

THE RECRUITER'S GUIDE TO ONLINE MARKETING



TABLE OF CONTENTS

Why we created this guide	3
Why Google matters (a lot!) for recruiters	5
The low down on SEO companies and why you should avoid working with them	8
Can I really rank higher than my competition on Google without the help of an SEO company?	10
STEP 1 – Generate traffic for your site	14
Find industry topics and content that currently rank highly	15
Use the content you find as a starting point to create something better	16
Focus on getting back links to your site	19
Watch your rankings (and traffic!) climb	21
STEP 2 – Use your site to sell your recruitment company's brand	22
<i>How you can use trust signals to build brand confidence</i>	23
Trust signal 1 – A clear and beautiful site design	23
Trust signal 2 – Clear and direct contact details and photos	26
Trust signal 3 – Testimonials	27
Trust signal 4 – Well-written and up-to-date content	28
<i>Include a job board with all your current open positions</i>	29
Offer value to job seekers: Make the application process as straightforward as possible	29
Offer value to employers: Demonstrate credibility	30
STEP 3 – Start a discussion with your new leads with a white paper	32
STEP 4 – Build a relationship	35
STEP 5 – Go in for the sale	37

WHY WE CREATED THIS GUIDE

When most recruiting agencies open for business, they rely heavily on their professional network to find and close their first set of clients. For some people, working hard and satisfying these clients leads to a steady flow of referrals that ultimately enables their network and business to grow slowly and consistently. However, the more common scenario that unfolds is that after making placements with these initial clients, their company's growth stalls, drying up their sales pipeline and leaving them looking for new business.

Print advertising, cold calling, networking events and pay-per-click advertising are popular avenues, but typically require a significant investment of time, money or both. There's no other option than to suck it up and start the grind, right? Wrong! There is a better way: increasing organic search traffic. In this step-by-step guide, we will show you how to grow your recruitment business through organic (Google) search traffic in a sustainable manner that requires no ongoing costs and a limited time commitment.

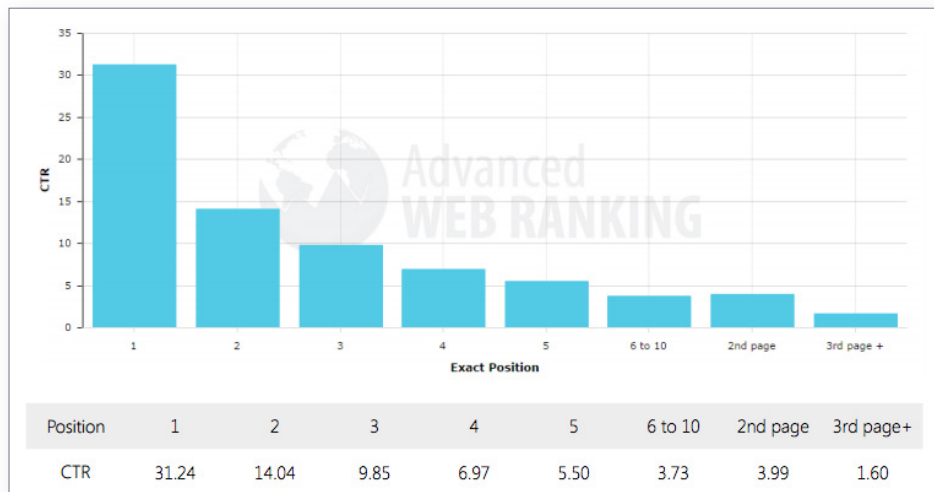
What you will learn from this guide

- Why Google matters (a lot!)
- What SEO companies do and why you typically want to avoid them
- The five step process you need to follow to turn your website into a lead-generating machine
- The most effective way to generate content that is guaranteed to generate links for your site
- The four trust signals that will take your website from zero to hero
- Why you need a job board and how to build one

WHY GOOGLE MATTERS (A LOT!) FOR RECRUITERS

Before we begin, allow us to digress for a moment. Have you ever run a Google search to see how you rank for search terms related to your business? If you're an IT recruiter in Toronto, perhaps you've entered a query like "IT recruiter Toronto". If you specialize in temp placements for the manufacturing industry, perhaps you've searched "temp search firms for manufacturing". If you haven't done this before for your own recruitment business, take a couple minutes to go do it now and see how you rank before coming back to this guide.

Why is this a worthwhile exercise? Higher rankings equal higher exposure. Google's almighty algorithm can have a significant impact on the number of visitors who arrive at your site and consequently, the number of new leads generated through your online presence.



According to the most recent study by Moz, a leading SEO company, the top five spots in a Google search result generate 88% of all clicks. So, how much does your ranking matter? A lot!

Clearly, the further away your ranking is from the top to your site becomes significantly slimmer.

Let's look at the results Google returns (below) for the search terms "pharma recruiting agency Toronto". If you are a pharma recruiting agency located in Toronto and you are not one of the sites listed below, good luck generating any traffic from this search query.

Toronto Executive Search Agency | Pharmaceutical ...

www.brethetbarnum.com/ ▾

A boutique executive search firm specializing in pharmaceutical, biotech, medical, diagnostic and health information technology. We recruit in sales and ...

Pharmaceutical Recruitment Agencies In Canada ...

www.recruitmentagencies.ca/.../pharmaceutical-recruitment-agencies/ ▾

Oct 27, 2012 - Discover the best Pharmaceutical recruitment agencies & get a real job today - A list of Pharmaceutical employment agencies in Canada.

Pharmaceutical Recruiting & Science Staffing | Groom ...

www.groomassocies.com/science-and-pharmaceutical ▾

Are you a pharmaceutical or biotech company in need of recruiting or staffing services? Find out how ... Meet our team of science & pharmaceutical recruiters. Our specialized ... Montreal; Ottawa; Toronto; Calgary. Montreal offices ... Job seekers. Searching For A Career · My Agent · My Profile · Help · Job Seeker's Guide ...

