

LEAN PUBLISHING ENGINE

OVERVIEW

A small, dedicated content team augmented by freelancers efficiently creates high-quality content streams.

SOLUTION HIGHLIGHTS

- Opportunistic sourcing of content balances quality and cost.
- Ranks of “on-demand” writing talent accommodate demand variability efficiently.
- Editorial discipline boosts the leverage of content streams.
- Social distribution of content efficiently boosts its reach.

SCENARIO

Kelly Services recognizes it must produce more content to engage potential candidates, but it must do so efficiently to keep resource investment low.

COMPANY SNAPSHOT

Kelly Services

Industry:	Professional Services	Headquartered in Troy, Michigan, Kelly Services is a Fortune 500
2012 Sales:	US\$5.5 Billion	company that provides workforce consulting, manages talent in key
Employees:	558,200	industry sectors and caters to the talent outsourcing requirements of
		leading companies worldwide.



Kelly Services' small content marketing team relies on available qualified contributors to efficiently generate content.

- The core content marketing team includes a B2C Content Senior Manager reporting into an Editor-in-Chief, who devotes half his time to content marketing.
- Kelly Services' Editor-in-Chief is the final decision maker on all content, ensuring tight strategic fit and adherence to quality standards.
- By contracting production resources, Kelly optimizes staffing costs to accommodate variable production demand.
- Pairing Subject Matter Experts (SMEs) with content producers ensures Kelly develops content that has higher candidate impact.

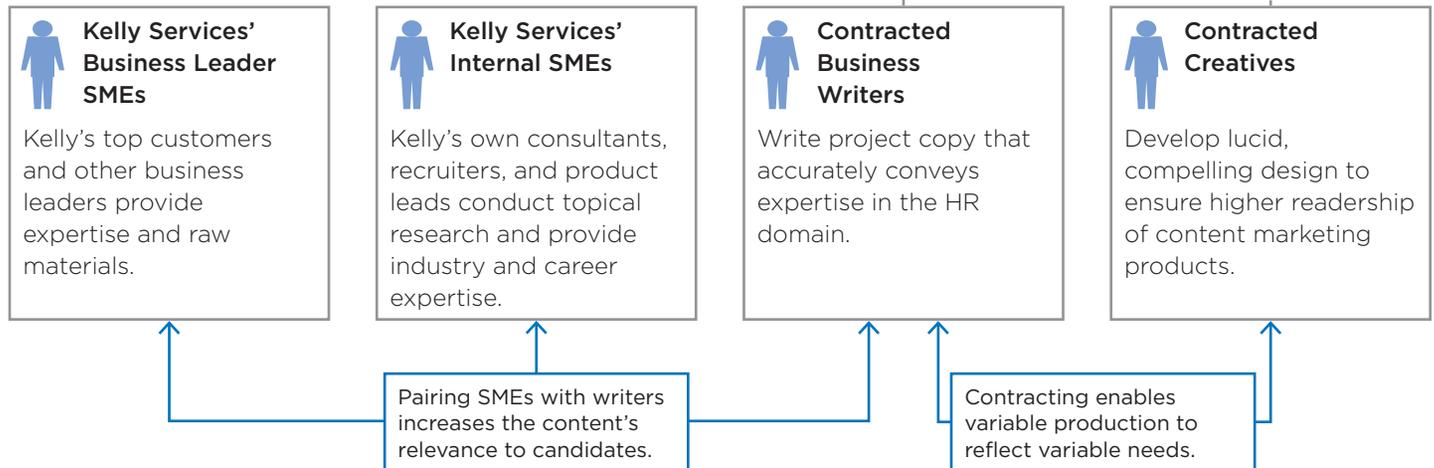
MEET THE TEAM



Members of Kelly Services' B2C Content Marketing Team *Core Content Marketing Team*



Content Marketing Partners





A multi-stage process ensures only the topics with the greatest potential for impact get selected.

- Kelly’s topic selection process has three steps.
 - The first two steps incorporate survey results and human inputs to gather context around what might be the most interesting topics for consumers.
 - As a final step, the content marketing team eliminates topics not aligned to the firm’s strategic objectives.



