

Marketing your business to find loyal, motivated staff



Do you want the serial movers?

- ▶ They may fill a gap and get you out of a hole but what will they really bring to your business?
- ▶ Grumbles?
- ▶ Dissatisfaction?
- ▶ Will they unsettle other staff members?
- ▶ Will they provide the high standard of care and continuity to your clients?

Who is your ideal candidate? What do they 'look like'?

- ▶ Qualified? To what standard?
- ▶ Over 50?
- ▶ Over 40?
- ▶ Under 30?
- ▶ People looking for a career change?
- ▶ Moving to Suffolk for a life change?
- ▶ Returning to work people after a life change?

Once you've worked out the various sorts of people you want to attract make sure you know:-

- ▶ How you will find them and how they will find out about you
- ▶ Where do they go, what do they read, what do they look at?
- ▶ Where are they most likely to look for their next job move?
- ▶ What will make them move to you?
- ▶ Why will they choose your business over all the others?



Does this ring true to you?

- ▶ ‘There are more job roles available than good applicants to fill them.’












Where will your future employee look for their next role?

- ▶ Online job sites
- ▶ Online recruitment agencies vs Job Centre Plus
- ▶ Job boards
- ▶ Gumtree
- ▶ LinkedIn
- ▶ The local press??

How will you proactively promote to find new employees?

- ▶ Online advertising through local recruitment agencies and sites
- ▶ Articles and press releases in magazines and newspapers
- ▶ Advertisements in printed publications
- ▶ Signage and banners outside your premises/offices
- ▶ Talks and presentations
- ▶ Social Media with direct links to your website
- ▶ An incentive to your present staff
- ▶ E-shots and newsletters with a link to your website
- ▶ Exhibitions and career fairs
- ▶ Printed material
- ▶ Be the local 'go to' for radio and press re national changes in care

“Social Media” in a ~~nutshell~~ Donut

- 
- Twitter  I'm eating a #donut
 - Facebook  I like donuts
 -  This is where I eat donuts
 - Instagram  This is a vintage photo of my donut
 - YouTube  Here I am eating my donut
 - LinkedIn  My skills include eating donuts
 - Pinterest  Here's a recipe for making donuts
 - Last FM  Now listening to "Donuts"
 - Google+  I've joined a circle of donut-eating enthusiasts
 - Reddit  There's a conspiracy around donut eating

Source: Many

@stephendale

Collabor
n8w!

How does your brand and website stand out from all the rest?

- ▶ Logo - does it reflect your business?
- ▶ Website -is it user friendly and up to date?
- ▶ Does you website have a good 'about us' page?
- ▶ Pictures - make them personal not generic
- ▶ Job descriptions - are they available online?
- ▶ Applications forms - are these available on your website?
- ▶ How easy is send in an application? Online?
- ▶ Does your website give the right impression of your business?

***How good is your kerb
appeal?***

***If a prospective employee
drove past your care home or
office what would their first
impression be?***

...Make it a positive one



What is your Unique Selling Point?

- ▶ Why should people choose to work for you rather than the competition?
- ▶ What can you offer to meet their needs and sets you apart?

What is a marketing strategy?

- ▶ It provides realistic, measurable marketing goals that can be achieved. It provides razor sharp focus
- ▶ Who are your ideal potential staff?
- ▶ What do your target new employees want and need?

Marketing Plan

- ▶ Your marketing plan is all about delivering the detail and the actions
- ▶ How to reach your potential new staff
- ▶ Budget and timetable

Where to go from here

- ▶ **Free Bespoke Support** - Suffolk Brokerage provides via Menta FREE, bespoke, support and expertise in numerous business areas (including marketing, recruiting & retaining good staff) - speak with Suffolk Brokerage to arrange
- ▶ **Subsidised Masterclasses** - Menta holds half day masterclasses on a wide range of marketing and social media related subjects including marketing plans, email marketing, writing press releases, Twitter, Facebook, LinkedIn and understanding social media - go to www.menta.org.uk or email leanne@menta.org.uk
- ▶ **Free Specialist Support** - If you'd like to speak with someone who has the specialist knowledge you're missing or lack Menta introduces you to a local expert via its Expert Connections service (for ambitious businesses over three years old) - go to www.menta.org.uk or email leanne@menta.org.uk
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Support Continued

- ▶ **Business Advice** - One to one business advice meetings available with a Menta adviser
- ▶ **A Cost Effective Way to Achieve A Better Working Team with Clarity4D** - Menta are accredited trainers of Clarity4D. If you want to understand the people you work with or whom you employ, be able to maximise a high level of customer satisfaction by having a motivated, achieving team then Clarity4D may be what you're looking for. Contact Rosanne@menta.org.uk
- ▶ **£1000-£10,000 Grants for Suffolk Businesses** - Go to www.newangliagrowthhub.co.uk/

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