Executive Recruiters Toronto, Pharma, Digital Media, Sales ...

www.grapevinerecruiters.com/ ▾

Executive Recruiters, Consumer, Business, Life Sciences, Advertising, Communications, Digital Media, Pharma, Medical, Marketing Sales Management.

Pharmaceutical Jobs in Toronto, Ontario | Workopolis

www.workopolis.com/jobsearch/pharmaceutical-jobs/toronto... ▾ Workopolis ▾

625 Pharmaceutical jobs in Toronto, Ontario available on Workopolis.com. Apply now and get the best Pharmaceutical job available.

Given that Google is the primary web traffic provider in North America, there's no "plan B" search engine. Everybody knows this and it is the reason that search engine optimization (SEO) companies exist. The problem with these companies is that almost everyone that hires them possesses little to no understanding of what it is they do.

THE LOW DOWN ON SEO COMPANIES AND WHY YOU SHOULD AVOID WORKING WITH THEM

Let's take a moment to learn what these SEO companies are all about. We will start out with a quick, mostly jargon-free overview of the SEO industry. The main objective for typical SEO companies is to get as many links on the Internet to point back to your site. Each of these links possesses "Google juice" (yes, this is a real term), and the more of this juice you have, the better! We like to think of Google juice as a currency. It is essentially the value assigned to each incoming link pointing to your site. To understand how value is determined, all you really need to know is that Google ranks each website based on the authority it possesses. The higher the authority a website possesses, the more juice you'll receive should they provide a link pointing back to your company's website. The more juice your recruitment company's website acquires by the incoming web links pointing users towards it, the higher it will start to rank in Google search results.

While this strategy can prove effective, you run a serious risk. Why is this? Typically, SEO companies pay for these incoming links that direct users back to your site. Here is where it starts to get shady. If Google figures out what you're doing, i.e., paying for links, they can apply a penalty to your site, causing your search ranking to plummet. Don't believe us? We've seen a site that was ranking on the first page for all of their most important keywords fall completely out of the top 200 search results after Google determined that they were paying an SEO company to build links for them. Some fly-by-night companies take this risk because if their site is penalized, they can simply buy a new domain. But if your domain is a core part of your brand, then you should not be engaging in these sorts of practices. Even if you decide to ignore the risk and hope for the best, you will have to shell out your cash to get these links built. And often, these links do not come cheap and the costs start to add up quickly.

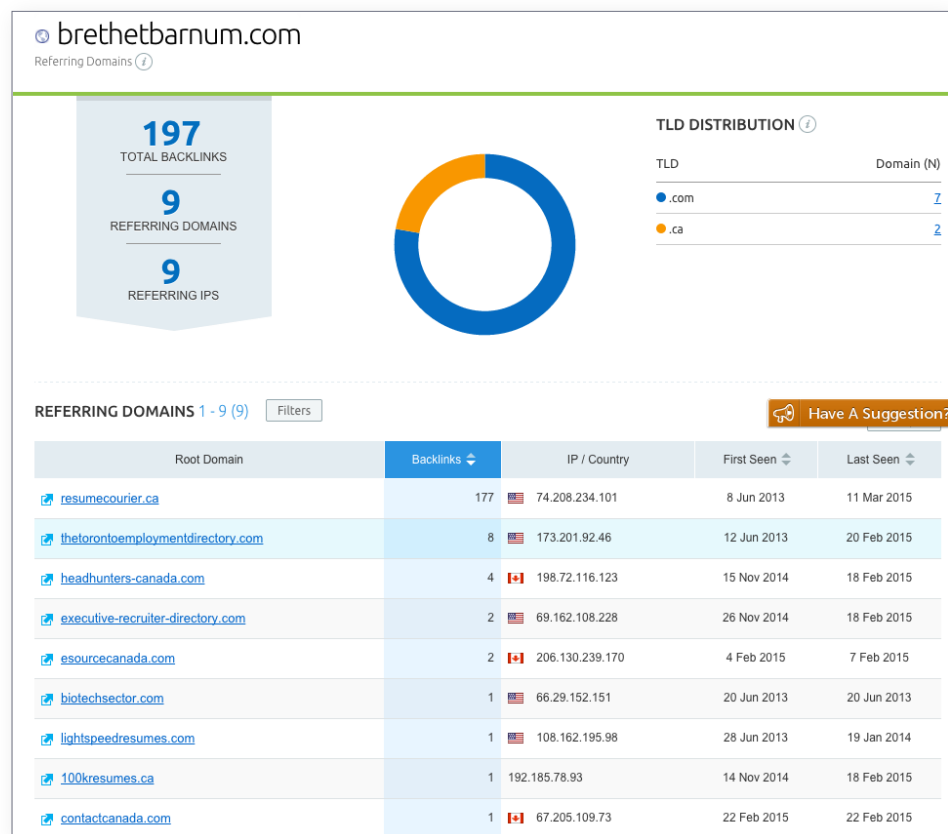
We think it's fair to say that you see where we're going with this. Don't pay SEO companies to build links for you! So, if you want to rank higher in Google search results and understand that links matter, what should you do? Read on, my friends, for we will show you the actionable steps required for you to become a dominant player in your recruitment vertical without paying an SEO company a cent.

**CAN I REALLY RANK HIGHER
THAN MY COMPETITION ON
GOOGLE WITHOUT THE HELP
OF AN SEO COMPANY?**

For the sake of this guide, we are going to put you in the shoes of a growing recruitment agency that is looking to make more placements in the pharmaceutical field. We will take this moment to point out that should your area of specialty be in a different vertical, or you place candidates for multiple verticals, what we are about to lay out will still apply. You will simply need to tweak the examples below.

