, we're experts at relationship marketing.

## One-of-a-kind marketing tools and services.

Haley Marketing offers unique tools and services that will not only keep your company top-of-mind, but also position you as an expert, educate buyers about the value of staffing services, give your sales team new reasons to make follow-up calls each month, and generate more job orders and candidate referrals.

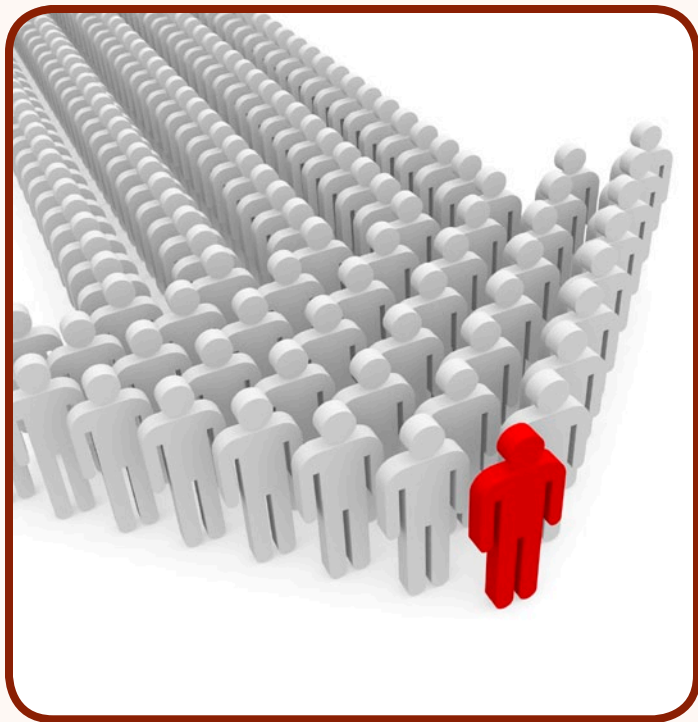
## Related Services

- [HaleyMail \(page 14\)](#)
- [Blog writing & social media marketing \(page 15\)](#)



T.O.C.

# Differentiate your services... and stand out from the competition.



There are more than 12,000 staffing firms in North America. Most of them promising great service and top quality candidates.

***How can you stand out?***

**Put our staffing expertise to work for you.**

As specialists in staffing and recruiting, we don't just design logos and brochures, we will help you discover the most effective positioning message for your firm.

**Look your best...without breaking your budget.**

Whether you need to build a complete identity system, update a brochure, or design an attention-getting display for your next job fair, our award-winning team can design materials that convey your unique personality...and fit your budget.

## Related Services

- [Corporate identity \(page 16\)](#)
- [Sales collateral & other creative services \(page 17\)](#)
- [HaleyMail \(page 14\)](#)
- [Blog writing & social media marketing \(page 15\)](#)



T.O.C.



# HALEY MARKETING SERVICES

- Door Openers
- HaleyMail
- Custom direct marketing campaigns
- Website design
- Search Engine Optimization
- Haley Marketing Job Board & staffing software integration
- Blog writing & social media marketing
- Corporate identity
- Sales collateral & other creative services



T.O.C.



# Door Openers

## 13-week blitz marketing to get more appointments.

Door Openers campaigns consist of a mix of postcards, mailers and other materials designed to break through the clutter, capture the attention of staffing decision makers, and help you get more appointments.



## Award-winning marketing. Proven results.

Our Door Openers campaigns have received multiple VOICE awards from the American Staffing Association, including Best of Show. But more importantly, Door Openers have consistently received rave reviews from our clients because of their effectiveness.

## Pick the campaign that fits your business.

With designs that range from fun to serious, you can pick the campaign that best matches your firm's personality. Our team of staffing experts will personalize Door Openers specifically for your firm.

- We'll write copy just for you
- We'll help position your firm in the best light
- We'll help you differentiate your services from the competition
- We'll also help you create compelling offers that get a response

## What you get:

You get everything you need to ensure your success, including:

- 250 sets of marketing materials ready to be addressed and mailed
- Graphic design to add your logo and colors to the marketing materials
- Sample sales scripts
- Results tracking forms

Call today to see all our available campaigns  
**1.888.696.2900**



# Custom Direct Marketing Campaigns



Need a more sophisticated marketing approach? Something distinctly your own? Let Haley Marketing custom design the right marketing strategy for your business.

## Unique materials designed specifically for you.

As relationship marketing specialists, no one is better suited to help develop your marketing plan. We can develop the best strategy to capture the attention of prospects, teach them about the strategic value of your services, and nurture relationships until they're ready to buy (or at least look for a new vendor). We know how to evaluate your key points of differentiation – and turn those points into powerful marketing messages.

