

LEVEL UP

10 strategies to drive sales in a down economy

Brad Bialy
Director of Digital Marketing



Let's be honest...

2023 is off to a CHALLENGING start



3.147%
Unemployed

January 2023

“You gotta keep smiling
no matter how tough
things are getting.”

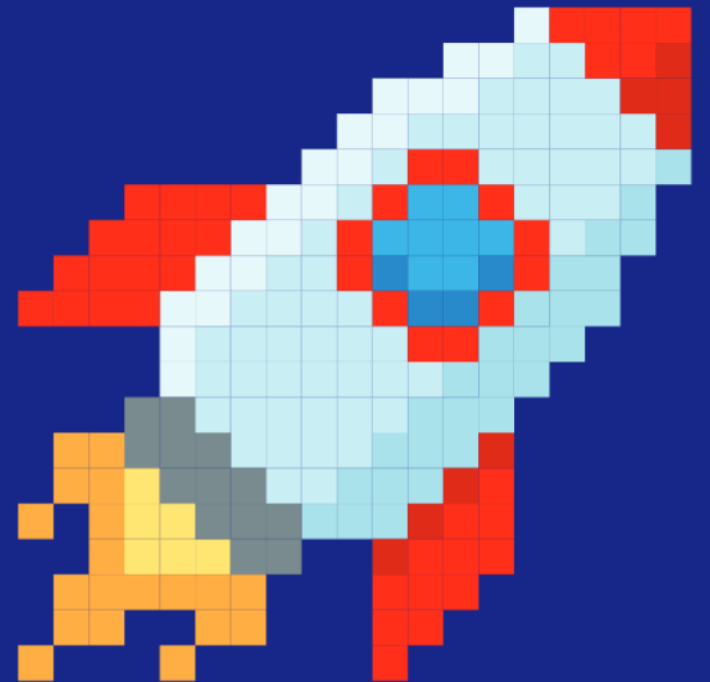


We can't approach 2023
the same as 2022 and
expect similar
BETTER results!



It's time we all...

LEVEL UP



LEVEL UP YOUR POSITIONING

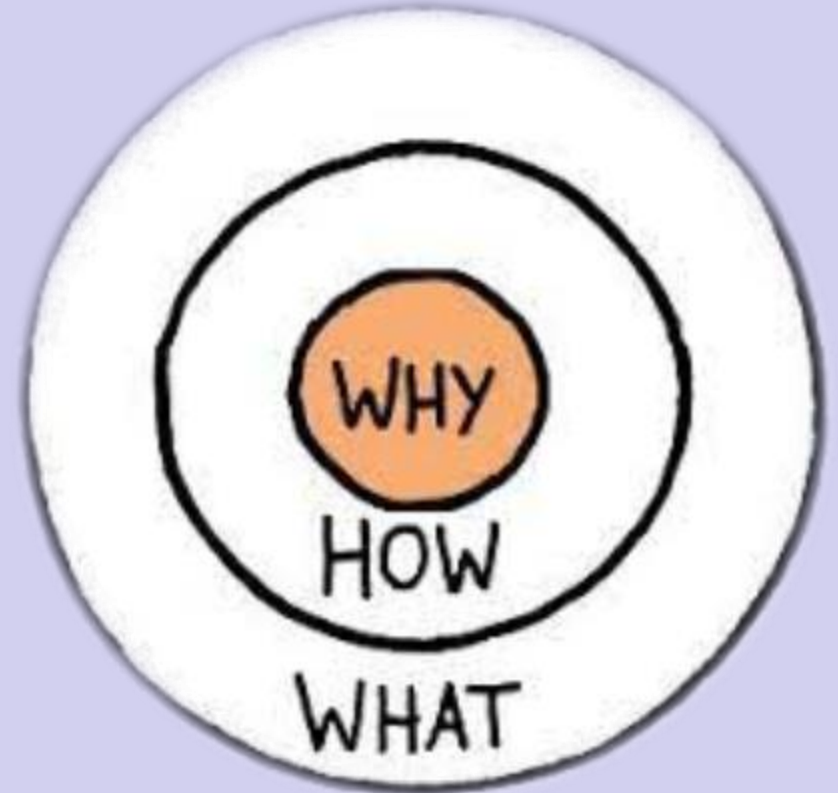
What makes you **UNIQUE**? Where would I find **YOU** in the grocery store?



