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Talent Ignition

ONLINE COMMUNICATIONS FOR THE CEO:
CHALLENGES & OPPORTUNITIES

Greg Savage:
Founder and Global CEO
Firebrand Talent Search

WHY ?

- Not just the blog – it is social media
- Needed to understand the hype
- Recruitment – threat? Opportunity?
- Wanted to make informed decisions
- Migrate personal brand – offline to online
- BUT.....

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BUT.....

The reasons for, and benefits of, blogging and social media evolved and became much clearer for me as I dug deeper and learned how they interact and what they can achieve

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More cool tips on dealing with clients who want a fee discount Edit

Last week I blogged about how you need to move the focus away from dollars and percentages when **clients negotiate fees**, and on to your value and your differentiators.

36 tweets

retweet

One of the comments on my blog from Matthew Lancey raised the point that sometimes clients keep pushing, and they say something like "but your competitors charge less".

And it's this use of the "C" word that often scares recruiters.

The "C" word? Competitors. I love it when clients use that word. If they do start to talk about competitor's low fees, your response is to ask...

"Can you tell me about a situation, Ms Client, where you were charged less than the fee I am suggesting today, where you got the level of service and the calibre of talent you want – on a regular basis?"

True, this is a gamble, but the fact that you are there, in the client's office, taking the order, or even on the phone taking the order, means that it is most unlikely the client is happy with their current supplier. In fact it amazes me when a client spends 20 minutes bagging another recruiter, and then when I quote my fee – he says, but the other recruiter only charges 15%!



About The Savage Truth

Written by Greg Savage, The Savage Truth is a resource of insights and ideas for anyone interested in recruitment and staffing. Though his views are often controversial and contrarian, Greg Savage is a sought-after speaker and presenter and is regularly asked to comment on the industry, its challenges and its future. To contact Greg please email: gsavage@firebrandtalent.com

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THE BLOG – SOME LEARNINGS

- It's not the blog in isolation – it's cocktail of SM
- Blog has a symbiotic relationship with rest of social media and offline
- Blog about what you know
- Target a defined audience (for me it was recruiters worldwide)
- Blog 4 times a month at least to build following
- Mix very micro advice pieces with occasional macro pieces
- Content is king –give people a reason to come back
- Content is under your nose
- Answer your comments and tweet that you have done so – stimulates debate
- Tweet your new posts – several times over a week at least
- Promote your blog via Twitter and LinkedIn and Facebook
- Organize reciprocal blog roll links with similar bloggers
- There is a “tipping point” where readership increases incrementally
- MY readership and subscribers are increasing faster with no more promotion

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THE BLOG – THE EVOLUTION

- Get Google analytics (Free) to monitor usage and trends
- Install Retweet button
- Include social media share buttons
- Build a subscriber list
- Blog mailing lists (mailchimp)
- Send blog post update emails
- Video blogs
- Savage Truth YouTube Channel

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THE SAVAGE TRUTH

Home | Greg Savage | Speaker & Coach | Savage Links | Video | Press | Public S

No, you are not 'running late', you are rude and selfish

Please subscribe to 'The Savage Truth' for alerts on new postings, recruiting information and more. It's free and takes no more than 20 seconds to do.

