

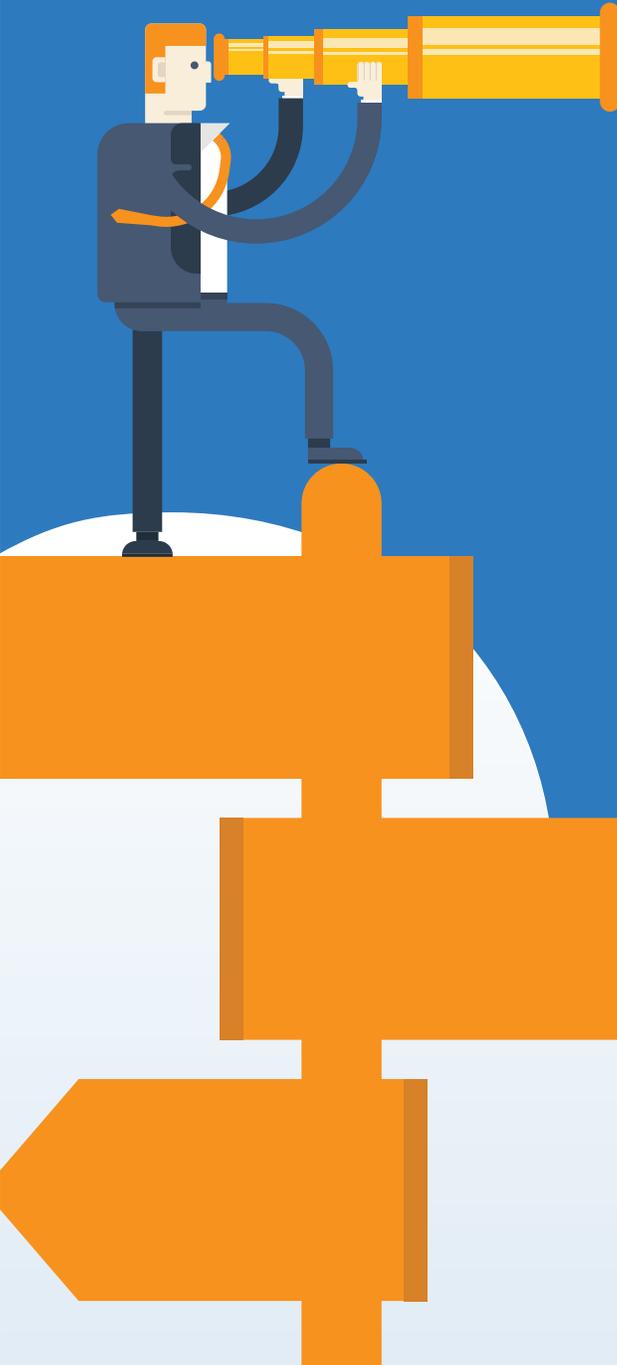
RECRUITING & STAFFING **SOLUTIONS**

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**UNITED STATES
STAFFING
ASSOCIATION EDITION**



**THE
RESULTS
ARE IN!**

**CRITICAL FINDINGS
AND TAKEAWAYS
FROM THE
2016/17 USSA
MARKETING
& SALES
SURVEY**

The Battle for NEW ACCOUNTS is Still Fierce

SURVEY SAYS: LEAD GENERATION IS A TOP 3 CHALLENGE

BY ALAN VITBERG, EXECUTIVE DIRECTOR, PROFESSIONAL SERVICES TEAM, LEADG2

The lifeblood of any staffing or executive recruiting firm is acquiring new business while retaining current clients and referral relationships. Over the past 20 years, the staffing sector has more than doubled in size, reaching over \$130B in gross revenues in the U.S. alone.

This growth is being served by about 20,000 staffing and recruiting companies—up from an estimated 14,000 in 2006—which all together operate around 39,000 offices.

