



**WELCOME TO**





# B

## What do you get?

- 1. Monthly email newsletter for clients
- 2. Monthly email newsletter for candidates
- 3. Paper versions of client articles
- 4. Monthly InstantMail eCards

But that's not all...

- 2. Monthly email newsletter for candidates

### 1. Monthly email newsletter for clients

**FEATURE ARTICLE: Mentors for Retention**

Dear Keith,

I hope you enjoy this month's issue of Key Ideas. It offers several proven strategies to empower your employees, help them create a work-life balance, and improve morale—all of which directly lead to higher retention.

On a related note, if retention is an issue in your organization we can help. If your core employees are feeling burned out, we can provide highly skilled temporary employees to help:

- Ease the workload
- Reduce stress
- Improve morale
- Increase productivity

If there is anything I can do just let me know!

Regards,  
Carolyn Gula  
KRG Staffing

**Did you have a chance to visit the all new [brsinfo.com/](http://brsinfo.com/)?**

**Feature Article**

**Career Club: Career Minded Tweeters**

From finding out what your favorite celebrity is up to to finding expert advice, Twitter has proved to be a fun and useful resource for many people.

Twitter is also a great site for career advice. To help you weed out the good advice from the bad, we've put together a quick list of Tweeters you may want to add to your follow list.

Click [here](#) for the list.

**Candidate Resource Center**

**Need more career ideas? Make sure to check out our Candidate Resource Center!**

Our Candidate Resource Center covers a wide variety of topics aimed at helping you get ahead in your career.

Our resource center includes:

### 3. Paper versions of articles

**Web 2.0 Leverage its benefits with these best practices**

**Engagement: Keeping or Keeping Employees and Working For You**

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Regards,  
Carolyn Gula  
KRG Staffing

**4th of July**

Dear Ted,

Everything at Key Resource Group would like to take this time to wish you a Happy Fourth of July. We hope you have a great holiday weekend and have a chance to reflect on the birth of our nation and the freedoms we have as Americans.

To go along with the patriotic theme I've included a recipe for a dish that would be great for any American.

Click [here](#) for a recipe for a good old fashioned homemade apple pie.

Regards,  
Mary Kay  
Key Resource Group

### 4. InstantMail



# B

## What do you get?

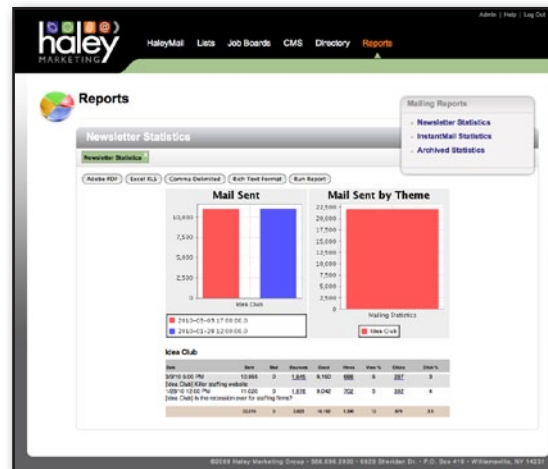
5. Templates for marketing Top Candidates to employers and Hot Jobs to candidates
6. Staffing Resource Center (SRC)
7. Candidate Resource Center (CRC)
8. Individual accounts for your sales reps to do one-to-one marketing
9. Real time results
10. Your own Marketing Advisor



6. The Staffing Resource Center is an entire library of Staffing and HR information for your website.



7. The Candidate Resource Center is like having an online career advisor for your candidates.



9. You'll know exactly who is reading your marketing – and what they're reading.





# How does HaleyMail help you get appointments and close sales?

- **Stay Top-of-Mind**

HaleyMail helps you stay top-of-mind because you are constantly in touch with clients.

- **New Reasons to Call**

The newsletters and articles give you new reasons to follow-up EVERY month.

- **Be an Expert**

HaleyMail positions you as the expert! You add value to your firm by sharing useful information.

- **Compelling Drop-Offs**

Use the printable versions of the articles as a "drop off" or a "leave behind."

"The folks at Haley are a joy to work with. Not only do they understand the staffing industry, but they worked hard to "get" us. Their newsletter program and the HR Resources pages have helped us stand out among the crowd and to compete head-to-head with the big guys. I recommend them with confidence!"

