

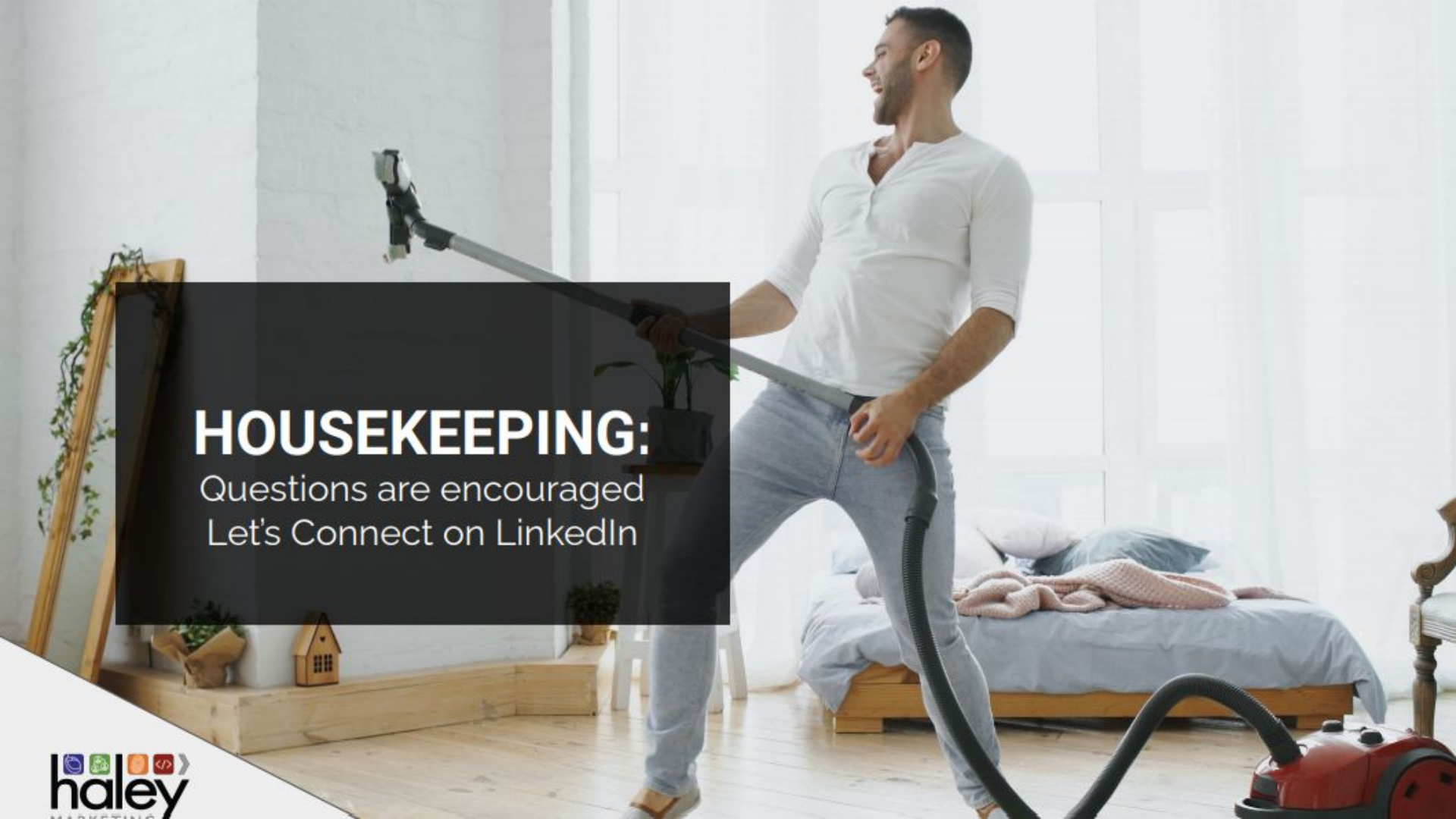
ROCK STAR MARKETING

What recruiters can learn from professional sports, entertainment,
and the largest online marketplaces.



