

TalentVisor Offers Viral Marketing To The Staffing Industry

Viral Marketing offering solidifies TalentVisor as an RPO industry thought leader

(BUSINESS WIRE)--As technology changes, companies must be prepared to adopt new methods of doing business to remain competitive. The internet has fundamentally altered the way the staffing industry operates and TalentVisor has an array of viral marketing programs that take advantage of the power of the web.

Viral Marketing: New Name, Old Concept

Indirect advertising methods such as word of mouth have been important marketing tools to organizations since the beginning of time. People are skeptical of advertisements and are more easily influenced by recommendations from friends or even acquaintances they meet through social networks.

Our society now has the largest social network in history through the internet; one that encompasses over a billion people. Despite this, the early internet was less useful as a marketing tool. Companies could establish a web presence but that was like putting an ad in a newspaper with a huge circulation.

Staffing companies needed more active marketing methods for the internet to be a truly viable tool, and those techniques required a major change in web technology.

The Arrival of Web Analytics

Continuing the print analogy, placing an ad in a newspaper is only the most fundamental level of marketing. To be more effective, organizations had to have analytics, a way of tracking how well a given marketing campaign was performing. Print ads included tricks in their addresses such as asking to write to the attention of a unique employee which allowed them to track which campaign generated which responses.

Web analytics is the same principal applied to online viral marketing campaigns. They have evolved over the years from simple methods like assigning different email addresses for each campaign to proprietary methods that companies guard fiercely.

TalentVisor recognizes that a comprehensive and well-planned viral marketing campaign is essential to any modern staffing business and has developed tools to give your organization a competitive edge.

Move Away From Cold Calling

Nobody likes cold calls, not the callers and not the targets. That isn't to say that cold calling is a bad tool, but it is one that modern staffing companies depend on too much. It is far better to target parties, whether you are looking for clients or candidates, who have expressed interest in your services. Staffing companies that use these warm calls have higher success rates.

Using TalentVisor's program of proven viral marketing techniques allows your staffing company to analyze responses to your marketing campaigns to find those interested parties. Your staff doesn't have to waste time on "potentials" that don't really have any potential.

However viral marketing is not something that can be picked up and implemented quickly. Rather than trying to re-invent the wheel, many staffing companies are contracting with TalentVisor instead. TalentVisor has a proven viral marketing framework that staffing companies can use to significantly improve their sales and recruiting efforts.

Visit TalentVisor online at www.talentvisor.com.