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379
tweets

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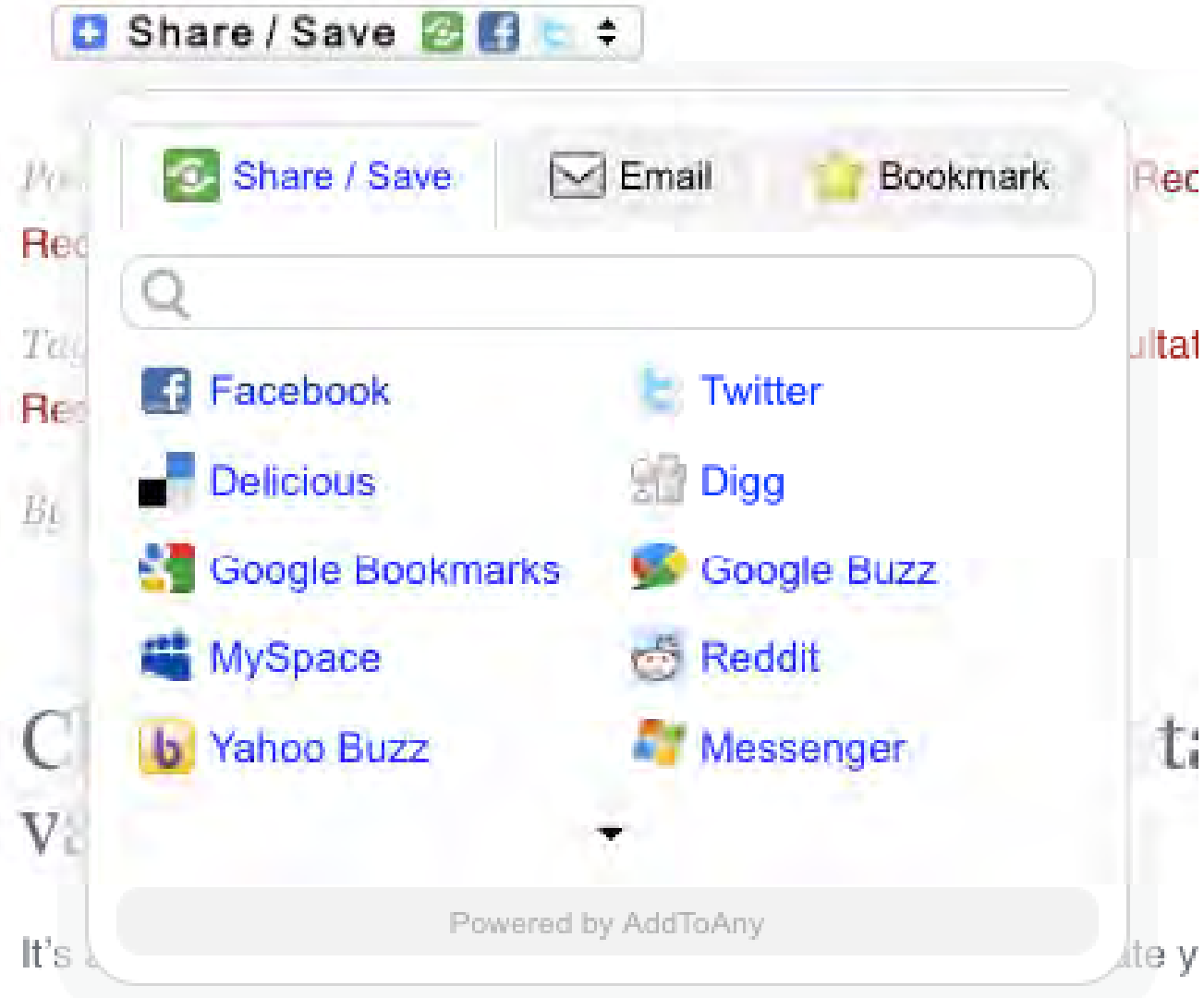
This post may offend some readers, recruiters or not. But only because it's going to cut close to the bone for many.

And I don't care if I sound old-fashioned, because actually it's nothing to do with 'fashion' or 'generation'. It's got everything to do with basic good manners and respect for other people.

So here goes... How did it get to be "OK" for people to be late for everything?

Because as far as I am concerned, it's not OK.

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Subscribe to The Savage Truth by registering your details below. Subscription is free and you will receive free recruitment skills updates, copies of Greg Savage recruitment industry presentations, information on upcoming Recruitment seminars, and be alerted to new blog posts as they are published. Please note that all personal information is secure and will not be used for 3rd party marketing purposes.