Brad Bialy
Director of Digital Marketing
Halley Marketing Group



A man with a beard, wearing a white long-sleeved shirt and light blue jeans, is smiling while using a red stick vacuum cleaner in a bright, modern bedroom. The room features a bed with light blue bedding, a wooden headboard, and a large window with white curtains. A dark semi-transparent rectangle is overlaid on the left side of the image, containing white text.

HOUSEKEEPING:

Questions are encouraged
Let's Connect on LinkedIn





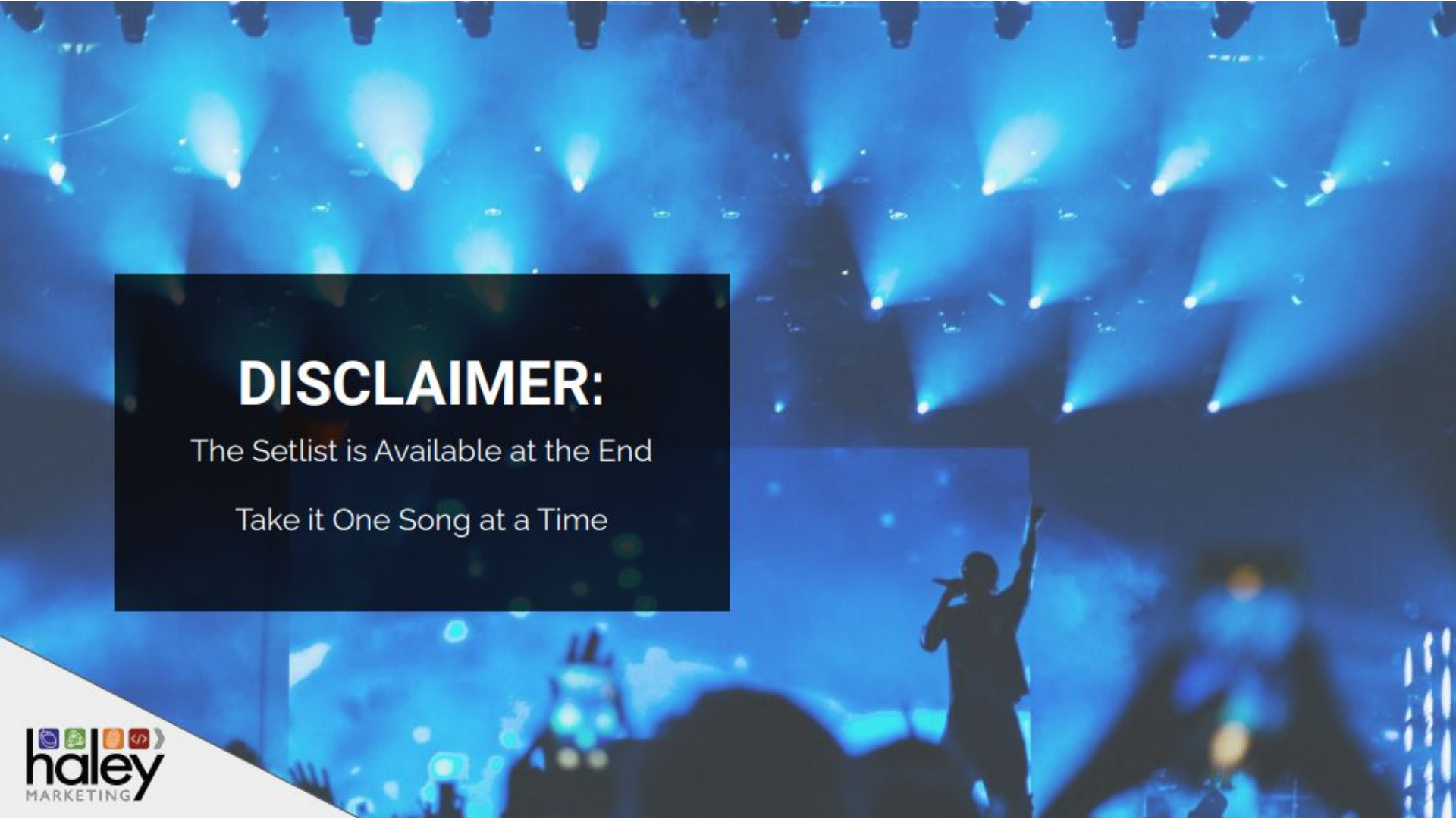
ROCK STAR MARKETING

What recruiters can learn from professional sports, entertainment,
and the largest online marketplaces.



