



**Ascendancy I.M.**

**Partners in Internet Dominance**

**WIN ON THE WEB:**

**UNLEASH YOUR ONLINE POTENTIAL**

Online Marketing Success Training

Express Employment Professionals

# GOALS

1. Establish a professional, intriguing online presence for your business
2. Increase traffic, interest & engagement on your website
3. Develop community brand awareness & attention to your business as a local entity
4. Escalate online audiences & local brand reach through engaging useful content
5. Implement localized brand personality through shared content
6. Invigorate Client/Associate relationships with your business & staff members
7. Evolve customer trust on the local level
8. Cultivate a positive local online reputation
9. Elevate your website's ranking through local search engine results

## WE HELP YOU:

Interact & build relationships online

Build local brand awareness

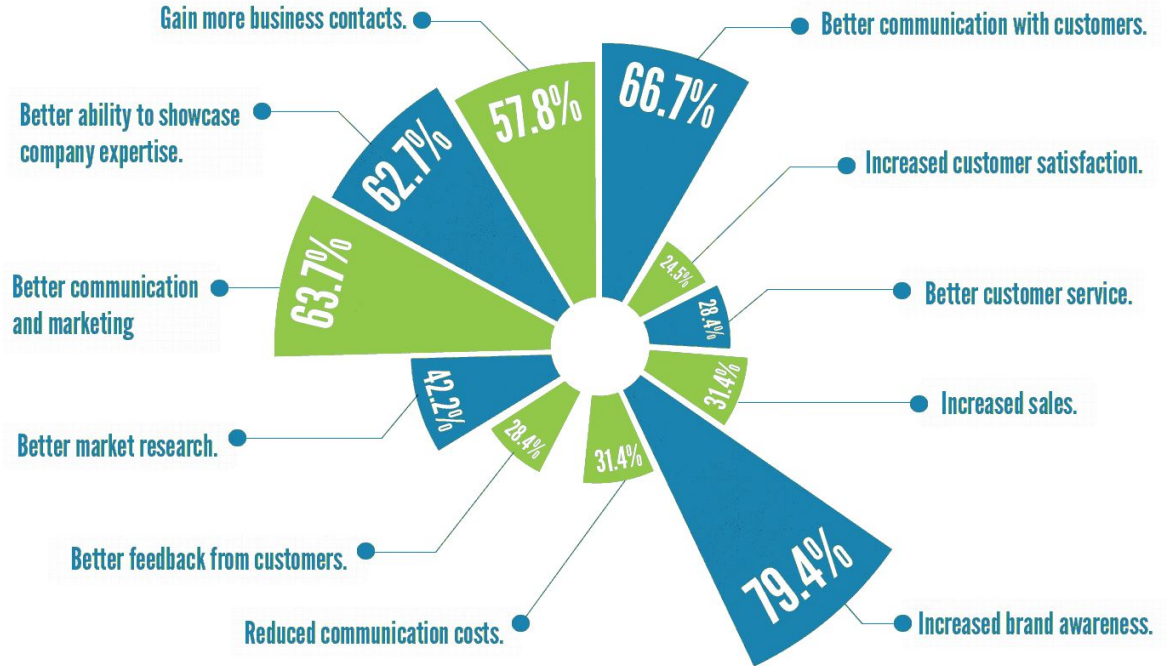
Communicate to key audiences & engage in interactive dialogues

Share relevant content designed to target & interest your ideal demographics

Become THE new REFERRAL source

# SOCIAL MEDIA MARKETING

## How does your company benefit from using social media?



# **SOCIAL MEDIA MARKETING**

The use of social media websites & social networks to market a company's products & services.

Social media marketing provides companies with a way to reach new customers & engage with existing customers.