39
tweets

retweet

** indicates required information*

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Last Name *

Email Address *

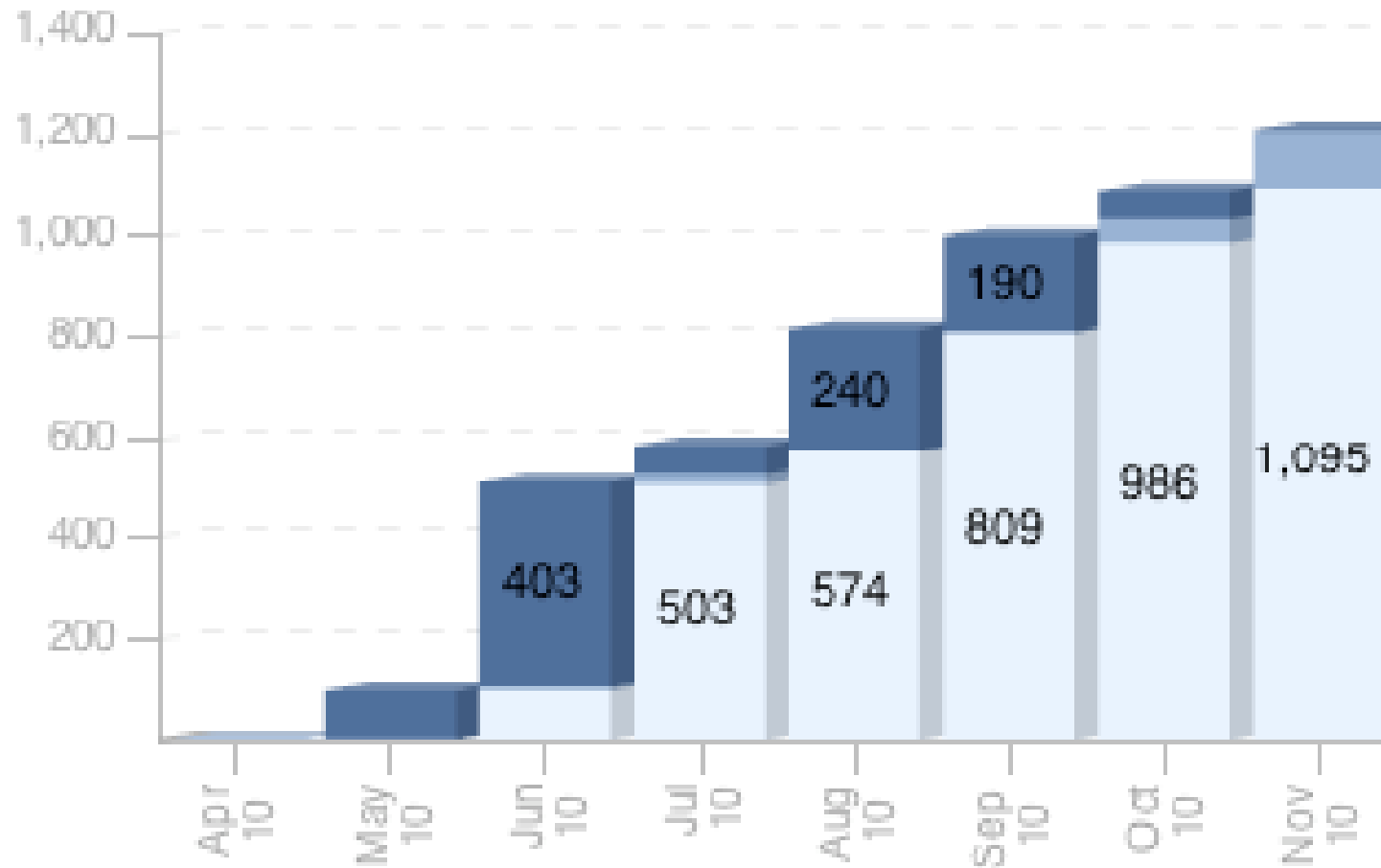
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Country *

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'THE SAVAGE TRUTH' – SUBSCRIBER GROWTH

