

Recruitment Industry Insights

How To Win New Clients Using Social Media

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Key Learnings From Today



- ❖ The Key Things To Focus On To Get Results
- ❖ How To Consistently Get Meetings Or Book Calls With Potential Clients
- ❖ Most Activities Can Be Delegated To Other Team Members Or Outsourced

Let's Firstly Try To Get An Understanding About Your Current Social Media Strategy



- ❖ Are you pursuing a strategy that has a low probability of success?
- ❖ Are you pursuing a strategy that has a high probability of success – but you're executing this poorly?
- ❖ ... Or do you have a good strategy and good execution, but just lack the confidence to fully invest in this?

To Help Diagnose Your Current Situation, We're Going To Estimate What % You Put Into The Following...



- ❖ Unique Content Creation
- ❖ Curation of Content
- ❖ Posting
- ❖ Growing Your Accounts
- ❖ Engaging
- ❖ Influencer Marketing
- ❖ Converting Your Audience
- ❖ Being Active in Groups

What % Do You Spend on Unique Content Creation?



- ❖ Writing Blogs
- ❖ Creating Videos
- ❖ Producing Downloadable Reports / PDFs
- ❖ Creating Images / Capturing Photos
- ❖ Doing Market Research / Generating Stats & Figures

What % Do You Spend on Curation of Content?



- ❖ Searching for good blog content / news reports
- ❖ Reviewing what competitors and influencers are sharing
- ❖ Researching good publications in your niche sector
- ❖ Google searching to find something to share!

What % Do You Spend on Posting?



- ❖ Manually posting content on social media
- ❖ Using scheduling tools like Buffer or Hootsuite
- ❖ Creating different posts for each social media site
- ❖ Manually uploading videos, creating polls, sharing PDFs

What % Do You Spend on Growing Your Accounts?



- ❖ Sending connection requests, following people
- ❖ Running adverts to encourage fan / follower growth
- ❖ Inviting people to like your page or join your group
- ❖ Optimising your profile pages

What % Do You Spend on Engaging with Others?



- ❖ Liking posts
- ❖ Commenting on posts
- ❖ Adding people to lists (Twitter lists, Sales Navigator lead lists, etc)
- ❖ Posting recommendations or endorsing skills
- ❖ Tagging people in your posts or comments

What % Do You Spend on Influencer Marketing?



- ❖ Researching who the influencers are in your market
- ❖ Sharing their content
- ❖ Tagging them in your posts
- ❖ Producing content that features multiple influencers

What % Do You Spend on Converting your Audience?



- ❖ Sending Direct Messages
- ❖ Including calls to action in posts
- ❖ Running polls to uncover needs
- ❖ Leaving voicemails
- ❖ Sending video messages
- ❖ Running lead generation adverts

What % Do You Spend on Being Active in Groups?



- ❖ Researching groups
- ❖ Joining groups
- ❖ Posting into groups
- ❖ Commenting in groups

So Give Yourself A Very Quick % Breakdown For Each Category



- ❖ Unique Content Creation
- ❖ Curation of Content
- ❖ Posting
- ❖ Growing Your Accounts
- ❖ Engaging
- ❖ Influencer Marketing
- ❖ Converting Your Audience
- ❖ Being Active in Groups

In The Early Days I Was Looking For Ways Social Media Could Be Systematised... and Results Be Replicated and Scaled



My Whole Approach To Social Media Was Shaped By The Discovery of a Twitter Marketing Tool (That No Longer Exists...)

The screenshot displays the 'PROSPECTS' section of the Social Hire tool. The interface includes a top navigation bar with 'Tony Restell', 'PROSPECTS', 'REPORTS', and 'LEAD EXPORT'. Below this is a filter bar showing 'DISCOVERED (13,263)' and 'APPROVED (17,633)'. The main area is a grid of four columns, each containing a user profile and a tweet. Each profile has 'APPROVE' and 'DECLINE' buttons. The first column shows a profile for Katie Moore and a tweet from Jibe. The second column shows a profile for Andrea Whiting and a tweet from Andrea Whiting. The third column shows a profile for TheCompConsult and a tweet from Emma Roseberg. The fourth column shows a profile for Mark Davenport and a tweet from Mark Davenport. The tweets contain various links and hashtags related to recruiting and employer branding.