Whether you need a complete marketing plan, or just some ideas for email or direct mail marketing, we can provide it. Our custom marketing services are ideally suited for you.



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# Website Design



## Make the right impression on clients and candidates.

What does your website say about your staffing or recruiting firm? Does it shout “we’re a high-quality firm?” Does it compel candidates to register? Does it keep clients coming back?

If your website isn’t delivering the results you want, let Haley Marketing help you create the right impression... at a price you can afford!

## Why choose Haley Marketing:

### AWARD-WINNING DESIGN

Our sites have won awards from the American Staffing Association each of the past five years.

### STAFFING EXPERTISE

No one builds more websites for staffing and recruiting firms than Haley Marketing. We know your business.

### GREAT FEATURES

We know what clients and candidates want. Our tools keep people coming back again and again.

### EXCEPTIONAL RESULTS

We work mostly with small- to mid-sized businesses, so we know how to deliver the results you want – and fit your budget.

Get our **FREE Staffing Website Features Checklist**  
**1.888.696.2900**



T.O.C.



# Search Engine Optimization

## Get Ranked Higher on Google. And Bing. And Yahoo!

Search Engine Optimization (SEO) is the process of improving the volume and quality of traffic to your website from search engines like Google, Bing, Yahoo!, and hundreds of others. A well-designed SEO strategy will get more clients and candidates to find you.

## SEO for Staffing & Recruiting.

At Haley Marketing, we're experts at Search Engine Optimization for staffing and recruiting firms. We can help you evaluate the best keywords, write the most appropriate content for both search engine and human readers, and manage the technical enhancements that are necessary to improve your rankings.

## SEO Packages:

- **Company Name Optimization:** Make sure that people find you first
- **Recruiting Optimization:** Attract more qualified job seekers
- **Client Optimization:** Boost your lead generation efforts
- **Platinum Optimization:** Enjoy the best of all our SEO services



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# The Haley Marketing Job Board & Staffing Software Integration

## Get more qualified candidates from your website.

Posting jobs to your website has never been easier. Job seekers can search your open positions, quickly apply online and submit their resumes. Our job board seamlessly integrates with your current website.

## Here's what our job board can do for you:

### STANDARD JOB BOARD FEATURES

- Create and save job descriptions
- Easily post jobs to your website in minutes
- Allows candidates to search jobs by type, industry, location and keyword
- "Apply Online" and "Submit Resume" functions
- Matches the look of your company website

### JOB BOARD ADD-ONS

#### Social Media Recruiting Package

- Feed your job posts to Facebook, Twitter and other social networks
- Automatically post your jobs on Indeed and Simply Hired
- Allow candidates to create job agents
- Automatically email featured jobs to actively solicit referrals

#### Referral Management System

- Tie unique bonuses to each job you post
- Track every candidate referral

## Staffing Software Integration

Haley Marketing is a preferred integration partner with the following companies:

### ABD

- Post jobs directly to your website
- Applicant Self Entry

### VCG

- Worldlink integration
- Pointwing integration

### BULLHORN (API INTEGRATION)

- Post jobs directly to your website
- Custom candidate portals
- Custom client portals

### WE ALSO HAVE EXPERIENCE INTEGRATING WEBSITES WITH:

- Akken
- AST
- Avionte
- Big Biller
- Maxhire
- Sendouts
- TKO

### COATS

- Post jobs directly to your website
- Applicant Self Entry

### eEMPACT

- Post jobs directly to your website
- Entake integration
- eConnect integration



T.O.C.



# HaleyMail

## The ultimate sales rep?

Imagine hiring a sales rep who pursues new leads like a pit bull, never loses contact with a single client or prospect, and consistently closes new deals. And if this person required almost none of your time to manage, how fast would you hire him (or her)?

Well, that's exactly what you get with HaleyMail...a tireless addition to your sales team with a proven track record of success.

