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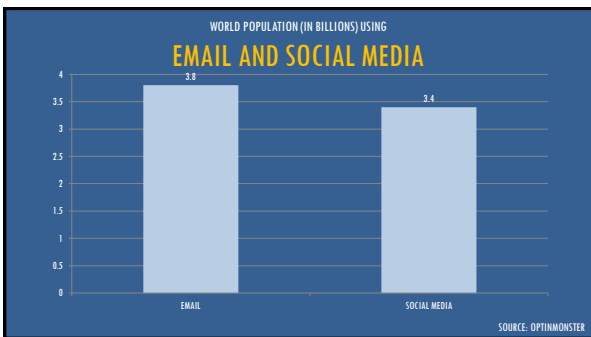
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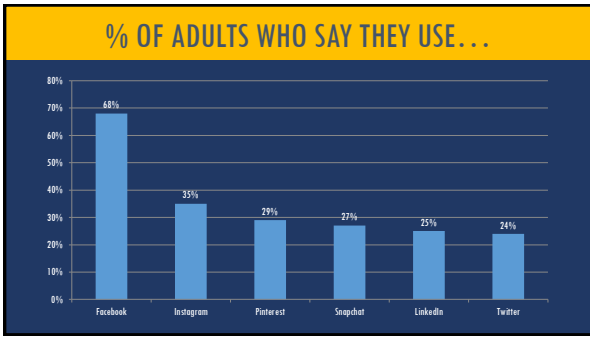
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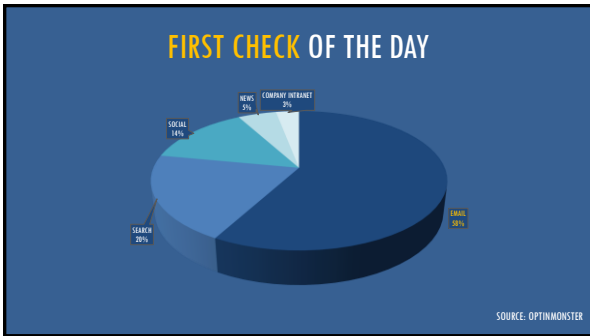
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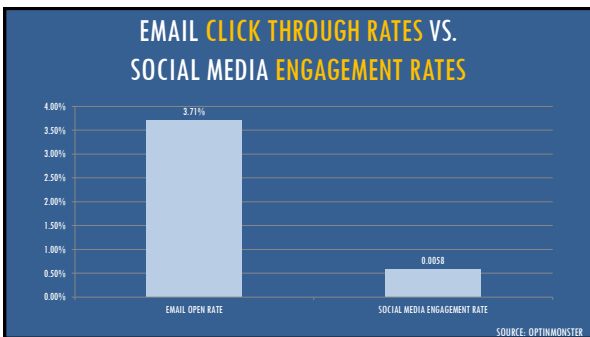
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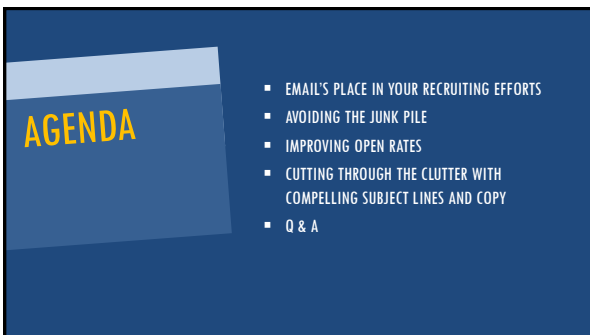
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INTRODUCTION:  
**EMAIL'S PLACE**  
IN YOUR RECRUITING EFFORTS

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EMAIL IS  
**ONE TOOL**  
NOT THE ENTIRE TOOLBOX

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SO, WHERE DOES EMAIL  
**FIT IN?**

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<b>RESEARCH:</b> PRIMARILY SOCIAL MEDIA	<b>CULTIVATION:</b> PRIMARILY COLD CALLS AND EMAIL
<b>NEGOTIATION:</b> PRIMARILY PHONE/ FACE TO FACE	<b>FOLLOW-UP:</b> PRIMARILY SOCIAL MEDIA AND EMAIL

