

How to Master Social Selling

Your Modern Playbook for Selling Staffing on Social Media



The New Social Selling Playbook

The social playbook has changed over the past several years.

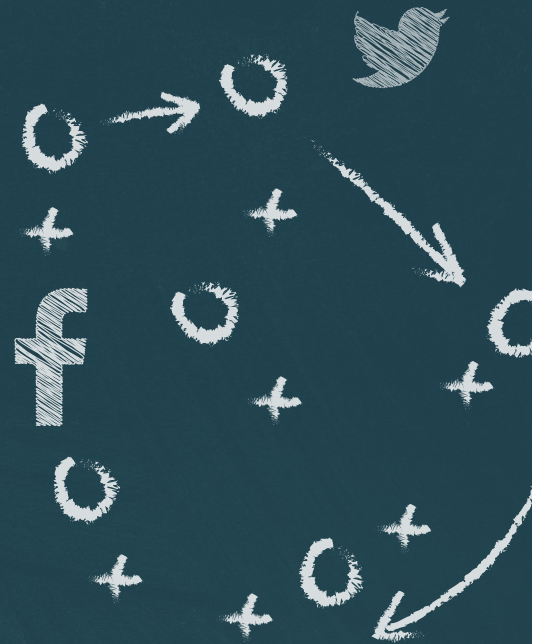
Today's social media landscape looks decidedly different than it did five years ago.

Or even three.

The decline of Facebook and X (formerly known as Twitter), the rise of short-form content like Instagram Reels and TikTok videos... it's a lot to keep up with.

...and yet much has stayed the same.

Sure, there are new platforms, new formats, new best practices for selling on social, but:



Social media is still one of the best digital methods for relationship-building. It's ideal for opening doors with people you don't know, deepening connections with people you do, and staying top-of-mind (when used in conjunction with calls and emails). Plus, it remains an indispensable way to provide valuable information that employers want - and need.



Social media remains a great tool to build your brand presence by sharing content related to industry trends, thought leadership, and client success stories.



Social media lets you "humanize" your brand and create an emotional connection in a way that staffing jargon or straight selling doesn't. Think behind-the-scenes looks at your company, or profiles of your recruiting team, for example.



Social media is still a great place to showcase special offers. Exciting events. Industry happenings. Community involvement.



Social has always been a great place to expand your industry knowledge – and connections. Connect with influencers (influential people) in your industry or local community. Gain deeper insight into prospects to make your calls more tailored and productive.



So, here's the **MILLION-DOLLAR QUESTION:**



While **94%** of staffing firms use social media to recruit, less than half use it to sell.
(hint: that's less competition for you!).



87% of all sellers say that social media has been effective for their business. In fact, sales professionals who sell on social close 40-50% more new business than those who don't.

What does all this mean for your firm? In today's staffing market, social media isn't entertainment. It's a tool. It's used by almost all staffing buyers. And that means it works for selling.

**How can I wield
social selling in
staffing?**

Ok, that's the second million-dollar question. And the purpose of this eBook! On the following pages, we'll show you how to build a powerful, modern social selling playbook that transforms prospects who scroll past your posts...into your best clients.

https://blog.hubspot.com/marketing/social-shopping-trends?hubs_content=blog.hubspot.com/sales/social-selling-stats&hubs_content-cta=according%20to%20HubSpot

<https://salesforlife.com/social-selling/>

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Wait... What exactly IS social selling?

New to the term, or maybe even the staffing industry?
That's just fine; we'll back up a bit.



Social selling is just what it sounds like: the strategic use of social media platforms to find, connect with, understand, and nurture sales prospects.

Unlike traditional sales methods – cold calls, emails – social selling leverages the power of digital networks to build relationships and engage with potential (and existing) clients in a more personalized and effective way.



Effective Social Selling Starts With **STRATEGY**

You may have a lot of questions about using social media in staffing...

What should I be doing?

What type of content gets the most conversions?

What platforms work best?

Do I need to be on every platform?

How do I measure success on social?

Where do I start?

It's overwhelming. And sometimes, staffing firms try a tactic on social media without any underlying goal or plan, which isn't likely to yield the desired results.

Here's the key: Using social media effectively requires a **STRATEGY**.

Okay... What's My Strategy?

Start with your goal in mind.

What do you want to accomplish with social media:

- Expand your client base?
- Close more deals?
- Showcase your staffing expertise?

Next, reverse engineer it (work backwards from your goal).

Every post on social media needs to have a purpose. Social media is noisy – you need to break through it with purposeful content, not fluff.