**Shannon Erdell**  
TLC Staffing





# How does HaleyMail help you get appointments and close sales?

- **Nuture Relationships**

Use InstantMails to connect to prospects and clients in a fun and light-hearted way.

- Send seasonal greetings to celebrate holidays and important events.
- Send "Top Candidates" to clients and prospects highlighting the talent that you have available.
- Make up your own greeting or message.

- **Better Follow-up Calls**

Plan better follow-ups by seeing exactly who has (and has not) read your email.

"HaleyMail makes us look far more sophisticated than we actually are! As far as return on investment, we usually get at least one "new order" from each mailing. Regardless, it pays for itself. Our team really has no other way to reach over 2500 end users with the click of a button. And, the tracking is really easy – gives us stats on who read it, who forwarded it on to a friend, who deleted without reading, etc."

Meg Sherman  
CPS



**CONTEMPORARY**

PERSONNEL STAFFING, INC.



# D

## Does HaleyMail Integrate with social media? **YES!**

- **Facebook “Like” Buttons**

The “like” button is located on the top of all content pages to encourage people to share your content with their Facebook friends.

- **RSS Feeds of Past Newsletters**

HaleyMail’s RSS feed lets you integrate your newsletters with your blog, Facebook, Twitter and other sites.

- **Google Analytics for Email**

HaleyMail emails can be tracked in Google Analytics, so you can see the impact of your marketing on traffic to your website.

- **Article Content Optimized for Search Engines**

Your articles will have page titles, keywords and descriptions dynamically added, which will improve SEO and help your website rank higher.

- **Opt-in Widget for HaleyMail Subscribers**

The opt-in widget can be added to any web page on your site to help you easily grow your email list. Opt-ins are automatically added to your HaleyMail database.







# What does it cost?

Really, this depends on which of the two options you choose:



## OPTION 1: Standard Email Template

Choose from one of four themed newsletter formats, updated monthly with industry-specific articles and resources

Please call us for more details and pricing information at **1.888.696.2900.**

## OPTION 1: Standard Email Templates



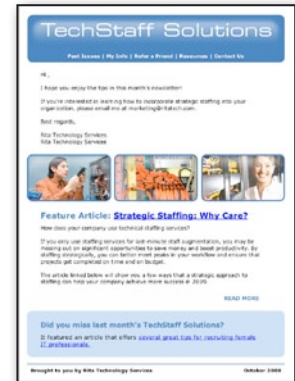
Simple Move



Lifersavers



Great Ideas



TechStaff Solutions







# What does it cost?



## OPTION 2: Branded Email Template

Branded email templates give you more opportunities to have your logo and branding seen by your recipients. Branded templates can be done with our content, yours or a mix of both!

Please call us for more details and pricing information at **1.888.696.2900.**

## OPTION 2: Branded Email Templates

**TLC Staffing**  
THE ADVISOR

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Hi Keith,

Using Twitter and Facebook to evaluate job candidates? If so, then you are not alone. More than ever, employers are relying heavily on social media like LinkedIn, Twitter and Facebook to screen and screen resumes. Professionals and social networks provide direct, instant, and cost-effective access to information on millions of job seekers.

However, there are some pitfalls that can occur when using social media sites to evaluate candidates. This month's issue of *The Advisor* will help you avoid any possible problems.

Regards,  
Shannon Ethell  
shannon@tclstaffing.com  
760.431.1380

**Expert Advice: Avoiding the Legal Risks of Social Media Screening**  
With social comes responsibility—namely, to respect candidate's rights during the screening process. Screening our essential employees based solely upon what you glean from social media leaves you open to potential discrimination charges. So protect yourself and your organization by implementing these [20 Do's and Don'ts](#) into your social media recruitment strategy.

**Staffing Resource Center**

Staffing Best Practices	Employment Law
HR Essentials	Book Reviews
Tools	Best of the Web

Click [here](#) to go to our Staffing Resource Center.

