



FOR STAFFING
BRANDS,
EVERY DAY IS
PICTURE DAY.



Staffing Industry Marketing Specialists

A close-up, side-profile shot of a Black woman with long, dark braids. She is smiling and looking down at a dark-colored smartphone held in her hands. She is wearing a white button-down shirt with a small red and green floral pattern. A colorful, multi-colored braided bracelet is visible on her left wrist. The background is blurred, showing what appears to be an indoor setting with wooden chairs. A solid blue square is in the top right corner.

**YOUR BRAND IS
CONSTANTLY
BEING VIEWED
AND JUDGED.**

**So put it in the hands
of the experts.**



There's no substitute for staffing experience.

Jay Mattern, Villing+Company CEO and former CEO of The Peoplelink Group, spent 32 years in the staffing industry. Under his leadership, Peoplelink had a compound annual growth rate of nearly 12% and became the 35th largest staffing firm in the United States.

“In my experience, staffing companies spend considerable time, money and effort promoting their client-facing brand(s) and give little or no attention to their employment brand.”

“In order to capture the best talent, staffing firms must go beyond basic awareness and connect with the candidate so that he or she will want to directly approach the staffing company.”

“Our recruitment marketing programs are designed to get prospective candidates from being aware to taking action and making a connection with the firm.”

There's a staffing war on the horizon.

When the economy bounces back you had better be ready.

Once the flood gates open, everyone will be fighting over the available workers. So, now is the time to start marketing your brand to both prospective clients and staffing recruits. Simply put, you need to distinguish yourself from the competition and be top-of-mind when business picks up.

This is where Villing+Company can help. We're experts at developing unique messages that speak directly to the talent that staffing firms are seeking and we understand which avenues to take in order to deliver that message.

As a full-service agency, we have all of the tools and talent to help.

Our entire team is creative, strategic and service-focused. Plus, our depth, and breadth of experience means we know how to execute and problem-solve in real time. We've been a marketing force for over 38 years and we're poised to help you win the impending recruitment war.

“A message that speaks directly to the talent that staffing firms are seeking leads to more qualified candidates and a higher ratio of placements.”



Cookie-cutter doesn't cut it.

At Villing+Company we bring a fresh perspective and approach to marketing staffing firms. While other staffing marketing agencies sell off-the-shelf products, we develop original solutions tailored to your company and its brand. Why custom, you ask?

People hate fakes.

When a brand doesn't feel authentic and fails to connect on a real, human level, it suffers the consequences. Thus the reason for original, targeted marketing – exactly what Villing+Company brings to the table.

Uniqueness: Stand out in the crowd.

Many people on the outside looking in see staffing firms as a commodity. They don't understand how different they are. That's why having a distinct brand that stands out in the crowd is vital.

Every day is picture day for your brand.

It's easy to forget that candidate prospects and clients are constantly looking at your business and making decisions based on what they see and the impression your company is making.

When you partner with Villing, you can rest assured that your brand and its messages are going to resonate with clients and prospective candidates alike. Our proven methods will keep your company's name top-of-mind when decision time comes.

“Marketing to clients and prospective candidates gives your brand breadth and raises awareness even more.”



Full-service means great service.

Marketing Strategy

Strategic Planning for Corporate & Employment Brands

Long- & Short-Term Marketing Strategy Consulting

Brand Development

Brand Audit & Analysis

Brand Research & Positioning

Brand Messaging

Brand Refresh

Brand Identity & Design

Employment Branding

Audience-Specific Creative & Message Development

Candidate Sourcing/Recruitment & Advertising Management

Automated Job Posting & Fast-Track Candidate Sourcing, Screening & Selection via Rewired, a Villing+Company Strategic Partner

Digital Marketing

Digital Display Ads

Design & Placement Strategies
(Behavioral, Contextual, Demo/Geo, Affinity, Geofencing, Whitelisting, Retargeting)

Social Ads

Facebook, Instagram, LinkedIn, YouTube

Search Engine Optimization (SEO)

Pay-Per-Click/Search Engine Marketing (SEM)

Email Marketing

Media Planning & Buying

Traditional & Digital

Web Development

Websites & Maintenance

Website Audits

Microsites

Branded Landing Pages

Vanity URLs

Apps

Advertising & Collateral

Magazine & Newspaper

Billboards & Out-of-Home

TV & Radio

Direct Mail & Brochures

Presentation Materials

Folders & Sales Sheets

PowerPoint Templates

Content Marketing

Blog Programs

Newsletters

Articles/White Papers

Ghostwriting

Content Sourcing

Videos

Public Relations

News Releases – Digital & Traditional

Social Media Strategy & Execution

Event/Promotional Marketing

Trade Shows & Job Fair Materials

Booth Graphics

Sales Sheets/Handouts

Table Top Displays

Digital Geofencing

Signs/Banners

Pre- & Post-Event Communications





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