

ASA American Staffing Association

How a Staffing Firm Becomes a Contagious Social Brand


ASAPro WEBINARS

Jan. 22

ASA American Staffing Association

How to Ask a Question

- Questions Panel
 - Type your questions into the Questions panel and click Send.



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How to Submit Your CE for This Webinar

- Visit the ASAPro home page at americanstaffing.net/asapro.
- Log in to your ASAPro account.
- Click on CE Submission Form.

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CSP Certified Staffing Professional

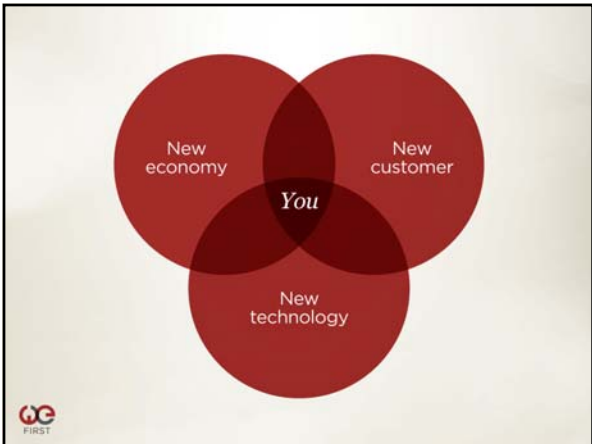
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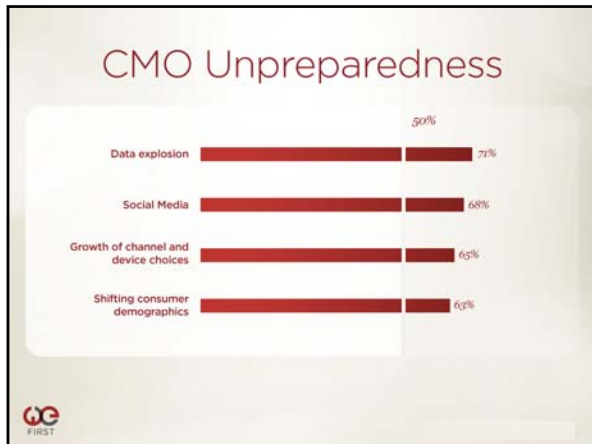
How A Staffing Firm Becomes A Contagious Social Brand

PRESENTED BY *Simon Mainwaring*



New Social Business Marketplace





Zuckerberg's Law

"People will share twice as much information as they share this year, and next year, they will be sharing twice as much as they did the year before."

WE FIRST

How Does A Staffing Firm Become A Contagious Social Brand?

1. Story
2. Telling
3. Landmines
4. Key Steps

1. What Story Should Staffing Firms Tell?



Goal: Build Social and Brand Value

The success of your business will be in direct proportion to the emotional impact you have on your customers.

The emotional impact on your customers will be in direct proportion to the social impact of your purpose.

The social impact of your purpose will be in direct proportion to the success of your business.



Purposeful Stories

BIG BRANDS	START-UPS AND SMALL BIZ
1. Coca-Cola. Open Happiness	1. Thrive Farmers Coffee. Every cup serves two.
2. Pepsi. Refresh Everything	2. 4Food. De-junking fast food.
3. IBM. Smarter Planet	3. Ocoos. Your interests, evolved.
4. Nike. Better World .	4. Wetopia. Help kids in the real world.
5. Starbucks. Shared Planet .	5. Eastridge Group. Opportunities and enrichment through work.

Key Story Strategies

1. The future of profit is purpose.
2. Brands must be the chief celebrant, not celebrity, of their communities.
3. The evolution of revolution is contribution.



New York Times, Wall Street Journal, Amazon Bestseller
strategy+business Best Marketing Book
800CEOREad Top 5 Marketing Book
Amazon Top 10 Business Books

Here's why:

Key benefits from purposeful marketing and engagement include:

- Clarity of business strategy
- Employee retention, satisfaction, productivity
- Consumer goodwill, loyalty, profits
- Brand awareness, PR, community engagement