- 1. Use Paid Advertising on Social Media for extra exposure (Facebook is the most effective outlet for this)**
- 2. Have staff & owners engage with your Business Pages by liking/ commenting/sharing content & sharing job posts on local job boards from your PERSONAL profiles**
- 3. Insert Social Media URLs or linked icons into your online job listings posted to your website as well as other Job Boards**
- 4. Email your current database through the Salesforce platform (formerly known as ExactTarget) asking respondents to like your Social Media Pages & highlight the benefits they can receive by doing so**
- 5. Add local Social Media URLs on your business cards**
- 6. Put small flyer inserts or stickers with your Social Media URLs on & in every New Associate Handbook**

- 7. Use text messaging software (such as ZipWhip) to ask Clients & Associates to like your Social Media Pages to stay up-to-date with your business**
- 8. Bookmark your social media pages on computers used by applicants & encourage them to sign-in & “like” your pages while they are waiting**
- 9. Participate in Express’s Associate appreciation programs such as Referral Rewards or Associate of the Month**
- 10. Keep a flyer in your front lobby showcasing your business’s local social media URLs or terms they can use to search for your business**
- 11. Create a generic front office business card that features your basic office information (Phone #, Address, Jobs Email, Website, etc) & also social media & reputation portal URLs or icons**
- 12. Utilize clickable social media & website icons linked to your local social media pages & website in EVERY staff member’s email signature**

**FACEBOOK ADVERTISING IS A GREAT WAY TO  
INCREASE THE IMPACT OF YOUR SOCIAL MEDIA EFFORTS**



There are more than **1.6 BILLION ACTIVE USERS** on Facebook monthly.

These are typically the kind of people we are **TRYING TO RECRUIT FOR.**

Considering **73% OF 18-34 YEAR OLDS** found their last job through a Social Media Network, it's that posting jobs matter.

(Source: [The Undercover Recruiter](#))

Facebook's Paid Advertising features can increase your chances of **TARGETING THE RIGHT PEOPLE** at the right time.

**MAXIMIZE YOUR  
FACEBOOK EFFECTIVENESS**

# **MAXIMIZE YOUR FACEBOOK EFFECTIVENESS**

## **We give you the details on:**

- 1.** The different kinds of advertising features Facebook offers
- 2.** How to choose the best option for your goals
- 3.** How to budget your paid advertising campaign

## **Boost posts**

**Promote your Facebook page**

**Send people to your website**

**Increase website conversions**

**Reach people near your business**

**Raise attendance at your event**

**Get people to claim your offer**

**Get video views**

**Promote your Call-To-Action**

**Get phone calls for your office**

**Collect leads for your business**

Boost Your Page Post for more engagement

Boost Your Page for more “likes” on your page

Use the clicks to website objective to send more people to your website

Promote actions on your website (e.g. filling out an online application)

Use the local awareness objective to reach people near your business

Get more people to see & respond to your event on Facebook

Create an offer for people to claim & draw attention to your business

Get more people to watch your videos to increase your brand awareness

Use Facebook’s Call-To-Action button to get users to act on your offer

Get more calls by making your number accessible to cellphone users

Get leads with forms that collect information (e.g. sign-ups, price estimates)

