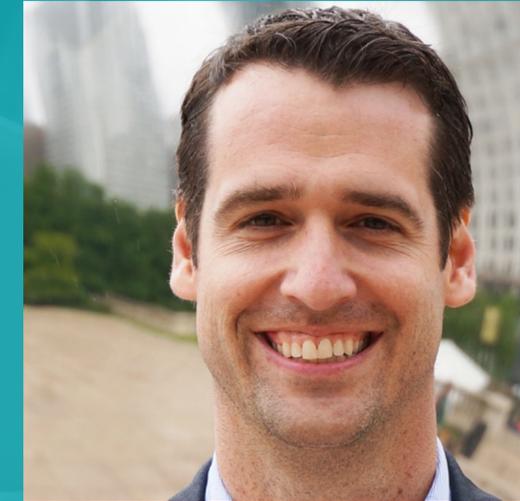




**Eric Gregg**  
CEO & Founder  
Inavero

# 360° Online Reputation Strategy for Staffing Firms and Staffing Professionals



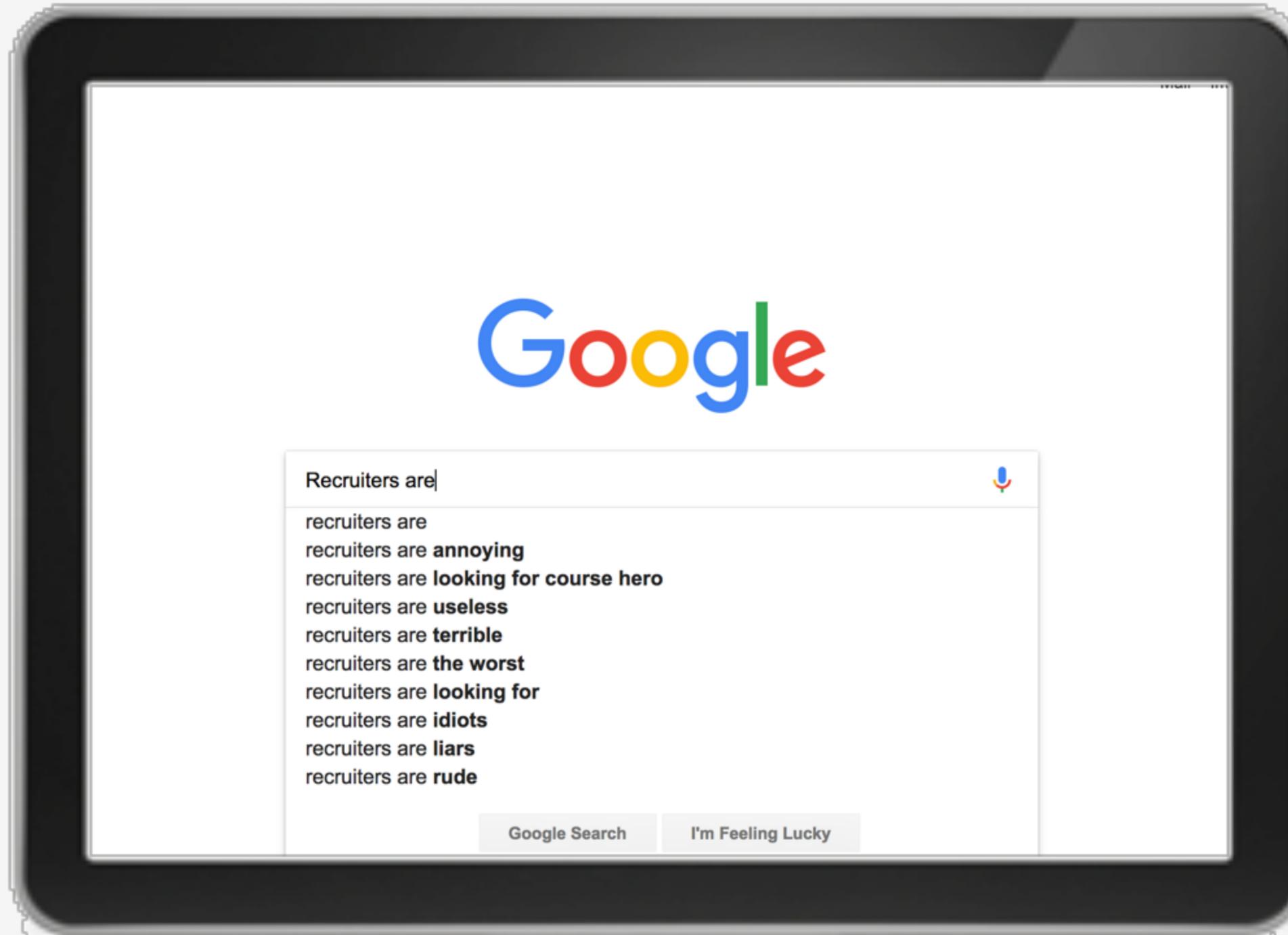
**Adrian Dayton**  
Founder  
Clearview Social



September 20, 2018



Our industry  
suffers from a  
negative  
reputation,  
especially with  
candidates



