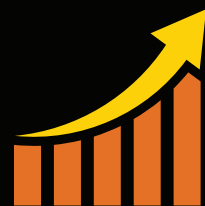


THE SECRET TO **SKYROCKETING STAFFING SALES?**

**10X Your ROI With
Marketing Conversion Funnels**



The Secret to Skyrocketing Staffing Sales?



10X Your ROI With Marketing Conversion Funnels

Wouldn't it be great if new, qualified prospects came right to you?

Of course it would. But it's easier said than done.

In the staffing and recruiting industry, most sales come from making lots of calls. Working your network. And then making even more calls. On average, it takes about 8 cold calls to even reach a prospect. Converting them? That can take many, many more.

There's a **better way** to drive sales leads without *"making more calls."*

The process is called **FUNNEL BUILDING**.

Marketing conversion funnels function as a lead-generation engine: driving prospects through a structured journey, ultimately converting them into loyal clients.

Don't worry; it's not as complex as it sounds. You're probably already familiar with many of the components of a conversion funnel. *(In fact, you're in one right now - the eBook you're reading is part of Haley Marketing's own conversion funnel!)*

Inside, we'll explore:

- What marketing funnels are, and why they're so valuable to staffing and recruiting sales.
- How to create your marketing funnel, and what to include at each stage.
- How automation can optimize your funnel to produce even more leads.

Ready for a better way to generate sales leads for your company than endless cold calling?

Dive in to discover how funnel building can transform your lead generation strategy.

PART 1

Funnels 101: Understanding the What and Why

Marketing funnels don't come from the staffing world. They come from the e-commerce world, and they've been around for quite a while.

In staffing, marketing funnels aren't used very often. But in other industries – personal goods, the information industry, and many more – funnel building is how selling is done. Business leaders are driving millions, tens of millions, even hundreds of millions in revenue in some cases, by understanding this idea.

So, why not you?

First, let's answer a fundamental question:

What Is a Marketing Funnel?

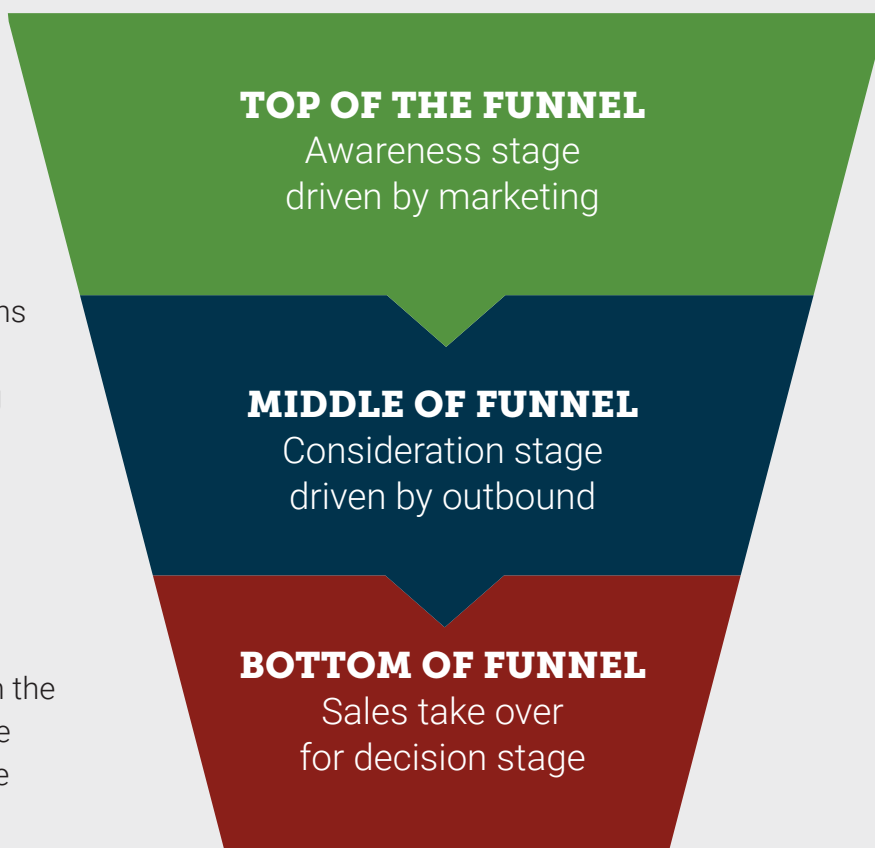
It's how your ideal prospect becomes a client, using digital marketing to facilitate that process.

