

# JZ Payroll Outsourcing & Contract Staffing

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## Immediate Action Items (Week 1-2)



### LinkedIn Profile Optimization

- ✓ Upload professional headshot photo
- ✓ Write compelling headline: "HR Solutions Expert | Payroll Outsourcing | Contract Staffing Specialist"
- ✓ Craft detailed summary highlighting 3 key achievements
- ✓ Add company details with logo and description
- ✓ Request 10 recommendations from clients/colleagues



### Target Keywords Setup

- ✓ Primary: "Payroll Outsourcing", "Contract Staffing"
- ✓ Secondary: "HR Solutions", "Staff Augmentation", "Workforce Management"
- ✓ Location: "Delhi NCR", "Gurgaon", "India"
- ✓ Use keywords in headline, summary, and experience sections

- ✓ Update company page with SEO-optimized description



## Social Media Audit & Setup

- ✓ Create professional Twitter account
- ✓ Set up Instagram Business account
- ✓ Clean up existing Facebook profile
- ✓ Ensure consistent branding across platforms
- ✓ Add company information to all platforms



## Content Strategy (Week 3-8)



### Content Calendar Creation

- ✓ Monday: Industry insights and trends
- ✓ Wednesday: Client success stories (anonymized)
- ✓ Friday: HR tips and best practices
- ✓ Create 30 days of content in advance
- ✓ Use scheduling tools (Hootsuite/Buffer)



### Thought Leadership Topics

- ✓ "Future of Contract Staffing in India"
- ✓ "Payroll Compliance Updates 2025"
- ✓ "Benefits of Outsourcing HR Functions"
- ✓ "Remote Work and Contract Staffing"

- ✓ "Cost-Effective Staffing Solutions"



## Video Content Ideas

- ✓ 60-second HR tips for small businesses
- ✓ Payroll compliance checklist videos
- ✓ Client testimonial recordings
- ✓ Behind-the-scenes office content
- ✓ Q&A sessions about staffing solutions



## Networking & Engagement Strategy



### Key People to Connect

- ✓ HR Directors at companies with 50-500 employees
- ✓ Startup founders and CEOs in Delhi NCR
- ✓ Other HR service providers (non-competing)
- ✓ Industry journalists and bloggers
- ✓ Labor law consultants and CA firms



### Daily Engagement Plan

- ✓ Comment meaningfully on 5 industry posts daily
- ✓ Share 1 relevant article with personal insight
- ✓ Send 3 personalized connection requests
- ✓ Respond to all comments on your posts within 2 hours
- ✓ Join 3 relevant LinkedIn groups and participate weekly



## Industry Groups & Communities

- ✓ National HRD Network (NHRD)
- ✓ India Payroll Association
- ✓ Delhi NCR HR Professionals
- ✓ Startup HR Professionals India
- ✓ Contract Staffing Professionals



## 90-Day Implementation Timeline

### Days 1-30

Profile optimization, content creation, initial networking

### Days 31-60

Consistent posting, engagement building, thought leadership

### Days 61-90

Advanced strategies, speaking opportunities, partnerships



## Essential Tools & Resources

### Canva

Design graphics and posts

### Hootsuite/Buffer

Schedule social media posts

### Google Analytics

Track website performance

### LinkedIn Sales Navigator

Advanced networking

**Grammarly**

Content proofreading

**Zoom/Teams**

Video content creation



## What to Include vs. What to Leave Out



### What to Include

- ✓ Client success metrics (anonymized)
- ✓ Industry certifications and awards
- ✓ Professional achievements and milestones
- ✓ Educational content about HR/payroll
- ✓ Company culture and team highlights
- ✓ Industry trends and insights
- ✓ Behind-the-scenes professional moments



### What to Leave Out

- ✓ Client confidential information
- ✓ Salary details or financial data
- ✓ Personal political opinions
- ✓ Controversial social topics
- ✓ Negative comments about competitors
- ✓ Internal company conflicts
- ✓ Personal family photos on business accounts

# Ready to Transform Your Online Presence?

Start with these actionable steps today and become a recruiter magnet in the HR industry!

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