# PRICING VARIES ON:

The specificity of your target market

The size of your market

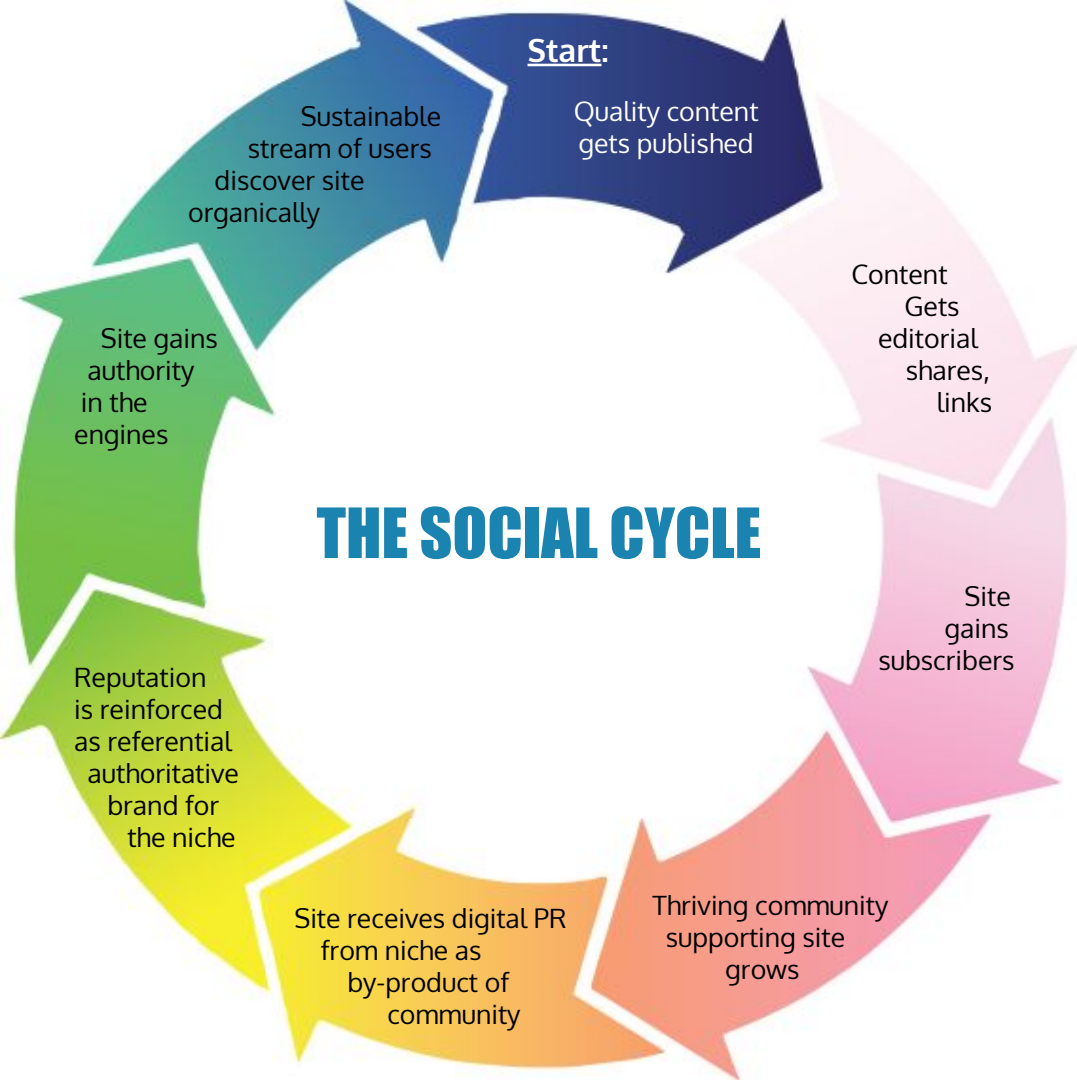
The type of ad you want to run

**A/B Testing is a great way to find the most effective method for your business.**

Try using a budget of

**\$5 – \$10 per day for at least 7 days**

on different ads & see the power of social advertising almost instantaneously!



## Social Media & SEO

is very cyclical in the way that it affects your site within major search engines.

It is a process that continuously repeats itself & requires constant adaptations to be successful.

**YOUR EXPRESS WEBSITE DONE RIGHT:  
DESIGN, DEVELOPMENT, & LOCALIZATION**

# YOUR WEBSITE MATTERS

Your company's website is the central focus of **YOUR ENTIRE ONLINE PRESENCE**. Everything on the web that points to you goes back to this one place.

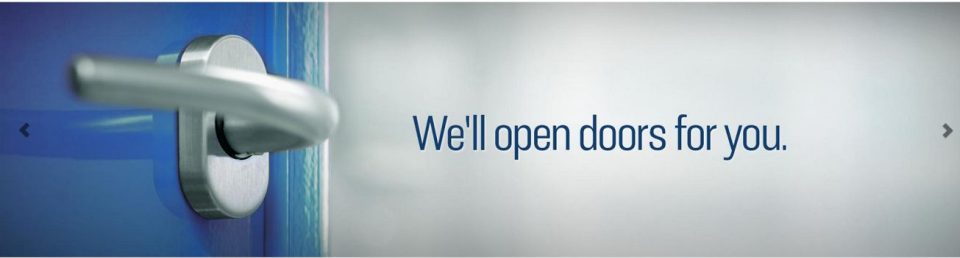
It not only forms the basis of your services online but also has the **HIGHEST REACH POTENTIAL** of branded material accessible by anywhere at anytime through the internet.