PROSPECTS | REPORTS | LEAD EXPORT

Support | Help | Settings

DISCOVERED (13,263) | Edit Criteria | APPROVED (17,633) | Edit Automation | Leads who followed you: 4036 | Leads who responded to direct message: 1064 | Upload List

APPROVE	DECLINE
Katie Moore @shotsofkate Columbus, Ohio, United States Mother, wife, traveler, & life-long learner. Opinions=my own. Recruiting nerd.	Andrea Whiting @andreawhiting San Francisco, California, United Sta... Brand Strategist, Tech Recruiter, ... startups, wanderlust, and california mischief.
TheCompConsult @TheCompConsult Los Angeles, California, United States Consulting, Executive Compensation, Corporate Governance, HR, Management, Finance, Energy, Technology, Economics, Regulation,	Mark Davenport @AMDavenport50 Denver, Colorado, United States Husband, Father, Brother, Son, Recruiter, All around fun loving human !

jibe Jibe @jibe Retweeted by Katie Moore
The Right #EmployerBranding Attracts The Right Candidates
hubs.ly/H04mZ1J0 via @HRZone #recruiting #HRblogs
https://t.co/Ld0vWpM1JM
Thu Sep 15 2016

Andrea Whiting @andreawhiting
OMG WHAT IS GOING ON @LinkedIn Y U MAKE MONDAY SO HARD? #recruiting #help #allislost
Mon Sep 19 2016

Emma Roseberg @EmmaRoseberg Retweeted by TheCompConsult
What Hiring Managers Really Ask When They Call Your References: bit.ly/2cTP1W4 #hr https://t.co/ME2pnm3PKL
Mon Sep 19 2016

Mark Davenport @AMDavenport50
Note to job seekers: I get many resumes! Arrogance and entitlement will not get you an interview. Be confident but humble. #recruiting
Fri Feb 12 2016

Which Turned Our Twitter Marketing Into Something I Could Delegate and Scale...

The image displays two overlapping panels from the Social Hire application. The 'Automated Workflow' panel on the left shows a configuration for actions triggered by prospect approvals and follow-backs, including a Direct Message A/B testing feature. The 'LEAD EXPORT' panel on the right shows a list of leads with columns for 'APPROVE' and 'DECLINE', displaying user profiles and tweets.

Automated Workflow

When I **approve** a prospect, automatically...

- ☒ Follow them on Twitter (within 1 hr.)
- ☐ Add them to a Twitter list after following
- ☒ Like their Tweet 24 hrs later

When the prospect **follows back**, automatically...

- ☒ Send a Direct Message 1 hr. later

Direct Message A/B Testing

A: 50% | B: 50%

Template A ✕ | Template B ✕

Hi [First_Name], we have social media Q&A sessions coming up tailored to the recruitment sector if of interest?

LEAD EXPORT

Leads who followed you: 4036 | Leads who responded to direct message: 1064

APPROVE	DECLINE
 Andrea Whiting @andreawhiting San Francisco, California, United Sta... Brand Strategist, Tech Recruiter, ... startups, wanderlust, and california mischief.	 TheCompConsult @TheCompConsult Los Angeles, California, United States Consulting, Executive Compensation, Corporate Governance, HR, Management, Finance, Energy, Technology, Economics, Regulation,
 Emma Roseberg Retweeted by TheCompConsult @EmmaRoseberg What Hiring Managers Really Ask When They Call Your References https://t.co/ME2pnm3PKL Mon Sep 19 2016	

And Which Encouraged Us To Experiment With Testing To Discover What Messages Converted Best

