

RECBOND

JOB ADVERTS: AN EMAIL SEQUENCE

ONLY FOR RECRUITERS



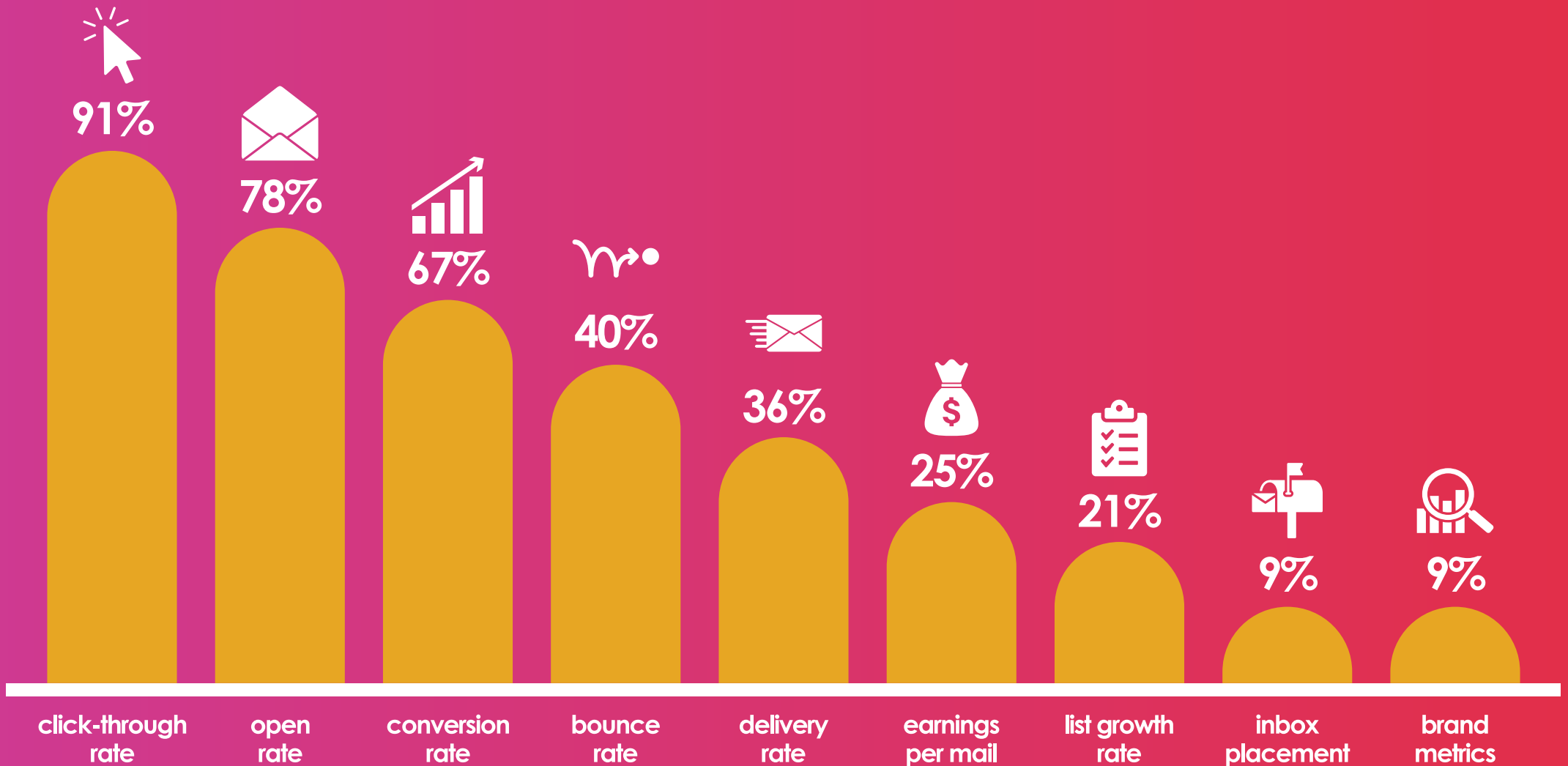
Email marketing should produce a whopping

£42 FOR EVERY £1 YOU SPEND.