Brad Bialy
Director of Digital Marketing
Haley Marketing Group



The background of the slide is a photograph of a concert stage. Numerous blue spotlights are directed downwards from the ceiling, creating a hazy, atmospheric effect. In the lower right foreground, the silhouette of a performer is visible, holding a microphone and raising one arm. The overall color palette is dominated by deep blues and blacks.

DISCLAIMER:

The Setlist is Available at the End

Take it One Song at a Time



Build an Audience



01

START WITH
WHY

LIKE
CAMPAIGN

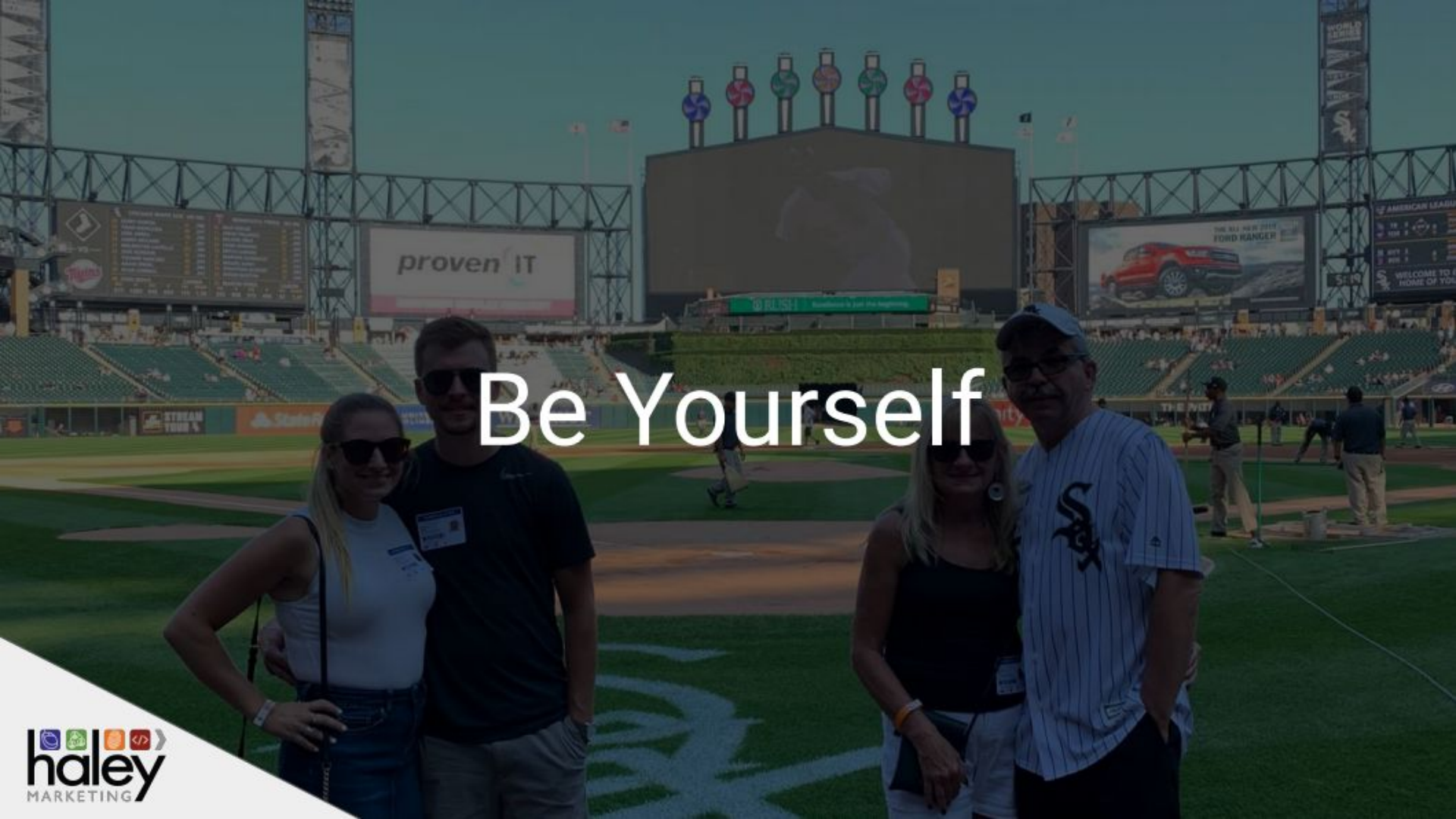
02

03

INTEGRATE SOCIAL
+ PRINT

PARTNER WITH
OTHERS

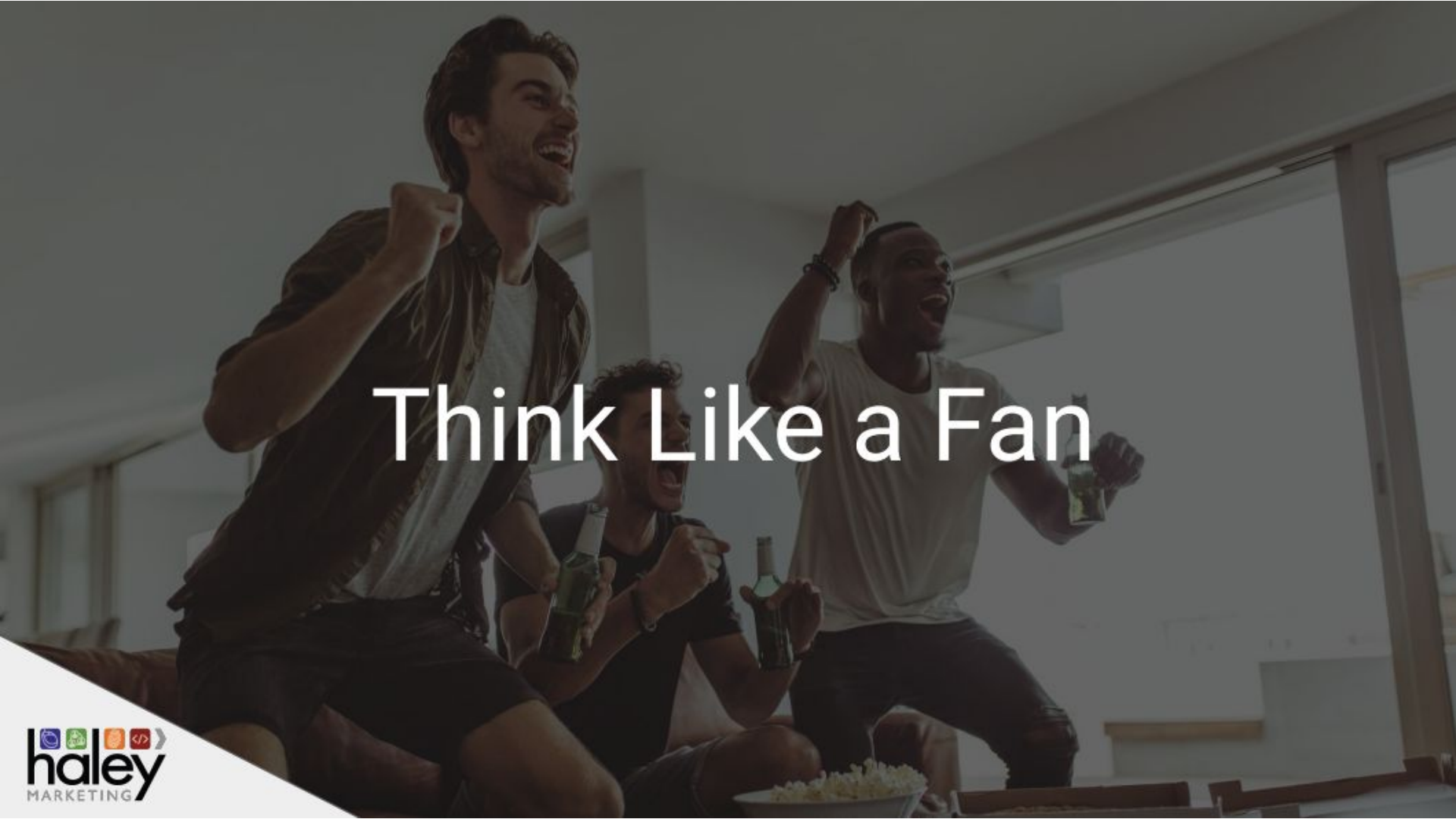
04



Be Yourself





A photograph of three young men in a modern living room, cheering enthusiastically. They are holding beer bottles and have their fists raised. In the foreground, there is a bowl of popcorn and a pizza box. The image is dimmed to allow the text to stand out.

Think Like a Fan

“Today’s
consumers crave
ACCESS.”



Brian Fanzo
Digital Futurist
@iSocialFanz

THINK LIKE A FAN

01

GO LIVE OR
POST EXCLUSIVE
CONTENT