The question that you are probably asking yourself — Can I really beat out the current top results on Google for the queries that matter to my business"? Our answer is that you certainly can.

For many of the search terms related to the recruiting market, it is quite possible to make the leap from wherever you are ranking today to the front page. Let's dig a bit deeper to understand why. One of the sites currently ranked at the top of page one for the search term "pharma



recruiting agency toronto” is brethetbarnum.com. A bit of research shows that this ranking is not solid. Using a paid tool called SEMRush, we quickly discovered that brethetbarnum.com’s search engine ranking is propped up by links from only nine domains. In fact, almost 90% (177 out of 197) of their links come from a single domain, resumecourier.ca.

Given that we know that rankings are highly correlated with both the number and quality of links that are pointing at your site, this means that if you can generate just a few high-quality links to your site with content about pharma recruiting, there is no reason the top spot can’t be yours. As an aside, many of the links in the screenshot above can be obtained for your own site. When you have a moment, you can look at the screenshot and see if you can figure out how to get the sites to provide a link to your site.

Setting up your site for search engines

Another quick way to increase the chance of ranking highly in search engines is to ensure you have optimized your page. At the very minimum, you want to ensure that every page on your site contains

- a unique page title
- a unique meta description
- proper headings (H1 and H2 at a minimum)
- multiple iterations/variations on the keywords that are important for your business

If this is all gibberish to you, do not fret! Send us an email at theguide@talentheromedia.com and we will be happy to walk you through it.

**HOW TO TAKE YOUR
RECRUITMENT COMPANY'S
WEBSITE FROM A BROCHURE
INTO A LEAD-GENERATING
MACHINE**

STEP 1

**GENERATE TRAFFIC FOR
YOUR SITE**

The first step in generating links is creating content on your site to which someone will want to link. If where we're going with this is raising alarm bells along the line of

- "I may be an amazing recruiter, but I'm not a content marketer"
- "This feels beyond my capabilities"
- "Generating links is not something I can do"

Well...guess what? Wrong! If this were beyond your capabilities, why would we be writing this guide?

Although we could write an entire book series on content marketing, we know you don't have time for that. Therefore, we're going to break down the steps you need to follow to generate traffic for your site below.

1. Find industry topics and content that currently rank highly

For this example, we will start with the search term "finding pharma candidates". This is a good search term because it reflects a potential query that a client looking to figure out how to find pharma candidates might enter.

One of the first search results returned on google.ca is "How to Find Recruiters for Life Science Jobs" (<http://www.clarksearch.com/how-to-find-recruiters-for-life-science-jobs/>). This is a 930 word post on where to look for pharma candidates. Is it a good post? Certainly. It offers a reasonable list of places to look. Is it a great post? Absolutely not. It lacks any clear visuals that might spice up the long blocks of text. It doesn't use headings to indicate what each section is about. Most critically, it provides almost no meaningful instruction for the reader as to how they can best use the links that are provided. And yet, it's the one of the most highly ranked posts for a reason - because people still found it helpful enough to link to it.

2. Use the content you find as a starting point to creat something better

How can you use this information to your advantage? All you have to do is build a better version of this post and you have a legitimate opportunity to not only rank highly for the search term “finding pharma candidates” but also tons of other related queries. So how do you do that? By taking a skeptical look at what’s currently ranking number one and ask yourself, “As a reader of this post, what would make this more appealing to me?”. Let’s look at a real world example to add some context, shall we?

Stock photos that don't suck

A list of places to find the best free stock photos

014 • 1 min

Aytakin Tank and 4,619 others recommend

A list of places to find the best free stock photos

Finding great stock photos is a pain. You're left with either low-res amateur photos, people wearing cheesy headsets, or photos that are out of budget for the project you're working on. Below is an ongoing list (so bookmark it) of the best stock photo sites I've come across.

- Little Visuals <http://littlevisuals.co/>
- Unsplash <http://unsplash.com/>
- Death to the Stock Photo <http://join.deathtothestockphoto.com/>
- New Old Stock <http://nos.twnsnd.co/>
- Superfamous (requires attribution) <http://superfamous.com/>
- Picjumbo <http://picjumbo.com/>
- The Pattern Library <http://thepatternlibrary.com/>
- Gratisography <http://www.gratisography.com/>
- Getrefe <http://getrefe.tumblr.com/>
- IM Free (requires attribution) <http://imcreator.com/free>
- Jay Mantri <http://jaymantri.com/>
- Public Domain Archive <http://publicdomainarchive.com/>
- Magdeleine <http://magdeleine.co/>
- Foodiesfeed <http://foodiesfeed.com>
- Picography <http://picography.co/>
- Raumrot <http://www.raumrot.com/10/>
- ISO Republic <http://isorepublic.com/>

Chris Gimmer had just entered the very competitive bootstrap theme market. In jargon-free language, he was trying to grow a business in a highly competitive web development niche. It is not easy to rank on the front page of Google for any terms related to this niche because there are some big players in this industry. So what did Chris do?

First, he found a post that had already generated a ton of attention on something relevant to his industry - stock photography. This is something he knows his target audience eats up. The post was written on medium.com and was called **Stock photos that don't suck**

Chris took a look at it with the same skeptical eye in which we looked at the "How to Find Recruiters for Life Science Jobs" post. The post lacks an introduction, has no visuals (despite being about stock photography!) and offers little more than a list of links. Despite that, the post generated over 2,000 social shares and was linked to by many influential sites.

