

## Marketing for Results

***Presenter: Craig Silverman – Vice President, Albin Engineering***

Craig Silverman recently joined Albin Engineering, an innovative technology services and staffing solutions provider, in Santa Clara, CA as Partner and Vice President of Sales & Marketing. Prior to joining Albin Engineering, Craig was the EVP, Sales & Marketing for HireAbility.com from where he built a new model for the recruiting industry by banding together a social network of independent recruiters and staffing agencies. Craig's professional sales and sales management career spans 19 years. Craig is considered to be an expert on the job market, staffing industry & recruiting trends, leadership, and sales management. He is a frequent keynote speaker and has been often quoted by the press in publications such as The Wall Street Journal, USA Today, San Francisco Chronicle, and Staffing Industry Report.

### **About This Segment**

In Craig's presentation, "Marketing for Results", he'll show you the spectrum of marketing best-practices, ideas and online solutions to build your brand and better market you and your business. Topics include using Google, Blogs, your website, PR, social media and much more.

### **Meeting: "Marketing for Results" by Craig Silverman**

**If you are reviewing this episode with a team, watch the entire episode with no breaks. There is a suggested implementation strategy Guide at the end of this section. Discuss as a group and allow each individual to select the ONE specific approach that they are passionate about implementing. Follow up at next week's meeting and discuss successes and hold others accountable!**

### **GOOGLE SEARCH STRINGS:**

- Experiment with operators like those found in Mark Berger's NLE TV Episode
  - Check out Mark Berger's [Facilitation Guide Here](#)

### **BLOGGING:**

- Make a list of those areas in which you are an expert
  - Increase your Value as an Employee, Ways to Get Promoted, Counteroffers, Interviewing Tips, Cover Letter Techniques, Top Mistakes New Graduates Make, etc.
- Utilize the RSS Feed function  to help you broaden your reach. This helps you create one blog posting and through the RSS Feed have it linked to other media sites. twitterfeed is a great tool that Craig recommends.

**YOUR WEBSITE:**

- Evaluate your website – does it keep people wanting to come back for more? If not:
  - Enhance the “Careers Section” of your website
  - Feed your blog into your website, or use other newsfeeds and feed into site
  - Create a “Links & Resources” section that others have created that you can easily link to your site. Make sure your audience will bookmark your site as the one-stop-shop for all things career oriented.
  - Show your culture and be unique! Videos, photos, and bios are all great ideas.
  - Application Portal for incoming candidates. Refine your ‘auto-reply’ message to be a more accurate reflection of your relationship-oriented approach to your market.

**NEWSLETTER:**

- How are YOU PERSONALLY building your brand?
  - Create your distribution list by either compiling your current database, or purchasing a list
  - Create one for your client distribution list and one for candidate distribution list
  - Distribution Services: Constant Contact, boomerang, ExactTarget, or iContact are all possibilities
  - Include recent key placements, industry news, and upcoming trade announcements
  - Get creative! Remember that people enjoy reading enjoyable material – so don’t be so professional that you aren’t relatable!

**TRADE SHOWS:**

- Get out of the office. If this is face-to-face visits in their office, great. What are some other options? Trade shows!
  - Rent a booth and work the floor
  - Be a keynote speaker or roundtable speaker
  - Volunteer on an Expert Panel
  - Staff the Welcome Desk at no charge

**BUILD YOUR PERSONAL BRAND:**

- How are you being memorable to your marketplace? Are you doing anything that’s different than everyone else in your office? What are some unique ideas (that are still YOU) that would catch someone’s attention and leave a lasting impact?

**GET PUBLISHED:**

- Make a list of relevant industry publications, social sites, and any other areas in which you would like to possibly be considered for publication
- Schedule some time to call that list!
- Be willing to share! Not just with leads of others who could be published, but share your time and efforts to give back to the community. Not only will you be a part of a greater good, but you might build some good PR for your firm as well.

**CREATE CREATIVE POSTINGS:**

- How attractive is your title? Does it stand out? To what kind of candidate is it appealing?
- Talk about a day-in-the-life – not job requirements. This will entail you knowing some good insights about your clients – so if you don't know any – go back to the drawing board!

**GET CONNECTED:**

- Are you utilizing all of the tools and resources that your competition is utilizing? What is the one that you haven't explored yet, that you've always been wanting to?

**USE WEBINARS AND PODCASTS:**

- This is a great way to reach your candidates and clients. What would your candidates be interested in? What would your clients be interested in?
- Do a quick 30-minute Webinar once a month. You can record it and put it on your social networking site, your blog, or your company website.
- You'll have a captive audience of 10...or 100...or 1,000 viewers!

**IMPLEMENTATION STRATEGY:**

Reflect on the list above. Pick one, and only one, that you want to initially implement.

Which one? \_\_\_\_\_

Why do you think this one will have the most impact? \_\_\_\_\_

What is your first step and by when will you have this completed? \_\_\_\_\_

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Who is sitting next to you right now? \_\_\_\_\_ They are your new accountability partner. Fill them in now as to what you are going to do, by when, and how you'd like them to follow up with you to ensure implementation.