Follow Backs

4,036

23% follow back rate

Direct Message Responses

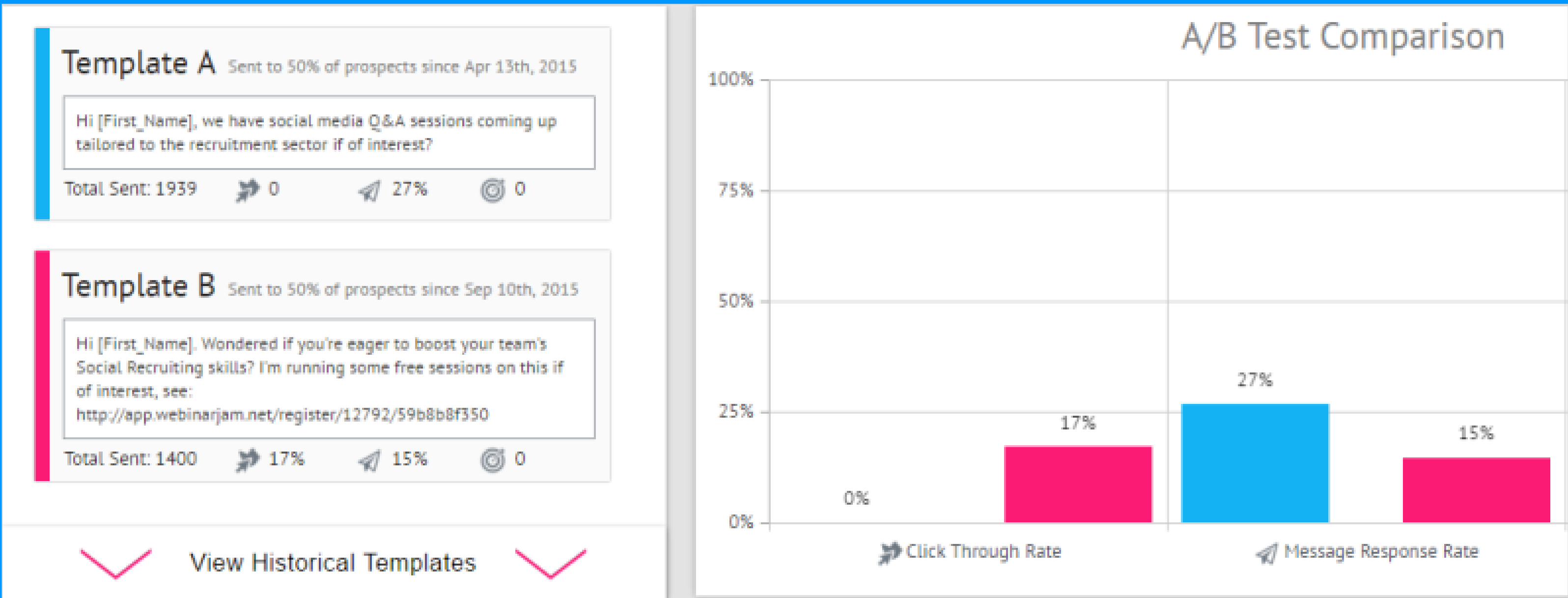
1,064

27% response rate

Link Clicks

299

17% click rate



The Contrast Between Twitter Strategies Was Stark!



- ❖ Tweet endlessly to try and build a following and spark some inbound enquiries

VS.

- ❖ Spend time completing the prospect identification steps (whilst tweeting less often) in order to generate consistent growth of our client audience and a predictable number of client leads

GROW | GAIN TRUST | CONVERT

- ❖ **Grow** – find ways to consistently and predictably grow your audience
- ❖ **Gain Trust** – become a trusted expert in the eyes of your ideal prospects, by sharing good insights and engaging with value-adding comments
- ❖ **Convert** – experiment with different ways to encourage your prospects to “take the next step” and properly enter your sales funnel

Most Recruitment Businesses Are Over-Invested in Branding / Gaining Trust – To The Detriment of Grow & Convert



