



## SRA VALUE PROPOSITION: MARKETING COMMUNICATIONS

As an established search firm, we recognize that you want to retain your brand equity and, as such, we offer **SRA Co-Branded options** to extend your existing brand. Together we can “bolt-on” the SRA global branding and support, enabling our collective and leveraged efforts to take your brand to the next level.

Offices that join our network are given two options.

The first option is choosing to operate exclusively under the SRA brand based on a geography or name. Names like SRA-Salt Lake City or SRA-Jones Group would be examples of this first option.

The second option, and more likely choice for firmly established brands, is the option to maintain your exact brand and decide what you may wish to enhance or modify.

The only brand requirements for all offices in the network that select this co-branding option are integrating an SRA tagline that states *“a member of the Sanford Rose Associates Network of offices”* near your logo, website header and footer copyright notices, and the integration of the “About SRA” content in your website and marketing materials.

Our SRA Co-branded solutions enable you to add a marketing turbo-boost to your search firm and position yourself in the market in the way that suits you best.

There are a variety of facets of how our team can help you with your marcom strategy.

The first facet of our marketing support is in the design and development of marketing materials and graphic design expertise. To help you build the next evolution of your brand, our team of digital marketing professionals can design and seamlessly create your entire business communications stationary and brand package, specific to your office needs.

Creating and modifying this collateral package ensures you have all the tools necessary to reflect the desired image of your firm. Our marketing team can design material that includes business cards, capability brochures, presentation pocket folders, business letterhead and other stationary communication items to reflect your office's brand to your clients and candidates.

We even have an easy-to-use online ordering portal for any material orders.

We additionally can assist in helping you create and/or modify your capabilities presentation PowerPoint and even your own best practice brand usage guide for your team's standardized use.

For ongoing support, additional marketing resources include a promotional item store, preferred partner printing purchasing power, digital email-marketing resources, marketing automation services, and event marketing solutions.

All told, whether you choose to join the SRA network of offices as a SRA-branded or as a SRA Co-branded office, we provide the resources for your business to quickly scale and flourish.



## **Sanford Rose Associates (SRA) Website Design, Development and Content Management Systems**

Our MarCom team at SRA also provides website design, development, and content management systems. Your business deserves a clean, modern, and easy-to-navigate website that builds trust, represents your recruitment capabilities, and drives inbound inquiries.

Our marketing communications team has the technical know-how, delivery experience and design eye to create or modify your website, ensure it is mobile-ready, and customized specifically to your niche or niches.

We can fortify and strengthen your site with dozens of pages of recruitment-specific content, press releases and news stories. Your website will be perceived as your own executive search business, backed by the global resources and best practices from the entirety of the SRA Network.

An exclusive benefit of having a co-branded website is our content “push publishing” platform. This networked platform ensures your website will be automatically updated with the latest SEO-optimized network news stories, press releases, and client-facing articles as they are released. The value to you is you will have a robust website content publishing plan which automatically updates with fresh recruitment industry content for you to share with your audiences.

SRA can also help you publish your current searches online. Our team can assist in integrating your applicant tracking system, or ATS, into your website. And what's more, you can choose to add your jobs to our SRA Corporate site for even more exposure of your searches.

With our vast web development experience, we can create your new SRA Office website, or assist in modifying your existing website to become a SRA Co-branded presence. The choice is yours!

## **Search Engine Optimization for SRA Websites**

Let's move on to one of the most important pieces of the marketing communications puzzle - search engine optimization. Before you talk or meet with someone, what is one of the first actions you take to prepare for that conversation? Most likely, you conduct a quick web search to look up their name, background, and company to find out as much as you can before the call.

We help you with that level of visibility online.

This is exactly what SEO, or Search Engine Optimization means - being found by the search engines online. As a member of the SRA network, you'll benefit from our SEO expertise so your business website and your company overview will be easily found by the main search engines. Imagine having more inbound and qualified inquiries from clients, candidates, and the media requesting your expertise and industry insight.

