2013 Pre-Conference Clinic about Shared Marketing Campaign

At our 2013 conference in Portland, David Searns, CEO of Haley Marketing, met with a number of alternative staffing organizations to discuss the concept of shared marketing materials. The focus of the conversation was to identify common messaging for use in brochures, web content and outbound marketing materials to help ASOs more effectively drive sales opportunities. Participants discussed their ideal customer profile, sales challenges, reasons to use an alternative staffing supplier, and possible shared marketing materials as follows:

**Ideal target customer profile**

- Small to mid-sized organizations
- Privately held
- Industries: manufacturing, warehousing, assembly, maintenance, janitorial, food service, other hospitality, telemarketing
- Target decision makers: department heads, operations managers, HR
- Quality / safety conscious

**Sales challenges**

- Happy with current staffing vendors
- Negative "assumptions" about the alternative workforce
- National contracts
- No reason to change vendors
- Bad experience with temps (not specifically with alternative staffing temps)
- Don't perceive the value of staffing services

**Why use an Alternative Staffing supplier?**

- Better understanding of the workforce (Screening/testing data is better used to qualify and appropriately assign temps; better matching because ASOs are invested in success of worker)
- Program support (Not just a job placement, ASOs teach soft skills and provide coaching)
- Transportation (not all ASOs provide this)
- Retention
- Place people who want to work, not just people who need a job
- Work skills training
- Mission - social benefit of reinvesting in the community
- Transparency about the candidates being placed and their backgrounds
- Partnership with government and social agencies

Possible shared marketing materials

- Educational whitepapers and eBooks about temp staffing and alternative staffing
- Brochures / articles that address common perceptions about staffing and the alternative workforce
- Brochures or PowerPoint presentations that present the value of alternative staffing
- Direct mail / drop off campaigns focused on reasons to use staffing
- Regular articles or emails with educational content

As a follow-up, Haley Marketing will develop sample pricing to produce shared marketing materials for Alliance members.