LEVEL UP YOUR MESSAGING

People don't buy **WHAT** you do.

They buy **WHY** you do it

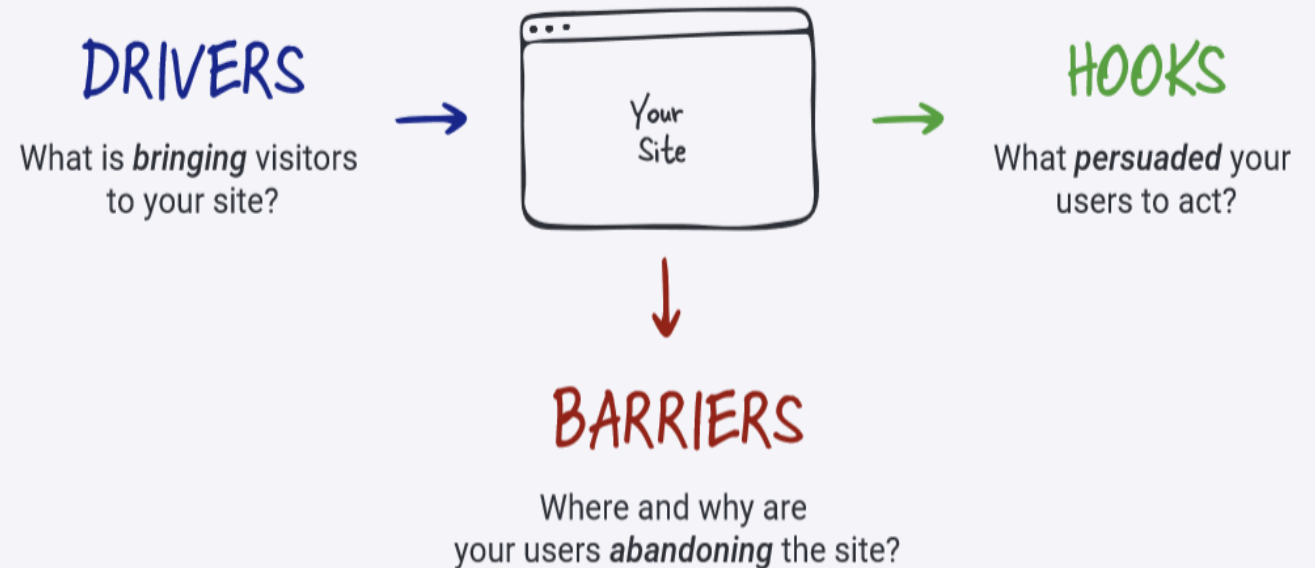




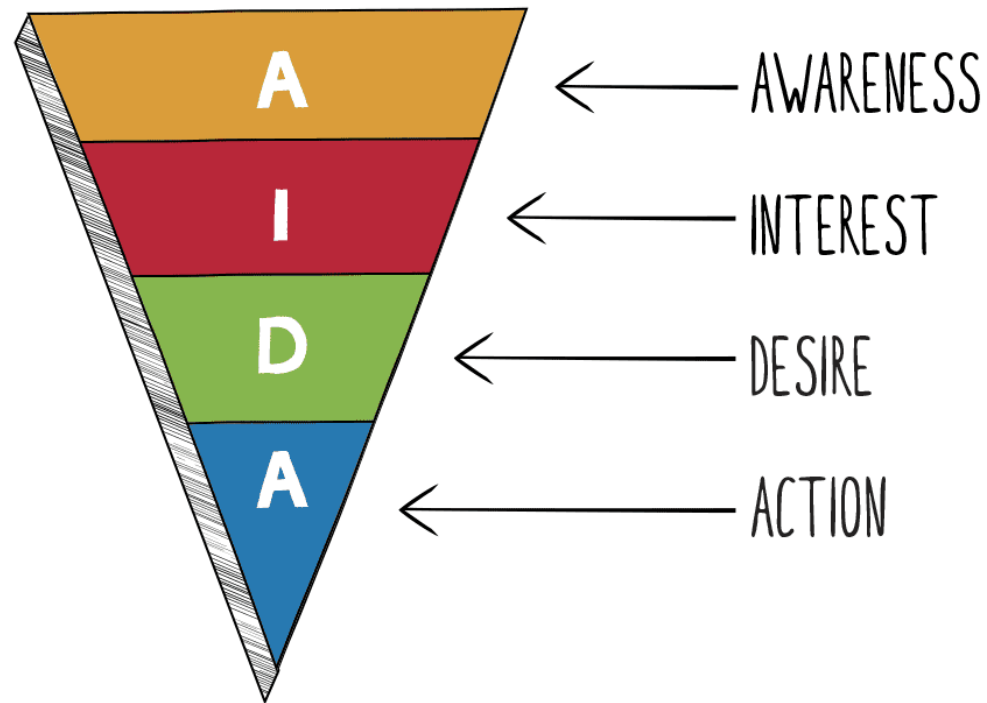
LEVEL UP YOUR WEBSITE

Your website should be **MORE** than an outdated brochure telling people **WHAT** you do

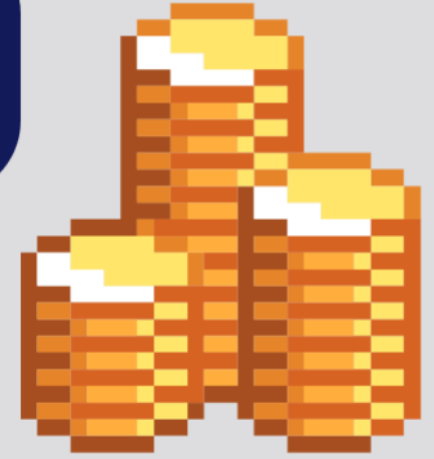
- Who's coming?
- Why are they coming?
- What can you offer?
- **Most Important:** How can you avoid losing them?



LEVEL UP YOUR SALES PROCESS



LEVEL UP YOUR SALES TOOLS



- Asynchronous selling
- Landing pages
- Marketing automation
- ATS automation



Haleymarketing.com/SmartAutomation

LEVEL UP LEAD GEN

Use **DIGITAL MARKETING** to sell

- **SEO:** Answer questions, long-form content, clear conversion path
- **PPC:** Targeted display ads, search ads, matched audience ads
- **Content marketing:** Educate, position, build authority
- **Social media:** Get found, network, company and team sharing

LEVEL UP LEAD GEN (Part 2)