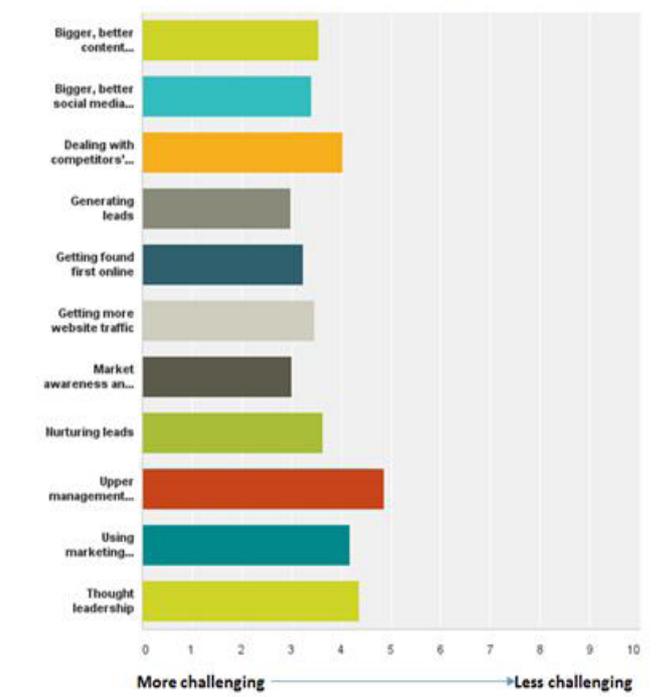
Yet, with all of this growth and opportunity, industry surveys tell us that securing new clients is priority #1 and that lead generation is a top challenge.

SOURCES OF LEADS

Your firm's leads are going to come from three different sources: (1) networking, referrals, and 1:1 marketing; (2) traditional outbound marketing activities like direct mail and advertising; and (3) online marketing efforts anchored by a strong inbound marketing strategy.

Lead generation best practices call for using all three of these sources in your efforts to grow your top line, and to continually monitor and measure results. Those measurements can then be used to assess the effectiveness and ROI from any marketing strategy or tactic, and to make adjustments so you can get the biggest bang for your buck.

What are your top marketing challenges?



Source: USSA/LeadG2, The 2016/17 Marketing and Sales Survey of Staffing and Recruiting Firms

ONLINE LEAD GENERATION

Online or digital lead generation is becoming an ever-increasing part of how staffing and recruiting firms are allocating marketing budget and resources. This allocation takes the shape of investing in tactics like pay-per-click advertising, social media marketing, enhancing websites for lead capture, content marketing, search engine optimization, and more.

I believe online lead generation will become a major focus when it comes to marketing your firm's services to employers. Adding resources, technology, and commitment to an online lead generation program will result in more website traffic, more leads, and more new business for your staffing and recruiting firm.

RAMPING UP YOUR ONLINE LEAD GENERATION EFFORTS

There are many working pieces to online lead generation, and you'll need to decide if this is the right strategy for your firm given requirements for commitment and resources. A critical assessment that should be part of developing your annual business or marketing plan is to identify current, ineffective marketing programs that can be cut and resources that can be reallocated to online marketing.



To help with the process and provide a more comprehensive overview, LeadG2 is pleased to offer USSA members a guide to online lead generation that you can get for free at our website, www.leadg2.com



Alan Vitberg is Executive Director of LeadG2's Professional Services Team. He specializes in helping clients develop and execute marketing strategies and tactics that help them get more leads and new business. You can

reach him at [585] 750-8258 or via email at alanvitberg@csscenter.com. Visit the LeadG2 website: www.leadg2.com for one of the nation's top marketing and sales blogs.

Inbound Marketing: A MORE EFFECTIVE WAY TO GENERATE LEADS AND NEW BUSINESS?

SURVEY SHOWS THIS STRATEGY MAY BE PERFECT FOR CATCHING COMPETITORS ASLEEP AT THE WHEEL

BY ALAN VITBERG, EXECUTIVE DIRECTOR, PROFESSIONAL SERVICES TEAM, LEADG2

Most recruiters and staffing agencies spend their marketing budget on outbound marketing to reach suspects. Outbound, also known as traditional marketing, targets a broad audience using print ads, trade shows, telemarketing/cold calls, direct mail/e-mail, etc. Firms push their messages outward in the hopes that it will trigger a response in the form of a contact.

There's a different and new way to get more ROI from your agency's investment in marketing and business development: Inbound marketing.

WHAT IS INBOUND MARKETING?

Inbound marketing is a new approach to business development. It's based upon moving away from pushing messages to pulling suspects and prospects into a relationship.



