

Public Relations on the Independent Side

The Rewards of PR for MAGNUM Staffing Services

PR EFFORTS:

Through strategic public relations efforts, Magnum Staffing has established brand recognition and a positive, innovative image through constant coverage in the news. The PR campaign has created an image and promoted that image to create awareness to the general public, employees, prospective clients and the staffing industry.

The campaign was designed to emphasize Magnum's fundamental business principles: dedication to finding the right employees for clients – the first time, meaningful employee enrichment and a true concern for the welfare of employees and clients. Many forms of communications tools have been combined to accomplish the task, all keeping consistent with the same overall image.

PR efforts have highlighted several notable happenings within the company, including:

- Getting the word out on business awards and accomplishments
- New, innovative staffing solutions offered by Magnum Staffing
- Staff accomplishments and recognitions
- Magnum's efforts to reward and recognize clients and employees
- Philanthropic deeds within the City of Houston and the State
- Professional organizations Magnum Staffing is elected to



- New employees/promotions
- Business growth and development

Through getting the word out to our employees and applicants that we are a great EMPLOYER, we can keep employees that we have, create referrals from our employees for other good candidates and give employees what they really want – recognition for a job well done.

A variety of communications tools have been utilized to reach the audience, including:

- A press kit was created to inform media of the services Magnum Staffing provides, as well as a general background and identification of key players within the company.
- An informative brochure was created for use not only as a sales tool, but also as a complete overview of the company for employees.
- News in the form of press releases submitted to the industry publications, local newspapers, industry web sites and business journals.
- An eNewsletter is distributed to clients on a regular basis, highlighting accomplishments within their staffing firm.
- An innovative web site was created for anyone with Internet access to view.
- Inserts are distributed inside company invoices, highlighting the latest achievements.
- Caroline Brown has been made

available to the media as a credible source on subjects related to the staffing industry.

RESULTS:

What Caroline Brown, president of Magnum Staffing, has to say about public relations efforts:

• "Great things happen at good staffing firms all of the time – the vast majority of them being success stories with our assigned associates. They've represented us in an exemplary manner, have made a difference at one of our client companies, have opened up opportunities for themselves through their work ethic and showcasing their talents they might not have otherwise had the opportunity to do."

• "There are two aspects to the purpose of a good public relations effort. One is from the recruiting and retention aspect – purely internal. We are in the business of staffing our clients with the best associates available, meaning we have to be able to attract and retain the best talent. Through getting the word out to our employees and applicants that we are a great EMPLOYER, we can keep employees that we have, create referrals from our employees for other good candidates and give employees what they really want – recognition for a job well done."

• "The second aspect of a good public relations effort is in response to the client requirements of 'what do you do for your employees?' Magnum Staffing has always recognized its employees but wasn't adept at communicating this to our clients. The PR gives us an avenue to tell our clients about the types of employees Magnum has and how we reward them for a job well done. Client companies want to work with staffing firms who are good employers, bottom line."