A marketing funnel describes your client's journey with you. Think of it as a map.

From the initial stages when someone learns about your staffing or recruiting firm, all the way to the purchasing stage, marketing funnels map routes to conversion.

Here's what it looks like:

Your salespeople live in the red zone – the bottom of the funnel, where they work their magic to close business. Marketers work in the top and middle of the funnel, supporting the salespeople and nurturing prospects before they're ever ready to talk to sales.

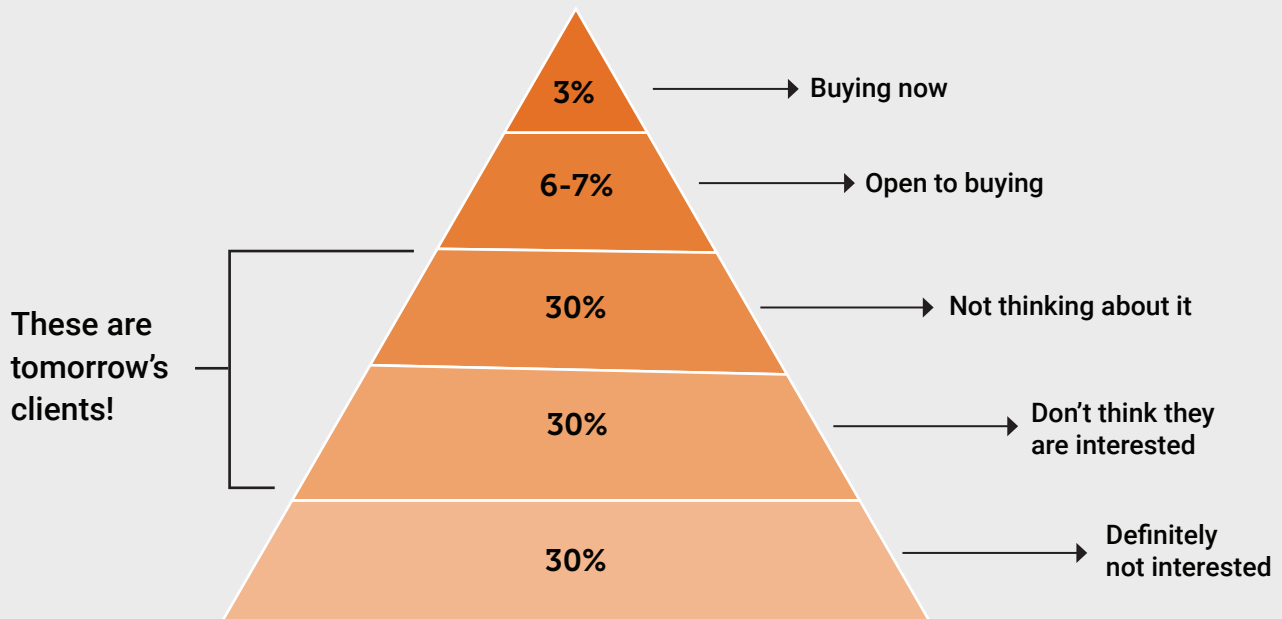


Why Use a Marketing Funnel?

Staffing has been around for more than a century. In that time, most staffing companies have never used a marketing funnel. So... why do you need one?

In his book *The Ultimate Sales Machine*, author Chet Holmes gives us an idea why marketing funnels are so important, using a simple diagram:

About 10% of your prospects are already buying or open to buying. Your salespeople can usually capture these leads without much trouble. And at the bottom of the pyramid, 30% are not interested at all – there's not much you can do to convince those companies to buy.



But in the middle, there are 60% of prospects that simply aren't thinking about buying staffing services, or they're not interested *right now*.

This is where – you guessed it – a marketing funnel comes into play.

That 60% are tomorrow's clients. These are the prospects you nurture and advance up the pyramid.

How do you do that, exactly? Let's examine the stages of the marketing funnel and learn how to move prospects through the process and turn them into buyers.

Stages of the Marketing Funnel: What Happens Where?

Marketing Funnel vs. Sales Pipeline



The stages of the marketing funnel are NOT the same as the sales pipeline. While there is overlap, most of the sales process occurs *within* the marketing funnel, mostly in the interest and evaluation stages.

Let's break down what happens in each stage of the funnel.

AWARENESS

In this stage, people are becoming aware of:

- Your company.
- The problem they have.
- Availability of new solutions to a problem they *already* know they have.

