

Welcome to Today's Webinar

Creative Marketing Strategies for Generating Leads and Scaling Staffing Sales

Presented by Brad Bialy, director of digital marketing, Haley Marketing

Tuesday, Aug. 20, 2024, 2 p.m. Eastern time

Please note that the audio will be streamed through your computer—there is no dial-in number. Please make sure to have your computer speakers turned on or your headphones handy.



American Staffing Association



UI control panel for a video player. It features a dark grey background with a light blue header area. On the left, there are three icons: a hand for 'Raise Hand', two speech bubbles for 'Q&A', and a 'CC' icon for 'Live Transcript'. A mouse cursor is hovering over the 'Live Transcript' button. A dark grey dropdown menu is open from the 'Live Transcript' button, containing three options: 'Show Subtitle' (highlighted in blue), 'View Full Transcript', and 'Subtitle Settings...'.

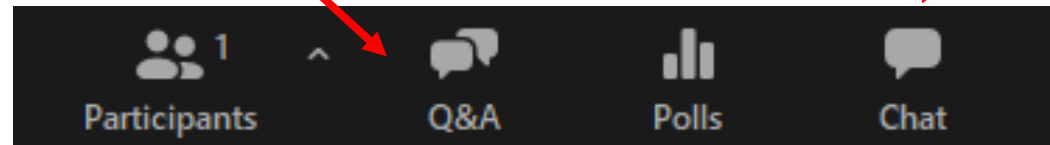
Ask a Question, Engage With Other Attendees

Q&A

Type your questions for the panel into the Q&A box

Chat

Start a conversation—say hello. Engage with panelists and other attendees.



ASA Certification Continuing Education

Today's webinar qualifies for 1.0 CE hour

- **Live webinar:** **NEW as of April 2024**—CE credits earned from attending this program are automatically added to your online CE Status within three business days.
- **On-demand viewers:** Submit this earned CE using the online submission form at americanstaffing.net.
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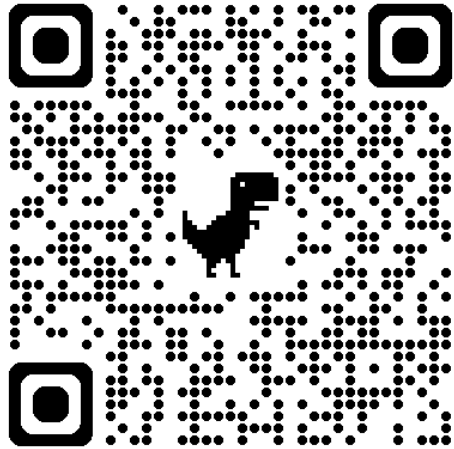




ASA **Staffing**
Pro StacksSM

americanstaffing.net/pro-stacks





USE PROMO CODE:
“40WEBPS”

ASA Staffing Pro Stacks™

Accelerated Credentialing Programs

ASA LEADERSHIP
ASA RECRUITING
ASA SALES

40% OFF

A promotional graphic for ASA Staffing Pro Stacks. It features a yellow background with a blue corner. At the top, it says "USE PROMO CODE: '40WEBPS'". Below this is a computer monitor displaying the ASA Staffing Pro Stacks logo and the text "Accelerated Credentialing Programs". To the right of the monitor are three hexagonal icons labeled "ASA LEADERSHIP", "ASA RECRUITING", and "ASA SALES". In the bottom left corner of the monitor area, there is a red speech bubble with "40% OFF" written inside.

LEVEL UP

Creative Marketing Strategies for Generating Leads and Scaling Staffing Sales



Brad Bialy
Director of Digital Marketing | Haley Marketing





HOUSEKEEPING:

Conversation is encouraged!

Consider these ideas more tools in your toolbox.



CANALSIDE
Pavilion
PRESENTED BY
HONDA



HONDA
LUBRICANTS
motorsports
OFFICIAL MOTOR OIL

Pavilion Life LLC



Before we get started...

You deserve a shoutout.



You're Already Leveling Up!