# WHY YOU NEED TO LOCALIZE YOUR WEBSITE

- Localized websites **INCREASE WEBSITE VISITOR RETENTION**
- A direct, honest, & local website experience makes customers want to **BUY INTO YOUR BRAND PROMISE.**
- You can directly measure your **RETURN ON INVESTMENT (ROI)** by monitoring the increased traffic to your site & sales leads by online referrals
- Website localization should be integrated into your **OVERALL BUSINESS MARKETING STRATEGY** & budget by key decision makers

(Source: [WeLocalize](#))





We'll open doors for you.

- JOB SEEKERS
- EMPLOYERS
- CONTACT US

JOB SEARCH

keywords separated by commas

location you want to work

SEARCH

APPLY NOW

Click Here for our full listing of job openings in the Lane County Area!

#### TOP JOBS

##### Project Manager/Estimator

The position will work closely with sales associates to gather information to accurately price jobs.

##### Carpenter/ Construction Worker

Locally owned company that strives to perform beyond the customer's expectations is seeking a carpenter...

##### Accounting Supervisor

We are looking for a reliable accounting supervisor to supervise, monitor and evaluate day to day ac...

##### LME Equipment Maintenance Technician

Express Employment Professionals is working with a bakery that is currently looking for a skilled eq...

##### Painter/ Stain Technician

An award winning company for their stand-out, creative, yet beautiful wood products is in need of a ...

##### Welder / Fabricator

We are currently recruiting for the following position. Mig Welder - Saving shift we need hard work...

##### Master Welder/ Fabricator - Day Shift

Express Employment Professionals is looking for an EXPERT welder/ fabricator. We currently have wal...

##### Sales Assistant

Express is hiring for a full time sales assistant for a great local company. Ideal candidate will be ...

##### Graphic Specialist

The Presses Graphics Specialist is an entry-level graphics position and is accountable for all tasks.



On a Mission to Put a Million People to Work

#### We are Specialized in Staffing for Lane County.

When you want success in life, your Express Employment Professionals office in Eugene, Oregon, is your partner for successful employment to help you get there. Whether you're looking to be hired to be hired, we are flexible to your individual needs. We have spent more than 30 years serving our community, so you can count on our experience and reputation to give you a great staffing experience. We work with Employers all across Lane County, so we are perfectly placed to constantly provide quality jobs to exceptional candidates and workforce solutions to local businesses. We strive to respect people and impact businesses in our area with unparalleled service strategically geared for success!



#### We can help you find the Perfect Profession.

Our Certified Staffing Experts are here to help you get hired, whether that means entering the workforce in a new job, transitioning into a different career, or simply finding temporary work to supplement your income. We use a four-step hiring process that's quick and simple for you, while thorough and efficient for us. We then assess the jobs we have available in Lane County to find the best fit to your skills, needs, and availability. We provide assistance with a wide range of employment options, including one-day assignments, temporary positions, evaluation hires, and direct professional placements. View our Job Seekers page to learn more.

#### We hire Qualified Professionals for your workforce.

Our team of professionally trained and certified Staffing Consultants are here to help you trim time and out costs for your Lane County business! We have refined our strategy for more than 20 years to pinpoint the problem areas of your staffing situation to accurately craft a custom workforce solution to meet your hiring needs. With backing from our international headquarters and a local network of qualified candidates in Lane County, we have the ultimate combination of service and resources to successfully staff any workforce. View our Employers page to learn more.