Wondering how to do that? Let's keep going.

Your Modern Social Selling Playbook: **HERE'S WHAT WORKS**

You've got questions. We've got answers.

Q: What's the right platform?

A: It Depends

It depends on your audience. Their demographics. Their preferences.

In modern social selling, you need to meet your audience where they are. This means understanding what social platforms your target audience frequents and choosing the platforms that align with who you're trying to reach.



BONUS CONTENT: **WANT TO MAKE A BIGGER SALES IMPACT WITH SOCIAL MEDIA?**

Download our Make an Impact eBook with 33 ideas to improve your sales strategy, process, tools, and training.

<https://www.haleymarketing.com/makeanimpact/>



For example, if you're trying to connect personally with business owners or other key staffing decision-makers, LinkedIn is probably your best bet. It remains the leading platform for connections among professionals.

And if the companies you're selling to are on platforms like Instagram, Facebook, or X, use them. Remember: You don't have to limit yourself to the major social channels. Exploring niche social networks can pay off, too.

GitHub, for instance, is an excellent platform for connecting with employers in technical areas like software development and engineering. Messaging apps like WhatsApp or collaboration tools like Slack can help you build strong connections within distinct professional communities.



Q: What content gets the most conversions?

A: Content that is engaging and visible, on the right platform, at the right time.

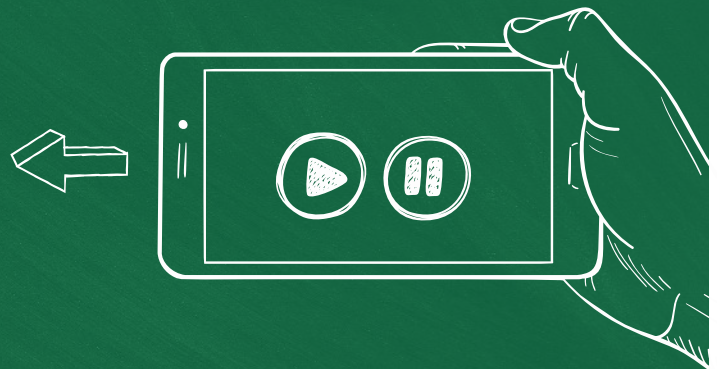
In staffing and recruiting, educational content is always a winner. Industry trends, salary figures, and strategies for employers can help establish your company as a thought leader.

Success stories and case studies are also powerful. Real-life examples of successful placements or satisfied clients build trust and credibility.

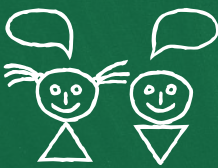
And video and audio formats are particularly effective over text-only content. A short video or a podcast interview snippet, for example, will typically get more engagement over a simple text post.

FACT:

People retain 95% of a message watched on video as opposed to only 10% for text, according to Sprout Social.



Bonus Content Boosters:



Person or “Talking-Head” Videos: Videos featuring a real person, such as a recruiter or an industry expert, help create a personal connection and are more likely to be shared. For example, a recruiter sharing “Top Interview Tips” can be more engaging and relatable than simply listing those tips.



Infographics and Visuals: Infographics summarizing key statistics or processes can make complex information digestible (and shareable!). For instance, an infographic showing the hiring process timeline can be useful for both candidates and employers.



Live Webinars and Q&A Sessions: Hosting live sessions where you answer questions from the audience builds real-time engagement and establishes authority in your niche.

A: Consistently showcase your company's values, culture, and unique value propositions.

Use consistent branding elements like logos, color schemes, and taglines across all platforms. Share content that aligns with your brand's mission (industry insights, company achievements, client success stories) to build a cohesive narrative.



Q: What about paid advertising strategies on social?

A: Investing in paid advertising can significantly boost your social media reach and engagement.

To determine if it's right for you, consider your business goals, target audience, and the competitiveness of your market. Set a budget based on your financial capacity and the expected return on investment.

Allocate resources strategically: start with a pilot campaign, test different ad formats and targeting options, and adjust based on performance. Common strategies include sponsored posts, display ads, and pay-per-click campaigns.

Q: How do I know if social media efforts are working?

A: Measure what matters – and use data.

Identify key performance indicators (KPIs) that align with your business objectives. This will include things like engagement rates, website traffic, lead generation, and conversion rates. Regularly track and analyze these metrics to gauge the effectiveness of your social media strategies.

Use analytics tools provided by the social platforms themselves (there are also third-party services available) to gather data on your performance. Analyze trends and patterns to understand what types of content resonate most with your audience. Use these insights to refine your strategies, optimize content, and allocate resources more effectively.