02

PROVIDE
ACCESS

03

INTERVIEW YOUR
KEY PLAYERS

04

ASK FOR
SUGGESTIONS

Personalize Your Imagery

PERSONALIZE YOUR IMAGERY





“ How will Alexa and Google Home Assistant **transform** the staffing landscape? ”

- BRAD SMITH
DIRECTOR OF SEO & SOCIAL MEDIA

SECRETS OF STAFFING SUCCESS



“ Working at Haley Marketing for the past three years has been a great experience. There is always an opportunity to learn something new, and this has helped me grow professionally and personally. ”

Name: **Detria Eustathios**

Job Title: **HR Coordinator**

Why You Work for FoxHire:
I love how understanding everyone is. Everyone is willing to help and answer questions you have. It really feels like everyone genuinely cares about each other.

Fun Fact:
I have an instagram for books/reading (@dees_books). I started it over a year ago and have already read 81 books in 2020.

hire

Haley HITS:

**Hobbies
Interests
Talents**



GET TO KNOW WORLDBRIDGE PARTNERS



GARY BOZZA
Managing Partner

WORLD BRIDGE

FUN FACT FRIDAY

Name: **Breashia Lambert**

Job Title: **Staffing Supervisor**

Branch: **Little Rock**

Fun Fact:
I have a twin brother and we drive identical vehicles. Twins for life!

FirstStaff

Remarketing Like Amazon



INDOCHINO

Sponsored · 🌐

END OF SEASON SALE - Up To \$140 Off Past
Seasonal Suits And More. Quantities Limi... See More

**\$399 \$299**

End Of Season Sale On
Now

Helston Plain-Front White...

[Shop Now](#)

End Of S
Now

Tipton Gr



Amazon.com

Sponsored · 🌐

amazon

★★★★★



Ring Smart Lighting -
Spotlight, Battery-Powe...

amazon.com

[Shop Now](#)

G2OH

Sponsored · 🌐

Workout gear to inspire. To motivate. To achieve.

Orders ship in 2 business days from the Atlanta, GA region. Shop G2OH now.



Everything Hurts Tri-
Blend Hoodie

\$30.00

[Shop Now](#)

Fitness Buff Sleeveless
Tri-Blend Hoodie

\$30.00

[Shop Now](#)[Like](#)[Comment](#)[Share](#)

Active



Spectrum Staffing Services
Sponsored

Tired of your job? We have great positions that won't have you upset all day!



Find a Better Job Now.
We're hiring! Find a new job now.
JOBS.SPECTRUMSTAFFINGUSA.COM

Apply Now

Result: 133 Clicks

Active



Happy Faces Personnel Group
Sponsored

Find Your Happy Place with Us - Like Happy Faces today!



