



Automated **ASK ABD:** Business Designs

What is the best type of marketing approach during times when the market can be challenging?

Targeted marketing campaigns are best ***all of the time***. The better you can target your campaigns, the more successful.

The misconception is that during good times candidate marketing should be prevalent and job order marketing should prevail during weaker moments. Both are equally important and recruiting quality candidates may be even more important when the market is not as open as we would like.

Use your software to market in a variety of directions. Use custom letters, postcards, emails to prospects and clients, and targeted call campaigns. Use strong search and daily planner tools so that you can be specific.

For more on productive software use and other topics of interest, go to www.ultra-staff.com and click **ASK ABD**. ***Or call ABD at 800-944-4223. ABD is the developer of Ultra-Staff software, which is used nationally by thousands of satisfied staffing industry users.***