4. <https://sproutsocial.com/insights/social-media-video-statistics/>



Social Selling:

WHAT'S THE "NEXT BIG THING"?

Things tend to change fast in social media. It's hard to keep up – we get it.

At Haley Marketing, we're always looking around the next corner. Here are some trends we're monitoring:

Trend #1:

The Rise of Messaging Platforms

Messaging platforms like WhatsApp and Slack are increasingly becoming valuable tools for social selling. Unlike traditional social media channels, messaging apps offer a more personal and direct form of communication. This personalized networking allows for more intimate interactions, which can be particularly effective in building trust and rapport with your clients.

Today, staffing companies are using messaging platforms for nurturing leads, sharing job openings, and conducting preliminary interviews. WhatsApp, in particular, is valued for its secure messaging thanks to end-to-end encryption, meaning that WhatsApp itself can't access the messages you send and receive. In today's hyper-security-conscious digital world, that's a valuable commodity.





Trend #2:

Alternative Platforms

While platforms like Quora and Reddit may not seem like obvious choices for social selling, they offer unique opportunities for engaging with niche communities.

Quora, known for its question-and-answer format, allows you to demonstrate expertise by providing insightful answers to questions relevant to your industry. This can position your brand as a thought leader and attract potential clients (or candidates) who value your knowledge.

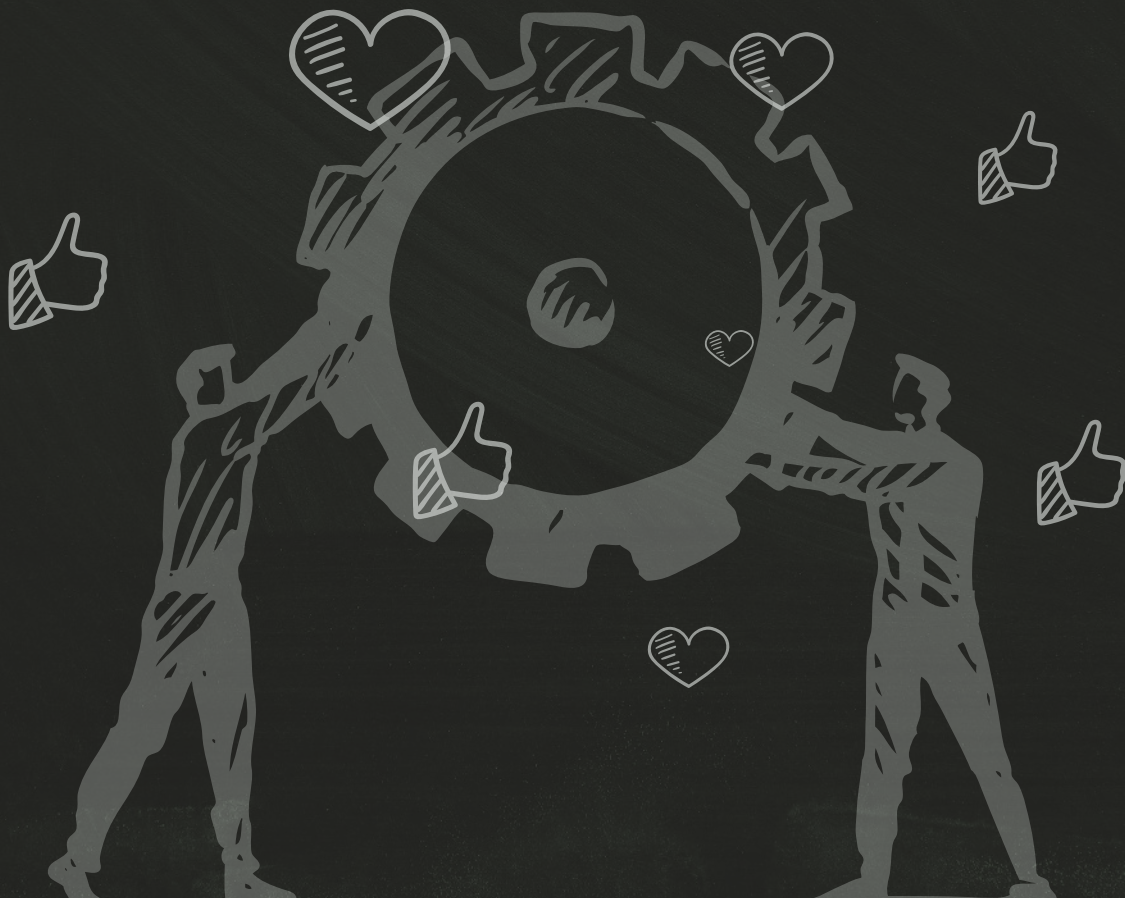
Reddit offers a diverse range of topic-based communities (subreddits). It's ideal for staffing companies looking to participate in industry-specific conversations, share valuable insights, and build connections with like-minded professionals.

