




A GUIDE TO STAFFING SUCCESS IN 2019

AVIONTÉ

STAFFING SUCCESS IN 2019



Success looks different to everyone, especially in the staffing and recruiting industry. How do you measure a successful year? Was it the number of employees you placed? The technology or organizational improvements you've made? Or maybe it's just the achievement of your revenue goal.

Regardless of how your organization defines success, you're more than likely to stumble across useful information in this eBook that's designed to help drive success in your business – whatever shape, statistic, or dollar amount that looks like.

Sit back, relax and feel free to consume all the relevant thought-provoking ideas, strategies and insights collected this year from research, industry experts and first-hand experience.



MARKETING YOUR STAFFING FIRM

You've got a great brand with valuable content to share, but how do you ensure the right content is engaging with the right audience at the right time? Marketing of course! In this chapter, you'll uncover the basics of marketing your staffing firm as well as some of the more complex topics like video marketing and Search Engine Optimization (SEO).

BRANDING BASICS

Freshen up your brand by updating your look, content and voice. Braffton states in their marketing strategy post, "Staffing agencies can generate excitement for their brands just as well as any other business. Developing a trustworthy brand is an important goal because it helps your company gain a credible reputation online, ensures the development of future business and generates value in the marketplace." Consider colors, fonts, images and messaging when developing or updating your brand. Ensure you have a cohesive and consistent feel across everything – from your website to your email signatures.

COLORS

Colors have meaning and when used effectively can add a new level to how your company is portrayed. How do you know if you're choosing the right colors for your brand's logo? Consider what you want your logo to convey. Colors elicit different emotions, and your colors should resonate with what you want your brand to represent.

The most popular colors for logos are: red, blue, green, yellow, black, orange, purple and white. Stick to a few colors at most, but ideally use a palette of one or two colors. Don't pick colors just because they are trendy, instead, ensure you pick colors that truly represent your brand.

WHAT COLORS WILL WORK FOR YOUR AGENCY?							
Look at each color's meaning and decide if it aligns with your brand.							
GREEN	RED	BLUE	YELLOW	BLACK	ORANGE	PURPLE	WHITE
Nature Wealth Fresh Life Harmony Environment Growth New	Bold Passion Strength Attention Love Exciting Action Aggressive	Trusted Conservative Staid Dependable Honesty Calm Secure Cool	Logical Optimistic Progressive Confident Playful Creative	Sophisticated Luxurious Formality Style Elegance Expensive Authoritative	Happy Energetic Sociable Friendly Affordable Enthusiastic Sunny	Royalty Mystery Pomp Ceremony Creative Unique Majesty	Goodness Safety Purity Cleanliness Simplicity Light

FONTS

Fonts evoke certain feelings and moods, and say a lot about your company brand. Is your business personality fun and quirky, professional and trustworthy or elegant? All of these can be exemplified by the font you choose. Similar to the colors you select, you should choose fonts that convey how you want your business to be perceived. Narrow it down to one or two complimentary fonts. Most importantly, make sure your font is readable!

Once you select fonts, you should communicate these across your organization to keep consistency in any design work, such as PowerPoint templates. Fonts are generally broken down into four categories: Sans Serif, Serif, Script and Novelty.

FONT CATEGORIES, MOODS & EXAMPLES

Sans Serif: Sans serif fonts don't have "feet" on the letters. They are plainer more block style fonts.
Mood: Clean, simple, modern, and sensible feel
Examples: Helvetica, Avenir, Arial and Futura.

Serif: Serif have "feet" on the letters. Typically, a more classic feeling.
Mood: authority, reliability, confidence, and respectability.
Examples: Baskerville, Garamond, Caslon and Palatino.