#### We have been investing in Eugene and Springfield for more than 30 years!

Express Employment Professionals in Eugene, Oregon, is your select staffing agency in Lane County! We have been working with businesses in our area to service our amazing community since 1983, so we are professionally experienced in partnering quality candidates with local Employers for staffing success. We provide a variety of human resource management and workforce solutions to companies in the Lane County area, including Eugene, Springfield, Cottage Grove, Junction City, and Florence. We utilize a four-step hiring process that carefully analyzes the skills, needs and availability of job seekers to help them discover their dream jobs. We provide an exclusive local network of exceptional employees, Employer resources, and workforce management tools to provide an efficient, Just-In-Time workforce for any business! We offer services in hiring for full-time, part-time, temporary, or seasonal work in a variety of professional, technical, and non-technical positions.

We want your website to be as **LOCALIZED, ENGAGING, & USER-FRIENDLY** as possible for visitors.

Building a website around these core values has extreme benefits for your **SEARCH ENGINE MARKETING EFFORTS.**

In order for us to do this, we need your help by providing us with information that only you have or are able to access about your **TEAM, GOALS, & BUSINESS.**

**How to:**

# **STRENGTHEN YOUR WEBSITE AUTHORITY**

## **Let us learn more about you!**

- Send us local videos that show your office's personality so people can relate to you personally
- Be as detailed as possible on your staff biography questionnaires so we can make your biography as amazing as possible!
- Send us headshots of your team to put a face to their biographies (cellphone pictures work great!)

**How to:**

# **STRENGTHEN YOUR WEBSITE AUTHORITY**

## **Tell us about:**

- Local news
- Announcements
- Upcoming events
- Achievements
- Awards
- Staff update
- Client/associate testimonials
- New photos/videos
- Any other local content you have

How to:

# STRENGTHEN YOUR WEBSITE AUTHORITY

## Spill the beans on your newest jobs!

- Create fully detailed job order listings & online job postings within Q4
- Post all jobs online to your website—**NO EXCEPTIONS!**
- Create a job that doesn't expire for a position you're **ALWAYS** recruiting for
- Utilize the "Top Jobs" feature in Q4 to display top jobs on your homepage
- Review the jobs posted on your website at least once a week to make sure none of the jobs you are still recruiting for have expired

Find more simple tips to help your team create more effective online job postings on

[My.ExpressPros.com!](https://www.MyExpressPros.com)

# CREATE A NEW JOB IN Q4

The screenshot shows the Q4 system interface. At the top, there is a navigation bar with the Q4 logo and user information: "ABBockwith | Sign out | Change Office | 1601 - Pensacola FL USA | HQQ4WEB1". On the left, there is a "Q4 Menu" and "My Menu" section, with "Company" highlighted. Below this is a "Field Order - Standard" menu with various options like "Address Book", "General", "Checklist", etc. The "Create Job" link is highlighted with a red box. The main content area shows "COMPANY - ACTIVE" with "Formal Name" set to "Ascendancy I.M. LLC". Below this is an "ADDRESS BOOK" section with "ADDRESS (SHOWING 2 OF 2)" and a "SCROLL" button. The address is "Street: 7100 Plantation Road". There is also a "PHONE NUMBER (SHOWING 1 OF 1)" section with "Business: (850) 494-1776" and a "Web Page" section with "http://ascendancyim.com". At the bottom, there are sections for "GENERAL", "CHECKLIST", and "COMPANY REPRESENTATIVES". The "Total Records: 2" is displayed at the bottom.

Step 1

# POST IT TO YOUR WEBSITE

The screenshot shows the Q4 system interface for posting a job to the website. At the top, there is a navigation bar with the Q4 logo and user information: "ABBockwith | Sign out | Change Office | 1601 - Pensacola FL USA | HQQ4WEB1". On the left, there is a "Q4 Menu" and "My Menu" section, with "Job Order Quick Entry" highlighted. Below this is a "Field Order - Quick Entry" section. The main content area shows "JOB ORDER QUICK ENTRY" with "Company Name:" set to "Ascendancy I.M. LLC" and "Order Placer:" set to "...". Below this is an "ADMINISTRATION" section with "Job Order Number" set to "AB8" and "Confirmation" checked. The "Post job to Career Center website" checkbox is also checked and highlighted with a red box. The "Taken By:" dropdown is set to "ABBockwith". At the bottom, there is a "Workforce | Company | Job | Assignment | Company Rep" section with "ascendancy" in the search bar and a "GO" button. The "Save" button is highlighted with a red box.