# Common candidate (mis)perceptions staffing firms compete with:



SOURCE: Inavero and ASA



**But disrupting this negative reputation must happen at the individual AND the brand level**



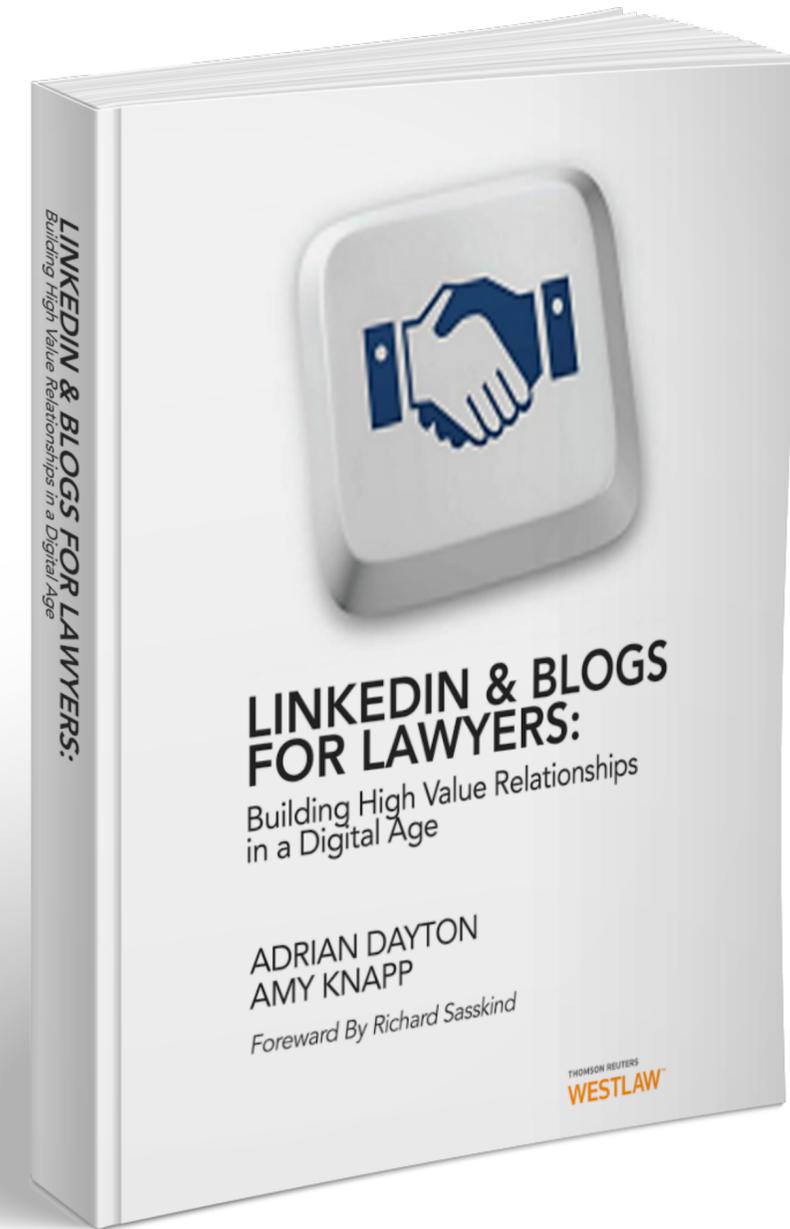
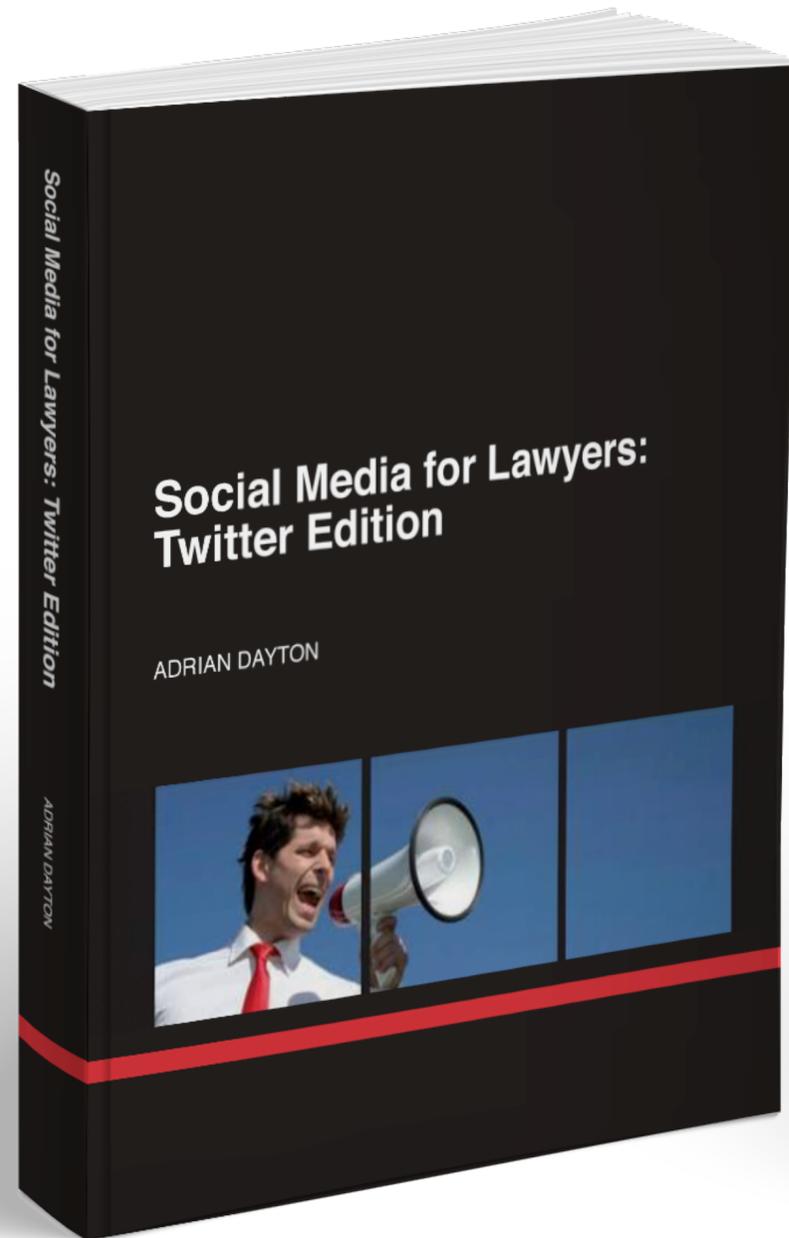


# A story of tragedy

A black and white photograph of a building's exterior. The facade is dark and textured. Large, white, three-dimensional letters spell out 'Jaeckle' on the left. To the right of 'Jaeckle' is a vertical white line, followed by the text 'FLEISCHMANN & MUGEL, LLP' in smaller, white, three-dimensional letters.

**Jaeckle** | FLEISCHMANN  
& MUGEL, LLP

2009





**What do we mean by  
360° online reputation strategy?**

The avenues by which candidates and clients seek out information online are multiplying.