Script: Cursive or handwritten fonts
Mood: femininity, elegance, creativity, and friendliness
Examples: Brush Script, Edwardian Script and Freestyle Script

NOVELTY: BOLD, QUIRKY, FUN, AND EYE-CATCHING
MOOD: LOUD AND FLASHY, WHICH CREATES VISUAL INTEREST AND MAKES THEM GREAT FOR HEADLINES, BUT ALSO MAKES THEM DIFFICULT TO USE
EXAMPLES: ALGERIAN, BROADWAY, COOPER BLACK AND STENCIL

IMAGES

Always keep your brand in mind when choosing images. Pictures should tell a story, relate to your message and tie in with your brand's look and feel. Keep your colors as consistent as possible. Try to avoid cliché or fake images, instead spend time searching for the right photo to make your staffing agency stand out.

Whether on your website, social media accounts or handouts, the right images will make your brand come alive, which is why it's so crucial to select ones that represent your firm. Consistency across images, no matter where they appear, will help you maintain a strong, reputable brand.

These free stock photos sites may be good to get you started finding the right images for your brand. pixabay.com, pexels.com, unsplash.com. Make sure to read the photo attribution guidelines and note if they are free for personal or commercial use.

For more in-depth insight on selecting the right images, visit the [business 2 Community.com](http://business2community.com) blog.

MESSAGING

Your content should be enticing, educational or informative and tailored to your specific audience. Potential job applicants are inundated with a wide array of content every day – so you want to make sure what you have to say counts and resonates. Highlight your recruitment efforts by including a recruitment page on your website or highlight job openings on social media. You may also want to point out key reasons your agency is a great place to work. Or obtain testimonials from current candidates or clients and create a referral process for open positions.

SOCIAL MEDIA

Branding is an important aspect of your marketing efforts and covers every external location you're sharing information about your organization. This includes your company's social media presence. Every social media profile should have the proper logos, colors and imagery to match your brand. Additionally, what you're posting on social media matters. Posts should have the same tone and consistency in messaging to your website, email campaigns, etc. Posts should also contain similar imagery to what appears on your website, printed materials and other marketing initiatives.

BLOGGING

Just like social media – your brand also applies to your blog posts. Since blogs tend to be more words than imagery, it's extremely important to maintain a consistent tone and voice through your messaging. Whether sharing a thought-leadership post or a company update, your messaging should be similar. Consistency is key to a strong brand – one that is reliable and trustworthy to potential clients and candidates. Additionally, blog posts normally contain a main post image and might contain supplemental images. The blog imagery should match your overall brand imagery, ensuring you are working towards a powerful brand that is immediately recognizable.

SEO BLOG CHECKLIST

Blogging is a great way to enhance your search engine optimization (SEO). By providing valuable, relevant information through your blog posts, search engines will pick up high-quality and industry-focused content, making it easier for potential clients and candidates to find you.

Tips to optimize your blog posts for SEO:

MAKE SURE YOUR CONTENT:

- ☐ Targets a key audience
- ☐ Has a title that includes what the post is about
- ☐ Includes an intro paragraph
- ☐ Uses headings to pull out highlights, so it is easy to scan and read
- ☐ Wraps up with a summary paragraph

SEO AREAS TO FOCUS ON:

- ☐ **URL:** Amend the URL to include the keyword and about topic at the beginning of the URL
- ☐ **Image:** Use a relevant image to the content and include an alt tag with the keyword
- ☐ **Page Title:** What is the post about and keywords, use the keyword at least once close to the beginning of title
- ☐ **Post Description:** What they can learn, what it's about, use keyword once prominently near top of page and 2-3 times, including variations in the body copy of the page
- ☐ **Tags:** 6-12 tags- half should be topic related, relating to relevant keywords to rank for

A man with dark hair, a beard, and black-rimmed glasses is smiling and looking down at a laptop screen. He is wearing a light blue button-down shirt. The background is a blurred office or modern building interior with large windows and structural elements.