## HaleyMail is a complete educational marketing system that includes:

### CLIENT & CANDIDATE EMAIL NEWSLETTERS

- Monthly newsletter for clients
- Monthly newsletter for candidates

### SEASONAL & PROMOTIONAL INSTANTMAILS

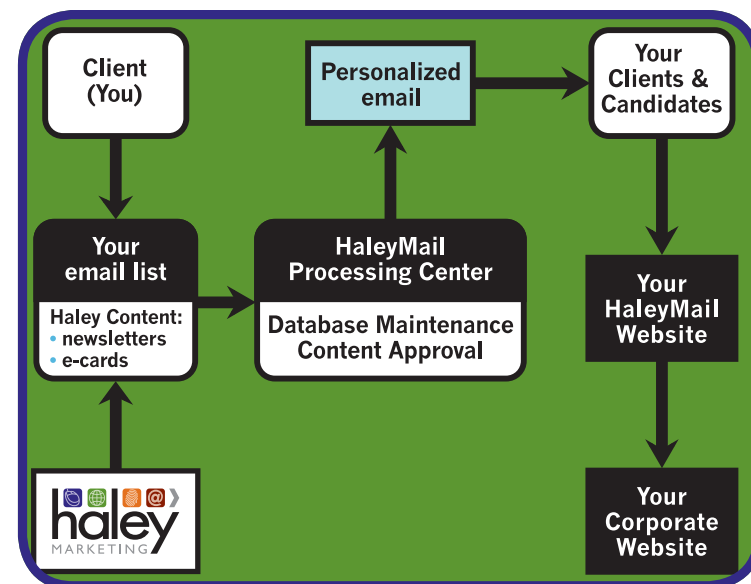
- Holiday e-cards
- Top candidates emails
- Hot jobs emails

### CONTENT FOR YOUR WEBSITE

- Staffing Resource Center
- Candidate Resource Center

### SOCIAL MEDIA INTEGRATION

- All articles display with the Facebook "Like" button
- "Share This" tool available to easily share your content across LinkedIn, Twitter and dozens of other social networks



### ADVANCED EMAIL MARKETING TECHNOLOGY

- HaleyMail employs sophisticated technology for sending and tracking your email
- Full integration of email marketing with Google Analytics
- Every email looks like it is personally coming from people in your organization
- All responses come directly to your firm
- See exactly who is reading your email and what links they are clicking

### EXCEPTIONAL SUPPORT

- Real-time results tracking
- A dedicated Marketing Advisor acting as your personal trainer to ensure your success



# Blog Writing & Social Media Marketing

## Give your staffing or recruiting agency a stronger voice.

You're an HR leader. You're a strategic workforce consultant. You're a career advisor. Now how do you leverage that knowledge and expertise to differentiate yourself and your firm from competitors? Two of the most cost effective ways are blogging and social media.

## Affordable Blogs for Staffing Agencies and Recruiters

Haley Marketing will create a blog that integrates into your existing website and allows you to easily add valuable content for your clients and candidates. As an added benefit, your blog will have built-in Search Engine Optimization tools to help increase web traffic.

### Our services include:

- Wordpress blog design and development
- Professional blog post writing

### Social Media for Staffing

#### LINKEDIN, TWITTER, FACEBOOK AND MORE

Not sure how to use Social Media to build your business? We can help. From creating custom company profiles, to building your network, to writing and posting content for you – Haley Marketing will help you take advantage of Web 2.0.



# Corporate Identity



**Capture attention.  
Make a great impression.  
Sell more.**

Is your logo in need of a makeover?  
Does your brochure get lost in the pack?  
Are your marketing materials helping  
you close more sales?

Whether you need an update or an  
overhaul, we can design an identity  
system that captures your uniqueness  
and makes a great first impression.



# Sales Collateral & Other Creative Services

## Marketing specifically for staffing and recruiting firms.

From brochures to trade show displays to outdoor advertising, no one has more experience designing and writing for staffing and recruiting firms than Haley Marketing. We understand what you do. And we will help you make an unforgettable impression on your clients and candidates.

- Brochures
- Sell sheets
- Electronic collateral
- Trade show displays
- Transit advertising
- Billboards
- Banner ads



T.O.C.



# Once upon a time...

## It started with our own staffing company.

Way back in 1993, we stood where many staffing firms are today...struggling to stand out from dozens of competitors in our market...fighting margin pressures...and pushing our sales team for better results.

We were tired of fighting these battles every day, and hearing the same excuses: "We're not hiring," "We're happy with our current vendor," and our personal favorite, "We don't use staffing firms."

Then we discovered a better process...a process that combined marketing and sales in a way that nurtured relationships, showed people the real value of our services, and allowed us to get more appointments with less effort. A process that enabled us to double in size in just three years!

Then our "a-ha" moment hit: we could share our process with other companies (as long they didn't compete with us!). And that's when we started Haley Marketing.

Since then, we have helped hundreds of staffing and search firms with their marketing needs. We've expanded our services into email marketing, website design, print and online marketing. And we've grown our team.

Today, Haley Marketing is the largest marketing firm in the world dedicated to servicing the staffing and recruiting industry.

**We look forward to helping you stand out.  
Stay top-of-mind. And sell more!**





# Get the **full** story...



1-888-696-2900

[www.haleymarketing.com](http://www.haleymarketing.com)



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