Other People's Stages Referral Partnerships

- Influencers
- Partners
- Embedded referrals



LEVEL UP YOUR REPUTATION

Trust signals

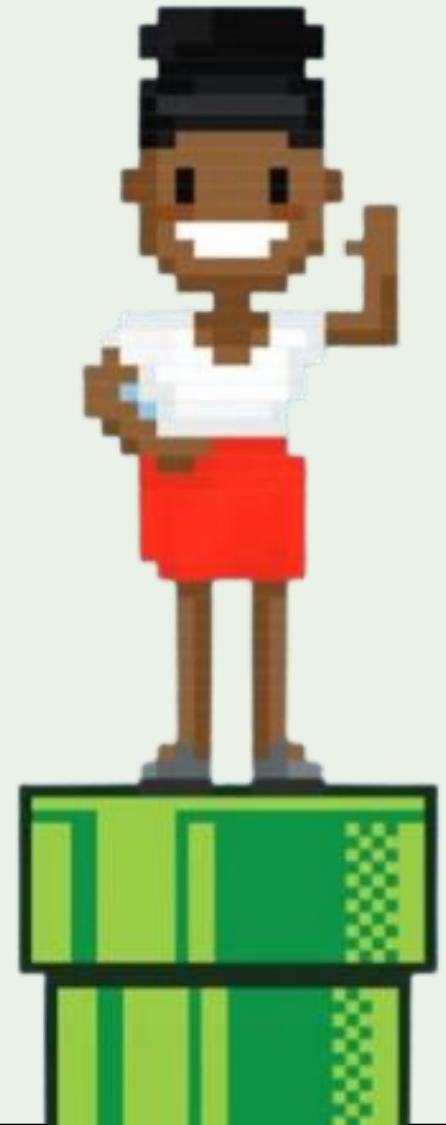
- Testimonials
- Reviews
- Awards



LEVEL UP NURTURING

Do more to keep your company top-of-mind

- Email
- SMS (texting)
- Automation
- PPC (retargeting, matched audience, geotargeting)



LEVEL UP RECRUITING

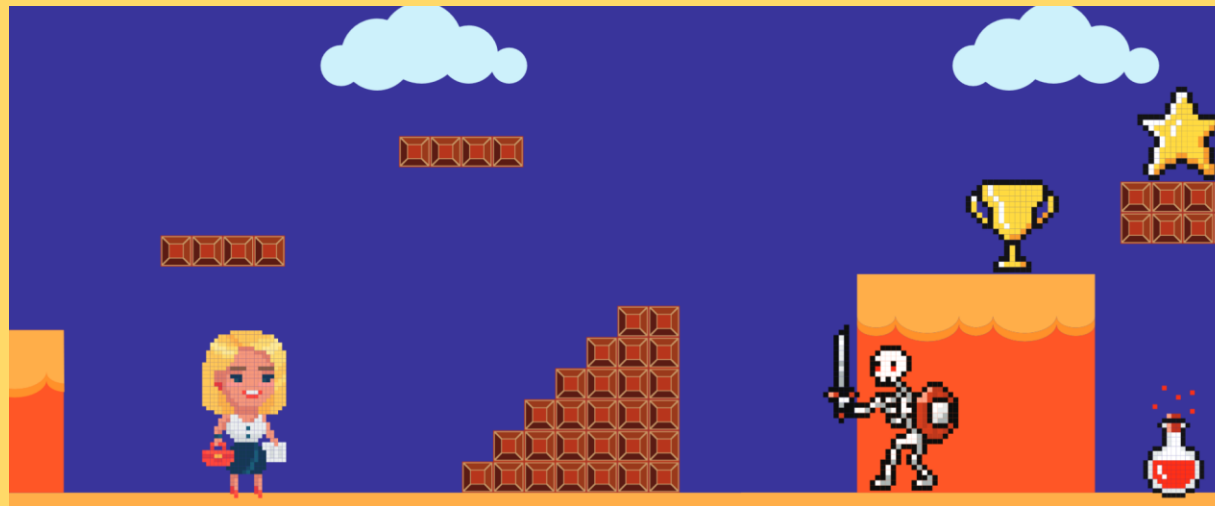
Master the 5 pillars of recruitment marketing

- Employment branding
- Career site
- Social recruiting
- Job advertising
- Recruitment automation