Why not invest the time into
your email outreach?

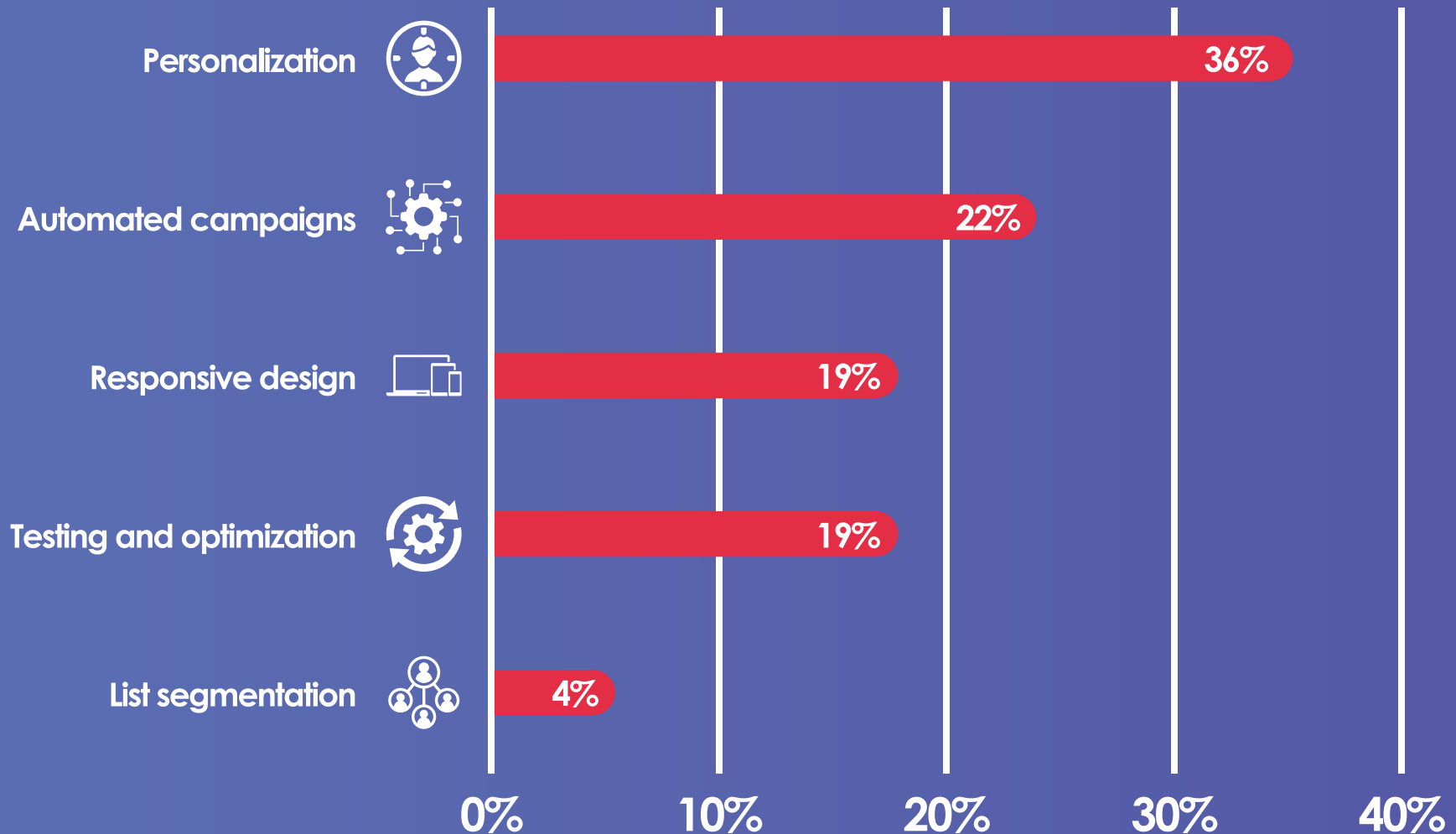


TOP EMAIL MARKETING METRICS USED BY MARKETERS



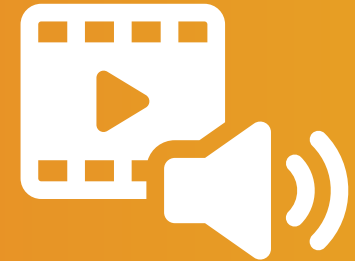
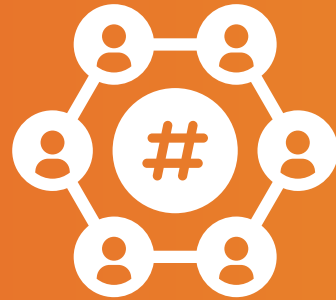
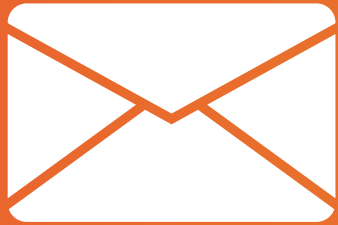