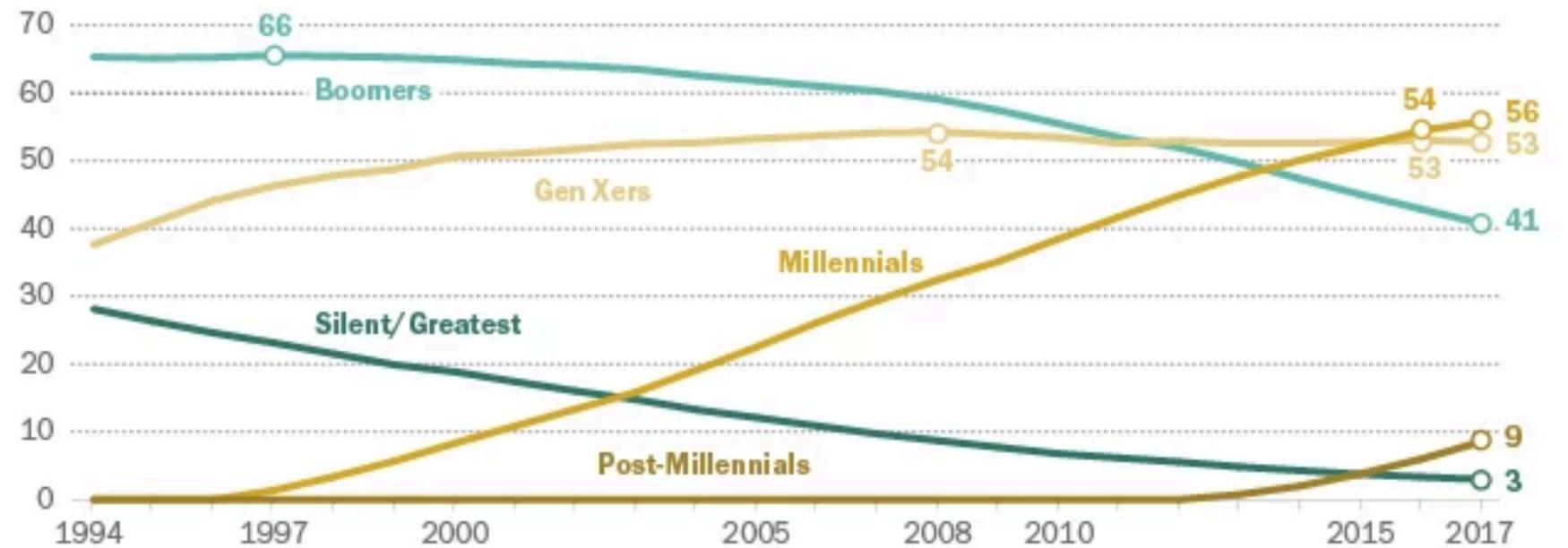
**BRACE YOURSELF**



**THE MILLENNIALS ARE  
COMING**

## Millennials became the largest generation in the labor force in 2016

*U.S. labor force, in millions*

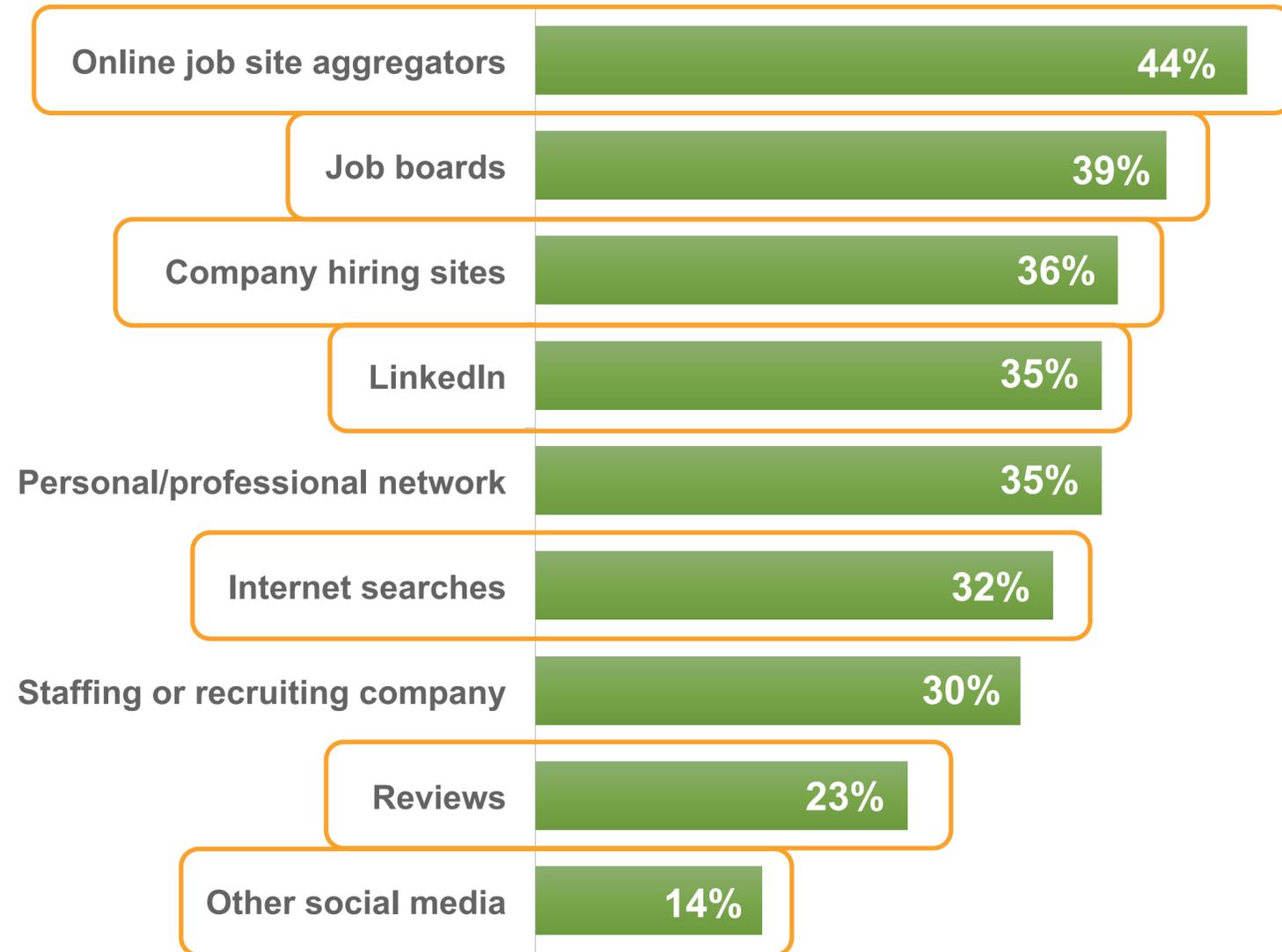


Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown.  
Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey (IPUMS).

PEW RESEARCH CENTER

# Online is not a single “channel”

## Resources Candidates Use in Job Search



SOURCE: Inavero and ASA



## Resources Clients Use to Find and Vet Staffing Firms



SOURCE: Inavero and CareerBuilder



# 360° strategy addresses all avenues by which you're being found (and judged) online



# Personal Profiles 101

# The Story of Carol



Home

My Network <sup>1</sup>

Jobs

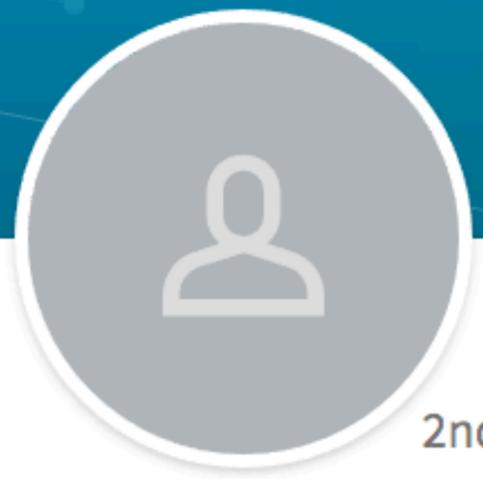
Messaging

Notifications <sup>4</sup>

Me

Work

Post a job



2nd



--

United States • 10

InMail

Connect



### Contact and Pers

Merril's Profile

Show more

### Ads You May Be Int

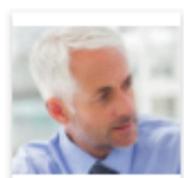


Hiring I  
Connec  
executi

### Highlights



6 Mutual Connections



Franch  
Get Inv  
Employ

1

Add a

Profile Picture

**“I NEVER READ,**

**I JUST LOOK**

**AT PICTURES”**

**ANDY WARHOL**

**LinkedIn  
profiles with  
pictures get  
21x more  
views**





**Add a  
Summary**



## Jonathan Evans

2nd

Partner, Corporate & Financial Services Litigation  
Atlanta, Georgia | Law

Current: Courtney, Greenberg, & Price  
Previous: Luther & Brice  
Education: New York University School of Law

Connect

Send Jonathan InMail

296

connections



www.linkedin.com/in/jonathanevans4

Background



Summary

Protecting my clients is my prime concern as a Corporate Litigation Partner at Courtney, Goldberg, and Price. I strive to find the best solutions in defending Fortune 500 and 100 companies from potential regulatory overreach and ensure that all practices are covered by law.

In fifteen years of practice, I have consistently garnered positive outcomes for my clients. I am known

The image shows a LinkedIn profile for a user named Connorson. The profile includes a profile picture, a headline, a current position at Wingsby & Bots, previous positions at Wingsby & Bots and Blackwell & Digby, and education at the University of Colorado Law. A 'Send a message' button and '500 connections' are visible. Below the profile is a 'Background' section with a 'Summary' tab selected. The summary text describes the user's role in assisting clients with acquisitions and joint ventures, and lists their involvement with the Association for Corporate Growth (ACG).