What did he do next? He crushed it with something better. He wrote a post called **21 Amazing Sites With Breathtaking Free Stock Photos** (<http://bootstrapbay.com/blog/free-stock-photos/>). He used bold and beautiful images. He made sure to explain the type of licenses that were available on each site. He gave a brief, but useful, overview of each site. How did the post do? Just check the counter at the top of the site.



21 Amazing Sites With Breathtaking Free Stock Photos

📅 May 30, 2015 👤 Christopher Gimmer 📁 Web Design

3.5k SHARES
f 2.4k t G+ 366 in 653 v 7 r 0

Photography has always been an integral part of web design. Unfortunately, we've grown accustomed to seeing crappy stock images of people in suits shaking hands. Not only are a lot of these stock photos tacky, but some of them cost money!

Thankfully, there's been a growing number of websites with beautiful stock photography popping up all over the web. Best of all, they're free.

In this post, we've curated a list of awesome websites for free stock photos.

StockSnap.io

StockSnap.io has a large selection of beautiful free stock photos and high resolution images. The site also has a very handy search feature making it easy to browse through the thousands of images available. In addition, the site tracks views and downloads so you can find the most popular photos available.

StockSnap adds hundreds of images on a weekly basis and all photos are released under creative commons public domain – no attribution required.



Over 3.5K social shares and counting isn't too bad. Plus, it led to a ton of links pointing back to his site, ensuring that his site, bootstrapbay.com, not only ranked high on Google for stock photo searches, but also for many other searches that were related more directly to his business.

Still intimidated by the thought of writing an A+ post?

For some people, the thought of writing a high quality post on any topic causes their stomach to tie itself into knots. Fear not! If you need some help getting started, contact us at theguide@talenteromedia.com and we will put you in touch with one of our writers who can explain how we can get ideas from your head onto the page without requiring you to even touch a keyboard.

3. Focus on getting back links to your site

Notice how we talking about getting back links and not getting social shares? While social media marketing will certainly provide an avenue to drive traffic to your site, this guide is focused on generating search traffic and search traffic depends on links. The only question is how to get them.

In the recruitment industry, some of the best opportunities are available by taking your content and turning it into a guest post. Essentially, you post your content on your blog but you also offer it to many of the online blogs and magazines that are recruitment-related.

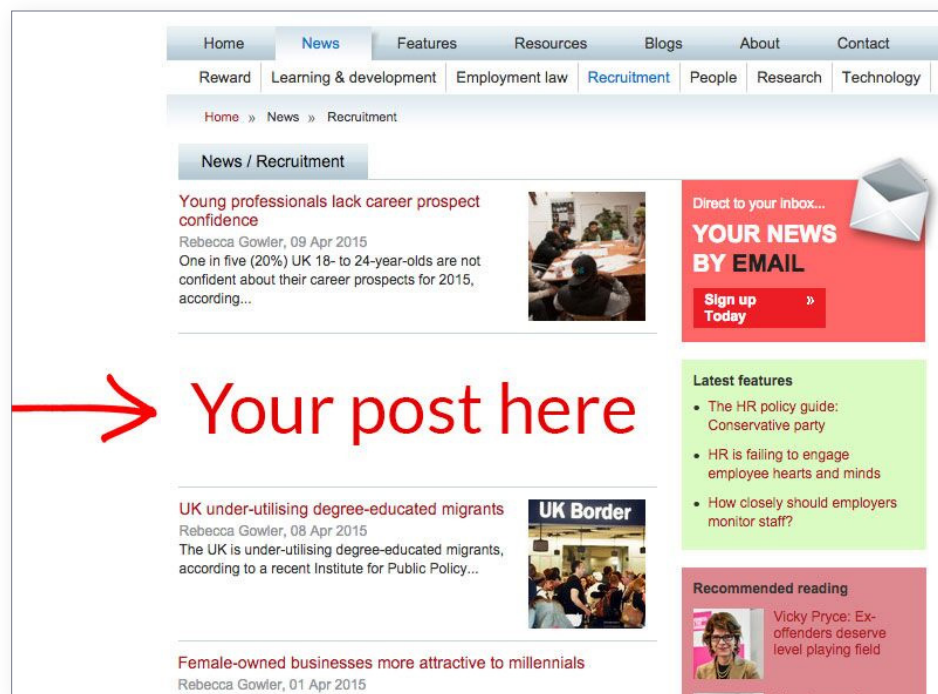


Note that some guest posts require that you only post the content on their site exclusively. If you think the link you will obtain for doing this is valuable enough, this is an option well worth considering.

Opportunities for guest posting

- onrec.com
- blog.hireart.com
- recruitingtrends.com
- blogging4jobs.com
- theundercoverrecruiter.com
- blog.tomigo.com
- recruitingdaily.com
- social-hire.com
- blog.eskill.com
- careerpivot.com
- sourcecon.com
- people2people.com.au
- monster.com
- hrmagazine.co.uk
- work4labs.com
- rec.uk.com
- talentculture.com

The key thing to remember is that you have something that they want: your awesome content. You are offering this to them in exchange for a link back to your site. Most magazines and blogs struggle to find decent content from freelancers that they are paying to create copy and here you are, offering them amazing content for free! So, if you are sending out solid emails to potential guest posters, you should have many people who are interested in what you're offering.



There are definitely some nuances to consider when sending out emails about guest posting so send us an email at theguide@talentheromedia.com if you want to chat about them and some other options you have to generate links.

4. Watch your rankings (and traffic!) climb

Your rankings should begin to climb as your new links pass their “Google juice” onto your site. You can track your rankings with many tools, but we would recommend SEMRush. We use it for many of our clients and we are very pleased with both the price and the functionality. And if you don't make it to number one for your search terms after a single post (or maybe you do, but you want even more traffic from other search terms), what do you do next? You start from step one of this guide with a new post and work through the process again. So if you're a recruitment agency that specializes in pharma and other life science positions, consider writing your second post about the life sciences industry and you can get another boost in your rankings. This is your area of specialty and where you are an expert. Your brain is full of potential topics. It may take a few runs at this for it to stick, but if you pursue this strategy diligently, there is no reason you can't dominate your niche.