Overview of Inbound Marketing



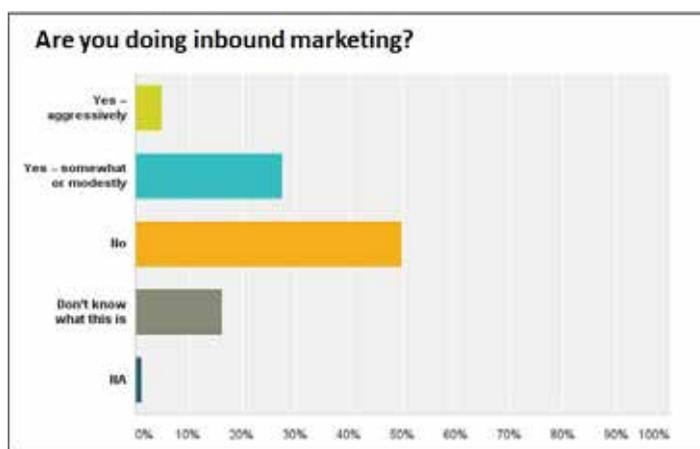
Source: HubSpot

Inbound marketing involves implanting strategies and tactics for:

1. "Getting found first" by potential customers who are searching online for solutions to their staffing problems,
2. Converting those who have found the agency into a new engagement with lead generation and nurturing tactics,
3. Transforming traditional outbound activities for more inbound traffic, and
4. Continually monitoring and measuring results to refine tactics to deliver more ROI.

THE 2016/17 SURVEY SHOWED...

The 2016/17 Marketing and Sales Survey of Recruiting and Staffing Firms uncovered some eye-opening insights about inbound marketing in the staffing and recruiting firms. Only one-third of respondents are doing inbound marketing. Less than 5% of all respondents cite they are aggressively doing inbound marketing,



Source: USSA/LeadG2, The 2016/17 Marketing and Sales Survey of Staffing and Recruiting Firms

another 28% say they are doing it modestly, and an astounding 65% say they aren't doing inbound or don't know what it is.

CATCHING COMPETITORS ASLEEP AT THE WHEEL

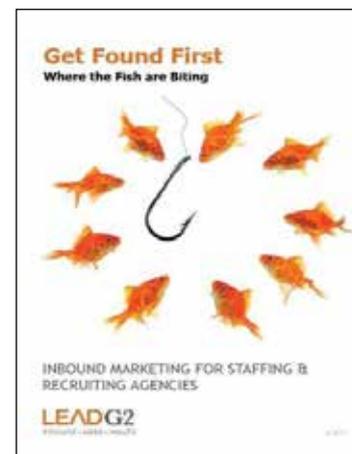
Only one-third of respondents are doing inbound marketing. Yet,

- 71% say getting found first online is either extremely challenging or challenging.
- 76% say that lead generation is a top marketing challenge.
- 67% report that increasing website traffic is very challenging.

These top three marketing challenges are addressed with inbound marketing. If you want to know where your competitors stand with this strategy, here's a simple test: go to their website and see if they offer content like a whitepaper, a case study, or an infographic that requires visitors to fill out a form to redeem the offer. If they are doing this and you aren't, you're the firm that's asleep at the wheel, and it's probably a good time to do some readjustment of your marketing program.

On the other hand, if you are doing this and your competitors aren't, good for you! You've caught them asleep at the wheel.

If you want to learn more about inbound marketing, we're pleased to offer a whitepaper that you can download at the LeadG2 website, www.leadg2.com.



Alan Vitberg is Executive Director of LeadG2's Professional Services Team. He specializes in helping clients develop and execute marketing strategies and tactics that help them get more leads and new business. You can