**PROFILE PICTURE**  
Attention:  
**30.3%**

**HEADLINE**  
Attention:  
**18.1%**

**SUMMARY**  
Attention:  
**51.6%**

**Relationship** **Contact Info** **500 connections** **Connected 5 years ago**

**Background**

**Summary**

I assist middle-market and large clients in consummating acquisitions, sales, joint ventures, private equity investments and strategic partnerships. I also counsel private company clients in structuring business relationships between owners, employment matters, succession planning and in federal and state tax matters.

I have served on the Global Board of Directors of the Association for Corporate Growth (ACG) ([www.acg.org](http://www.acg.org)), and chaired the 2010 InterGrowth Conference, which is the world's largest private equity conference. I am also a past President and member of the Board of Directors of the Denver Chapter of the ACG, and a founder and member of the Executive Committee of the ACG Denver Capital Connection, which is the largest M&A and private equity conference in Colorado.

Source: Online  
Credibility  
Unmasked for the  
Legal Profession,  
Kredible 2014

# What makes a great summary?

- Be Memorable
- Be Specific
- Be Interesting

**Can you tell  
what this is a  
picture of?**







**Add a  
Headline**

Talent and Recruitment Consultant

Senior Recruitment Specialist at Acara Solutions

Senior Account Executive at Acara Solutions



**Shannon Callahan** • 1st

Connecting people and business in ways that change lives  
- Account Executive at Acara Solutions, formerly Superior Group

Buffalo/Niagara, New York Area



**Acara Solutions**



**Canisius College**



**See contact info**



**See connections (500+)**

**Message**

**More...**

# A great headline includes:

- What you do
- Who you help
- Why you are exceptional (bonus!)

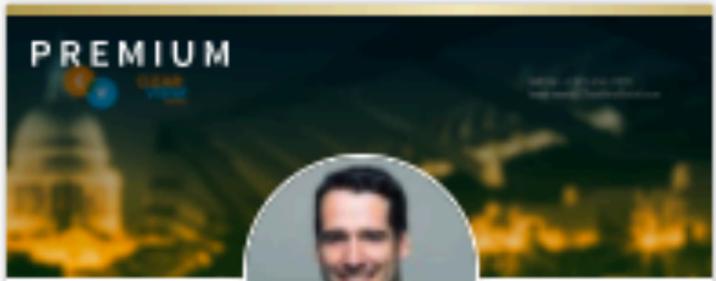
I connect the dots between dream jobs and star talent as a recruiter.

I help technology companies find the engineers they need to thrive.

I help fast growing companies find the talent they need to scale up.



Search



### Adrian Dayton Esq.

Founder at ClearView Social, helping professionals leverage their relationships and build their online reputation.

271

Who's viewed your profile

515

Views of your post



### Richard Russeth

Vice President, General Counsel at Leprino Foods Company  
2h

Word.



### Simon Sinek, Inc.

Perspective.

“ Leadership is not about being in charge. Leadership is about taking care of those in your charge. ”

Simon Sinek

startwithwhy.com



PREMIUM

### Adrian Dayton Esq.

[View profile](#)

#### ACCOUNT

Settings &

Premi

Help Center

Language

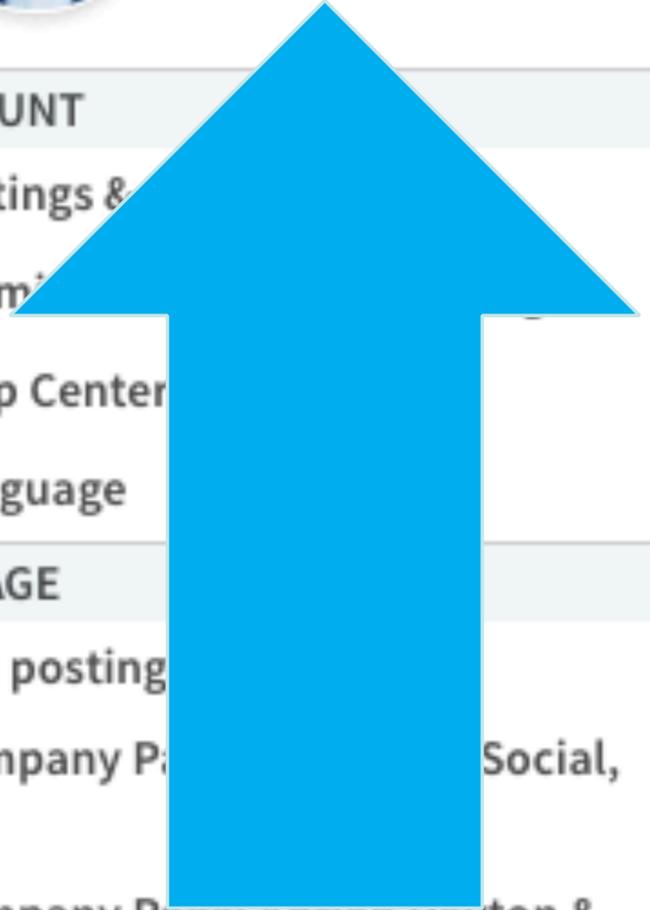
#### MANAGE

Job posting

Company P  
Inc.

Company Page: Adrian Dayton & Associates

Sign out



## Edit intro



Profile photo



First Name \*

Adrian



Last Name \*

Dayton Esq.

[Add former name](#)

Headline \*

Founder at ClearView Social, helping professionals leverage their relationships and build their online reputation.

Current Position

Founder at ClearView Social, Inc.



[Add new position](#)

# Online Ratings and Reviews

# Firm reputation plays a major role in your ability to win new job orders

**Referrals** are the most utilized method for finding a new staffing provider to work with.

**2 out of 5 hiring managers actively seek out online reviews** about a staffing firm that they have been referred to.

SOURCE: Inavero and CareerBuilder



Measure client and talent satisfaction.  
Build online reputation.  
Differentiate on service quality.