STEP 2

**USE YOUR SITE TO SELL
YOUR RECRUITMENT
COMPANY'S BRAND**

You're on the front page of Google. Your traffic has increased significantly, so should the leads just start flowing in? We aren't quite there yet. Remember that whoever found you likely still knows nothing about you beyond the post they're reading that ranked on the first page of Google for their search query. While this is certainly an accomplishment and most certainly serves as an important "trust signal" in the minds of your visitor, it is typically not enough on its own to get a visitor to reach out to you so you can begin your sales process.

1. How you can use trust signals to build brand confidence

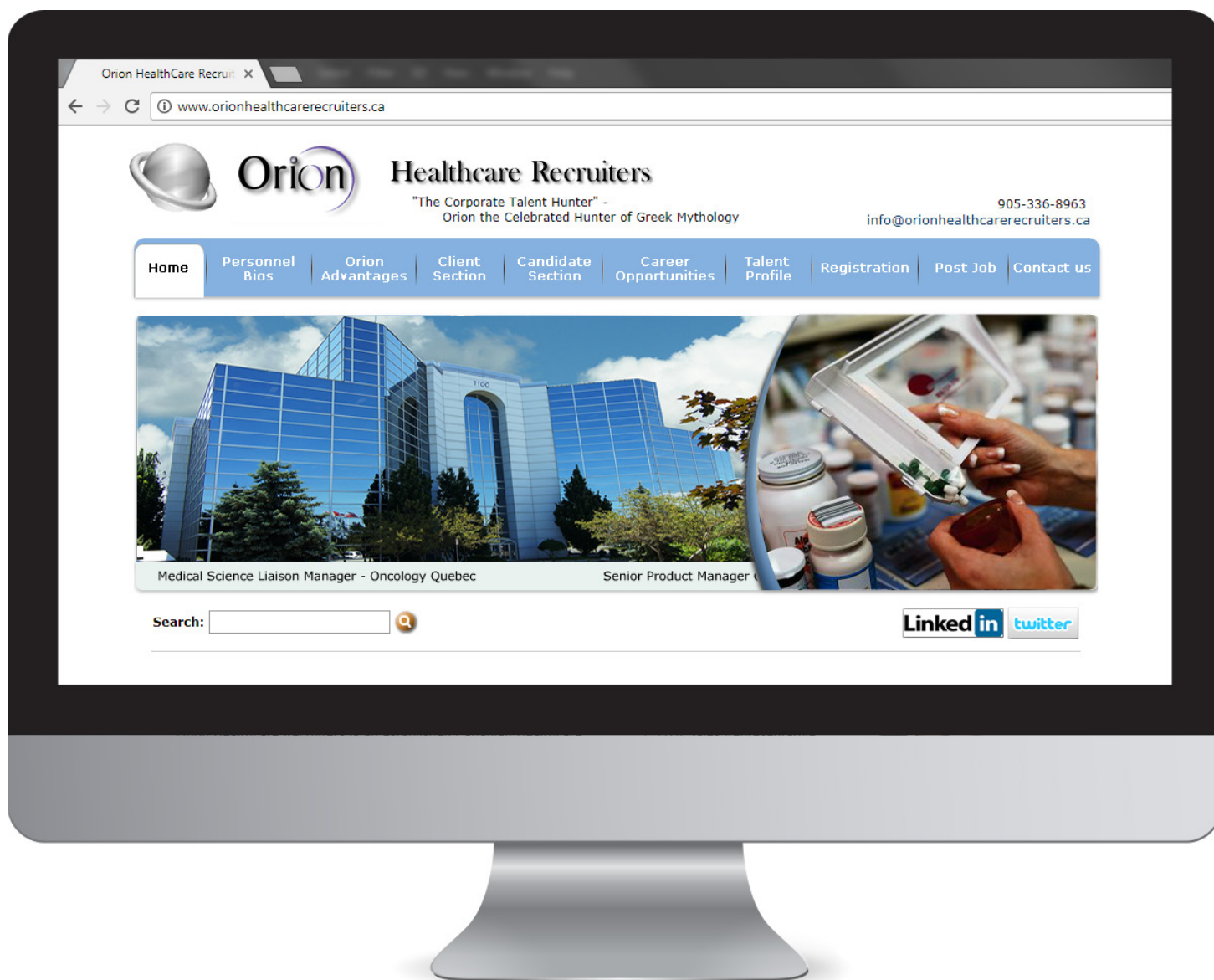
Before we continue, let's quickly discuss the term "trust signal". When a person comes to your site cold from a Google search, it is your mission as a marketer to build trust with your visitor as fast as possible. You want to use your site as a tool to get them to believe in your brand so that they reach out to you. Trust signals serve as the means of building trust and can come in various forms, each of which will be talked about in detail below.

Additionally, we want to offer value to the visitor as part of an overall strategy to convince them that they will receive value should they choose to do business with us. In addition to trust signals, we will discuss something else that is critical for every recruiter to have on their site in order to build value.