TIPS FOR INCREASING SALES

Crushing your sales goal is almost always one of the largest indicators of success for staffing and recruiting professionals. After all, an increase in sales typically leads to an increase in growth, budget and promotions. While this metric is often one of the most important accomplishments, it's often the hardest to conquer. This chapter offers several tips, uncommon strategies and practical advice to help increase sales.

TOOLS TO BOOST LEAD GEN EFFORTS

A good lead generation program takes time and money. LinkedIn, Facebook, a blog, a robust sales team and additional funds for events are all areas of investment. From inbound marketing to new sales strategies, your company is always looking for new, low-cost ways to attract high-quality business leads. In today's world, it is a balance of finding the right strategies, both inbound and outbound to boost lead gen. Here are five great tools you may not be using that can help you increase lead gen results:

EMAIL MARKETING

If used correctly, email defuses sales pressure and allows you to act more like a sales consultant. Send content that provides value and be a resource to your prospects. Don't send marketing emails too frequently though, you don't want to be a nuisance or have people unsubscribe. Email marketing can be used to find your ideal customers and nurture leads. Make sure you are using calls-to-action (CTAs) to drive potential customers to your website and content. Build trust and loyalty through the messages you send and you will find yourself gaining more leads.

You may want to consider a marketing automation tool to help you monitor and manage leads as they progress through your pipeline. This will ensure you can track the progress of each prospective client – from the first time they interact with you all the way to customer. This can also help you identify trends in the types of email marketing campaigns that are bringing in more leads and converting.

For more on ways to increase revenue with inbound marketing in your staffing firm, [check out this blog post by LeadG2.](#)

CREATE VIDEO CONTENT

Sites with video options such as YouTube, Twitter and Facebook are some of the fastest-growing engagement tools. In fact, [social video generates 1200% more shares](#) than text and images combined and video drives a 157% increase in organic search traffic. If you aren't using video, you could be missing out on attracting and nurturing relationships [with both potential candidates and clients.](#)

[Check out our Video Marketing Starter Kit.](#)

BLOGGING

Start your own blog and/or write for industry sites. The more you write about key topics related to your industry and what interests your target audience, the more chances you have to show up in relevant search results on Google, Bing, Yahoo, etc. Write about common pain points for customers, leverage client success stories, provide helpful resources and establish yourself as a thought leader. By starting a blog, you can easily generate new leads through multiple avenues. Whether customers are finding your blog through search engines, social media or a peer, you have the flexibility and opportunity to enhance your authority and perception in the field as well as driving traffic and generating leads.

Want to learn more about building a business blog and some ideas to get started? Check Lantern Co's post on [10 ideas for recruitment on their blog.](#)

LINKEDIN

You may use LinkedIn for recruiting, but it can also be great platform to generate sales leads. Build out your profile and start connecting with prospective clients at the companies you are targeting. Join or start your own industry-related groups to participate in the conversation on hot industry topics. You can also publish industry thought-leadership articles and blog posts on LinkedIn Pulse. This will help establish your authority in the industry and give you an edge over the competition. [Ring IO has some additional actionable tips on using LinkedIn for sales.](#) There are many great tips in this post that can help you maximize LinkedIn as a sales tool.

HOST EDUCATIONAL EVENTS

In their [blog post](#), Mamu Media suggests hosting an educational event as a way to increase staffing sales leads or sponsor an event with a local staffing association. This gives you an opportunity to share information and establish yourself as a thought leader in the industry. You could also sponsor an event with a local staffing association. This gives you an opportunity to have prominent placement in marketing materials and visibility across the event. Taking this one step further, you could host an event that provides cocktails and education for pre-approved staffing industry credits to attract senior leadership from staffing firm.

If you don't have the resources to hold an in-person event, try hosting an educational webinar on a hot industry topic. If you can find an expert speaker on the topic, you will be able to draw more people in. You can then use the recording in an email marketing campaign later on to as a part of your content strategy.

