



THE  
CREATIVE  
GROUP

Recruiting for Interactive,  
Design & Marketing Talent

A Robert Half Company

# Working with influencers to establish credibility & authority

# Who are these people?



Julie Plonk  
Strategic Alliance Manager



Kirt Zimmer  
Content Marketing Manager



# About the company



## TCG



## Robert Half Technology

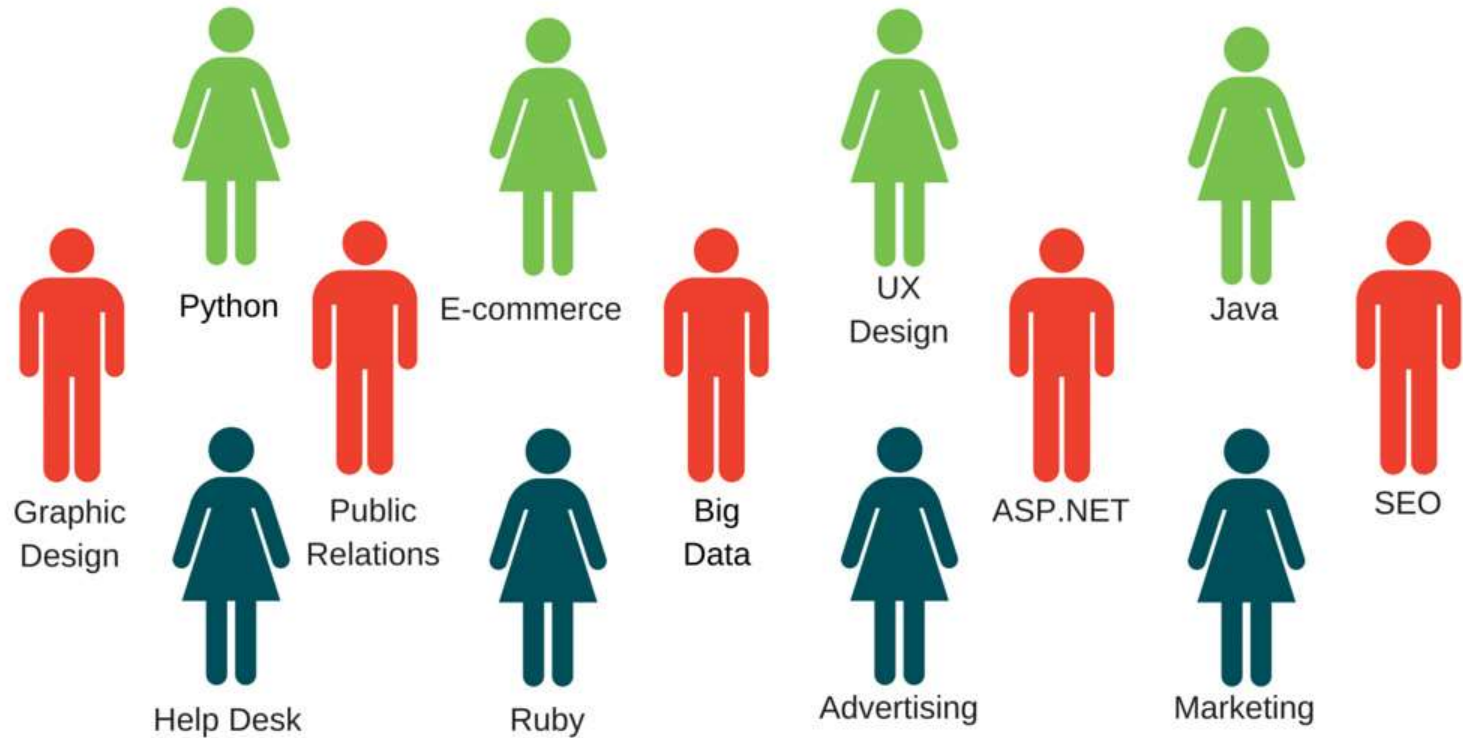


### Microsoft Partner

- Gold Collaboration and Content
- Gold Devices and Deployment
- Gold OEM
- Silver Application Development
- Silver Data Analytics
- Silver Datacenter
- Silver Data Platform
- Silver Intelligent Systems
- Silver Midmarket Solution Provider
- Silver Software Asset Management