Trust signal 1 – A clear and beautiful site design

Let's return to our pharma recruitment example. Here is one of the results Google returns on their front page for the search term "pharma recruiting toronto". While we're not trying to pick on Orion Healthcare Recruiters (<http://www.orionhealthcarerecruiters.ca/>), they would be better served with a modern site. In a nutshell, the site looks like it is past its prime. It uses unrealistic stock photos on a rotating slider (the slider is not visible in this static screenshot). The logo in the top-left is rotating (which was a great design trend in 2003 but no longer works well). It

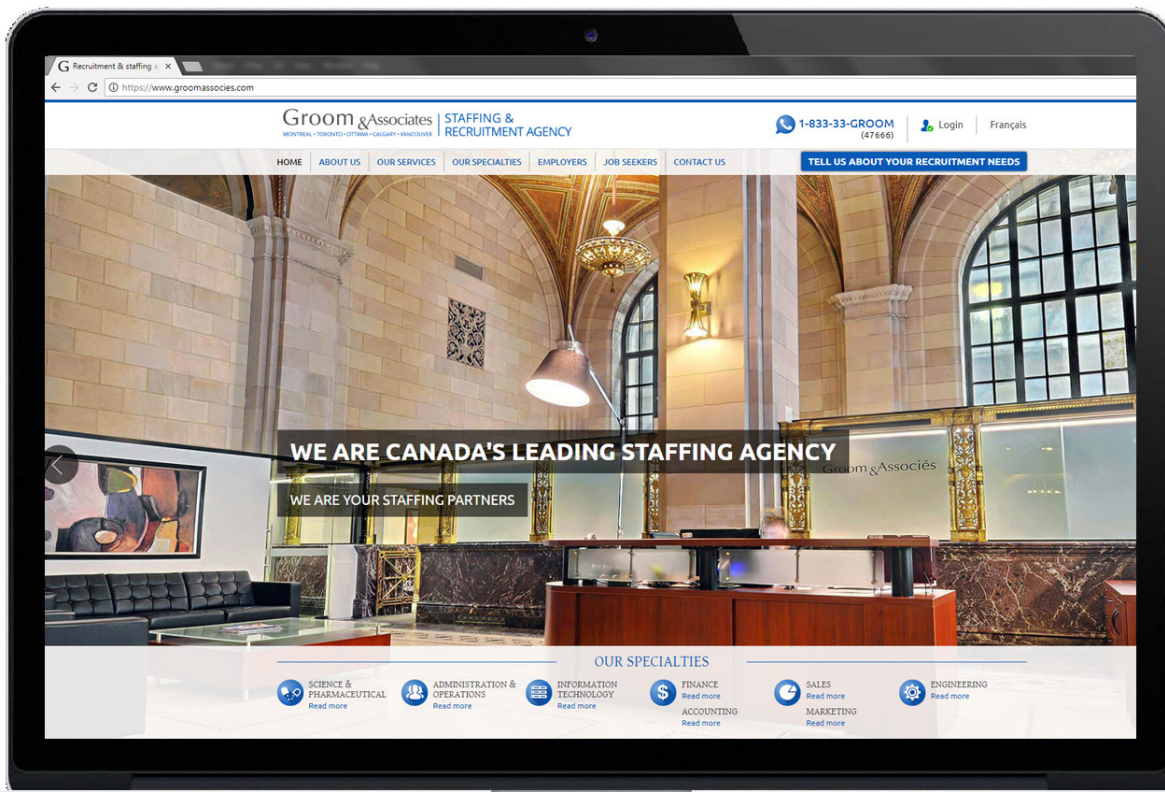
is not optimized for mobile devices and is actually broken on our iPad (even though mobile devices can account for up to 60% of your traffic). Overall, it just screams outdated.



Why does this matter? It matters because this is the first impression you are making and we all know that getting a second chance is rare. The average visitor takes about three seconds to decide whether they are going to stick around and explore your site and if you don't wow them from that first second, you aren't likely going to have the opportunity to show them anything else. Sites like these convey the impression that a company isn't firing on all cylinders - if they've dropped the ball on maintaining their website, you quickly begin to wonder where else they're off their game. It is these types of doubts that you cannot afford to immediately raise in your visitor's mind.

So what do you need to do? Make sure your visitors are coming to a clean and beautiful, modern and responsive website.

While there is no single way to make this happen, there are certainly a few things you want to include on your website, many of which are well-represented on the site of Groom & Associates (<http://www.groomassociates.com/>).

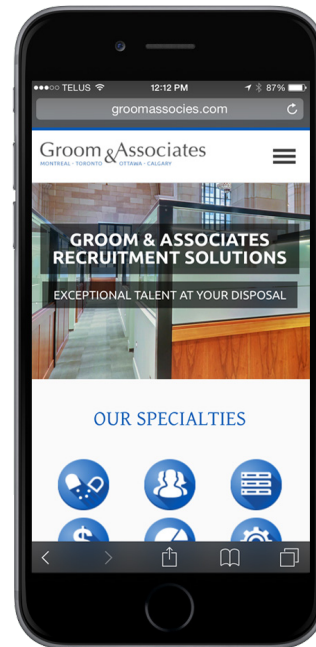




Note that we have no connection with this company and we are featuring them here solely because they have built a great-looking site and we want to give them credit.

They have an easy to follow navigation structure that allows both employers and job seekers to find what they're looking for quickly. They have great graphic design elements, including custom-designed icons that are used to represent their different specialties. They use fresh and exciting images to liven up the page.

Finally, the site looks great on mobile and responds beautifully to the smaller display size. If you were to find this site cold, your confidence in their brand would instantly increase because their site exudes the message that they are on top of their game.



Trust signal 2 - Clear and direct contact details and photos

This one seems a bit obvious but you would be surprised how many businesses bury the contact information of their employees, or in some cases, don't display it at all. While hiding your email from spam bots that crawl sites may seem like a legitimate reason to not have your employees' emails publicly available, the negative repercussion from seeming like you need to act as a gatekeeper for your employees far outweighs any potential benefits.