DEVELOP A CUSTOMER REFERRAL PROGRAM

Customer referrals are one of the most powerful sales tools. Identify your ideal clients and offer them something substantial if they make a referral that becomes a customer. The Wharton School of Business found that a referred customer is 18 percent more likely to stay with a company over time than the average customer.

For setting up a successful referral program give some thought to timing, benefits, tracking and saying thank you. Referrals are extremely valuable to your company, so you should make sure you have something of value to offer the referrer. Additionally, it's important to track and pay special attention to referrals. This could be a very profitable part of your business if done correctly. For more information, check out [Salesforce's article](#) with five great tips to get started with a customer referral program.

By implementing a few new tools and methods at your staffing agency, you will really start to see the results, boost lead gen and gain new customers. With a good balance of inbound and outbound sales and marketing strategies, you'll be able to establish yourself as a thought leader, set yourself apart from the competition and continuously see the growth from your efforts.

BOOSTING SALES CONFIDENCE

92% of recruiters use social media to evaluate and engage talent. Additionally, 74% of 18 to 34 year olds found their last job via social media, including LinkedIn, Facebook and Twitter. Social media has a vast array of candidates willing and ready to look for new job opportunities, which is why it can have such an impact on increasing your candidate pool.

Here are some tips to perfect your recruiting social media strategy:

USE THE SOCIAL MEDIA PLATFORM THAT MAKES THE MOST IMPACT

Just because there are plenty of social media platforms out there, doesn't mean you have to or should be using all of them. Determine which social media platforms perform best for you by asking the following questions:

- Which platforms give you the most responses/engagement?
- Which platforms give you the most qualified candidates?
- Which platforms are giving you ROI for the time spent?

CREATE A SCHEDULE TO HAVE CONSISTENCY WITH REACHING OUT

While social media seems like an easy part of your daily job, it is just as easily forgotten. By creating a social media calendar and scheduling your posts, you'll be able to ensure the best success across your social platforms. By being consistent in posting through a schedule, you'll also be able to identify trends whether by time of day or day of week.

CREATE A CONTENT STRATEGY TO SHARE VIA SOCIAL MEDIA

Does your organization have a blog? Have you used LinkedIn to publish an article? Write a blog post or an article on LinkedIn to attract the right people. The more you can set yourself apart – especially in the area you're hiring for, the more relatable and trustworthy you'll come across to job seekers across social media.

USE SOCIAL TO BE PERSONABLE

Another advantage of finding and recruiting candidates via social media is the personalization you can have and the relationships you can curate. By approaching candidates on a channel where they are to engage in things they enjoy, from hobbies and news, to keeping up with friends and family, you have an opportunity to approach candidates in a way an email or voicemail never could. Look at their social profiles, message them about something they recently shared or seem passionate about. By engaging passive candidates on social with topics and things they actually care about – you will likely have a much better response rate.

So there you have it – four tips to help you grow your candidate pool by enhancing your efforts across social media. Whether you've used social media in the past or not – honing in on the platforms that perform, creating a schedule you can stick to and making that extra personal effort can help you increase your candidate pool and be more efficient in your role.



CREATING THE ULTIMATE EXPERIENCE

Take a moment and think about a brand, store or restaurant that you'll never do business with again due to a terrible experience. Have something in mind? Customer experience is insanely important today, especially since it's so easy to publicly shame a brand via social media or a negative online review. The goal of this chapter is to equip your business with the tools to evaluate your current customer experience and make strategic improvements so that the risk of a bad experience is rare.

EVALUATING THE CANDIDATE EXPERIENCE

Did you know, 60% of candidates talk about their experience with others? Not only do you want an ideal experience to get more applicants in your system, you also want to ensure you're making a good impression to get more referrals. If you haven't taken the time to evaluate your candidate experience, it's not too late!

Here are seven simple questions to help you think through the candidate experience, how you can make positive changes and improve the overall candidate experience.

IS THE CANDIDATE EXPERIENCE PART OF YOUR BRAND?