# Firm reputation plays a major role in your ability to attract quality talent

**Referrals** are the most trusted source on staffing firm quality.

**Online reviews** rank second most influential when it comes to vetting your firm.

SOURCE: Inavero and ASA

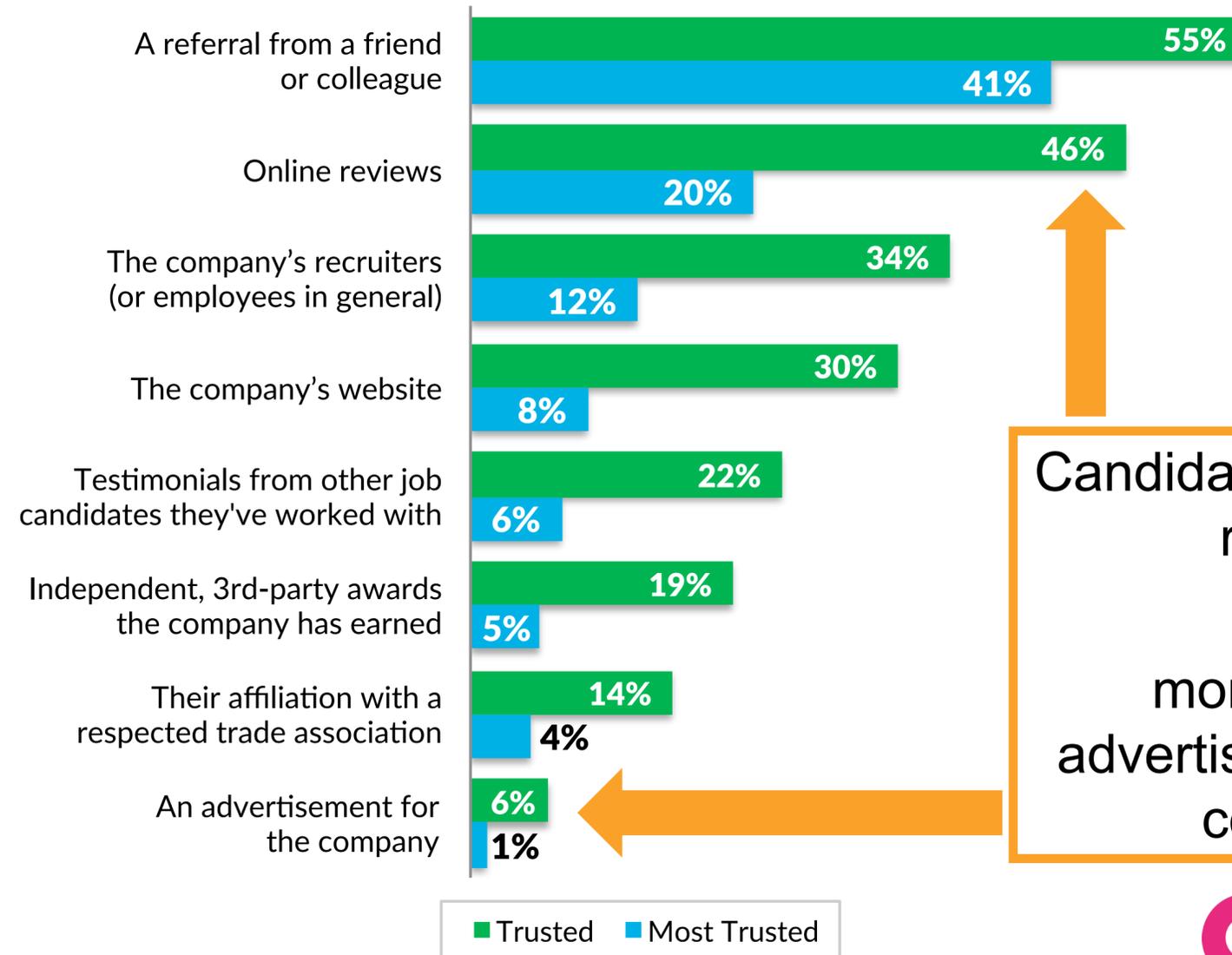


Measure client and talent satisfaction.  
Build online reputation.  
Differentiate on service quality.

# You no longer have the option to ignore online ratings and reviews



## Trusted Sources of Information For Evaluating Staffing Company Quality



Candidates trust online reviews **8x** more than an advertisement for the company

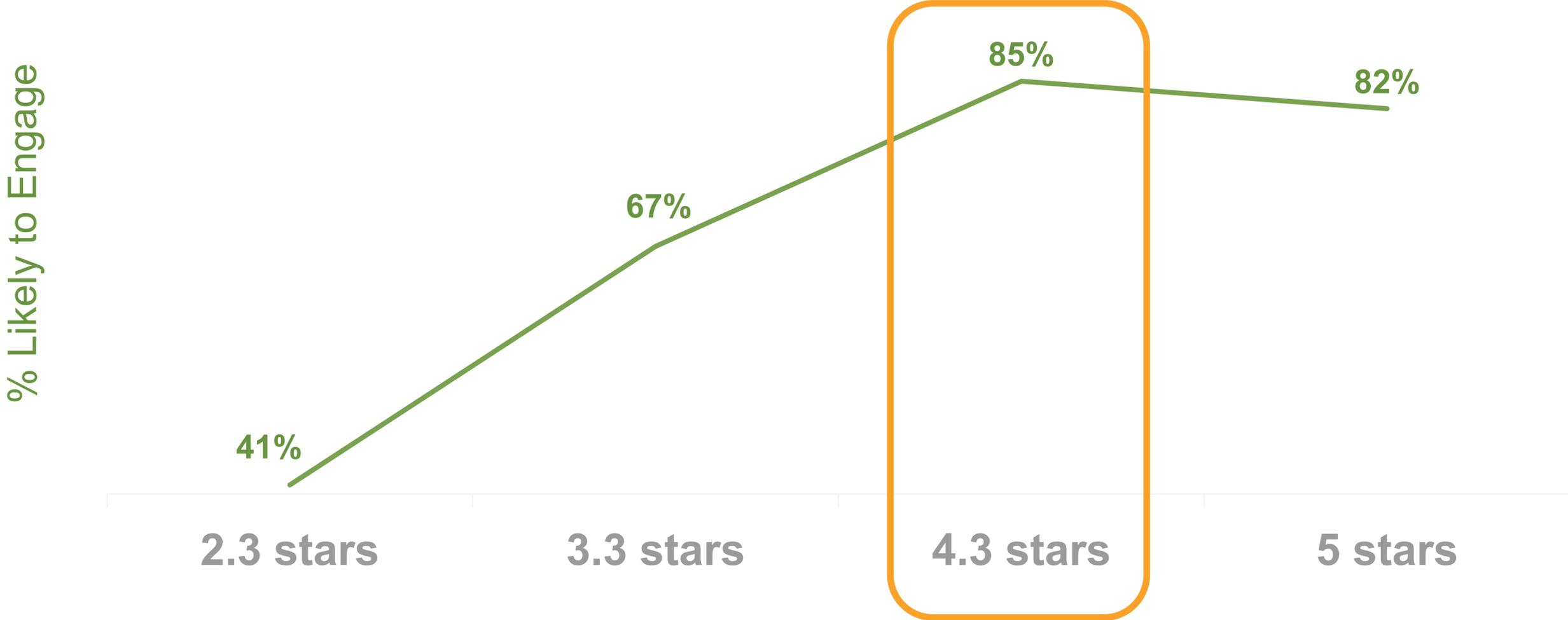
# 4 in 5 candidates believe online reviews are accurate