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**SOME OF THE THINGS  
SPAM FILTERS  
LOOK FOR**

- PREVIOUSLY-SENT EMAILS WITH LOW ENGAGEMENT RATES OR SPAM COMPLAINTS
- SENDING FROM AN UNBRANDED ADDRESS
- LISTS WITH INACTIVE EMAIL ADDRESSES
- MISLEADING SUBJECT LINES
- SUBJECT LINES WITH ALL CAPS OR MULTIPLE EXCLAMATION POINTS
- OVERLY PROMOTIONAL LANGUAGE

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## SOME OF THE THINGS SPAM FILTERS LOOK FOR

- NO PERSONALIZATION
- NO STREET ADDRESS
- AN OBSCURED OR MISSING UNSUBSCRIBE LINK

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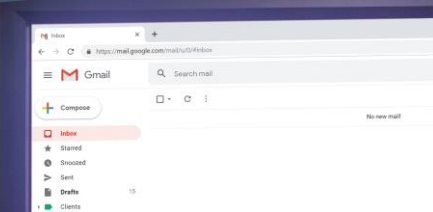
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## CLICK HERE — "A MARKETER'S GUIDE TO EMAIL DELIVERABILITY: HOW TO AVOID EMAIL SPAM FILTERS"



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## A FEW TESTING OPTIONS

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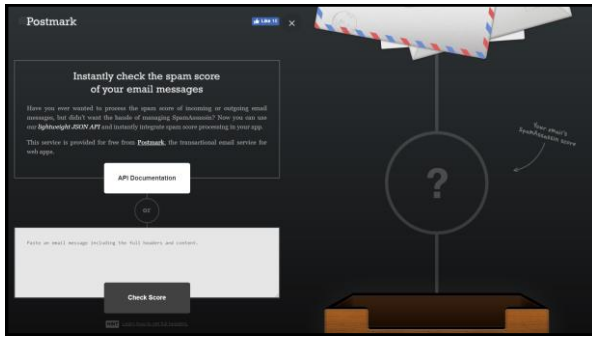
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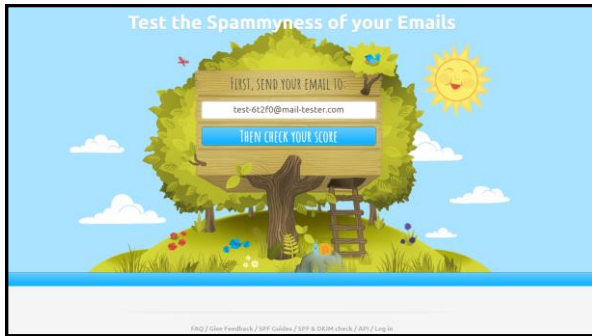
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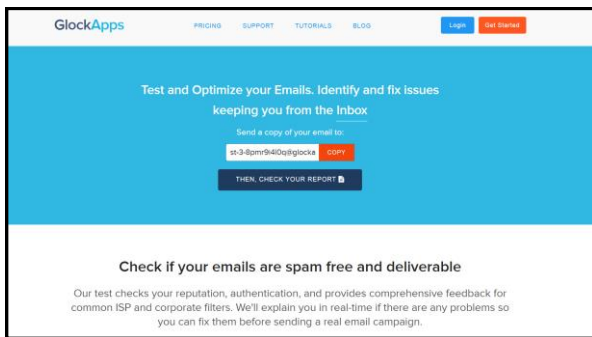
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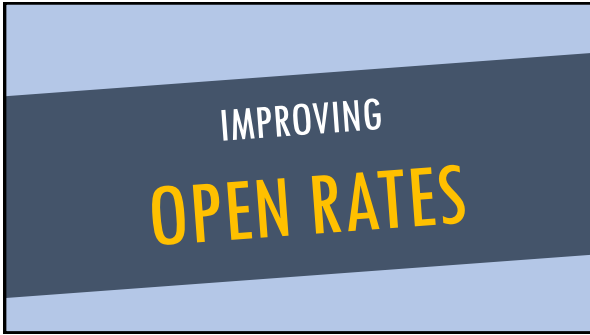