PERSONALIZATION IS THE MOST EFFECTIVE EMAIL TACTIC

Most effective email tactics:

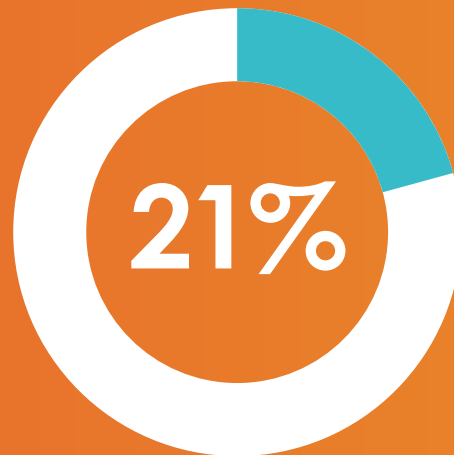


EMAIL BEATS ALL OTHER MARKETING TOOLS IN TERMS OF INCREASING ROI

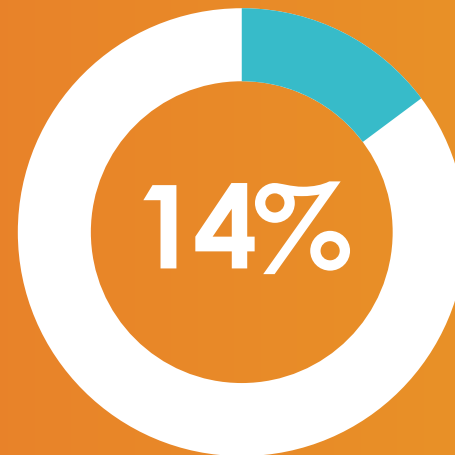
Leading drivers of ROI:



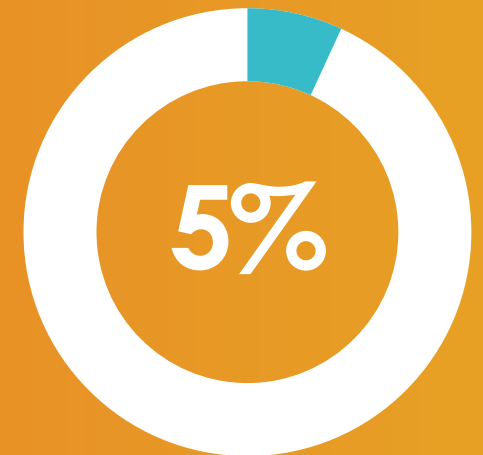
Email



Social media

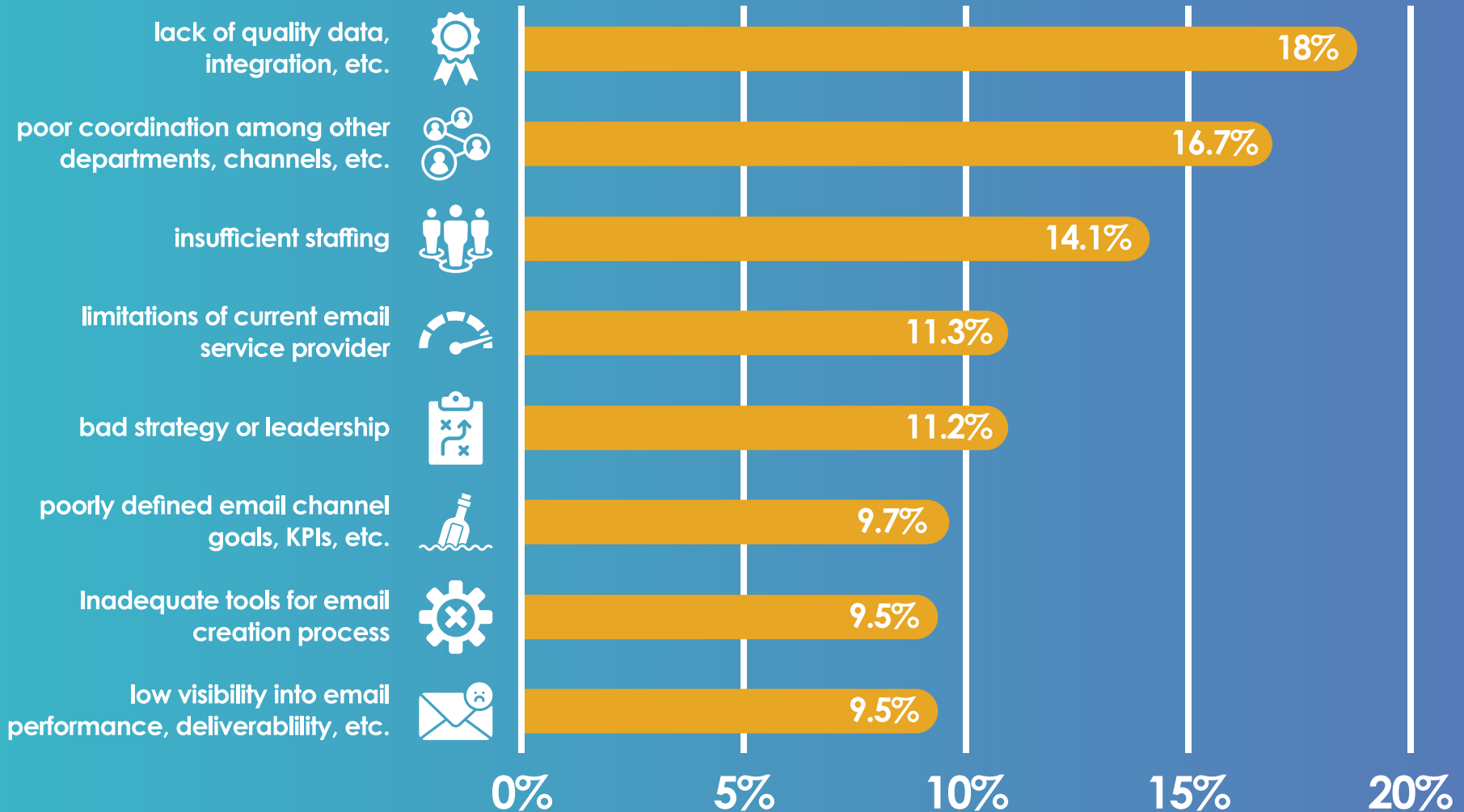


Display ads

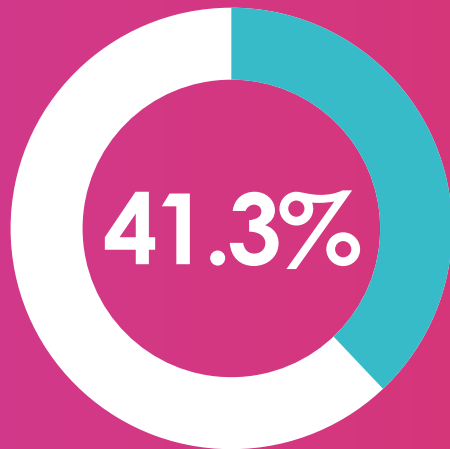


Video

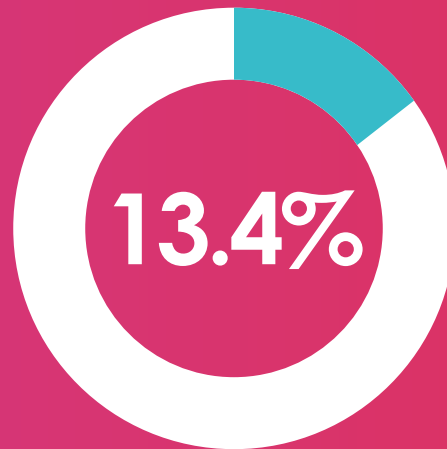
BIGGEST CHALLENGES FACING EMAIL MARKETERS



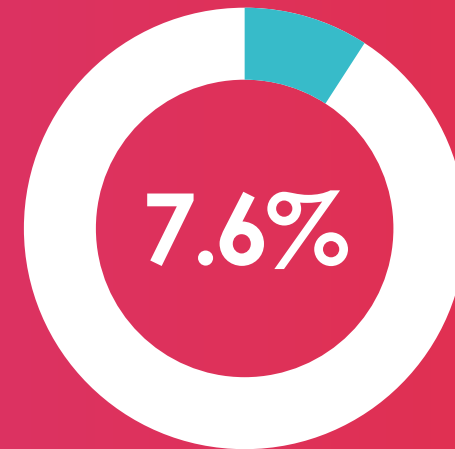
POSITIVE EFFECTS OF AI USE IN EMAIL MARKETING



improvement in revenue



improvement in
click-through rates



improvement in open rates

THIS IS JUST A GUIDE.

Feel free to play around with the wording and add your own spin to it. We're hoping that this sequence will get you 90% of the way...

P.s. call, connect on LinkedIn, and engage socially with the hiring manager between each email



EMAIL #1

week 1

Subject <<JOBTITLE THEY'RE HIRING>> - applications

Body Hi <<FIRSTNAME>>, how many applications have you had for your <<JOBTITLE THEY'RE HIRING>> position?

Are the applicants at the standard you're hoping for?

<<YOUR AGENCY>> have placed similar talent into the likes of <<COMPANY 1, COMPANY 2, COMPANY 3>>. If you're looking for better applications, please let me know if you'd like more info.

Regards,

<<YOUR NAME>>

p.s. here are 50 questions that you could ask <<JOBTITLES>> at 1st interview.

Hope it helps!

EMAIL #2

1 day gap

Subject

Someone for you <<FIRST NAME>>?

Body

Hi <<FIRSTNAME>>, I've noticed that you're still hiring for a <<JOBTITLE THEY'RE HIRING>>. I'm working with someone who I think could be very relevant.

Overview:

- <<5 bullet points of a relevant candidate>>

Should I send over more details?

Regards,

<<YOUR NAME>>

p.s. this is what I've found is the perfect interview process.

How does it compare to yours?

EMAIL #3

2 day gap

Subject

Re: Someone for you <<FIRST NAME>>?

Body

<<FIRSTNAME>>, did you manage to fill your <<JOBTITLE THEY'RE HIRING>> vacancy?

A couple of days ago, I sent over the profile of someone I believe would be worth interviewing. <<YOUR AGENCY>> have a network of <<JOBTITLE THEY'RE HIRING>> and I've attached a one-page case study on the work we did for <<COMPETITOR>>.

As a reminder:

- <<5 bullet points of a relevant candidate>>

If this candidate isn't right, do you have some time to catch up about others who could be right for you?