**2 in 3** candidates are less likely to apply to a job with an employer that has negative online reviews.

SOURCE: Inavero and ASA



# Improving online reputation has a direct impact on candidates' likelihood to engage



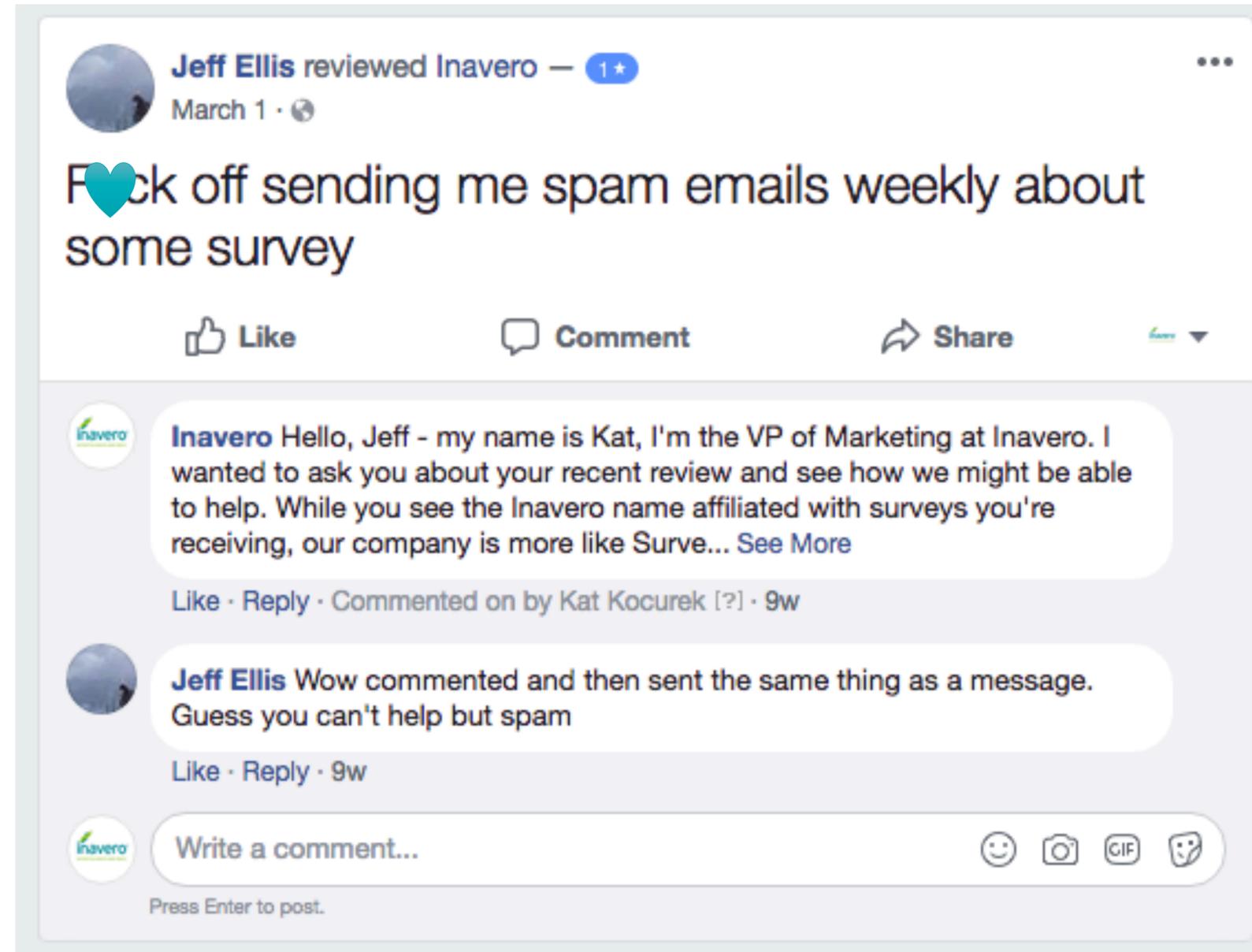
\_\_\_ out of 5 stars  
(online ratings)

SOURCE: Inavero and ASA



# A cautionary tale...

Don't get caught on your heels



The screenshot shows a Facebook post by Jeff Ellis, dated March 1, with a 1-star rating. The post text reads: "F💚ck off sending me spam emails weekly about some survey". Below the post are three comments:

- Inavero** (company profile picture): "Hello, Jeff - my name is Kat, I'm the VP of Marketing at Inavero. I wanted to ask you about your recent review and see how we might be able to help. While you see the Inavero name affiliated with surveys you're receiving, our company is more like Surve... [See More](#)"  
Like · Reply · Commented on by Kat Kocurek [?] · 9w
- Jeff Ellis**: "Wow commented and then sent the same thing as a message. Guess you can't help but spam"  
Like · Reply · 9w
- Inavero** (company profile picture): "Write a comment..."  
Press Enter to post.

At the bottom of the comment section, there are icons for emojis, photos, GIFs, and stickers.

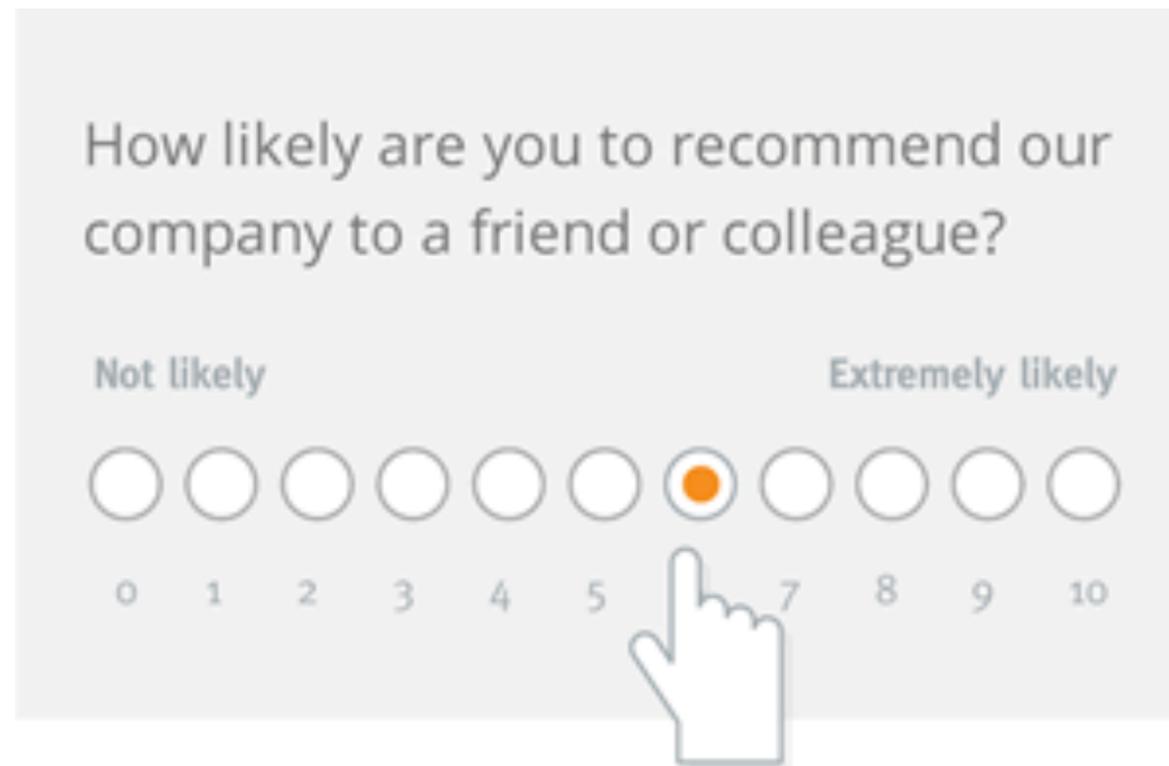
# Foundation = knowing how your clients (and talent) feel about you

And providing them every opportunity to translate that to the public eye

How likely are you to recommend our company to a friend or colleague?