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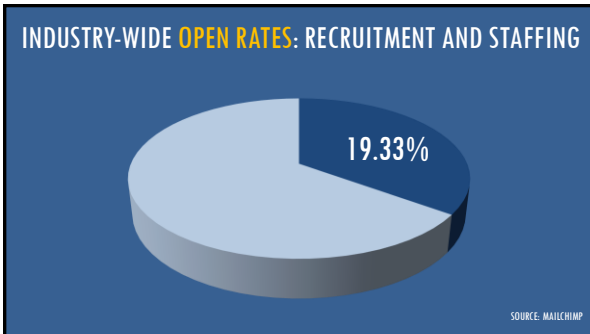
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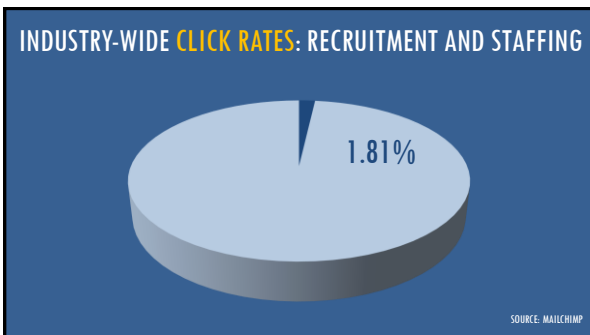
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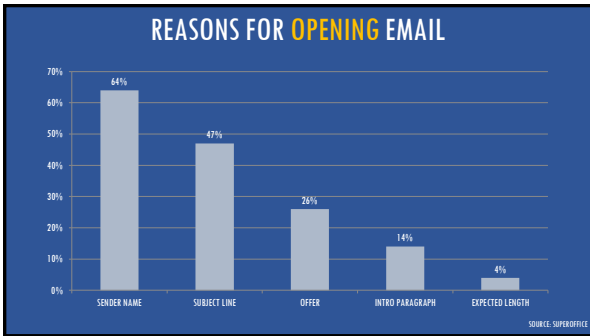
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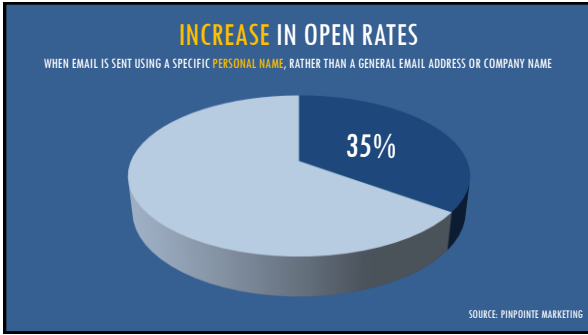
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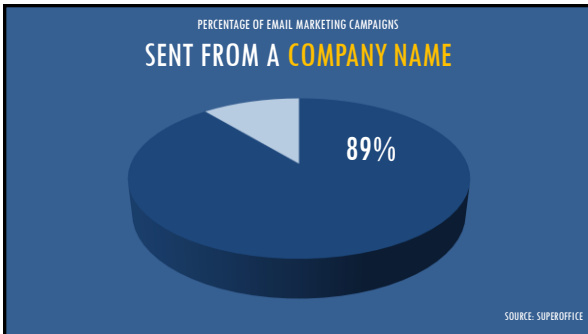
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### WHAT'S THE RIGHT SENDER NAME?

- DEPENDENT ON YOUR SPECIFIC AUDIENCE, BUT IT COULD BE...
  - YOU
  - YOUR CEO
  - A SPECIFIC MEMBER OF THE RECRUITING TEAM WITH WHOM YOUR AUDIENCE HAS A RELATIONSHIP
  - AN EMPLOYEE INFLUENCER
- IT MAY BE DIFFERENT FOR EACH AUDIENCE SEGMENT (MORE ON THAT IN A MINUTE)

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## TIMING

IS EVERYTHING... BUT

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“EVERY EMAIL LIST IS MADE UP OF A DIFFERENT SET OF PEOPLE WITH DIFFERENT HABITS. THEREFORE, YOUR BEST SEND TIME MAY OR MAY NOT BE THE SAME AS ANOTHER EMAIL MARKETER’S BEST SEND TIME. HOWEVER, IT IS EXTREMELY VALUABLE TO HAVE AN INFORMED PLACE TO START.”