Happy Faces Personnel Group
Recruiter
1,959 people like this

Like Page

Result: 95 Page Likes

Active



Vector Technical Inc.
Sponsored

Are you a CNC Operator looking for something new?



Several Opportunities Available!
Immediate fill opportunities in Mentor, Painesville, Willoughby, Euclid!
JOBS.VECTORTECHNICALINC.COM

Learn More

Result: 392 Clicks

A woman with blonde hair is singing into a microphone. She is wearing a dark top and a watch on her left wrist. The background is a warm, golden-brown gradient.

Messaging That Fits



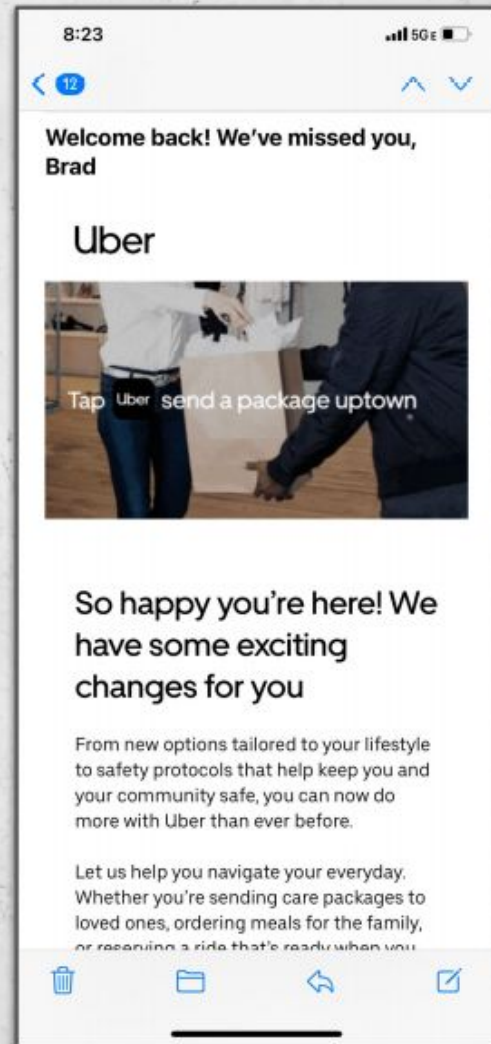
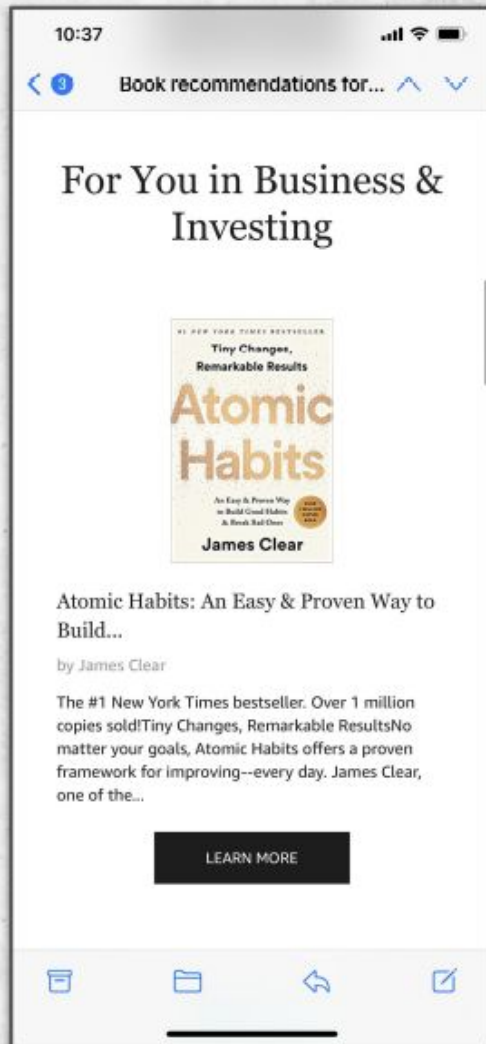
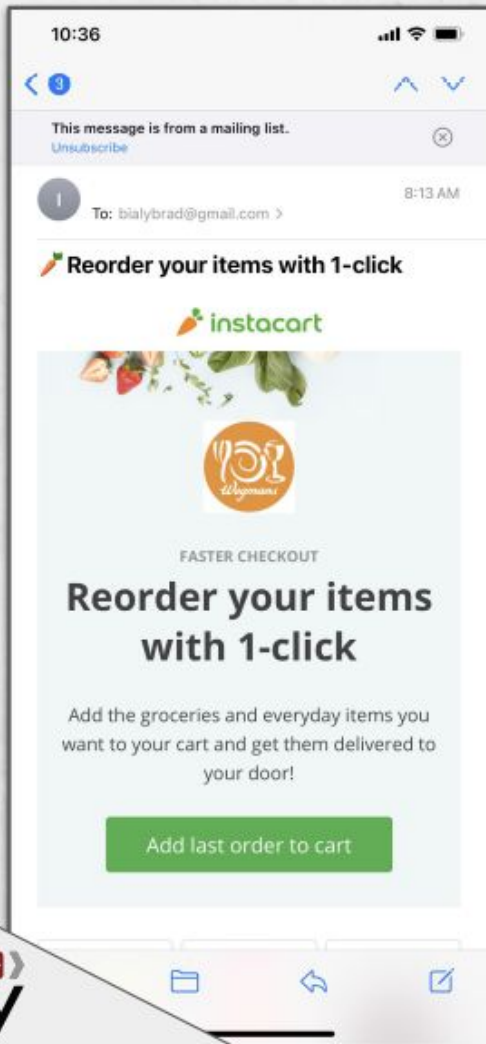