**Top Candidates from TLC**

It is our pleasure to present you our most talented candidates for specialized divisions: **Administrative Offices, Accounting & Finance, Resources, and Engineering & Technical.** This month's Top Candidates include:

- Project Manager
- Senior Software Engineer
- Sr. Oracle System Analyst
- Executive Administrative Assistant
- Accounting Payroll
- Accounting Assistant
- Advanced Computer Support
- Executive Admin
- Technical Assistant
- [www.tclstaffing.com](http://www.tclstaffing.com)

For more information on these top please click [here](#).

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**KRG**

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**Key Ideas**

**FEATURE ARTICLE: Metrics for Retention**

The Wall Street Journal recently reported that the most often asked question by HR professionals is, "How do we keep talent from jumping to our competitors?"

So what is the answer?  
Click [here](#) to find out...

Did you miss last month's feature?  
It offered 10 ideas to help you create a more spirited work environment.  
[10 Ideas to Improve Morale](#)

**Did you have a chance to visit the all new [hrstudies.com](#)?**

Here are some candidates who have identified an exceptional in what they do, and potentially high impact lines at their new organizations. Click the title to learn more about these candidates.

**VP Business Development**  
**VP Business Development**  
**Director of VP Business Development**  
**Business Development**

If you are not hitting what is a line of an organization that can use one of these individuals, please forward this email, or reply and I would be glad to get in touch with them.

**Staffing Resource Center**

**BEST PRACTICES**  
Reduce personnel costs, improve productivity, and more done.

**RESOURCES AND**  
A comprehensive HR management.

**EMPLOYMENT LAW**  
An overview of the laws that impact your business.

**TOOLS**  
Forms and policies to keep your staffing function running smoothly.

**STAFFING RESOURCES**  
Cutting edge issues in HR, leadership and other personnel management issues.

**BEST OF THE WEB**  
Quick links to exceptional sites offering information to help you manage your staffing function.

Information technology | pharmaceuticals | engineering | healthcare management

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Key Resource Group

**SCIENTIFIC SEARCH**  
Bringing Great Employees and Talented Technology Professionals Together Since 1983

February 2010

Dear Bill,

Welcome to a brand new Scientific Search newsletter! I hope you enjoy this month's article on recruiting in a recession. It should give you some further recruiting tactics, if you'd like to be on the lookout for certain types of people, please contact me at [bill@scientificsearch.com](mailto:bill@scientificsearch.com). We're happy to help you.

Regards,  
Joe Peltier  
President  
Scientific Search

**Feature Article: The Top 10 Advantages of Recruiting During Tough Times**

Are you looking back your recruiting efforts right now? It's only natural. Most businesses aren't hiring, and with specific and conditions, too many will probably be doing a pretty poor job.

Unfortunately, many companies cut their recruiting efforts too far. In an effort to reduce costs, they actually hurt their ability to attract talent and put themselves at a competitive disadvantage.

Now is actually a great time to scout for talent. A strong recruiting function will help you improve your brand, decrease turnover, and create your organization to be the ground runner as the economy recovers.

Click [here](#) to discover 10 advantages of recruiting during tough times.

**Top Candidates**

Here are some candidates our staff has identified as exceptional in what they do, and potentially high impact lines at their new organizations. Click the title to learn more about these candidates.

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**CONTACT** - to be excluded from this list and/or future mailings (http://scientificsearch.haleyemail.com/?arg=manage\_subscription&id=3000-0&)

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[Resources](#)  
[Ask the Expert](#)

Congratulations to Stu Berger, Scientific Search's Director of Recruiting for being named Scientific Search's Recruiter of the year for 2009.

This is the fourth time Stu has won the award and he is now also known as "The Placement Consultant to the Stars". Stu's exceptional attention to the smallest detail regarding his clients' needs, has afforded him the success he's had during his thirty year career.

You can reach Stu at afternoon 11:20 on his cell phone 855-side-door to congratulate him, or schedule a meeting to discuss how he can help your group become successful.

Scientific Search





For more information on HaleyMail or  
any of our other marketing services,  
please call us today at 1.888.696.2900  
or email us at [info@haleymarketing.com](mailto:info@haleymarketing.com)

6028 Sheridan Drive | PO Box 410 | Williamsville | New York | 14231-0410 | tel: 716.631.8981 | fax: 716.631.5272  
[www.haleymarketing.com](http://www.haleymarketing.com)