The moment a potential candidate interacts with your brand, whether on social media or your website, you are already making an impression. That's why it's crucial that your brand strategy takes user experience into consideration.

- Are you representing your company and culture well?
- Are you making it easy for potential candidates to find new job opportunities?

Take a step back and view your company from a candidates perspective. What would they see?

DO YOU HAVE A PROCESS THAT MOVES TOP CANDIDATES ALONG QUICKLY?

When the best come knocking at your door, you better have a plan in place! In such a competitive market, you can't afford to lose top talent due to a poor candidate experience. Have a quick and easy way to evaluate candidates and communicate the process and progress. You should [establish an evaluation process with a set of specific criteria](#) to use as a basis for decisions. This will ensure the process goes quickly without losing the candidate due to a bad experience.

ARE YOU ACTING AS A RESOURCE FOR YOUR CANDIDATES?

What better way to improve the candidate experience than by evaluating how you provide actual value to your candidates? How can you be more involved with your candidates? How can you show them you care? To truly excel at providing a [great candidate experience](#), you must factor in every part of the candidate's journey with you. By giving resume advice, interview tips or referrals, you can immediately make yourself stand out from the competition. At the end of the day, it comes down to building a relationship and treating candidates the way you would want to be treated.

DO YOU HAVE A SMOOTH APPLY PROCESS?

Is it a smooth process? Is the next step in the process obvious? Is it easy to fill out on any device? Gather your team's mobile phones and make sure it works well across multiple types of phones. Then test it on various tablet devices. After testing on multiple devices, re-evaluate your application to see if you can make the application more concise or easier to complete. Is there information you can easily collect later on in your onboarding process?

DO YOU SKIP ON THE DETAILS?

Ere.net reports that candidates say lack of detail in job posts can negatively impact an application experience. Aside from the basics of company name, job title, and location, you should consider adding: Starting date range, salary range, benefits/perks of the job, required/recommended skills and experience, a general, day-to-day job description and a timeline for the interview/hiring process. Additionally, you should [make your job posts stand out](#) from the rest by writing an interesting, empowering job description that gives candidates an idea of how they can make an impact at the company in that specific role. Tell them the value of the position and why they would want to apply.

IS YOUR APPLY PROCESS SHORT ENOUGH?

[55% of job seekers](#) say a long application process contributes to a negative candidate experience. It's true, the shorter your application, the more likely candidates will complete your entire application. Determine how you can [simplify the application](#) to ensure an ideal candidate experience. Of course, there might be a qualifying question or two you want to ask, including pre-screen questions, but only ask what you need to get from talent up front. Remember, the most important thing is to get them through the application process. As needed, you can always follow up with [additional qualifying questions and requests](#).

ARE YOU USING TECHNOLOGY TO ENHANCE YOUR CANDIDATE EXPERIENCE?

According to CareerBuilder's annual Candidate Behavior survey, only 14 percent consider recruiters to be responsive. In fact, [60% of candidates](#) said that better communication throughout and after the application process would make a positive impact on their experience. Software platforms allow for automatic responses to be sent whenever an application is received, or a position gets filled. Online interactions can lack a [human touch](#), which is why it is so important to simplify communication and be accessible to talent. Staffing and recruiting software can help you easily stay in touch with talent to ensure a simplified and ideal experience all the way from [applicant to revenue-generating employee](#).

By evaluating your candidate experience, you can ensure you are optimizing every step of a candidate's journey. This ensures you are providing the best experience possible to help with candidate engagement and communication. A better candidate user experience means more placements and a more engaged, successful workforce.

HOW TO USE STAFFING & RECRUITING TECHNOLOGY TO BUILD CUSTOMER LOYALTY

Staffing and recruiting technology is a great tool to help serve your customers in the best way possible. With the right technology in place, you can transform the experience, giving your customers what they need, when they need it.