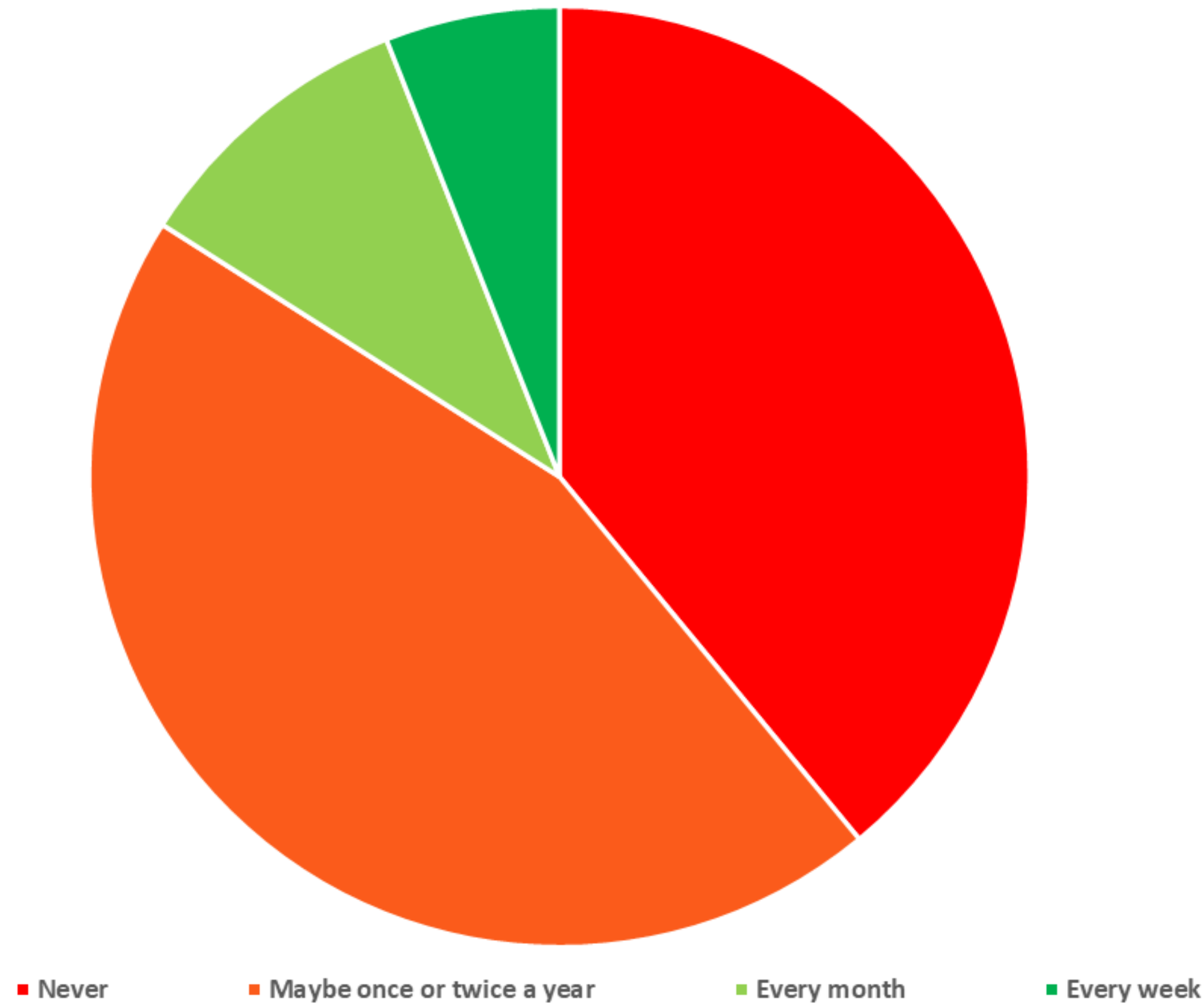
- ❖ Unique Content Creation (Gaining Trust)
- ❖ Curation of Content (Gaining Trust)
- ❖ Posting (Gaining Trust)
- ❖ Growing Your Accounts (Growth)
- ❖ Engaging (Gaining Trust & Minor Growth)
- ❖ Influencer Marketing (Gaining Trust & Minor Growth)
- ❖ Converting Your Audience (Convert)
- ❖ Being Active in Groups (Gaining Trust & Minor Convert)

GROW | GAIN TRUST | CONVERT

- ❖ **Grow** – Gain 500 new connections, fans & followers each quarter
- ❖ **Gain Trust** – Stay front of mind by sharing great insights and positioning yourself as an expert in your niche market(s)
- ❖ **Convert** – Through direct messaging and / or targeted advertising, get 5% - 15% to convert each quarter (ie. 25 to 75 calls booked each quarter)

“But Tony, Will People Not Just Convert If I Get My Posts To Reach Enough of the Right People?”

How often do you enquire about someone's services, ask for a call or buy something directly as a result of seeing something they've posted?



How To Consistently Get Meetings Or Book Calls With Potential Clients



- ❖ Turn Your Social Media Into A Numbers Game That You Can Track and Continuously Improve
- ❖ Have a Target For Growing Your Audience Each Quarter
- ❖ Have a Target For What % of Your Audience You'll "Convert" Each Quarter
- ❖ You Then Have Consistent Results

Ideas For Getting Meetings & Conversations



- ❖ Don't Try To Directly Get a Sales Meeting Or To Work On An Open Position You See They Have (They Are Bombarded With These Types of Messages Daily!)
- ❖ Instead Get Onto a 1-2-1 Call Where They Will Willingly Open Up About Their Hiring Challenges...
- ❖ People Are Very Receptive To Giving Their Expert Input For a Report / Blog; Being Video Interviewed Or Invited Onto a Podcast or Panel Discussion; Helping With Market Research

Question & Answer

PLUS: Get 50% off your first month of social media training using code: january50

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