If we find a site and look through an Our Team page, we may ultimately

determine that we want to contact a specific manager rather than info@company.com. If that option is not available to us, we may choose to simply find someone who will speak to us directly. Furthermore, when you show potential clients the faces of the people who work on your team, you humanize your employees and encourage people to do business with you. Don't hide behind forms and general contact numbers. Make it easy to let people contact you!

Trust signal 3 - Testimonials

This is a tricky one since most testimonials suck. A testimonial that reads like your company's marketing copy will not add any value to your business since people will tend to discount them in the same way they discount any bragging you do about yourself. So how do you get testimonials that don't suck? There actually is one simple trick. Get quantitative! Instead of asking your customers to simply write a testimonial, ask them for one or two quantitative ways in which you helped them. Take those quantitative benefits, use them to write a testimonial on behalf of the client and get the client to sign off on the final language. You will instantly have testimonials that sell.

Let's examine a hypothetical using both the standard and quantitative approaches. With the standard approach, you get a testimonial that reads as follows: "I loved working with the team at Recruiter X. They always go the extra mile to answer my questions quickly and find the perfect candidate for my team. I can't recommend them enough."

With the quantitative approach, the customer tells you that the fact that you consistently find them a list of five solid candidates in under a month is why they keep coming back. With that information, you write the following testimonial: "I keep coming back to Recruiter X because they consistently provide me with five solid candidates within 30 days. This sets them apart from the other firms I've used and demonstrates their true value."

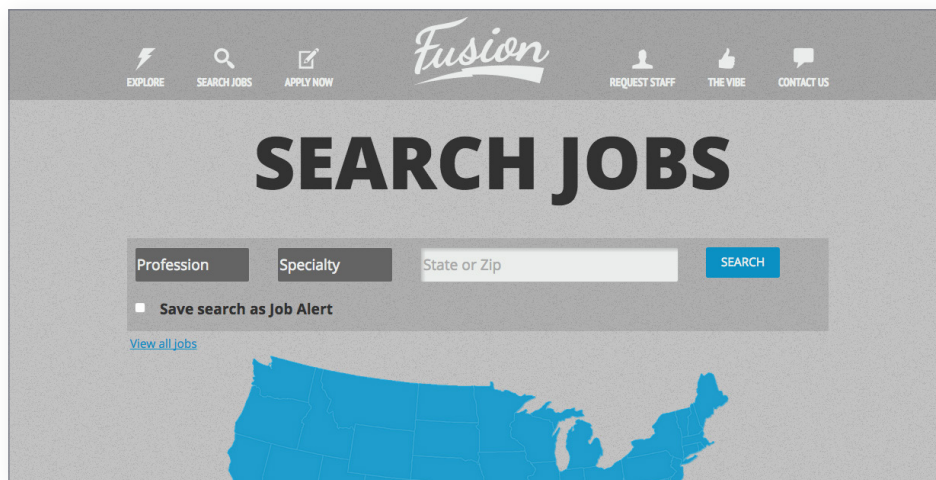
See the difference? With just a small tweak to how you ask for customer feedback, you have access to a testimonial that sells and will increase the trust that is built with visitors to your site

Trust signal 4 – Well-written and up-to-date content

There is nothing that breaks trust like visiting a site riddled with grammar and spelling errors. When you don't pay attention to the details on your site, it sends the message that you probably don't pay attention to detail elsewhere. Clearly, that is not the message you want to convey. Furthermore, you send a similar message when your site's content is out-of-date. If you want to blog as part of your marketing strategy (a topic that could be covered in an entirely separate guide), you should definitely do it but don't let your blog languish. When we come to a site and see that a blog hasn't been updated in six months, we're not sure how we can expect we will receive timely attention when it comes to our own needs as a customer. If you're not paying attention to something as visible as your blog, why would we believe you'll pay attention to us? Some might argue that the connection between the two is tenuous but we can assure you it is not. Every trust signal plays a part in building a well-oiled lead-building machine designed to help inspire confidence in your brand. Therefore, you want to take every opportunity to demonstrate that you are always firing on all cylinders.

2. Include a job board with all your current open positions

If you followed the steps above, your site now exudes trust and confidence. What's next? You want people to interact with your site so that you can demonstrate the value you offer. The simplest way to do that is to make sure you have an optimized job board.



Offer value to job seekers: Make the application process as straightforward as possible

If you're a job seeker, what are you looking for? Obviously, it's a list of jobs. Despite this obvious fact, we are still amazed at the number of recruiters who choose to not have a publicly available job board. If you're very small and only have two jobs posted, it may make sense to omit the board. But assuming you've grown past that level, there is no reason to not offer job seekers what they want. In doing so, you encourage more candidates to apply and can therefore offer your clients a broader pool of people from which they can choose candidates for interviews.

Assuming you want to move forward with a job board (or already have one and want to ensure it is up to modern standards), make

sure you think carefully about designing one that has the features and functionality that are required to stay competitive.

Fusion Medical Staffing (<http://www.fusionmedstaff.com/jobs/>) does a great job of ensuring that people can filter by profession, specialty and region and quickly find a job that suits their interests. Furthermore, they offer the user the ability to save searches as job alerts so that the user is notified when new jobs are posted that meet their criteria. Finally, when a user finds a job to which she wants to apply, make the application process as straightforward as possible. Allow her to upload an existing resume or send a link to her LinkedIn page.

Offer value to employers: Demonstrate credibility

It's not just job seekers who benefit from a job board. It's your paying clients too! When you enable a job board on a site that has a significant volume of search traffic, your job instantly becomes visible to a much broader audience than would have otherwise found it. This increases the value you offer to your clients and encourages them to post more jobs with you.