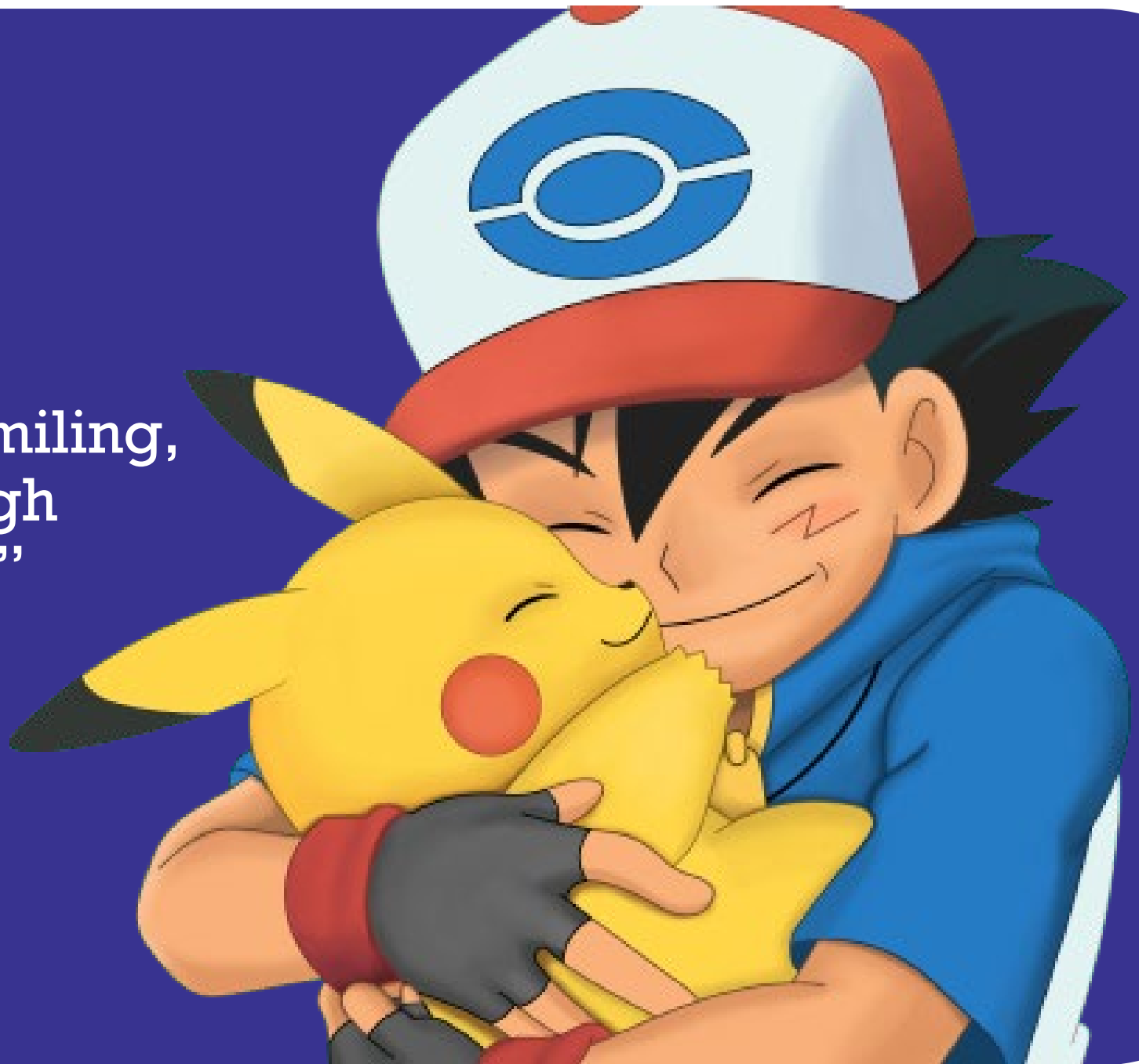


Let's be honest...

2024 has been a DIFFICULT CHALLENGE



“You gotta keep smiling,
no matter how tough
things are getting.”