(Pro tip: Overt sales tactics can be off-putting in these community-driven spaces, so keep it informative, not salesy!)

Trend #3:

Authenticity and Relationship Building

Okay, this one isn't really a new trend. Authenticity and relationships have always been important on social media – and they will continue to be. Your prospects are savvy and can easily distinguish between genuine engagement and a sales pitch. Being transparent, providing real value, and fostering genuine connections is key to selling in these new social environments.



Content for Social: **BUILD YOUR PILLAR STRATEGY**

Deciding what to put on your firm's social channels can feel overwhelming. Coming up with content ideas, formatting them for the platform, making videos... it's a lot of work.



The solution? A pillar strategy.

A content pillar strategy involves creating core pieces of high-quality content that can be repurposed and distributed across various channels, maximizing reach and engagement. This allows for a consistent brand message and lets you leverage content across multiple formats and platforms.

Craft Compelling Content Tailored to Your Audience

Start by developing substantial, cornerstone content: eBooks, whitepapers, salary guides, webinars, presentations, podcasts, or how-to videos, for example. Make sure these pieces address key topics relevant to your audience – consider your prospects' and clients' pain points, and then develop content to help them solve these challenges.

Pro tip: Your pillar content doesn't have to be entirely about staffing to be effective. It must be timely, relevant, and truly useful to your audience (and explain how you can help).



Repurpose Content to Reach Even More Prospects

You've worked hard to create your foundational content.

Now, get even more mileage from it by repurposing across different social channels to reach a broader audience. This not only provides more versatile options for sharing, but also appeals to your audiences' preferred format for consuming content; some people learn best by reading, while others prefer webinars or video content.

Break down eBooks, whitepapers, or case studies into blog posts. Transform longer content into multiple smaller, highly detailed (and interlinked) blog posts that drive people back to the original piece.

Create thumb-stopping social graphics that link to your longform content (and in-depth blog posts) from social media.

Piecemeal webinars or presentations. Use the key points and data from a presentation to create an infographic or a series of short, informative videos for social media.

Break apart video clips. Segment longer videos (webinars or how-to videos, for example) into shorter clips, each focusing on a specific takeaway. Turn them into Instagram Reels or TikTok videos.

Dissect podcasts. Take audio snippets from your company's podcast and use them for short-form videos on social platforms.



Amplify Your Social Reach

You've worked hard to create your foundational content.

As you know, algorithms control into which users' feeds your content is placed. Reach more people (especially prospects) by:



- **Growing your networks.** Actively growing your network on social media platforms enhances your content's visibility. Engage with relevant industry influencers, potential clients, and partners by connecting with them and participating in discussions.
- **Posting content in relevant groups.** Share your repurposed content in industry-specific groups on LinkedIn, Facebook, or Reddit. These groups are great for targeting niche audiences who are already interested in your topics.
- **Sharing organically.** Encourage organic sharing by creating compelling and informative content that resonates with your audience. Use calls to action and ask viewers to share their thoughts or share the content with others who might benefit from it.
- **Engaging with comment and reposts.** Actively engage with those who interact with your content. Liking, commenting, and sharing their posts increases your content's visibility on their networks.
- **Getting your team involved.** When your salespeople and recruiters share content, they extend your reach to their networks, and content shared by individuals tends to get more distribution than content shared by companies.
- **Involving clients and vendors.** Highlight their success stories and/or collaborations. Tag them in posts and encourage them to share your content on their networks.

Automate team-based social sharing:



NetSocial centralizes content curation, allowing you to control what your team shares, while empowering your team – salespeople, recruiters, and managers – to maintain control over their own social media accounts. Just select the content, and NetSocial automates the sharing process, putting your jobs, blogs, videos, and more in front of the right audience.

Sell more on social:

<https://www.haleymarketing.com/services/marketing-technology/netsocial/>

Social Media Doesn't Have To Be Complicated

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Want Done-For-You Social Media?

Our Social Pro is full-service social media marketing, fully managed on your behalf. It's like hiring a dedicated social media manager – at a fraction of the cost.

Let's build your social strategy together.

<https://www.haleymarketing.com/services/digital-marketing/social-media-management/>



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