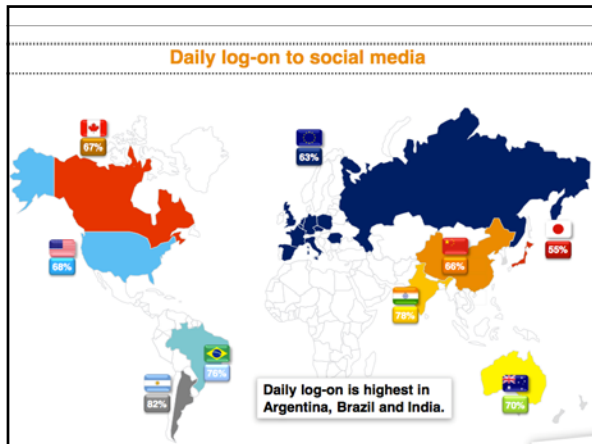
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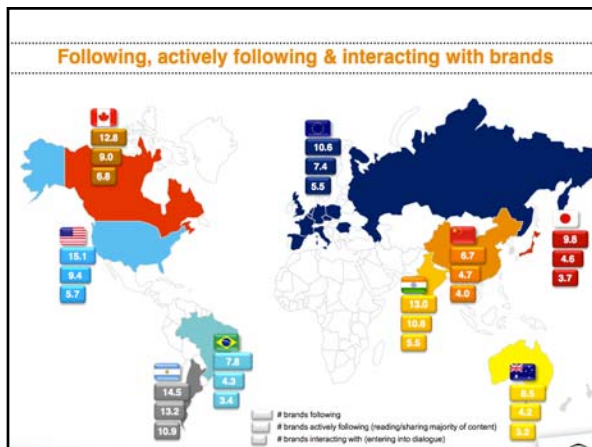
2. How should staffing firms tell their story?

Tools

- Email
- Blogs
- Facebook
- Google+
- Twitter
- Linked In
- YouTube
- LBS
- QR codes
- Augmented reality apps
- Social gaming
- Mobile/tablet apps

WC FIRST





Staffing 'Story' + 'Telling' Demands

1. Clients want to work with a staffing firm that stands for something.
2. Clients want to engage with you and your talent using social media.
3. Clients must become social brands and so require staffing with social media skills.
4. Social media and mobile technology will continue to transform the market.
5. Staffing firms that serve client and staff needs will lead the new marketplace.

3. Landmines to avoid

Landmine #1:
An undefined brand is unsharable.

Key Brand Story Elements

1. What does the company do?
2. What is its purpose?
3. What are their values?
4. Who does it serve?
5. What is its vision?



Action Steps

Defining your purpose

- Why does your company exist?
- What are you the only of?
- What does your company do best when it's at its best?
- What hope, vision or dream does your brand offer?

GE
FIRST



shap
having a
share noun
1 a part
of some
of the
comp
holds
divid

Landmine #2: Speaking before listening.



Speaking Guidelines

- Speak softly
- Listen loudly
- Act quickly



How to Speak

Conversational	Empathetic
Clear	Customer-centric
Authentic	Accessible
Consistent	Human (funny)
Honest	Direct



Action Steps

Tactics

- Answer questions from customers/educate new ones about brand
- Celebrate what other brands do, even competitors
- Ask your community for opinions, feedback, and criticism
- Start conversations that other brands wouldn't consider
- Host competitions, rewards, polls or incentive programs
- Do something surprising for a customer occasionally
- Celebrate brand advocates across the community
- Reveal behind the curtain about how your company works and why
- Periodically restate what the company stands for
- Tie offline events to online so there is synergy between them
- Share your brand's larger vision for the world with its customers



Landmine #3: Promoting image over authenticity.

Major Staffing Trends

1. Employer Brands

Ernest & Young Careers (Facebook)
Sodexo Careers Past, Present and Future (Facebook)

2. Employee Apps

BranchOut – Career networking on Facebook

BeKnown – Professional networking Facebook app

3. Social HR Specialists

Jobvite, a company that provides applicant tracking software, shows that 92% of employers are using or planning to use social networks for recruiting this year in 2013.

Source: Jobvite Social Recruiting Survey, 2012



Key Staffing Stats

1. LinkedIn: Nearly all (93%) of recruiters are using LinkedIn to discover talent. This is up from 87% in 2011 and 78% in 2010.

1. Facebook: Out of the three networks, Facebook saw the biggest gain in overall usage by recruiters to find job candidates, moving from 55% in 2011 and 2010, to 66% today. One in every four recruiters has successfully found a candidate on Facebook.

2. Twitter: More than half of recruiters (54%) now use Twitter as part of their talent search. This is up from 47% in 2011 and 45% in 2010.

Source: TIME Magazine, "How Recruiters Use Social Networks to Make Hiring Decisions Now," July 2012



Action Steps

How can your brand respond?