It's time we all...

LEVEL UP



Take it ONE strategy at a time

Leveling up takes time...but only takes ONE step to get started



LEVEL UP YOUR POSITIONING

What makes you **UNIQUE**?

Where would I find **YOU** in the grocery store?



Let's Go on an Adventure...

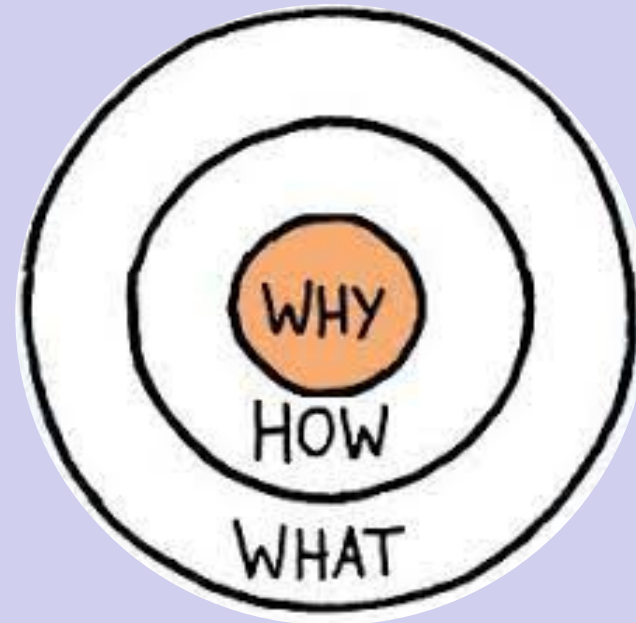
Get in your car. We're going to the grocery store.



LEVEL UP YOUR MESSAGING

People don't buy **WHAT** you do.

They buy **WHY** you do it.

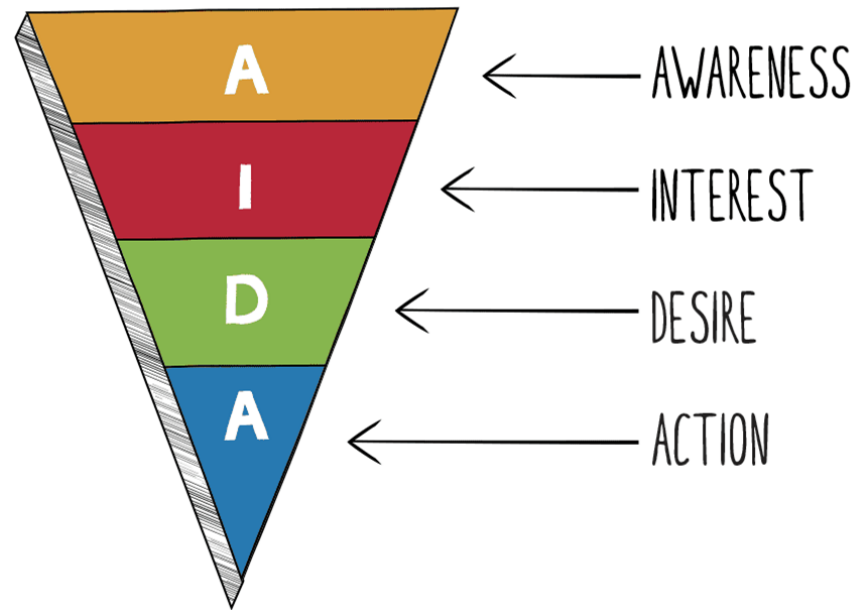


LEVEL UP YOUR MESSAGING

At Brad's Recruiting Firm, we provide employees with the potential to be exceptional. We exist to help various projects thrive by providing the talent they need to thrive.



LEVEL UP YOUR SALES PROCESS



LEVEL UP YOUR SALES TOOLS

What Is in Your Sales Tool Box?