## Professionals with depth of expertise we don't have



- Don't fake your expertise
- Find authorities your audiences respect
- Enjoy the halo effect

- Credibility in the field
- Social media following
- Pass the brand sniff test
- You get *all* their reputation

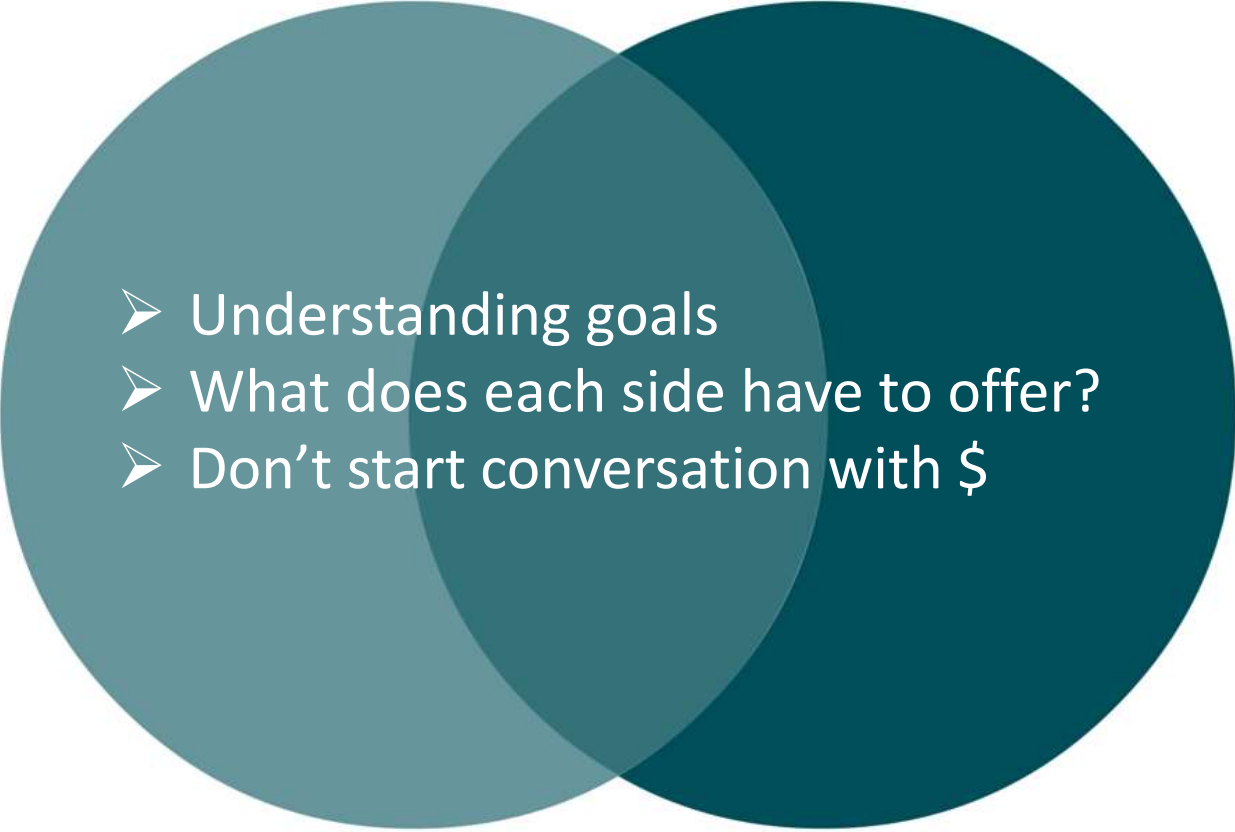


**Online:****Offline:**

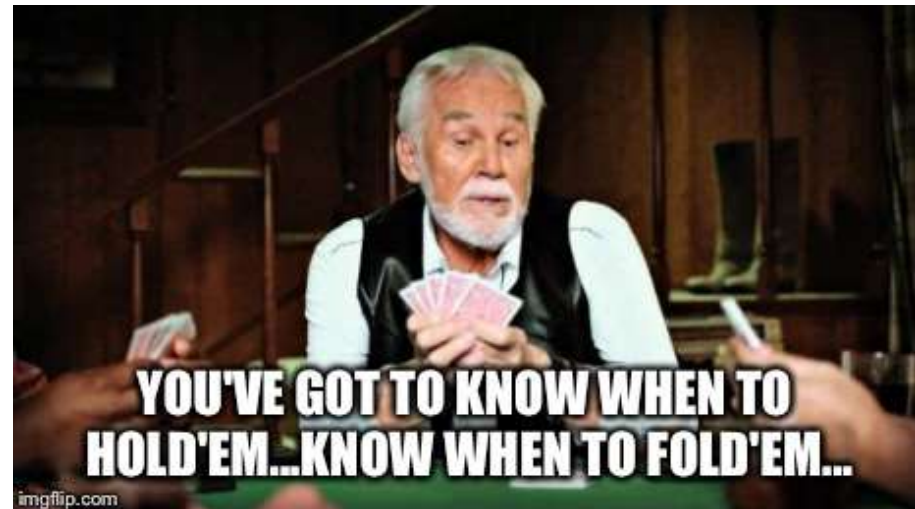
- Leadership
- Employees
- Other influencers

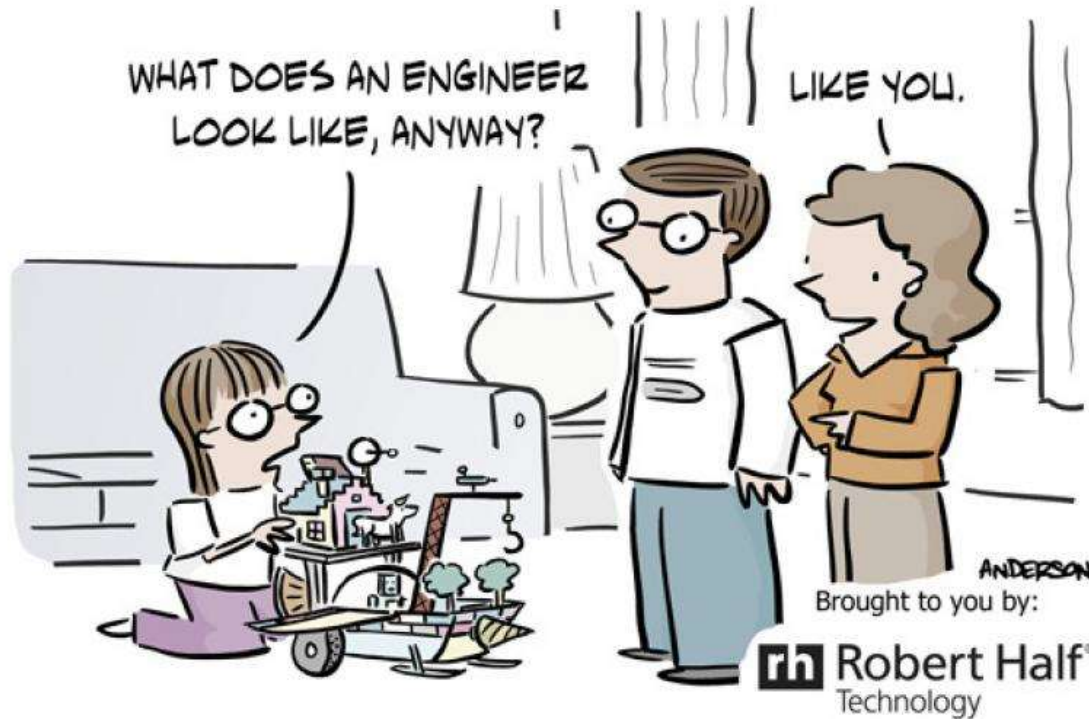




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- Understanding goals
  - What does each side have to offer?
  - Don't start conversation with \$

- Set a schedule to stay in touch
- Be prepared to be flexible
- *WIIFM and WIIFT*
- Not all relationships are long-term





65 Isis Anchalee @isisAnchalee · Sep 15  
 @JennPopoRH @RobertHalfTech I LOVE it. #ILookLikeAnEngineer #soDoYou



## Learning how veterans view the civilian workplace

- Humor
- Challenges
- Future resources





## Livestream video: Career Paths for Developers



- Identify new influencers
- Check-in with stakeholders
- Prioritize
- Outreach and planning
- Track progress and adapt



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