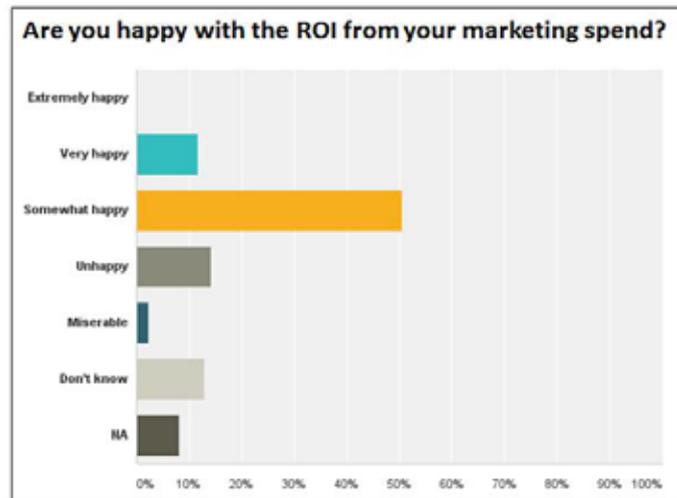
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The 4 Most Important KEY PERFORMANCE INDICATORS for Sales Managers

GETTING MORE ROI FROM THE AMOUNT YOU SPEND ON MARKETING TO PROSPECTIVE CLIENTS STARTS WITH TRACKING AND MEASURING RESULTS.

BY MATT SUNSHINE, MANAGING PARTNER, LEADG2

Of all the data and results gathered in the 2016/17 Marketing and Sales Survey of Recruiting and Staffing Firms, the one that was a real opener was that two-thirds of respondents said that they are not very happy with the ROI they're getting from their marketing spend, and only one out of 10 or so said they are very happy.



Source: USSA/LeadG2, The 2016/17 Marketing and Sales Survey of Staffing and Recruiting Firms

In fact, no respondent indicated they are extremely happy with their marketing ROI.

This is a troublesome result. It indicates that for most firms, it's time for a critical re-thinking about why, where, how, and when marketing resources are being spent, and results measured.

WHAT SALES METRICS ARE YOU MEASURING?

In the survey, we asked about what firms were measuring regarding their marketing and sales activities. Interestingly, we found that less than a third of the firms surveyed said they measure and monitor sales quotas.

And for those that did measure, we assembled a list of over 50 different measures!

Sometimes I wonder if our ability to measure almost everything is what gets in the way of us paying attention to what might be the most useful metrics. I've spoken with plenty of sales managers who are frustrated these days because someone upstairs has fallen in love with a new measurement, a new report, or a new way to look at familiar data.

All these midstream changes result in plenty of heat and plenty

of smoke, but not necessarily the light of new insight. Not much actually changes, especially at the bottom line.

Don't get me wrong. I love numbers as much as the next person, and I agree that measurement improves performance and is essential to success. But I also know we can't keep changing the rules of the game. Performance improvement comes only when we focus on the same metrics over time. We need to follow the right measurements and stay focused.

FOUR KEY PERFORMANCE INDICATORS TO TRACK EVERY MONTH

Instead of measuring absolutely everything under the sun, what if you were limited to just four points in your process where you could drop a meter and collect data? Choose wisely, because the increased focus on each of these four areas will be your source for improved sales performance.

HERE'S MY LIST:

1. LEAD FLOW. This is the number of new leads that are coming into the sales department each month. Get very specific and track

both the total number of leads and also where each one came from. More and more managers are discovering that to increase sales you don't need more salespeople; what you really need is more leads.

2. NUMBER OF QUALIFIED OPPORTUNITIES CREATED. Measure the total number of new, qualified opportunities created in the month as well as the dollar value of each one. How can you count a qualified opportunity? Qualified opportunities are those who you've sent or presented a

proposal to, focused on a need you hear about. What doesn't count as a qualified opportunity: Sending the same email to 50 people on a list.

3. CONVERSION RATE. The conversion rate is the number of new customers divided by the number of qualified leads. That will tell you the rate at which your leads become customers.

4. BOOKED REVENUE. Here we look at the revenue numbers, but we are going to break it down so we get the whole picture. You will want to keep track of three things:

1. NEW BUSINESS (brand new account)

2. BUSINESS THAT IS ADDED ON to an existing contract

3. RENEWAL BUSINESS

A CHALLENGE FROM ONE SALES MANAGER TO ANOTHER

As you are reading this I would imagine you are thinking of all the other things you measure and why each one is important. I challenge you to consider the four KPIs I have put forth here. If you saw improvements in each of these four areas, would overall sales performance go up?



We're pleased to offer a KPI measurement and tracking tool built on the four metrics I've discussed in this article. You can download it at the LeadG2 website, www.leadg2.com, with our compliments.



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OR

LET'S TALK