LEVEL UP YOUR MARKETING MIX

It's time to **LEVEL UP** and put it all together



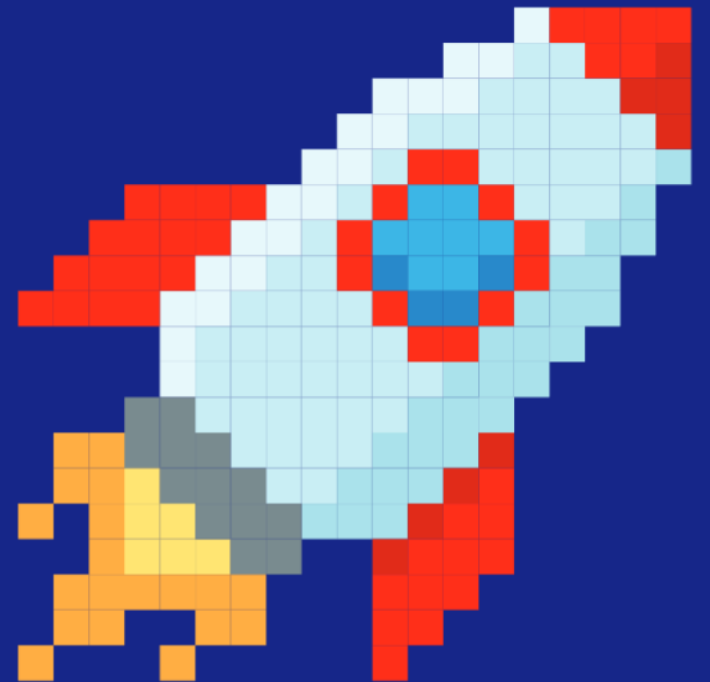
**SO, WHY DOES
ALL THIS MATTER?**

In The Great Recession (2009 – 2010), aggressive advertisers
obtained 4.5x market share gain versus competitors
who cut back marketing during the recession.



Are you ready to

LEVEL UP



The best time to take action
is **BEFORE** you need to take action!
Get started. Now.



Mistakes to Avoid

- Panicking
- Only focusing on cutting costs
- Cutting marketing
- Slashing prices
- Doing nothing and hoping things get better
- Jumping into a hot new market



FINAL THOUGHTS

When it comes to a recession,
CHOOSE NOT TO PARTICIPATE!



FREE STUFF AND MORE!

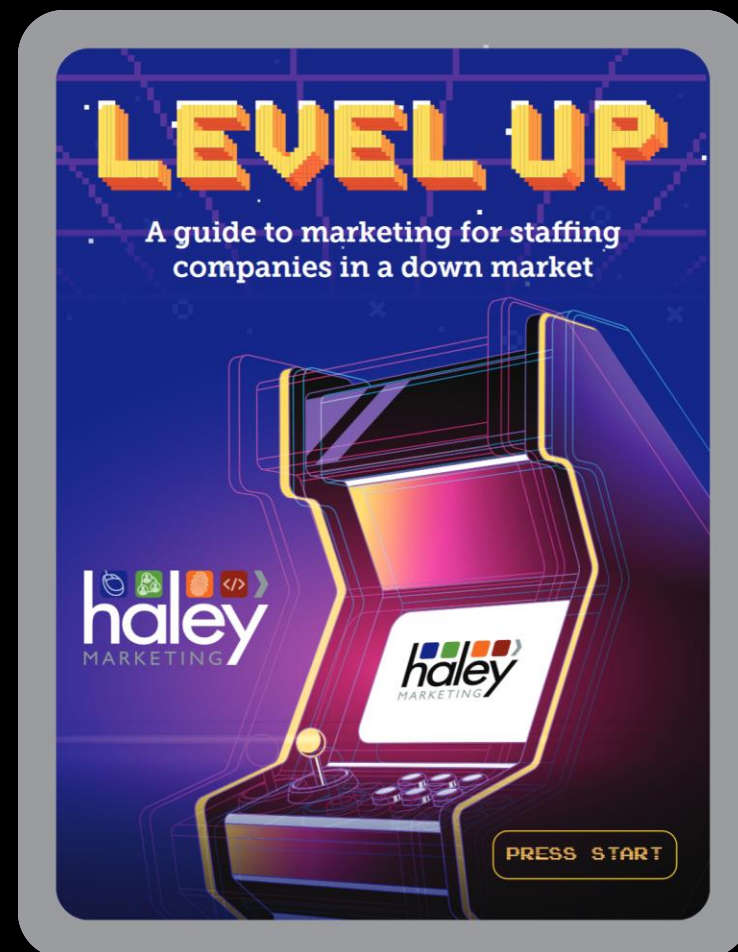
Special offers and free advice to help you LEVEL UP!