Step 2

# CREATE YOUR ONLINE JOB POSTING

AbBlockwith | Sign out | Change Office

## Job Posting

**JOB POSTING** Post Job Cancel Job Posting

Office number: 1601      Job Number: AB9

Job Division: Express      Job Category: Sales Marketing

Job Title: Sales Assistant

Top Job:

Job Text:  Edit

Job Location: Pensacola, FL      Expiration Date: 9/23/2016

Job Address: Street: 7100 Plantation Road Suite 4  
City: Pensacola      State: FL  
Postal: 32504      Country: United States of America

Verify Address *This full address is required for job searches to properly be based on the location of the job. The address of the client/job WILL NOT be visible to applicants.*

Geo Verified  
**GEO validation success!**

Step 3

## Edit Job Posting Html

Save Cancel

Rich text editor toolbar: Undo, Redo, Bold, Italic, Underline, Formats, Font Family, 10pt, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Text Color, Background Color.

### Job Duties & Responsibilities:

- Receive orders for various services, fill out contract forms, establish charges for service requested, and assist in information changes, such as address and contact information.
- Assist in handling complaints concerning billing or service rendered, referring complaints of service failures to designated person for investigation.
- Help organize, maintain and update departmental reference materials.
- Perform clerical and administrative support duties for a sales office or department.

ul » li » p » span Words: 114

Step 4

# REVIEW YOUR JOB POSTING

## Job Posting

**JOB POSTING** Post Job Cancel Job Posting

Office number 1601 Job Number AB8

Job Division Express Job Category Sales Marketing

Job Title Sales Assistant

**Top Job**

Job Text Edit

**Job Duties & Responsibilities:**

Receive orders for various services, fill out contract forms, establish charges for service requested, and assist in information changes, such as address and contact information.

Assist in handling complaints concerning billing or service rendered, referring complaints of service failures to designated person for investigation.

Help organize, maintain and update departmental reference materials.

Perform clerical and administrative support duties for a sales office or department.

Prepare and distribute various sales reports.

Maintain files, schedule appointments, and make travel arrangements.

Job Location Pensacola, FL Expiration Date 9/23/2016

Job Address Street 7100 Plantation Road Suite 4

City Pensacola State FL

Postal 32504 Country United States of America

Verify Address *This full address is required for job searches to properly be based on the location of the job. The address of the client/job WILL NOT be visible to applicants.*

Geo Verified



# UTILIZING THE FAST FINDER RESOURCE

ABBackwith | Sign out | Change Office  
1601 - Pensacola FL USA | HQQ4WEB1

## Q4 Menu

- [Competitor](#)
- [Workers Compensation](#)
- [Safety Inventory](#)
- [Resume Attach/Submit](#)
- [Resume Search](#)
- [Map Territories](#)
- [Elective Modifier](#)
- [Edit Online Job Posting](#)
- [Customize fields](#)

## Reports

- [Client/Prospect Activity](#)
- [Activity](#)
- [Search Activity](#)
- [MPC Performance Measures](#)
- [Advertising Cost Analysis](#)
- [Job Order Activity Ratios](#)
- [Workers Compensation](#)
- [Sales Analysis](#)
- [Business Analysis](#)
- [Aging Report](#)
- [Invoice Register](#)
- [Customer Order](#)
- [On Assignment](#)

## Help

- [Q4 Help](#)
- [Ratings](#)
- [Fast Finder](#)
- [THE Manual](#)
- [Quick Scripts](#)

## DASHBOARD

### Business at a Glance

- Personal prospect calls
- Personal client calls
- Office prospect calls
- Office client calls

## CONTACT SUMMARY

Total Records: 0


Scheduled Date/Time

## Links

- [Open Job Orders](#)
- [Missing Clients List](#)
- [No Open Sales Contact](#)
- [Ending Assignments List](#)
- [Q/C Checks](#)
- [Skills Forecasting Report](#)