Regards,

<<YOUR NAME>>

EMAIL #4

3 day gap / week 2

Subject

All set?

Body

Hi <<FIRSTNAME>>, it's been a week since I first noticed your <<JOBTITLE THEY'RE HIRING>> vacancy – did you fill it?

Regards,
<<YOUR NAME>>

p.s. this might be useful: it's a guide on the top perks that people look for

EMAIL #5

3 day gap

Subject

Re: All set?

Body

Hi <<FIRSTNAME>>, I'm guessing that you've managed to find someone for the <<JOBTITLE THEY'RE HIRING> vacancy.

Because we've got a niche network of placing similar talent, I've put together a guide on how to retain your top talent.

As ever, please reach out to me if you're looking for help with recruiting.

Regards,

<<YOUR NAME>>

EMAIL #6

7 day gap / week 3

Subject

Interview series

Body

Hi <<FIRSTNAME>>, I've been following <<COMPANY>> for a while and thought of different way to connect with you.

A quick bit about us: <<YOUR AGENCY>> has over 30k+ followers across our social platforms, 10k+ email subscribers. These numbers grow every day!

I am exploring ways to collaborate with leaders the <<NICHE>> industry, and this is why I'm reaching out to you

I'm putting together an interview series specifically for the <<NICHE>> community. Would you be keen to join?

It's all about:

- The problem that you're solving
- Mission and objectives
- Your personal journey, career and why got into <<NICHE>>
- Building teams and culture
- Plus other topics

It will be promoted to a group of ~30,000 professionals across the <<YOUR AGENCY>> community. And it's a superb way to boost yourself and the company profile.

It should take around 20-30 minutes over Zoom one day - I'd love you for you to come on?

Regards,
<<YOUR NAME>>

EMAIL #7

3 day gap

Subject

Re: Interview series

Body

Hi <<FIRSTNAME>>, did you want to jump me on the interview series at some point over the next month?

Regards,
<<YOUR NAME>>

EMAIL #8

4 day gap / week 4

Subject

<<JOBTITLE THEY'RE HIRING>>

Body

Hi <<FIRSTNAME>>, I keep seeing the advert floating around – did you fill it in the end?

Regards,
<<YOUR NAME>>

EMAIL #9

2 day gap

Subject

Re: <<JOBTITLE THEY'RE HIRING>>

Body

Body

Hi <<FIRSTNAME>>, if you are still looking for high quality applications, I'm working with someone who I think would be an excellent fit.

I run a recruitment agency with a focus on <<NICHE>>. I think you should talk to my candidate for the following reasons:

Overview:

- <<5 bullet points of a relevant candidate>>

Should I set up a call?

Regards,

<<YOUR NAME>>

EMAIL #10

2 day gap

Subject

Re: <<JOBTITLE THEY'RE HIRING>>

Body

Hi <<FIRSTNAME>>, any feedback on the candidate I sent a couple of days ago?

Regards,
<<YOUR NAME>>

EMAIL #11

4 day gap / week 5

Subject

Another time

Body

Hi <<FIRSTNAME>>, before I go... here's a link to a load of useful resources that include:

- Salary guides
- How to hire
- How to retain
- Plus interviews with industry peers of yours

As-and-when you're looking for help with recruiting, I'll be in a very good position to help.

Regards,
<<YOUR NAME>>

TOP EMAIL MARKETING ROI STATISTICS



Email generates **£42 for every £1 spent**



99% of email users are **checking their email daily**



Mobile devices account for about **60 percent of email opens**



Professional marketers have found a **760% increase in revenue** from building email lists and using email campaigns



64% of small businesses **use email marketing to reach customers**



Half of the world's population has an email address resulting in **4.3B accounts globally**



89% of marketers use email as the **primary channel for generating leads**



4 out of 5 marketers said they'd rather give up social media than email marketing



82% of marketers worldwide use email marketing

Looking for help with your
email marketing?

GET IN TOUCH

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