You're not selling your business or making a pitch yet. Too many direct marketing campaigns start with "Here's why we're a fantastic staffing company!" And guess what? They don't work. That's because "here's why we're a fantastic staffing company" needs to come later in the funnel.



INTEREST



Here's where you're getting prospects interested in what you can do for them:

- A solution (or a better solution) to a known problem.
- An opportunity to grow their company – to pick out a new market, overcome a capacity constraint, etc.

Remember: You're still not selling at this stage. You're only developing interest. Selling comes next.

EVALUATION

Now, you start to tell prospects:

- What you do.
- How you solve their problems.
- What makes you different.
- How your efforts will impact their business (and the prospect personally!).
- Your pricing. (And if your solution is more expensive than competitors, you'll need to show them why yours has a greater value. In other words, illustrating ROI.)



DECISION

By now, your client is probably thinking,
“This all sounds great. Prove it.”

They're wondering:

- Do I trust you?
- Do I like you?
- How will it work?
- Who needs to be involved?
- Can you work with our systems?



Here's where your salespeople come in. If they've been set up well on the marketing side, they'll have an easy time answering these questions and putting the prospect's mind at ease. And that's what moves your prospect onto the final stage.

PURCHASE

Your client will still have questions at this stage, like:

- How do I get started?
- What if I am unhappy?

Your salespeople will explain what the onboarding process looks like for clients, and tell them about the guarantees you offer, to lock them in as a client.



RETENTION

You won't see this stage in every marketing funnel out there - but it's important in staffing. Once your client has been locked in, you need to retain them. Your clients will be asking:

**BONUS
STAGE!**

- What have you done for me lately? (Provided great people? Shortened time-to-fill? Increased productivity? Lowered cost of labor? Reduced turnover? Mitigated risk?)
- What else can you do for me?

Thinking about how you can upsell and cross-sell clients is vital to getting continued business once you've worked so hard to make them clients.

Getting Started: How to Create Your Marketing Funnel

STEP 1

CREATE AN IDEAL CLIENT PROFILE

Identify your ideal clients. The more specific, the easier it is to connect with those people and create a winning funnel. Consider:

- Your ideal size of company
- Your ideal industry
- The ideal decision-maker to work with
- How your ideal client approaches staffing services

STEP 2

MAP THE BUYING PROCESS

Go through the steps your client will go through to purchase – awareness, interest, evaluation, and decision – and determine where you can add marketing to help your salespeople be more successful.

Think about:

- How many people are involved when you make a sale? What are their job titles?
- How can your sales reps consistently connect with these people in a way that adds value (and isn't just an interruption or imposition)?
- How can your sales reps build lasting relationships with key decision-makers? (Invite them to lunch? Sit down with them for a quarterly business review?)
- How many client touchpoints do you need to design to generate a sale?
- What specific challenges do your services help clients overcome?
- What result(s) do your services help clients achieve?

STEP 3

PROFILE THE DECISION-MAKERS

Who are the different audiences that will be involved in buying staffing? (HR? Hiring managers? Operations managers? CFOs? Directors of nursing? Project managers?) What matters most to each audience you target? What's your value to each of those decision-makers?

STEP 4

IDENTIFY YOUR SALES CHANNELS

Think about all the ways you can communicate with prospects: email, direct mail, social media/LinkedIn, phone calls, Zoom meetings, and more. Use the channels your ideal prospects prefer to maximize the probability of sales success.

Staffing and recruiting firms typically use a mix of channels to reach prospects and clients:

Traditional sales channels

- In-person calls
- Remote calls (phone and video)
- Conferences
- Asynchronous selling (Teams, Slack, video, email, SMS)

Marketing channels

- SEO
- Social media
- Paid ads
- Email publications

Align these channels to the stage of the buyer's journey and their preferred methods of communicating/consuming content. Remember: use more marketing channels near the top of the funnel, and more sales channels closer to the bottom.

STEP 5

ALIGN MARKETING AND SALES

This ensures the marketing department is teeing this up effectively for sales, and that sales is doing their job of landing clients.

STEP 6

CREATE ENABLEMENT CONTENT FOR EACH STAGE

Develop content that answers prospects' top questions and facilitates meaningful conversations with staffing buyers. (We offer suggestions in the coming pages.)



STEP 7

FOLLOW-UP AND NURTURE

Staffing is not a one-call close! It's going to take AT LEAST eight touches, and more likely 15-20, to get someone to become a client. Following up and nurturing prospects involves a combination of automation, great content, and salespeople picking up the phone.