Get the eBook!

www.haleymarketing.com/TopEchelon



Secrets of Staffing Success

The LEADING podcast for the staffing and recruiting Industry with over 130,000 downloads



haleymarketing.com/digital-marketing-bundles

DIGITAL MARKETING BUNDLES



CRO Site Review

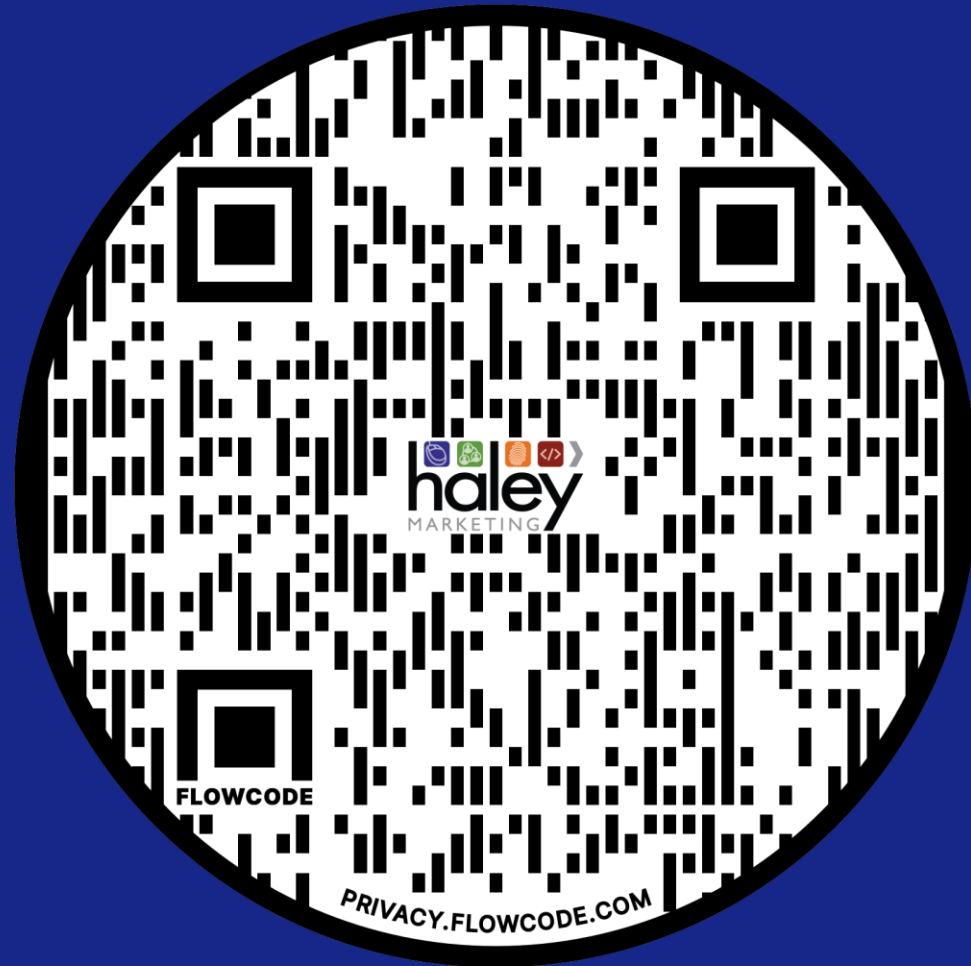
30-point review of your website



haleymarketing.com/web sitereview

Have 60 Seconds?

I'd LOVE Your Feedback!





Questions?

Need help with your 2023 marketing plans?

Reach out to our team today

1.888.696.2900 | info@haleymarketing.com

1.888.696.2900 | [@haleymarketing](https://www.haleymarketing.com) | [haleymarketing.com](https://www.haleymarketing.com)