- Better define your brand and its purpose
- Convince leadership of the need for greater social media engagement
- Integrate social media across your company
- Scale your social media communications team
- Establish social media crisis protocol and employee policy
- Expand social media outreach to customers
- Co-create better products and services with your customers
- Demonstrate greater transparency and accountability in brand behavior



4. Key Steps

Key Step #1:
Align contribution with core values.

Employee Benefit


2 out of 3
employees are proud of their employer but only 19% share brand stories on social media.



Source: Anites Consulting, 'Social Media Around the World' 2011

Case Studies


STAFFING/RECRUITMENT FIRM	CONTRIBUTION
1. The Eastridge Group	Wounded Warrior Project and Forget Me Not Foundation
2. The BOSS Group	GOOD by Design.
3. ASA	Care Awards.
4. Joulé Staffing Solutions	Joulé Gives Back
5. Assurance Agency	Employee volunteer initiative



Action Steps

Giving Strategies

- Money Donations (Financial gifts)
- Offer Deal (Donate deals/discounts)
- Give Gifts (Donate in-kind gifts)
- Offer Talent (Employees give expertise)
- Volunteer Time (Employees donate time)
- Go Shopping (Contributions through purchases)
- Virtual Goods (Contributions through social gaming)
- Search (Contributions triggered through Search)



Key Step #2: Co-create marketing with clients and talent.

Tools

- Email
- Blogs
- Facebook
- Google+
- Twitter
- Linked In
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- LBS
- QR codes
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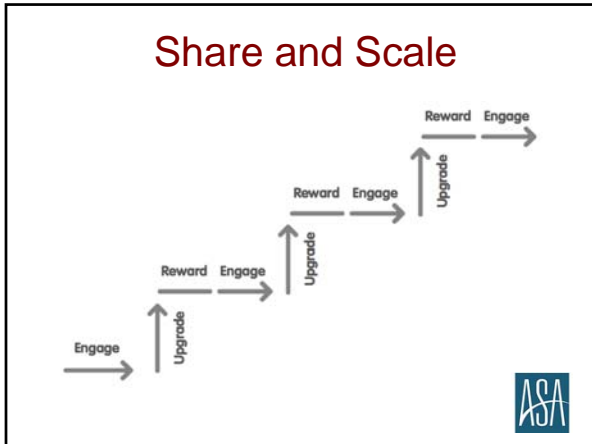


Action Steps

Co-creative Suggestions

- Constantly update Open Jobs in an employees area
- Provide locations, directions, real time updates on a position
- Share company news (invite clients and employees to contribute)
- Provide critical 'How To' insights and prospective client insights
- Provide an app that allows employees to rehearse for interviews
- Regularly post employee video profiles across multiple channels
- Invite clients & employees to volunteer/contribute together for a cause
- Invite clients & employees to write blog posts, tweets & feedback
- Ask clients for ways to improve services, staff, engagement

Key Step #3: Engage, Reward, Upgrade.



Action Steps

- ### Self-Sustaining Communities
1. Plan each social media tactic as a chapter in a longer brand story
 2. Reward client and employee participants
 3. Invite clients and talent to co-create marketing efforts
 4. Consistently ask clients and employees for feedback
 5. Embrace new social media technologies and channels to keep pace with client expectations and talent behavior
 6. Periodically reiterate what your staffing firm stands for
- ASA

Staffing Firms: Return on Investment

Competitive Advantage

Pay Rates

Benefits: Health Insurance, Holiday Pay, Retirement Plans

Vs.

Brand Reputation

Positive Contribution

Social Branding & Tech Savvy



Key Strategic Takeaways:

Customer Relationship Challenge:

Brands must be the chief celebrant, not celebrities, of their customer communities.

Social Technology Challenge:

Brands must become day traders in social emotion.

Industry-Specific Challenge:

Brands must become community architects with partners, employees and customers.



Thank you, ASA.

For your special ASA offer on the Social Branding Blueprint go to:

www.WeFirstBlueprint.com

Email: Simon@WeFirstBranding.com





American Staffing Association

Thank You for Attending

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- Recording will be available within two weeks.
- Visit *ASAPro*—the ASA professional development center to listen to the recording.



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- Jan. 29: Reaching the Decision Maker—Successful Sales Techniques for 2013
- Jan. 31: Video Résumés in Recruiting and Placing Candidates—What You Need to Know
- Feb. 7: Unlock the Secrets to Effective Negotiating
- Feb. 19: The Art of Behavioral-Based Interviewing

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