We focus on organic SEO practices and strive to get your website featured in the organic results section of search engines - which are all of the results in a Google results page that are not ads. Our marketing team has the recruiting industry insight and technical experience to make SEO work for you and your organization.



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### **Video Marketing for SRA Offices**

One of our most innovative components for our SRA offices is that of video marketing. With our videos, you get the “sizzle and the steak.” The “sizzle”(professionally-produced videos) and the “steak” (best-in-class recruitment process videos), will set your office apart from your competition.

Our video content library provides video resources for your clients and candidates. From interview preparation to new hire candidate on boarding, we offer innovative, professionally produced videos to streamline your recruitment process with candidates and clients.

Our entire video library is in brand and can be added to your website. We can create two pages with client videos on one page, and candidate videos on another, allowing you and your team members to share your video pages with clients and candidates.

Our marketing team has written, produced and built this incredible video delivery system and it is a part of our service offering. These branded videos on your site are not only engaging and informative, but also show your dedication to the search process in service to your clients and candidates.

### **Media Press Release**

The MarCom team at SRA is dedicated to making media relations, press releases and search engine optimization work for you. Not only does our SRAI team drive brand recognition for the SRA network with frequent press releases, but in addition, offices that maintain a standard level of performance are included in our exclusive PR program.

Through a partnership with an outside PR firm, (with extensive recruitment industry experience), SRAI funds this program corporately. This PR partnership allows offices to gain media exposure and journalist interview opportunities in a wide array of international, national and regional publications.

When a media opportunity arises, offices participating in this program are asked to share with reporters that they are “XYZ Search, a member of the SRA network of offices”, so the entirety of the network will benefit from this exposure.

With our innovative PR program, you and your office will be perceived as the go-to resource and provider of insight on current topics within your market.

As a result, on a frequent basis, our franchisees are in the news. Each time an office is mentioned in a publication, we leverage this exposure across our digital network by curating the publishing and cross-promotion of the story on our corporate SRA website, other digital properties, and all other office websites who select this option.

Leveraging our media relations and press release resources not only builds awareness for your office, but also creates more search engine optimized content benefits, driving even more brand recognition, and allowing our SRA Network to link back to you.

Go to [www.sanfordrose.com](http://www.sanfordrose.com) and click on SRA News for examples of this program.



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### **Newsletters for SRA Offices**

One of the most impactful areas of our Marketing Communications campaign are the newsletters created for our network.

Email marketing continues to have the highest return on investment and lowest overall cost of any other marketing vehicle. Our SRA team creates email marketing content for you on a consistent basis.

You can send as-is or we can create a template in your brand and simply plug our content into your message. The only additional cost could be the printing of newsletters or the use of a third party email messaging system.

The SRAI team also creates a national SRA email newsletter that you are welcome to distribute.

As an optional service and at a nominal fee for franchisees, our team can create custom email marketing campaigns and leverage email newsletter marketing systems to help your office stay top-of-mind with clients and candidates.

These programs can include a robust enterprise grade email marketing platform, customized office design templates, and the creation and sending of mobile-ready email marketing newsletters on your behalf.

Our team of digital professionals can write, design, create, code and send your email marketing newsletters every month, so you can concentrate on what you do best.

### **Blog And Social Media Management for SRA Offices**

Finally, our MarCom team are experts in blog and social media management for our SRA offices. Do you want to create or magnify your own space in the blog-o-sphere?

Our team can set up your site so you are the publisher. You'll have a best-in-class blogging platform so you can write, publish and position yourself as a thought leader in your market. Your blog can be connected to your social media accounts to enable cross promotion and link-back features to your blog.

In summary, your marketing communications partner understands the nuances, terminology and issues facing the staffing and search business.

The Sanford Rose Associates Marketing Communications team is comprised of digital marketers, recruiters and researchers who specialize in digital marketing for the search industry and who have charged thousands and even tens of thousands of dollars annually to other search firms to do this kind of work in our industry.

They have been doing this for over a decade, and this same team is our SRAI team and thus we can offer a scale and depth of services and expertise in this area second to none in our industry.