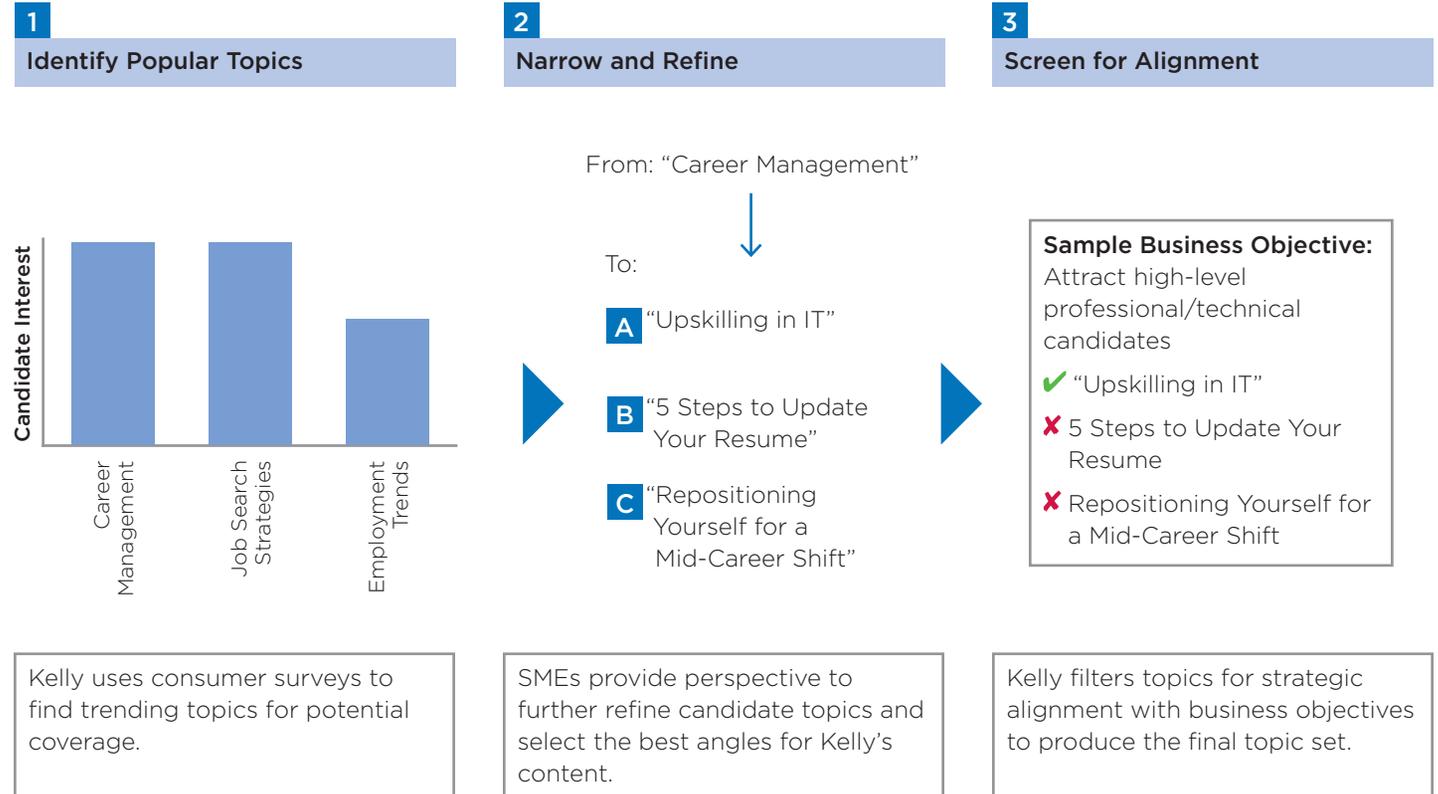
“There are so many good ideas we could cover. We have to set aside some because the content either doesn’t align with our brand strategy/objectives for the year, or they don’t fit into our schedule; not because they are bad topics.”