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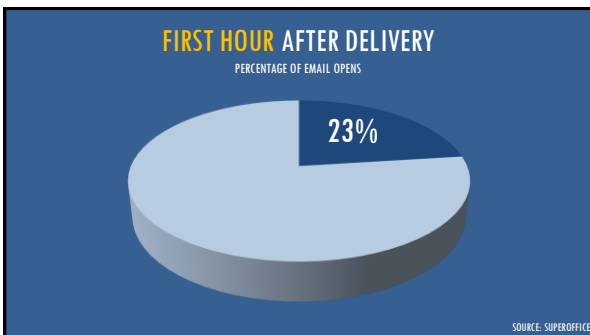
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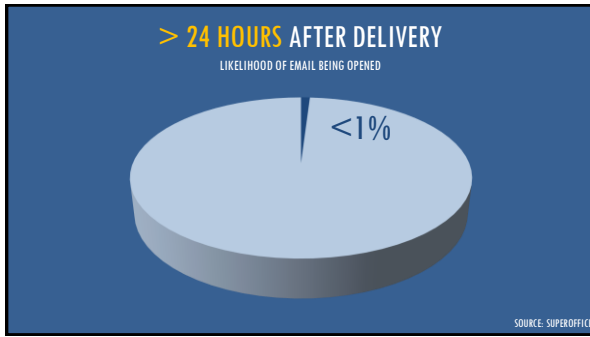
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### LIST SEGMENTATION

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“SEGMENTING YOUR EMAIL LIST HELPS YOU SPEAK MORE INTELLIGENTLY AND DIRECTLY... AND WHEN YOU DO IT RIGHT, THE PAYOFF CAN BE HUGE: MAILCHIMP FOUND THAT WHEN THEIR USERS SEGMENTED EMAIL LISTS BASED ON DATA LIKE LOCATION AND JOB TITLE, OPEN RATES INCREASED BY ALMOST 19%, AND CLICK-THROUGH RATES BY ALMOST 22% COMPARED TO NON-SEGMENTED SENDS.”

zapier

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SEGMENTATION STRATEGIES

- PASSIVE VS. ACTIVE JOB SEEKERS
- BY LOCATION
- BY INDUSTRY
- BY YEARS OF EXPERIENCE
- BY JOB TITLE/SKILLS
- REFERRAL SOURCES

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CUTTING THROUGH THE CLUTTER  
WITH COMPELLING SUBJECT LINES AND COPY

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THE KEY TO SUCCESS  
IN GETTING THE AUDIENCE'S ATTENTION...

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...**KNOW** AS MUCH AS YOU CAN ABOUT THEM

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**TOUCHPOINTS TO RESEARCH**

- CURRENT COMPANY
- SKILLS
- COLLEGE THEY WENT TO
- PROJECTS AND CERTIFICATIONS
- HOBBIES/INTERESTS (ESPECIALLY THOSE YOU'RE GENUINELY INTERESTED IN)

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PEOPLE GIVE **TIME AND ATTENTION...**

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TO THOSE WHO GIVE THEM

**TIME AND  
ATTENTION**

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WRITING EFFECTIVE

**SUBJECT LINES**

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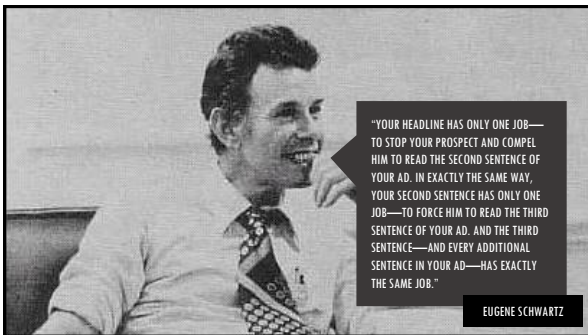
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**BETTER SUBJECT LINES  
START HERE**