List Growth



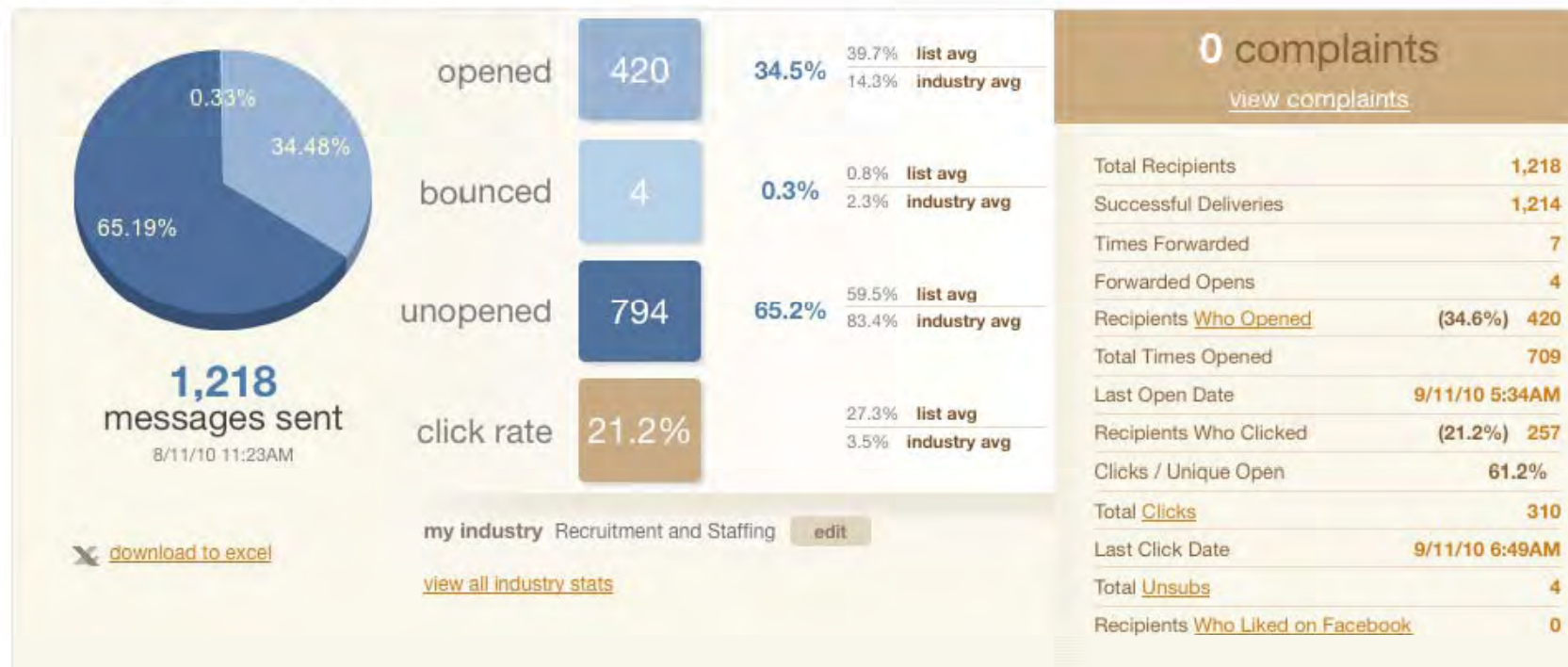
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'MAILCHIMP" CAMPAIGN SUMMARY PAGE

Blog post 8th November 2010 - This is what 'competing in recruitment' is NOT (Part 1) sent 8/11/10 11:23AM

[overview](#) [click map](#) [performance advice](#) [social stats](#)

[print report](#) | [share report](#) | [? about stats updates](#)



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Client wants a discount? Don't talk dollars, talk value

It's a fact of recruiting life that clients will push you to negotiate your fees. And with so many recruiters quick to drop fee percentages to secure briefs, that can be a hard discussion to deal with.

43 tweets
reTweet

The starting point for successful fee negotiations is, strangely enough, to get the conversation off the fee percentage, and on to the question of what it is your fee is actually for.





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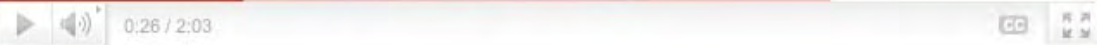
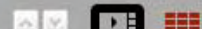
The Savage Truth | Greg Savage

thesavagetruthvideo's Channel

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Info

The true cost of hiring recruiters

From: thesavagetruthvideo | August 09, 2010 | 712 views

How to calculate the true cost of having a consultant in your business before you even pay their salary

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Date Added | Most Viewed | Top Rated



Greg Savage introduces Firebrand
282 views - 1 month ago



The true cost of hiring recruiters
712 views - 2 months ago



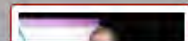
Effective recruiter communication skills
496 views - 2 months ago



Qualifying candidate salary expectations
391 views - 2 months ago



Handling Recruitment fee discount
193 views - 2 months ago



Selling the concept of exclusivity to clients

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STATS?