Optimize your job board

Of course, many recruiters already have a job board on their site so this section could be construed as old news. For those people, we would strongly suggest that they ensure that their job board is optimized for SEO. That means that each job is hosted on a distinct page that can be crawled by the Google bot (yes, it's a real thing!) and indexed with a proper title and meta description (If that sounds like gibberish to you, shoot us an email at theguide@talentheromedia.com and we will explain further). Furthermore, you should also have pages for specific categories (profession/region/company) so that there are more pages that can be indexed for search. By following these steps, you can gain significant search traffic exposure. Imagine the benefit of showing up on the first page for a search query like "IT consultant job Toronto" with big players like Indeed and LinkedIn.

In addition to making sure your job board is optimized for Google, you will also want to make sure it is optimized for your work flow. A good job board application will allow you to post your jobs on your site and automatically have them transferred to all of the free and paid sites that you use to advertise your open positions. It will also automatically share new jobs on social media.

STEP 3

**START A DISCUSSION WITH
YOUR NEW LEADS WITH A
WHITE PAPER**

You have generated visitors to your site. These potential clients now believe in your brand. What's next? In a perfect world, they like what they see and simply reach out to you to start a conversation. Unfortunately, what's most likely is that they continue their research and if you're lucky, they reach out to you a few months down the road. If you're not lucky, they go with the person who their friend used in the past and you never even get a chance to speak with them. How can you avoid this tragic turn of events? Capture their contact info immediately!

Here's the hurdle with this step - people are very reluctant to give out their email address or phone number because they know that will begin a sales process that they may not enjoy. So what do you do? You need to offer something of tangible value to help break down this barrier. In other words, what you offer needs to outweigh their reluctance to give out their email.

So what is this "valuable thing" you can offer? From our experience, the most valuable item you can offer is a white paper. As a recruiter, this could include a summary of relevant job statistics for your market or a survey of your clients that provides insight into what they think about when hiring.

Once you've figured out the topic that will grab a potential customer's attention, you need to set up what is called a squeeze page. A squeeze page is named as such since it is designed to "squeeze" contact information from your visitor.

social triggerstm

How to Sell More, At Higher Prices, and Keep Customers Coming Back

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increasing
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In the example to the left, you will see that the company Social Triggers is offering a 5-part series designed to help increase online sales in exchange for your first name and email. They've managed to squeeze your contact information out of you by offering you something of value in return.

Once you obtain your lead's contact information, you're on your way, but you're not done yet. Your lead has your white paper but the discussion has just begun. Before we get into that, we wanted to offer a quick note on how to set up a squeeze page.

Setting up a squeeze page

First, you need to ensure that the link to the squeeze page is prominently featured on your site. Wherever you set it up, make sure that every single visitor to your site sees the offer of a whitepaper. You want to make sure that this offer is visible to everyone because it forms the core reason for getting people to your site. We've seen people bury the links to their squeeze page at the bottom of their site. Just remember that it does you no good if nobody sees it. As for how to set up this squeeze page, we would highly recommend LeadPages. They are the industry experts in designing templates that convert i.e., that get people to provide their email address at a high rate, are very reasonably priced and make it super easy for techy and non-techy people alike to integrate them into their site.

STEP 4

BUILD A RELATIONSHIP

You have a name and email address. Your lead has a white paper. What's next? In the best case scenario, your lead reads the white paper and decides you are the right person for the job. However, what often happens is that in order to seal the deal, you need to continue demonstrating the value you bring to the table. To do that, you need to set up an auto-responder marketing campaign. An auto-responder campaign is a series of useful emails that are automatically sent to a subscriber over a predetermined interval. Although an auto-responder campaign can be a bit challenging to set up, once you have it going, you will be able to deliver tons of new and valuable pieces of information straight to your lead's inbox in an automated fashion that reduces your workload

Auto – responder campaign options

- Aweber
- Campaign Monitor
- MailChimp
- ConstantContact
- InfusionSoft

So what should you be sending to your lead? You know that they liked the topic of your whitepaper (because they provided their contact information), so it makes sense to find more topics that are interesting to your leads and write about them. While they don't have to be the same length and involve the same level research as the white paper, they need to demonstrate to your lead that you know your industry, that you can keep sending them quality and relevant content, and are therefore the right person for the job. If you don't want to write original content, guess what? You're in luck! You can "evergreen" the content that you've already written to generate links (refer back to step one of this guide) and turn each of those posts into its own email. This cuts down significantly on the work you have to do and lets you get started quickly. Once you've sent your lead your entire content library (about five pieces of engaging content typically works), you can finally go in for the sale.

STEP 5

GO IN FOR THE SALE

If you've completed step four, you're nearing the finish line. It's time to go in for the sale.

You started your sales process over email so let's finish it over email. Now is the time to reach out to you lead with a personalized email and ask them if they want to set up a time to talk about their recruiting needs.

When writing your email, make sure you do your research on your potential clients and include as much relevant information as possible.

Here's a template to get you started:

Hi John,

Thanks for taking the time to read my series of emails and learn more about what we do at [Company X]. As the [job title] at [Company X], I'm guessing you probably could use some help with finding talented employees. [Insert relevant personal/company detail you found on LinkedIn /Google]. If you have a few minutes in the next couple of weeks, I'd love to chat with you about whether we can work together to help you with that goal.

Cheers,

[Your Name]

As a recruiter, you're likely persistent, so you know that this may not be the last step in your sales process. In addition to follow up emails, consider sending out additional emails in a second auto-responder campaign before reaching out again. It never hurts to build additional rapport with a potential client.

Next Steps

Now that you have completed this detailed and lengthy guide (you made it!), you're hopefully pumped to get started on your marketing campaign. If you want to talk about any of the steps contained within this guide, feel free to reach out to us at theguide@talentheromedia.com and we can discuss.

Thanks for reading!

Talent Hero Media