- Asynchronous Selling
- Landing Pages
- Marketing Automation
- Sell Sheets and Print Assets



LEVEL UP YOUR WEBSITE

THE

amazon



EFFECT

LEVEL UP YOUR WEBSITE

Your website should be **MORE** than an outdated brochure telling people **WHAT** you do

- What's in it for **ME**? Why am I here?
- How can you reduce friction?
- **Most Important:** How can you avoid losing them?



LEVEL UP LEAD GEN

Use **DIGITAL MARKETING** to sell

- **SEO:** Answer questions, long-form content, clear conversion path
- **PPC:** Targeted display ads, search ads, matched audience ads
- **Content marketing:** Educate, position, build authority
- **Social media:** Get found, network, company and team sharing



LEVEL UP YOUR REPUTATION

What Story Are Your Reviews Telling?

99.9% of customers read reviews when shopping online



LEVEL UP YOUR REPUTATION

What Story Are Your Reviews Telling?

96% of customers look for negative reviews specifically



LEVEL UP YOUR REPUTATION

What Story Are Your Reviews Telling?

3.3 stars out of 5 is the lowest customers will consider



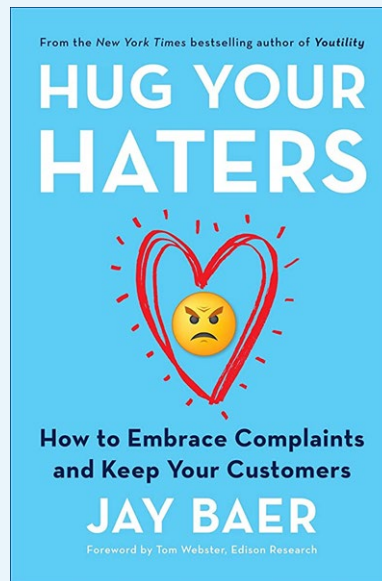
LEVEL UP YOUR REPUTATION

What Story Are Your Reviews Telling?

43% of customers expect a business to have over 100 reviews



LEVEL UP YOUR REPUTATION



LEVEL UP NURTURING

Sales Are RARELY a One-Call Close

What are you doing to surround your prospects with your messaging?

- Email
- Pay-Per-Click Advertising
- Automation
- Direct Mail
- SMS



LEVEL UP YOUR MARKETING MIX

Take it ONE strategy at a time

Leveling up takes time...but only takes ONE step to get started



We can't approach 2025
the same as 2024 and expect

BETTER RESULTS!



LEVEL UP

MORE free advice from Haley Marketing to help you LEVEL UP!



Subscribe and Listen!

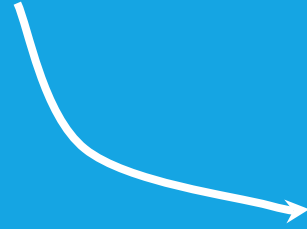


Secrets of Staffing Success

The staffing industry's leading podcast, with 175,000 downloads.



Let's connect!

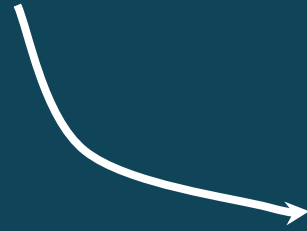


Let's Connect on LinkedIn!

Daily content to help you close more
orders and drive more applications.



Sign up while you're here!



SMART Ideas 4

7 hours. 14 speed talks. Priceless ideas!



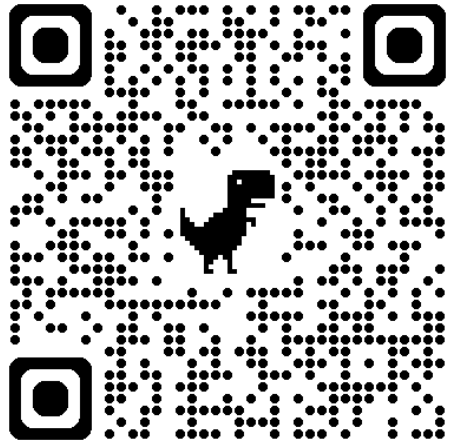
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**You will now be redirected
to a brief survey**