Contents Index Search - Search -

- Accounting/Finance
  - Banking
    - Bank Branch Receptionis
    - Bank Reconciliation Clerk
    - Bank Reconciliation Spec
    - Commercial Lending Man
    - Encoder/Proof Operator
    - Loan Officer
    - Loan Processing Clerk (D
    - Remittance Clerk/Lock Bc
    - Teller
  - General
- Administrative
- Commercial
  - Construction/Maintenance
  - General
  - Service/Retail
- Warehouse
  - Forklift Driver
  - Material Handler
  - Picker/Packer
  - Shipping Clerk
  - Warehouse Worker
- Engineering/Technical/Manufac
- Healthcare/Medical
- Information Technology
  - Help Desk Specialist
  - Network Administrator
  - System Analyst
  - PC Support Specialist
  - Information Systems Auditor
  - Technical Support Specialist
  - IT Assistant
- Legal
- Sales/Marketing
  - Marketing
    - Sales
      - Account Manager/Accour
      - Sales Assistant
      - Sales Representative - Ins
      - Sales Representative - O
      - Sales Support Specialist



# FastFinder

*FastFinder* was designed to provide a desktop reference guide to facilitate taking a thorough job order, conducting appropriate testing, and asking informed questions.



# IMPLEMENTING YOUR FAST FINDER RESOURCE

## Sales Assistant

### Description

- Receive orders for various services, fill out contract forms, establish charges for service requested, and assist in information changes, such as address
- Assist in handling complaints concerning billing or service rendered, referring complaints of service failures to designated person for investigation.
- Help organize, maintain and update departmental reference materials.
- Perform clerical and administrative support duties for a sales office or department.
- Prepare and distribute various sales reports.
- Maintain files, schedule appointments, and make travel arrangements.
- May assist Customer Service and handle inquiries about products or services.

### Questions to Ask When Taking a Job Order:

1. Could you list the specific duties of the job?
2. Are specialized skills required for position? Describe.
3. What education and experience levels are required for this position?
4. What computer software packages will this individual use?
  - Describe the types of items to be produced using these software packages.
5. Will the individual perform any other duties?

### Select Applicable Kenexa Prove It! Assessments

Choose client-specific assessments offered on Kenexa Prove It!, such as:

- Express Administrative Skills Evaluation
- Sales Concepts
- Other relevant [Prove It! test\(s\)](#) (click "Tests Available")

### Salary Ranges

## Forklift Driver

### Description:

- Operate gas or electric powered forklift to load and unload, move or stack materials or products.
- Responsible for vehicle safety, product safety, and timely delivery of materials.
- Load and unload materials, goods, and equipment as assigned.
- Prepare, receive, and provide appropriate documentation for the delivery or pick up of goods to ensure timely
- May be responsible for vehicle maintenance.

### Questions to Ask When Taking a Job Order:

1. What types of vehicles will be driven?
2. What are the specific duties to be performed?
3. Will there be any lifting?
4. What types of materials will the associate be moving?
  - Will any hazardous material be transported?
  - Will a hazardous material handling license be required?
5. What tools will the associate be using?
6. What safety equipment, if any, is required?
  - What safety equipment will you provide?
7. What types of previous experience are preferred?
8. Do you provide forklift training and/or certification?

### Select Applicable Kenexa Prove It! Assessments

Choose client-specific assessments offered on Kenexa Prove It!, such as:

- Express Commercial Skills Evaluation
- Forklift Test
- Basic Warehouse Knowledge
- Safety in the Workplace
- Hazardous Material Handling

# **REVIEWING YOUR KEY PERFORMANCE INDICATORS**

## WEBSITE KPI'S

**Sessions** – When users come to your website & interact within a given time frame

**New Users** – First-time users who visit your website

**Page Views** – Number of pages seen on your website in a given session

**Unique Page Views** – Number of pages seen on your website only counted once per user

**Direct Traffic** – Users who visit your site directly by typing in your URL or via bookmark

**Search Traffic** – Users who visit your site from keyword-relevant search engine results

## SOCIAL MEDIA KPI'S

**Page Visits** – Number of times users come directly to your Facebook page

**Engaged Users** – Number of unique users who've clicked, liked, commented, or shared your posts

**Reach** – Number of unique users who have seen one or more of your page posts or content

**Impressions** – Number of times your content is displayed, whether or not it is interacted with; people may see multiple impressions of the same content

