



5 MUST-HAVE TOOLS TO BOOST YOUR STAFFING FIRM'S LEAD GEN EFFORTS

A good lead generation program takes time and money. LinkedIn, Facebook, a blog, a robust sales team and additional funds for events are all areas of investment. From inbound marketing to new sales strategies, your company is always looking for low-cost, new ways to attract high-quality business leads. In today's world, it is a balance of finding the right strategies, both inbound and outbound to boost lead gen.

Here are five great tools you may not be using that can help you increase lead gen results:

1. LINKEDIN

You may use LinkedIn for recruiting, but it can also be great platform to generate sales leads. Build out your profile and start connecting with prospective clients at the companies you are targeting. Join or start your own industry-related groups to participate in the conversation on hot industry topics. You can also publish industry thought-leadership articles and blog posts on LinkedIn Pulse. This will help establish your authority in the industry and give you an edge over the competition.

[Ring IO](#) has some additional actionable tips on [using LinkedIn for sales](#). There are many great tips in this post that can help you maximize LinkedIn as a sales tool.

2. BLOGGING

Start your own blog and/or write for industry sites. The more you write about key topics related to your industry and what interests your target audience, the more chances you have to show up in relevant search results on Google, Bing, Yahoo, etc. Write about common pain points for customers, leverage client success stories, provide helpful resources and establish yourself as a thought leader.

By starting a blog, you can easily generate new leads through multiple avenues. Whether customers are finding your blog through search engines, social media or a peer, you have the flexibility and opportunity to enhance your authority and perception in the field as well as driving traffic and generating leads.

Want to learn more about building a business blog and some ideas to get started? Check Lantern Co's post on [10 ideas for recruitment on their blog](#).

3. EMAIL MARKETING

If used correctly, email defuses sales pressure and allows you to act more like a sales consultant. Send content that provides value and be a resource to your prospects. Don't send marketing emails too frequently though, you don't want to be a nuisance or have people unsubscribe. Email marketing can be used to find your ideal customers and nurture leads. Make sure you are using calls-to-action (CTAs) to

drive potential customers to your website and content. Build trust and loyalty through the messages you send and you will find yourself gaining more leads.

You may want to consider a marketing automation tool to help you monitor and manage leads as they progress through your pipeline. This will ensure you can track the progress of each prospective client – from the first time they interact with you all the way to customer. This can also help you identify trends in the types of email marketing campaigns that are bringing in more leads and converting.

For more on ways to increase revenue with inbound marketing in your staffing firm, [check out this blog post by LeadG2](#).

4. HOST EDUCATIONAL EVENTS

In their [blog post](#), Mamu Media suggests hosting an educational event as a way to increase staffing sales leads or sponsor an event with a local staffing association. This gives you an opportunity to share information and establish yourself as a thought leader in the industry. You could also sponsor an event with a local staffing association. This gives you an opportunity to have prominent placement in marketing materials and visibility across the event. Taking this one step further, you could host an event that provides cocktails and education for pre-approved staffing industry credits to attract senior leadership from staffing firm.

If you don't have the resources to hold an in-person event, try hosting an educational webinar on a hot industry topic. If you can find an expert speaker on the topic, you will be able to draw more people in. You can then use the recording in an email marketing campaign later on to as a part of your content strategy.

5. DEVELOP A CUSTOMER REFERRAL PROGRAM

Customer referrals are one of the most powerful sales tools. Identify your ideal clients and offer them something substantial if they make a referral that becomes a customer. The Wharton School of Business found that a referred customer is 18 percent more likely to stay with a company over time than the average customer.

For setting up a successful referral program give some thought to timing, benefits, tracking and saying thank you. Referrals are extremely valuable to your company, so you should make sure you have something of value to offer the referrer. Additionally, it's important to track and pay special attention to referrals. This could be a very profitable part of your business if done correctly. For more information, check out [Salesforce's article](#) with five great tips to get started with a customer referral program.

By implementing a few new tools and methods at your staffing agency, you will really start to see the results, boost lead gen and gain new customers. With a good balance of inbound and outbound sales and marketing strategies, you'll be able to establish yourself as a thought leader, set yourself apart from the competition and continuously see the growth from your efforts.