- Run rate of 75,000 visitors a year – 132 countries
- Average of 1.5 minutes on the site
- 50% visitors from referring site (twitter, Linked in)
- 32 % from direct traffic
- 10% from Search engines
- Most visitors from US
- Then Australia
- Then UK, NZ, Canada, Singapore
- 1,650 comments on the blog – of which 1188 were spam!
- But 462 were legit and shows engagement

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THE INTEGRATION: BLOGGING + TWITTER + LINKEDIN + YOUTUBE

- Tweet a post and 300 – 500 visitors next few hours
- RTs means reaches much wider audience
- Gives your post a longer life (tweet-u-later) bang for buck
- Can encourage a comments debate
- Tweet for time zones
- LinkedIn status advertises blog post
- LinkedIn status advertises a FB job – to 5000 recruiters!
- Vlog results in hundreds of YouTube views
- Twitter followers link on LinkedIn
- Integrate your blog posts into LinkedIn page
- 20 LinkedIn requests a week – 90% from Blog/Twitter

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COOL CASE STUDIES

- Some posts can go viral – “No you are not running late, you are rude and selfish”
- 10,000 hits in 24 hours
- Crashed my website!

Dashboard

1 Sep 2010 - 1 Oct 2010



Site Usage



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MY NEW BLOGGING AND SOCIAL MEDIA GOALS

- Credibility to a far wider audience
- Profile - Personal and company
- Connects me with customers
- Building a community
- Influence
- Hiring of staff
- Communicating my own staff
- PR
- Selling
- Massive referrals

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...AND HOW IS THAT WORKING FOR YOU?

- Credibility and profile –huge
- Customer interaction – many examples
- Complaints resolution
- Made many hires from blog and social media
- Every candidate I meet has read my blog
- Referrals of clients and talent and new hires from blog
- Acquisition enquiries
- Staff quote my blog to me
- Most staff are subscribers
- Building a community
- Press pick up my blog several times a month
- Promoted speaking session (e.g. NZ)
- Been invited to speak at conferences all over the world
- This one, London, Singapore and many in Australia
- Communicated corporate strategy via blog – tens of thousands of dollars of PR

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PUBLICITY? HOW MUCH IS THIS WORTH

- Launch of Firebrand
- Global rebrand
- Communicating the message? How and How much
- Blog Video
- Consistent tweets to 5500 followers
- Used blog Subscriber mailing to spread message (1000 plus)
- Tweets via Firebrand team
- Linked in Updates

Did it work?

- 8,500 Firebrand Website visitors first 2 weeks
- 15,000 page views of Firebrand job posting page
- Over 500 mentions/Retweets on twitter
- Firebrand Twitter followers grew to 1500 marketing & creative followers in 4 weeks
- Thousands of visits to my blog
- PR in press, online, and podcasts all over the world (at least 20)
- Job brief enquires (20)
- Candidates enquiries (hundreds)
- Prospective Firebrand employees made approaches
- Four new speaking requests
- Offers of free trials from several vendors (Job Boards etc)

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Changes at Aquent and who exactly is Firebrand Talent Search?

Regular 'Savage Truth' readers, or those aware of Aquent as a business, might be interested in a substantial shift in strategy, and a new business initiative we have launched across the world today.

30 tweets

ratweet



From the 11th of October 2010, Aquent will focus entirely on providing clients with temporary, contract and temporary-to-permanent staff in marketing and design. This will allow Aquent to deliver a consistent, focused global service backed by the largest talent pool of temporary and contract marketing and design professionals.

jeffbullas.com



[Home](#) [Bio](#) [Speaking](#) [Grade your Site](#) [Marketing Resources](#) [Twitter](#) [Jeff's YouTube](#) [Contact](#)

Social Media and The CEO – Video Interview With Greg Savage CEO of Aquent

Written by jeffbullas on July 30, 2010 - 11 Comments
Categories: Social Media, Social Media and The CEO

The challenge for a majority of Chief Marketing Officers is convincing the CEO to take the plunge and use the power and leverage of social media to amplify the presence of their brand digitally online. There are some CEO's who don't need to be convinced because of their own experience with social media.

