



What Is “Sticky” Marketing for Staffing Firms?

By Aaron Eastlack

I was listening to NPR the other day, and they were talking about how technology has moved from the reactive to the proactive.

Essentially, it's gone from taking your preferences and showing you similar results, to predicting what your next steps could be and guiding you in that direction. If you have a Spotify account, you know for every song you listen to or search for, Spotify gives you several suggestions of what to listen to, and over time, it improves its suggestions.

The same “learning” tech is in your texting apps, search engines and [Amazon](#) history. This learning tech is “sticky.” It sticks with you and continues to learn about you and surround you with relevant content.

So, how can your marketing become predictive in nature, and not random shots in the dark? Consider these five “Sticky Marketing Tactics.”

Sticky Tactic #1: Capture Your Audience.

If you're a staffing company, your ATS list is your lifblood, your 1990's Rolodex, your little black book. The contact information you have in that list can be used to send out [emails](#), call when you are looking for specific talent, and warm up cold client contacts.

Your website visitors are also a great resource. With Google and [Facebook](#) tracking codes, your site has the ability to send ads to those visitors, staying ahead of their browsing.

There are also tools to help you identify potential sales contacts for your team to follow up with.

When you know who your audience is, the next step is to get in front of them strategically.

Sticky Tactic #2: Build a Strong Foundation

Pulling people into your marketing funnel is not a one-and-done operation. Start with your foundation. Your website should be updated with new content on a regular basis. Continuously posting blogs, eBooks, whitepapers and videos adds value for your site's visitors. They also positively contribute to your site's authority on search engines like Google, which leads to better (and usually more) organic traffic.

Remember, the people you are trying to reach want to be engaged in an authentic way. If you want to match great companies with great job seekers, provide content that will address the needs, wants and interests of both audiences.

Sticky Tactic #3: Spread the Web

An effective marketing strategy looks like a web, rather than a singular line. By cohesively using valuable content and digital ad tools like social media and email, you can effectively reach your audience and make enough of an impact to get them to convert (i.e., contact you in some way: apply for a job, fill out a contact form, opt into your monthly newsletter, buy something from you).

Sticky Tactic #4: Bait the Trap

No, it's nothing nefarious, but in order to pull someone into your marketing funnel, you need to give them something before asking for something in return. For example, select a topic and write an eBook and white paper on the topic; then write five blogs on that same topic. When you send out the blogs via social media or your monthly newsletter, you're baiting the "trap." When you promote the eBook, require people to provide their names and email addresses. NOW you can add them to your audience (Sticky Tactic #1) and stay top-of-mind.

Sticky Tactic #5: Grow the Web

The larger the web, the more you'll catch (in theory). If you begin your web of marketing tactics in the right location, with the right audience and tactics, growth is inevitable. Grow your social strategy and stay up-to-date on new social sites. Expand and refine your email strategy to stay in front of your contacts. Make sure your **sales** and **recruiting** teams are following up with people who provide their contact information.

Stay Sticky!

As you grow your business and reputation, remember that recognition is key, and reputation is king. Build a web of tactics to stay in front of the right audience and your brand will stick to them! If you want to develop a sticky marketing strategy, we'd love to help. At **Haley Marketing Group**, we specialize in working with companies to **develop and implement strategic marketing programs** that reach the right audience and bring in business.



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