## ONLINE MARKETING KPI'S

**Call Tracking Numbers** – Reports the number of monthly calls & total call minutes per month from our online marketing efforts including social media, the website & search engine marketing



# SUM IT UP

- It's important for us to market our Social Media Profiles & content posted effectively
- We must continually update our local websites with local, unique content so that we can strengthen our website's authority
- It's also crucial that we take the time to review our customized reports each month
- Creating professionally, fully formatted job postings with complete descriptions for our website is essential to our best practices for recruiting



# Any questions?

Q&A with your Ascendancy I.M. Partners

# FOR YOUR REFERENCE

Description	Attracts	Purpose	Content	Frequency
 <p>The first go-to place for many audiences. Mostly one-way information about the company &amp; services.</p>	<ul style="list-style-type: none"><li>• Customers</li><li>• Employees</li><li>• Community</li><li>• Media</li><li>• Competitors</li></ul>	<ul style="list-style-type: none"><li>• Easy place for customers and search engines to find, learn about, &amp; communicate with the company</li></ul>	<ul style="list-style-type: none"><li>• Easily accessible information with links to more details</li><li>• In-depth product information &amp; company news</li></ul>	Twice a month & as needed for updates
 <p>#1 social networking site in the U.S., where users share/express what matters to them &amp; learn what's new with a company</p>	<ul style="list-style-type: none"><li>• Employees</li><li>• Customers</li><li>• Community</li><li>• Prospects</li></ul>	<ul style="list-style-type: none"><li>• Create a destination where fans want to visit daily</li><li>• Invite engagement</li><li>• Share company personality so people will want to affiliate with the company</li></ul>	<ul style="list-style-type: none"><li>• Lifestyle &amp; event-related updates, interesting facts, videos, images</li><li>• Tidbits, questions, audience polls to build interest in brand</li></ul>	Every other day
 <p>Micro-blogging platform. Businesses share information about services, gather real-time market intelligence, &amp; build relationships with customers, partners, &amp; influencers.</p>	<ul style="list-style-type: none"><li>• People seeking instant news</li><li>• Prospective employees</li><li>• Community members</li><li>• Media</li></ul>	<ul style="list-style-type: none"><li>• Promote recruitment opportunities</li><li>• Promote the company as a leader by providing news about the company and relevant communities</li><li>• Provide timely information</li></ul>	<ul style="list-style-type: none"><li>• Immediate news updates &amp; links to deeper information</li></ul>	Daily or more

# FOR YOUR REFERENCE

Description	Attracts	Purpose	Content	Frequency
 <p>Professional social networking site where users establish relationships with other professionals, search for jobs, &amp; recruit talent</p>	<ul style="list-style-type: none"><li>• Employees</li><li>• Prospects</li><li>• Customers and industry partners seeking expertise</li></ul>	<ul style="list-style-type: none"><li>• Promote recruitment opportunities</li><li>• Build company/brand credibility</li></ul>	<ul style="list-style-type: none"><li>• Use company updates to show expertise</li><li>• Share wide array of content, including insightful articles, news, opinions, etc.</li></ul>	Twice a week
 <p>Video-sharing network. Lets a brand demonstrate its services &amp; express the company's personality. Many people prefer to watch a video than read content, which attracts visitors</p>	<ul style="list-style-type: none"><li>• Employees</li><li>• DIYers</li></ul>	<ul style="list-style-type: none"><li>• Promote recruitment opportunities</li><li>• Promote the company as a leader by providing news about the company</li><li>• Provide timely information</li></ul>	<ul style="list-style-type: none"><li>• Videos showing techniques, community support projects, short workshops, etc.</li></ul>	Twice a month or more