Mona Wehbe
B2C Content Senior Manager
Kelly Services

TOPIC SELECTION FOR MAXIMUM IMPACT



Kelly Services’ Choiceful Content Selection Process



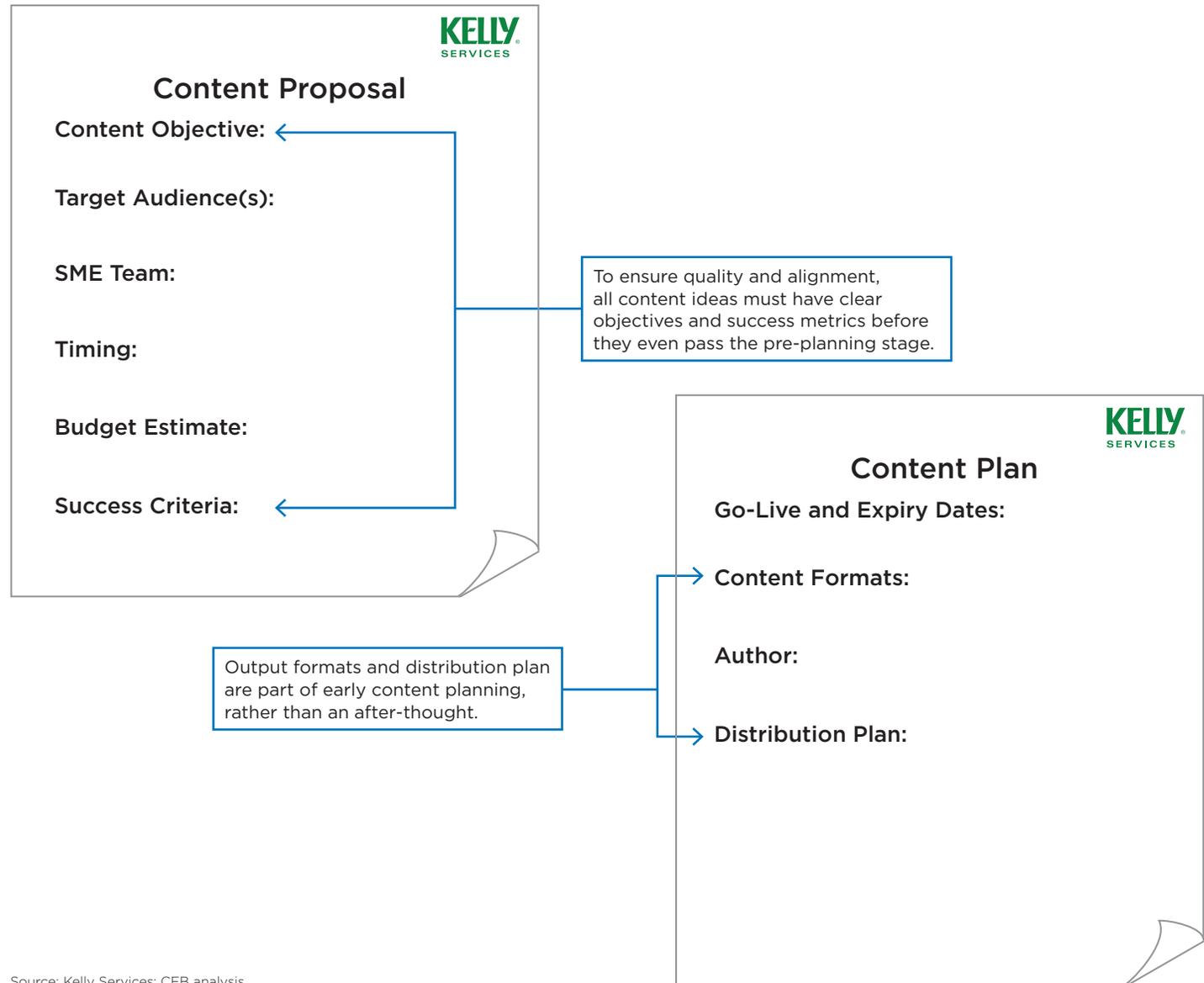


Detailed pre-production planning maximizes the impact of all the content that makes it through the selection process.

- Kelly’s content production proposals clearly define the desired end-goals for the content, ensuring every idea has an objective and a way to measure success.
- Once the proposals are approved, Kelly develops detailed content production and distribution plans to streamline production workflow.
- This upfront planning maximizes the impact of the content Kelly produces.

BEGINNING WITH THE END IN MIND

Kelly Services’ Upfront Quality Control



For an overview of Kelly Services’ content planning, please refer to the Appendix.

Kelly Services uses owned, earned, and employee channels for efficient content distribution.