Staffing Messaging:
Striking a Balance Between Human
Readers and Algorithms



Positioning 101:
Make Your Company
Stand Out

Database Management





Listen First. Talk Second.

A man with a mustache, wearing a light-colored polo shirt, is leaning over a wooden workbench in a workshop. He has a distressed expression, with his right hand pressed against his forehead. On the workbench in front of him are various plumbing tools and parts, including a red-handled pipe wrench, a long metal braided hose, several O-rings and gaskets, and a metal pipe fitting. In the background, there are shelves with more tools and a large metal pipe structure. The scene is dimly lit, with a dark overlay across the entire image.

Solve the Problem

Content Sprint



Lil Wayne

16 Studio Albums

3 Compilation Albums

5 EPs

28 Mixtapes

280 Songs

11 Number 1 Singles



The Beatles

213 Songs

188 Originals + 25 Covers

20 Number 1 Singles



Do More Than Sell Tickets

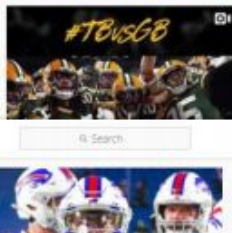
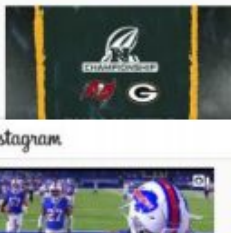
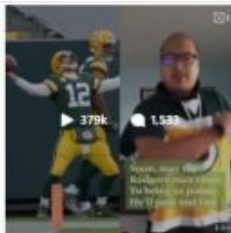
DO MORE THAN SELL TICKETS

