David versus Goliath

When being smaller works for you
Andrew Parker, CPC

- President Hallmark TotalTech
- Certified Personnel Consultant
- BS Economics & Computer Science
- MBA Corporate Finance & Investments
- 33 years of experience in the field of technical recruitment specializing in SMBEs
Garrison Leykam, PhD

• Manager of Sales & Marketing Hallmark TotalTech, Inc.
• Published Author, Social Media Expert, TV Director, & Professional Blogger
• BA and MA in Psychology and PhD in Marketing
Topic and Program

All companies have to make a product or provide a service

What really is the story of David versus Goliath

Goliath sized advantage for you in the hiring market
Perception vs Reality

It is not a matter of what is true that counts, but a matter of what is perceived to be true.

—— Henry A. Kissinger ——
Prescription Strength Social Media

- Why Social Media
- Which Social Media Sites
What’s with this hash tag thing?

7 hash tags anyone hiring can use to recruit job seekers through social media:

#hirefriday
#internpro
#usguys
#custserv
#jobhuntchat
#govchat
#jobs /#jobs and location

For example, if you are looking for Ruby developers in Dallas, your tweet should include the hash tags: #jobs, #job, #dfw or #Dallas, and #ruby. Don’t forget to include the link to your specific job opening.

Use hash tags # to filter and find information:

#job #jobpost #employment #recruiting
#hiring #career #staffing #salesjob
#NAJ (Twitter lingo for 'Need A Job?')
Social Media

Six Strategic Tips for Employers

1. Know where to start – have a plan
2. Post your job openings everywhere you can
3. Engage your current employees
4. Use Social Media Strategically
5. Quality PLUS Quantity
6. Social Media it a two way street
Strategies for Success

- Manage your message. Make sure it is consistent
- Tell them your mission. Make them want to sign up
- Flexibility – Be nimble
- Offer work/home life balance
- Get to know your staff. Try “retreat days,” have a barbecue. Be a human being for them
- Interview intelligently and in-depth. Make your interviews count.
- Leverage your existing staff and friends for referrals
- Use social media
- Have a personality and use it
- Keep tabs on your competitors but don’t worry about them
- Act, do not react
More Strategies for Success

• You are the best one to sell your company to clients and potential employees
• Do not try to hire the same way a big company does
• Negotiate an intelligent offer that has bonus, training, or advancement potential.
• Stress the “big fish in a small pond” mentality. People like to have input and know the boss.
• Move quickly in your hiring process
• Have fun! This is the key to all success. If you love what you do, it will show.