

**Staffing Company
12 Month Marketing Plans**

My Sales Goals for the Next 12 months	
Prior Year Sales	\$ _____ Number of clients: _____ Average client \$: _____
New Client Goal (# of clients need to achieve your 2013 sales goal)	
My Ideal Clients	Type of Staffing used: <input type="checkbox"/> Clerical <input type="checkbox"/> Industrial <input type="checkbox"/> Engineering <input type="checkbox"/> Financial <input type="checkbox"/> IT <input type="checkbox"/> Other: _____ Current Staffing User? <input type="checkbox"/> Yes <input type="checkbox"/> No Company Size: _____ Industries: _____ Location: _____ Target Decision Makers: <input type="checkbox"/> HR <input type="checkbox"/> Department Heads <input type="checkbox"/> Supervisors <input type="checkbox"/> Owner / CEO <input type="checkbox"/> CFO / Controller <input type="checkbox"/> VPs / Directors
Why do your ideal clients most commonly use staffing?	<input type="checkbox"/> Fill-ins Uses staffing as coverage for vacations and other leaves of absence. Lots of last minute needs. <input type="checkbox"/> Seasonal Users / Project Users Uses staffing to supplement workforce during peak work periods or to supplement core staff capabilities to meet deadlines. <input type="checkbox"/> Strategic Users Uses staffing as a tool to accomplish specific goals like reducing labor costs, improving productivity, accessing specialized skills, and reducing employment risk.

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<p>The Competition What makes them special?</p>	<p>Who are your top 3 local competitors?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>What are each their strengths?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>How are they trying to be seen in the market?</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>Positioning How do you want to be seen?</p>	<p>What adjectives do you want people to use to describe your company in your local market?</p> <p>_____</p> <p>_____</p> <p>In what ways will you outperform other staffing firms?</p> <p>_____</p> <p>_____</p> <p>How can you prove your value to employers and job seekers?</p> <p><input type="checkbox"/> Testimonials <input type="checkbox"/> Case Studies</p> <p><input type="checkbox"/> Performance metrics <input type="checkbox"/> Best of Staffing <input type="checkbox"/> Local awards</p> <p><input type="checkbox"/> Other: _____</p>

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<p>Sales Strategies Choose the strategies you think are most appropriate for your local market and will be most effective in helping you to achieve your 2013 goals.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Target Account Campaign Target larger, high volume users of staffing with an aggressive approach to sales and marketing. These prospects will be pursued with regular contact using multiple touch points and targeting multiple decision makers in the account. <input type="checkbox"/> Mid-Market Campaign Focus on mid-sized companies that may be less frequent users of staffing. Implement an integrated approach of direct marketing and sales to systematically target these firms. <input type="checkbox"/> Small Account Campaign Target smaller companies that are infrequent users of staffing, but where there will also be less competition from other staffing firms. Sell the value of staffing (and partnering with your company) as a means to help the business control cost, manage risk and capitalize on market opportunities. <input type="checkbox"/> Existing Account Penetration Attempt to win a larger share of business from current clients. This may involve getting a larger percentage of the business within the departments you currently serve or deepening your relationship to serve new users at your existing clients. <input type="checkbox"/> Cross Selling Sell other staffing services to existing accounts (e.g., selling more direct hire to temporary staffing clients or clerical staffing to industrial clients).
<p>Marketing Strategies Choose the strategies that best support your sales goals and intended sales strategies.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Direct Marketing Direct marketing refers to using marketing tactics to directly solicit business from a prospective client. This strategy involves targeting specific companies and specific individuals to get them to respond to you or make them more responsive to your sales efforts. Direct marketing typically includes activities like sales letters, postcards, drop offs, top candidates emails, social networking and Pay Per Click advertising. Direct marketing can be used to drive people to your local web page, get people to call you, or to warm up your sales calls. <input type="checkbox"/> Content Marketing Content marketing is a longer term approach to winning over clients by teaching them when, why and how to use staffing (and content marketing can also be about non-staffing topics like leadership and management). Content marketing is designed to get people interested in your ideas, position you as a trusted advisor, and create opportunities for sales calls to discuss the kinds of business problems companies are facing. Content marketing can include email, web content, social media, and educational events (e.g., webinars or conferences). <input type="checkbox"/> Event Marketing This strategy is about creating and attending events as a means to attract prospective clients and/or candidates. Events can include trade shows, job fairs, Chamber of Commerce networking events, lunch and learns, etc. And events can be in person or virtual (e.g., webinars). <input type="checkbox"/> Local Market Branding Branding refers to activities that are done to get people to know your company name and value proposition. Branding can be done through advertising, public relations, being active in your local community, and local SEO.

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<p>Marketing Tools List the tools you currently have.</p>				
<p>Budgeting for Your Marketing</p>	<p>Industry average: 0.4% of sales Market leaders: 1.2% of sales</p> <p>Where do you want to be?</p>			
<p>Your Marketing Calendar Create a spreadsheet to plan your marketing activities for each month. Try to plan at least three months ahead.</p>	<p>Month</p>			
	<p>Activity</p>	<p>Owner</p>	<p>Due Date</p>	<p>Cost</p>