Following up helps you:

- **Educate and add value.**
Teach your customers how to deal with their pain points.
- **Strengthen your position.**
Send the right content and position your company as an authoritative industry leader.
- **Build credibility (and trust).**
Familiarity comes through keeping in regular communication, and familiarity builds trust.
- **Keep your company top-of-mind.**
Regular engagement means customers think of you first.
- **Increase return website visitors.**
If an employer comes back to your website a second time, they're twice as likely to contact you for staffing services.
- **Keep sales up to date on prospect engagement.** Use tools like automation to keep your salespeople updated on what's happening with a prospect.

STEP 8

AUTOMATE WHAT YOU SHOULD

Automation dramatically improves your sales team's efficiency and ensures no prospect falls through the cracks. (More on this later.)



PART 3

Feeding the Beast: Content for Your Funnel

You know what a marketing funnel is. You know what happens at each stage. Now, the question is...What content works best for each stage of your funnel? And when do you use it?



TOP OF THE FUNNEL

At the top of the funnel, use content like blogs, whitepapers, podcasts, and webinars focused on your prospects' pain points.

How do you know what client pain points to focus on? Talk to your sales team. Ask them: What questions are clients asking you? What's keeping your prospects up at night?

You can also use marketing campaigns at the top of the funnel:

- **Integrated Direct Marketing (IDM) campaigns** - IDM campaigns use a structured process to draw prospects in and move them toward a purchase decision.
- **Account-Based Marketing (ABM) campaigns** - In ABM campaigns, your outreach is tailored to one specific prospect/company.

These campaigns use a combination of communication channels (physical mail, email, social messaging, phone calls) to create a structured sequence of activities that move prospects toward the middle of the funnel, where your sales team takes the reigns.

IDEAS FOR TOP-OF-THE-FUNNEL CONTENT:

- **Salary guide**
- **Hiring guide**
- **Best practices or how-to guides** - managing people, onboarding, offboarding, retention, maximizing staff performance, terminating, etc.
- **Market data reports** - salary data, benefits information, industry trends, etc.
- **Checklists** - hiring manager's checklist, checklist for retaining your best people, etc.
- **Case studies (how to solve business problems with staffing)** - how companies have reduced turnover or absenteeism, increased productivity, etc.
- **Blogs** addressing specific buyer pain points
- **Webinars on HR best practices** - panel discussions, interviews, etc.

MIDDLE OF THE FUNNEL

The content in this stage keeps your company top-of-mind with prospects. Blogs, email and print publications, podcasts, and webinars should be staffing or hiring-focused, sharing how to use your services as a business tool – and proving your company's value to them.

Ongoing streams of content are important in the middle of the funnel. Remember: nurturing is a long-term process.

IDEAS FOR MIDDLE-OF-THE-FUNNEL CONTENT:

- **Role-specific content** - a hiring guide for IT managers, for example
- **Staffing user's manual** - how to use staffing as a tool
- **Buyer's guide to staffing services**
- **How to get the best results** (and lowest price) from your staffing vendors
- **Case studies** illustrating specific use-cases of staffing

BOTTOM OF THE FUNNEL

At the bottom of the funnel, use content specific to your company – here's where you sell.

Things like solution guides, case studies, demos, recruiting team profiles, and capabilities overviews work well in this part of the funnel. You can even try purchase incentives – something seen frequently in other industries but not often in staffing – incentivizing prospects to place the first job order.

IDEAS FOR BOTTOM-OF-THE-FUNNEL CONTENT:

- **Case studies** from similar companies
- **Video** intro to the recruiting team
- **Proposal template/RFP response template**
- **Comparison of local staffing vendors** (services, reviews, team depth)
- **Sample onboarding program**
- **FAQs**
- **Skill marketing**
- **Landing pages** about specific services, specialized expertise

★ BONUS: THE RETENTION STAGE

Remember, in staffing, there is an additional stage to the funnel: retention. Content that works well for retention includes:

- NPS surveys
- Quarterly Business Reviews (QBRs)
- Client-only training and events
- Growth marketing campaigns - to help you upsell and cross-sell your services



Automate Where You Should: Ensure No Client or Prospect Ever Gets Forgotten

The marketing funnel is ripe with opportunities for automation:

WEBSITE AUTOMATION

- **Landing pages** - Capture leads with pages about specific services or offers.
- **Lead tracking** - Find out who visits your website each day.
- **Lead scoring** - Determine which prospects should receive a particular outreach (hand-off to sales, nurture them, etc.).

MARKETING AUTOMATION

- **Thank-you page** - Give visitors more to do after they've filled out a form.
- **Post-download follow-up sequences** - Offer deeper content and create more touches with the prospect.