Not likely Extremely likely

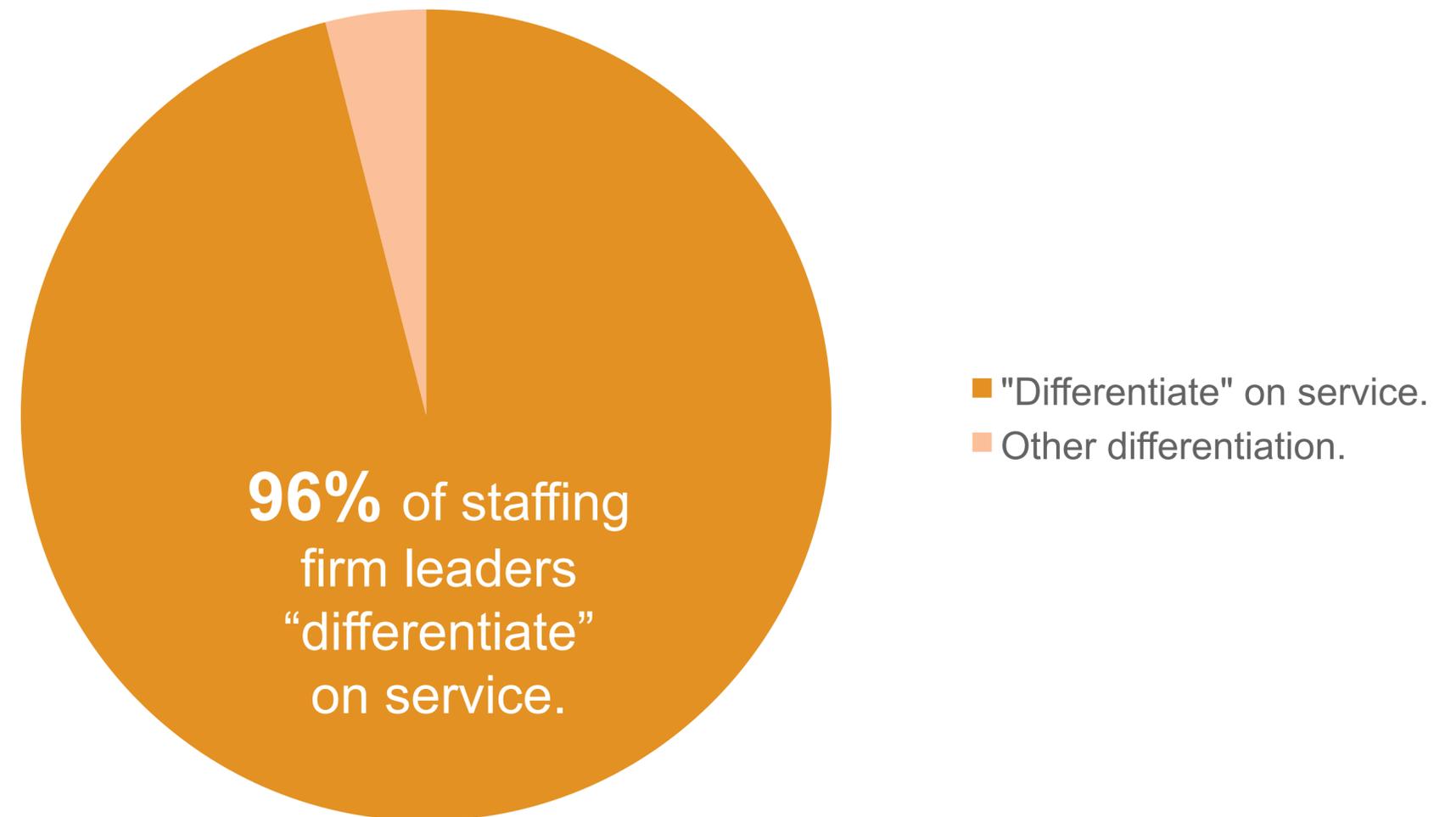
0 1 2 3 4 5 6 7 8 9 10



When  
“differentiation”  
isn’t all that  
different.



Differentiation Strategy – According to Staffing Firm Leaders



SOURCE: Inavero & CareerBuilder

# 'Reputation' is the strategy, 'online' is the channel

**United Airlines** ? Unclaimed

★★★★★ 2008 reviews [Details](#)

Travel Services [Edit](#)

**XFINITY Store by Comcast**

★★★★★ 913 reviews [Details](#)

Internet Service Providers, Television Service Provider  
Telecommunications [Edit](#)

**Nordstrom** ✓ Claimed

★★★★★ 834 reviews [Details](#)

\$\$\$ · Department Stores

 **Hannah K.**  
Kansas City, MO  
0 friends  
9 reviews  
2 photos

★★★★★ 12/24/2016

Amazing customer service experience!

My flight from Cancun to SFO on New Years Day dropped \$200 in price. I gave them a call, and within 10 minutes they had refunded the price difference to me in credit.

I'm one very satisfied customer right now!

 **Lou S.**  
San Francisco, CA  
969 friends  
120 reviews  
99 photos

★★★★★ 8/26/2017

Outstanding customer service. Very clean and comfortable location. Self check-in and waiting list clearly visible from several large flat screens. Comfortable chairs and couches on which to wait. Waiting list moved quickly. Service with a smile.