- Kelly Services leverages earned media in many online channels, like Career Builder and LinkedIn groups.
- In addition, Kelly Services recruiters, SMEs and product leads share pre-packaged social messages with their networks, enabling it to reach a broader set of candidates.

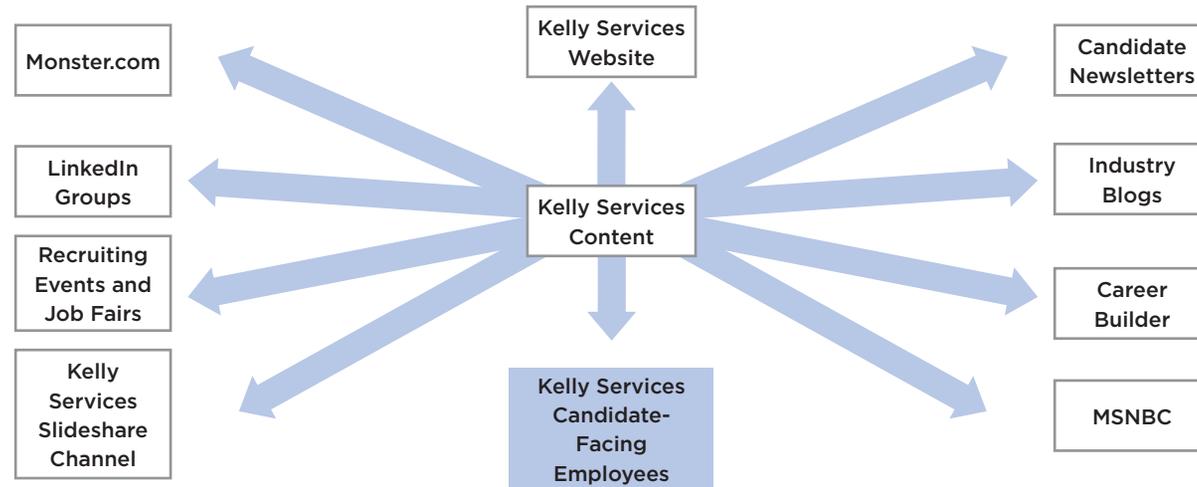
Implementation Tip:

Brands without consumer-facing employees or agents can distribute social sound bites through:

- Blogger networks
- Brand super fans
- Loyalty program members

SOCIAL SCALE

Kelly Services Distribution Network



Selected Highlights of Kelly Services Candidate-Facing Employee Channel

Marketing builds ready-made social messages that promote Kelly Services' content.

Marketing

Recruiters, SMEs and Product Leads

Candidates in Social Networks

Candidate-facing Kelly employees share the messages with their professional social networks.

Kelly gives its employees many choices of social sound bites, and encourages them to tailor them further for their own social networks.

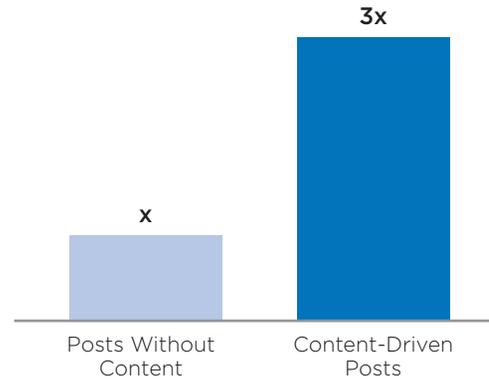


Kelly Services' shift to content marketing has increased its opportunities to influence its candidates.

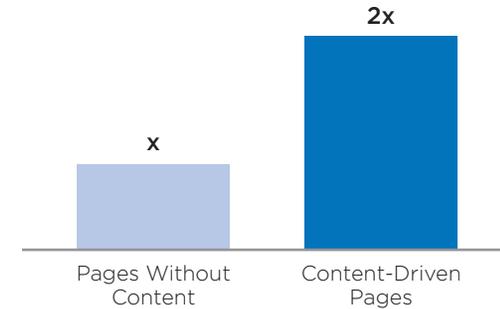
THE FRUITS OF LEAN PUBLISHING



LinkedIn Shares



Page Views



“Our content strategy has allowed us to engage more meaningfully with potential candidates. I regularly get feedback from candidates commenting on our content saying, ‘I didn’t know Kelly did that—I’m going to submit my resume.’”

Mona Wehbe
B2C Content Senior Manager
Kelly Services