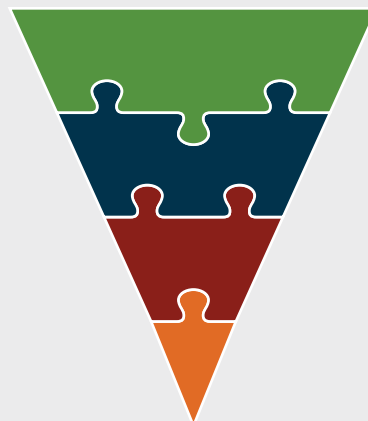
SALES AUTOMATION

- **Dormant client re-engagement** - Get in touch with clients you haven't heard from in a while.
- **Candidate feedback** - Find out what candidates think.
- **Assignment extension** - Ask candidates if they'd like to extend their assignment.
- **IDM campaign reminders to sales team** - calls, emails, LinkedIn messages, etc.



PART 5

Putting It All Together: An Example



We've learned a lot in this eBook. If it has your head spinning, that's okay. Let's walk through a practical example to see how this all works in the real world.

Top-of-Funnel Campaign

OBJECTIVE: Marketing Qualified Leads (in other words, attracting prospects who show interest in your products or services)

MARKETING FUNNEL STAGE: Awareness/Interest

Let's say you're targeting IT hiring managers and using the 2025 AI Talent Hiring Guide that you've created as an enticing piece of content.

In the thank-you pages of your website, you include opt-ins for your company newsletter and CTAs to request hiring support.

You also set up traffic drivers to your website, such as paid advertising (PPC), an email campaign, social media posts that tease your hiring guide, and use SEO to optimize that content.

Next, you set up automation. Your automation platform will send a follow-up sequence thanking the person for the download, send out secondary offers, and set a to-do for your sales team to connect with the prospect on LinkedIn.

Then, retargeting PPC repeats your secondary offers and (hopefully) brings people back AFTER they took advantage of the first offer. Then, an integrated direct marketing (IDM) campaign directly promotes your hiring guide to the targeted hiring managers.

Middle-of-Funnel Campaign

OBJECTIVE: Marketing Qualified Leads to Sales Qualified Leads (moving prospects through the funnel toward the sales stage)

MARKETING FUNNEL STAGE: Interest and Desire

Follow up the hiring guide with an email publication/newsletter that is all about IT talent management and skill marketing. This includes educational content as well as promotional content to highlight how your firm can help with hiring.

Next, you set up a webinar and invite MQL leads to attend.

Automate the invitation to the webinar and offer access to the recording of the webinar. Automation will also notify your salespeople to connect on LinkedIn and send out an educational follow-up on the content download. You could also automate a message to offer a hiring consultation, share a case study, or notify the sales team to call these prospects.

You implement lead scoring at this stage. This lets you track who engages with your content and determine who is most ready for a sales call. Lead tracking software also lets you capture website visitors who are NOT downloading the content, so you can follow up.

This stage will also include retargeting PPC efforts to reinforce secondary offers, strengthen your positioning, and further build trust. Last but not least, you'll send high-value sales collateral along with your sales calls – this is a structured presentation of the staffing services you provide and the problems you can help your clients solve.

Bottom-of-Funnel Campaign

OBJECTIVE: Maximize SQL Conversions (close the deal!)

MARKETING FUNNEL STAGE: Action

This stage of the funnel is about providing your sales team with the tools needed to maximize their chances of success. Those tools might include things like:



Case studies



Services sell sheets



Hiring process diagram



Video testimonials



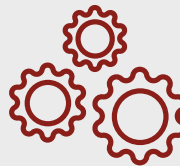
Cost comparison (staffing services vs. DIY)



Presentation deck



Sample fee agreement



Automation



Structured presentation of staffing services and business problems the staffing company can solve

From there, you can use automation to track sales activity, ensure a consistent process is followed, and ensure that no prospect is left behind!



IT'S TIME TO SKYROCKET YOUR SALES!

There's a better way than making endless calls. Companies in other industries have been doing it for decades. **Why not you?**

Strategic marketing conversion funnels drive more sales leads and topline revenue for your company using a structured and repeatable process. And if creating your funnel and the content that it needs seems overwhelming, that's okay – Haley Marketing can help.

Sales Numbers Need a Boost?

Let's work together to help your firm generate more leads.



Staffing Websites | Digital Marketing | Branded Content

Recruitment Marketing | Marketing Technology

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