13
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176
tweets
TOP *1K
retweet

SOCIAL MEDIA MARKETING DIGITAL OPTIMIZATION

This blog is to assist business owners with social media marketing and strategies with social media. Twitter, Facebook, LinkedIn, Search Engine Optimization, your digital online brand".

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[Interviews Your Career](#)

Podcast: Greg Savage, Founder of Firebrand Talent Search

by Amybeth Hale October 18th, 2010

tags: [international](#) [leadership](#) [management](#) [podcast](#)



Last week, I had the pleasure of speaking with Greg Savage of [Firebrand Talent Search](#). Savage, who resides in Sydney, Australia, is formerly the International CEO of [Aquent](#), which [recently refocused its business](#) on temp, contract, freelance, and temp-to-perm placement. Its permanent placement business was rebranded under the Firebrand name and is being headed by several former executives from Aquent, including Savage. In part 1 of this podcast, Savage talks about Aquent's decision to focus on temp placement and his decision to lead the new permanent placement business with Firebrand. He also shares some valuable information on his

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Blog post: More cool tips on dealing with clients who want a fee di

09 November 2010 6:35am

In this [blog post](#) on 26 October, Firebrand Talent Search founder Greg Savage wrote:

Last week I blogged about how you need to move the focus away from dollars and percentages when [clients negotiate fees](#), and on to your value and your differentiators.

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HIRE PLATEAU

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The Information Hub for Contingent Workforce, Vendor Management, and Corporate Recruiting Profession

IT EXEC LEGAL RECRUITING SALES SUPPLIERS TECHNOLOGY

Recruiters: This is how you sell exclusivity to clients

by Greg Savage on October 11th, 2010



A great recruiter will be totally articulate in positioning why a client is doing themselves tremendous harm by getting recruiters to compete.

3
tweets
[retweet](#)

TAGS

Clients,
Contingent
Workforce,
Recruiter

By all means, let recruiters compete for a client. No problems there. That's capitalism at its finest. But we should not compete on the same job. That is just dumb business by all parties.



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Latest News

Recruiters that fail to change with the times will fail altogether: **Greg Savage**

01 September 2010 3:54pm

0 Comments

Comments Closed

In the midst of a recovering economy, recruitment companies are still collapsing on a weekly basis, because the landscape they are operating in has changed and what worked in the past does not cut it anymore, says Aquent CEO **Greg Savage**.

Speaking at the RCSA conference in Hobart on Friday, **Savage** said despite jobs growth and returning demand, many SME recruitment businesses were still not out of the woods.

"The publicly listed recruitment companies are showing increased revenues and increased profits, and that's exciting, but every week I hear of a smaller recruitment company going bust.

"I don't remember a time when I've heard of more companies going bust - and it's not just rumours, because I'm getting approached by liquidators saying: 'Do you want to buy the temp book?'"

Savage said customer expectations had changed during the global financial crisis, and the recruiters whose businesses hit the wall were the ones who hadn't caught up.

Clients wanted their recruitment consultants to be up-to-speed with social media and other technologies; they wanted tailored, consultative service and specialist market insights; and they wanted all of this at the same, lower fees they had become used to during the downturn.

MAKING MONEY FROM BLOGGING?

- Not my goal, not my expertise
- But I believe I make a great deal indirectly via PR, referrals, hiring staff
- Did install one affiliate link
- Generates about 5,000 a year
- But to me that just proves the right people visit my blog



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OVERARCHING LESSONS

- Huge time commitment
- Don't do it unless you are prepared to invest – 12 months at least
- Be niche, be expert
- Be controversial, have a view
- Content is key
- Most of the content is under your nose
- Consistent
- Be generous
- Don't get provoked
- Work the integration between platforms
- Maintain offline presence

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MOSTLY...

- I have learned the incredible power and influence of social media
- It is not frivolous
- Its not “nice to have”
- Its not the holy grail either
- But its a key part of our business strategy – and I would suggest yours
- and personally.....

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THANK YOU

gsavage@firebrandtalent.com
twitter.com/greg_savage
www.gregsavage.com.au
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