Here are three elements of staffing software that create a great customer experience:

RECRUITMENT TOOLS TO DRIVE MORE CANDIDATES

Communication with your candidates should be your number one priority. Assumptions and guesses. Your customers rely on you to find the best talent. By using staffing technology that helps your team attract and retain a large pool of candidates with various skill sets, you can continue to meet and exceed your customer's need for great talent.

Job Board: First you need to attract talent to your job boards and applications. Does your software provide a way to create personalized, branded job boards to meet brand standards and business needs? Can you configure the URL and sync to Google for Jobs to ensure your job postings are optimized for search engine optimization (SEO)? Can your team and talent easily share your job postings to their personal social accounts? By having a personalized, branded job board with configurable URLs that are SEO-friendly, you will be able to attract more candidates to your company.

Application: Talent is on the go – and when applying, they need a mobile application that is quick and easy to complete – anytime, anywhere from any device. Your software should be flexible and help you build applications that make sense for your unique business needs. Does your software allow you to build flexible and unique applications? Can you edit the application as needed? Can you add qualifying questions? Can you reduce the length/complexity if needed? By having a flexible and mobile application, you can be sure you are increasing not only the number of candidates but also getting the RIGHT candidates through the door.

Your solution should allow you to configure multiple job boards with logos, color schemes and URLs and configure multiple staffing application workflows with varying interview questions, personal information and more. With this configuration, you can provide a targeted, consistent, branded experience all the way through your apply process – no matter how candidates found you, leading to a great overall candidate experience. All of this leads to an overall better customer experience because you have a wider range of candidates to choose from to ensure your customers have the perfect match.

SEAMLESS COMMUNICATION AND TRANSPARENCY

By having a software solution in place that gives your customers visibility to their job orders, candidates, invoices, time entry and more, you are giving them a one-stop shop to keep track of everything they want and need to know. Additionally, by utilizing a software that allows them to enter their own job orders gives them even more of a connection to your company.

Customers want to feel involved, and by utilizing solutions that give them the ability to quickly and easily communicate with you, they feel like they are in the know. This transparency provides greater trust and can help improve customer loyalty. With the proper recruiting and staffing software, you can build better relationships with your customers.

EFFICIENCIES FOR CLIENTS WITH ELECTRONIC INVOICES, ONLINE TIME APPROVAL & REPORTING


There are many ways to improve your relationship with your customers by providing a paperless process that brings the value of convenience. From electronic invoices and the ability to approve and reject time online or directly from their email, having a software solution that enables your customers to easily interact with you makes all the difference for a great customer experience. Giving customers real-time access to the staffing information they need, improves their efficiency which drives satisfaction.

By giving your customers a way to improve their efficiency through your technology offerings, you are building customer loyalty, leading to long-term customer relationships with a first-rate customer experience.

Avionté gives you an all-in-one solution to not only meet your needs, but also give your customers an ideal experience, from initial communication all the way to time approval and invoices.

HUMAN TOUCH

People expect everything to be mobile and connected in real time. However, with all the benefits of current technology, the personal connection can be lost. Combining the two may not be as hard as it seems. A best practice is to use technology to personalize your candidate communication. One thing to try is sending a welcome message to new candidates from the company executive. Another idea is track personal attributes such as birthdays, work anniversaries, a special vacation and follow up with a call or note. The candidate will appreciate your thoughtfulness. These same concepts could also be applied to managing your client relationships.



There's no exact formula to achieve overnight success in the staffing and recruiting industry, but there's a lot of strategies, tips, best practices and ideas that can help get you there. Success can develop over time with the right tactics. It takes goals, hard work and determination to effectively pull off.

Avionté is a leader in enterprise [staffing and recruiting software solutions](#), offering innovative end-to-end staffing solutions to over 900 customers and 25,000 users throughout the U.S. and Canada. Avionté delivers a robust platform for clerical, light industrial, IT and professional staffing firms to maximize profits and boost productivity.

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