 **Mallory B.**  
Pacifica, CA  
230 friends  
24 reviews  
15 photos

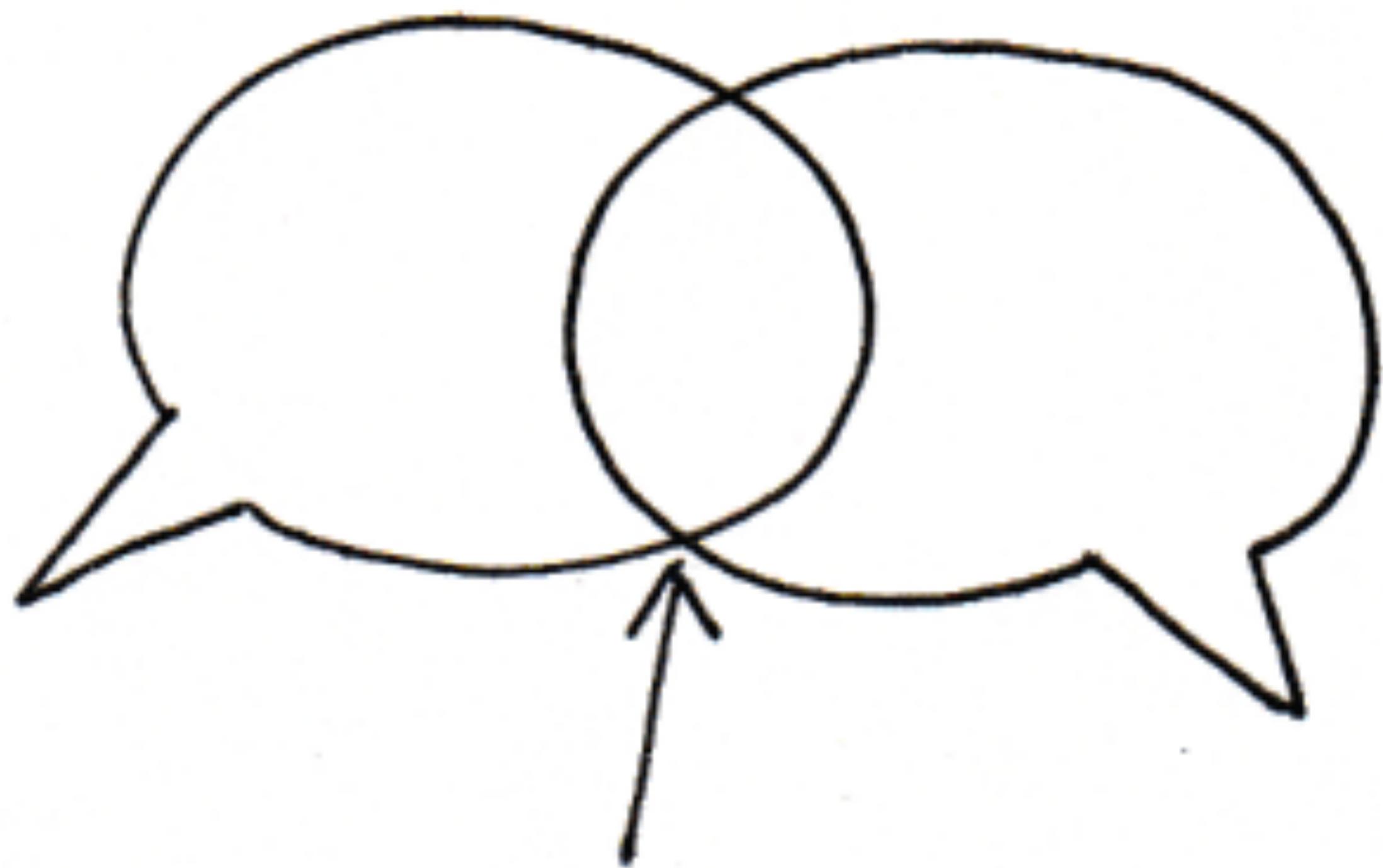
★★★★★ 4/14/2017

The store operator, Danielle, is probably one of the rudest people I have ever spoken to. I asked her if she could tell me the designer brands they had and her response was " I don't have time to tell you a list"... work on your customer service Danielle

[Share review](#)

# Thought Leadership

**Are you a collector  
or a creator?**



*This is the good stuff.*

# The story of Michael

**PREMIUM**



**Adrian Dayton Esq.**  
 Founder at ClearView Social, helping professionals leverage their relationships and build their online reputation.

---

378  
Who's viewed your profile

---

44  
Views of your post

Mike Colliflower commented on this

# Solve if u r a genius

$$11 \times 11 = 4$$

$$22 \times 22 = 16$$

$$33 \times 33 = ???$$

🤔🤔🤔🤔🤔 Solve if u r a genius (I think a genius would have better...  
Jafar Ershadi Fard on LinkedIn

2,960 Likes • 13,829 Comments

Like Comment Share

Show previous comments

 **Mike Colliflower** 3 strikes and you're out, Fred. Actually, it's 36 2h ...  
Like Reply

 Add a comment... 

 **Tim Larimer** Former journalist - Law firm marketing & communications professional ...  
12h

"Today's Supreme Court decision protects same-sex married couples and their children from discrimination and strengthens the rule of law," said Ropes & Gray's Douglas Hallward-Driemeier, who served as co-counsel in the case with NCLR.



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som<sup>ee</sup>cards



**Is there a negative ROI to sharing on LinkedIn?**

**Be a creator**





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Adrian Dayton Esq.

Founder at ClearView Social, helping professionals leverage their relationships and build their online reputation.

378

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44

Views of your post

Post a question, article or an idea

Write an article

Image

Post

Sort by: Top



nielowski

essments at The Institutes | Risk and Insurance Knowledge Group

Telephone answering machines in 1980. They were a  
...see more  
This ...ers would say, "I just can't see myself talking into a machine."  
...change some more. You can download a good ...see more



2017 Future of Claims Study  
lexisnexis.com

1 Like

Like Comment Share

Suggested for you



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Promoted

With self-employment comes self-withholding on your taxes. Here's how to know you've set enough aside. <http://bit.ly/2lhlyds>



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### Adrian Dayton Esq.

Founder at ClearView Social, helping professionals leverage their relationships and build their online reputation.

378

Who's viewed your profile

44

Views of your post



### Richard Susskind

President, Society for Computers and Law  
22h

For subscribers to The Times (Premium), I have a column today that reflects on the remarkable range of developments we have seen in the legal market in the last four years, requiring me to write a second edition of Tomorrow's Lawyers -



**The lawyers of tomorrow must be digital pioneers**  
thetimesbrief.co.uk

64 Likes • 2 Comments

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



### Susan Cartier Liebel

Founder/CEO, Solo Practice University(R), The 'practice of law' school  
11h

Three Worrisome Trends in U.S. Higher Education



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**Al Jazeera Media Network**

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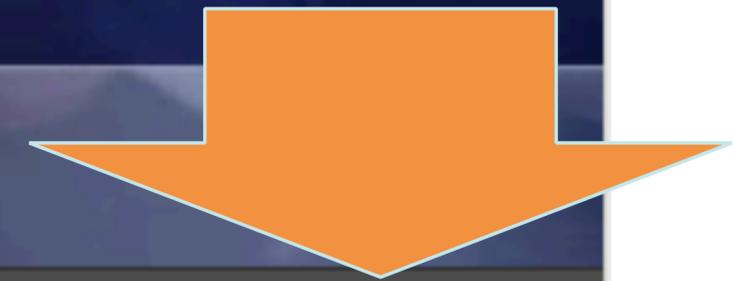
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**<http://slideshare.net>**

# The Power of Online Presence

adriandayton.com



◀ 1 of 58 ▶



Edit

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Analytics <sup>FREE</sup>

The Power of a Lawyer's Online Presence

3,255 views



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**10X**

# Case Study of Michael LoPresti from Acara



**100X**

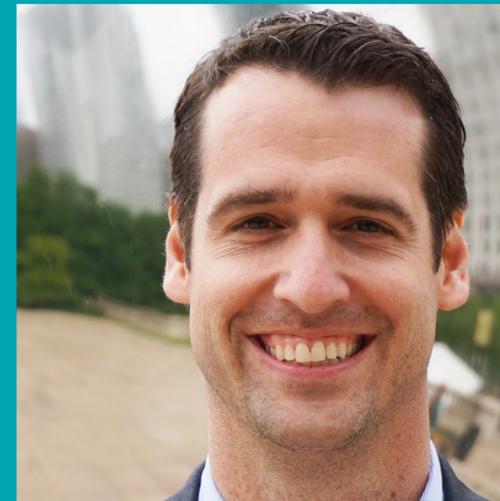
# Questions?

ERIC GREGG

CEO & Founder, Inavero

[egregg@inavero.com](mailto:egregg@inavero.com)

[linkedin.com/in/ericgregg](https://www.linkedin.com/in/ericgregg)



ADRIAN DAYTON

Founder, ClearView Social

[adrian@clearviewsocial.com](mailto:adrian@clearviewsocial.com)

[linkedin.com/in/adriandayton](https://www.linkedin.com/in/adriandayton)



A woman with glasses and a denim jacket is sitting at a desk in an office, talking on a mobile phone. She is holding a document in her other hand. The background shows other people working at desks, but they are out of focus. The overall scene is dimly lit, with a soft, professional atmosphere.

**It's all about building trust.**