Instagram

Search

Log In

Sign Up



Instagram

Search

Log In

Sign Up



Instagram

Search

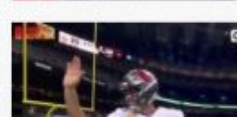
Log In

Sign Up

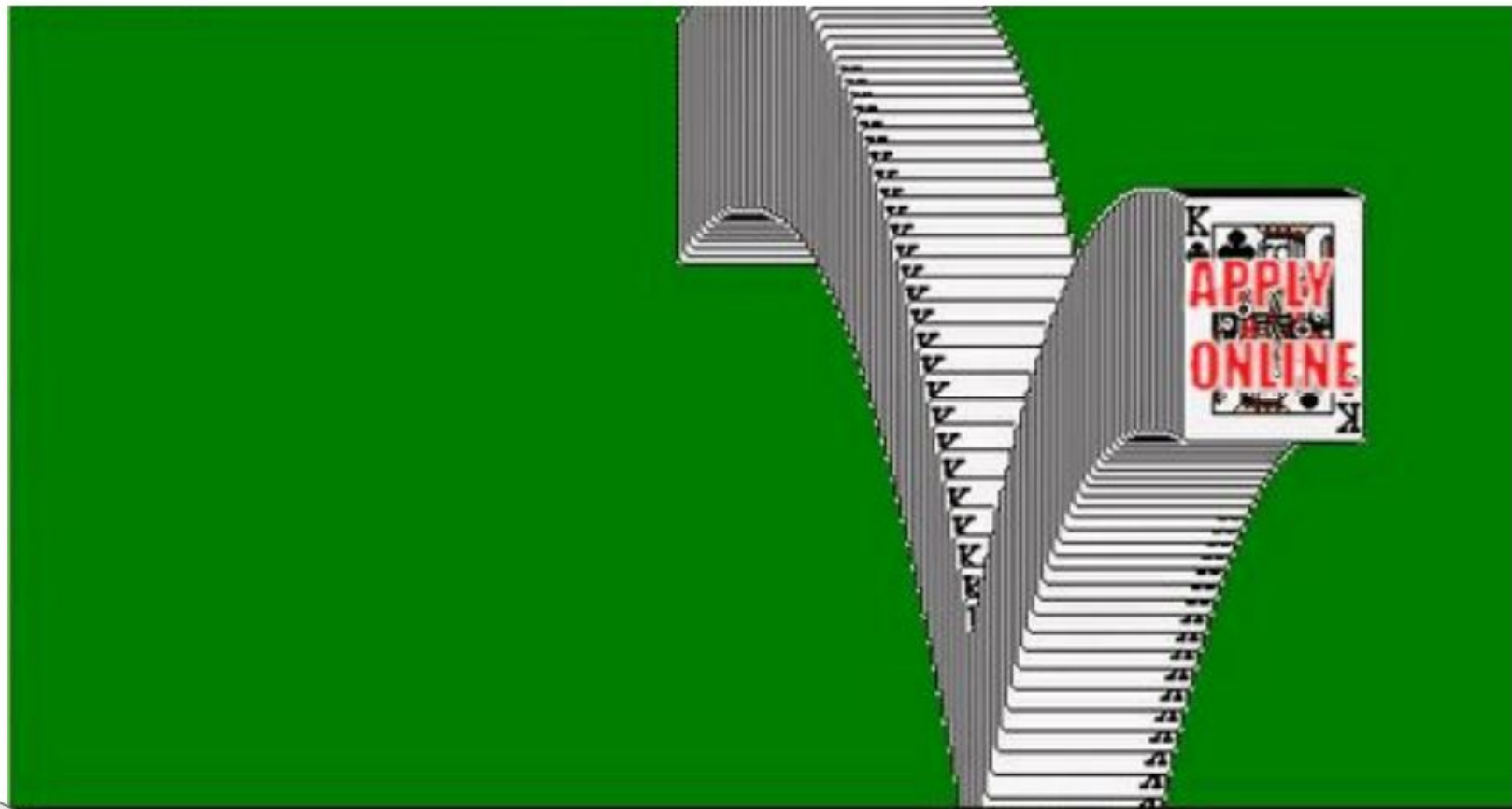


Instagram

Search



DO MORE THAN SELL TICKETS



THE SETLIST

Build an Audience

Be Yourself

Think Like a Fan

Personalize Your Imagery

Remarketing Like Amazon

Messaging that Fits

Database Management

Listen First. Talk Second.

Solve the Problem

Content Sprint

Do More Than Sell Tickets

Have 60 Seconds?

I'd LOVE Your Feedback!





SECRETS OF STAFFING SUCCESS



Let's Chat!

Brad Bialy

bmb@haleymarketing.com

888-696-2900