- CONSIDER WHAT'S WORKED IN THE PAST
- KEEP IT SHORT: 40-70 CHARACTERS
- BUT, WHEN APPROPRIATE, USE TEASER COPY TO INCITE CURIOSITY
  - INSTEAD OF "HOW TO AUTOMATE YOUR JOB SEARCH"
  - SAY: "HOW TO AUTOMATE YOUR JOB SEARCH - TIPS FOR EVERY STEP..."
  - "WANT A PROMOTION? HERE'S HOW YOU GET IT."
- USE LISTS
  - "5 WAYS TO IMPROVE YOUR RESUME"

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**SUBJECT LINES:  
STRATEGIES TO  
STAND OUT**

- PERSONALIZE
  - "NEW JOBS IN PHOENIX"
  - "A OPPORTUNITY FOR YOU, ERICA"

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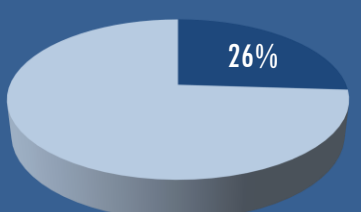
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**INCREASE IN UNIQUE OPEN RATES WHEN  
THE RECIPIENT'S NAME IS IN THE SUBJECT LINE**



26%

SOURCE: CAMPAIGN MONITOR

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SUBJECT LINES:

## STRATEGIES TO STAND OUT

- INCLUDE A NO-STRINGS OFFER
  - OUR COMPREHENSIVE GUIDE TO THE FUTURE OF WORK
- CONVEY A SENSE OF URGENCY
  - OUR BIGGEST HIRING EVENT ENDS FRIDAY
- CONVEY EXCLUSIVITY
  - MIKE: AN OPPORTUNITY JUST FOR YOU
- INCORPORATE A CALL TO ACTION
  - MEET OUR TEAM IN DALLAS
- CONSIDER USING EMOJIS (BUT KNOW YOUR TOPIC/AUDIENCE)

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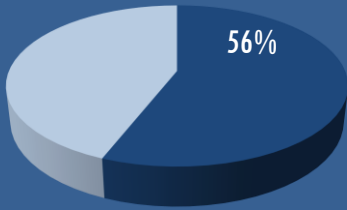
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### INCREASE IN UNIQUE OPEN RATES WHEN EMOJIS ARE IN THE SUBJECT LINE



SOURCE: CAMPAIGN MONITOR

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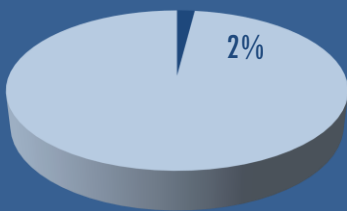
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### PERCENTAGE OF COMPANIES DOING THIS NOW



SOURCE: CAMPAIGN MONITOR

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SUBJECT LINES:

## KEYS TO SUCCESS

- SENTENCE CASE WORKS **BEST**; ALL CAPS IS **WORST**
  - This is sentence case
- USE VARIETY: DIFFERENT SUBJECT LINES FOR DIFFERENT AUDIENCES AND WHEN SENDING FOLLOW-UP MESSAGES TO THE SAME AUDIENCE
- TEST, TEST, TEST

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## WRITING EFFECTIVE

## BODY COPY

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WRITE FROM

## THE CANDIDATE'S POINT OF VIEW

- REMEMBER, IT'S ABOUT THEM, NOT YOU—DO YOUR RESEARCH!
- BE CONVERSATIONAL, INFORMAL
- KEEP IT SHORT—3 (OR FEWER) BRIEF PARAGRAPHS

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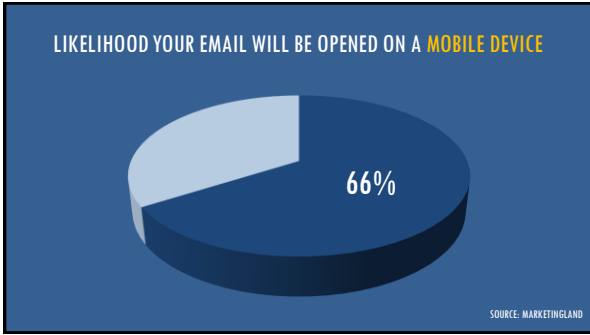
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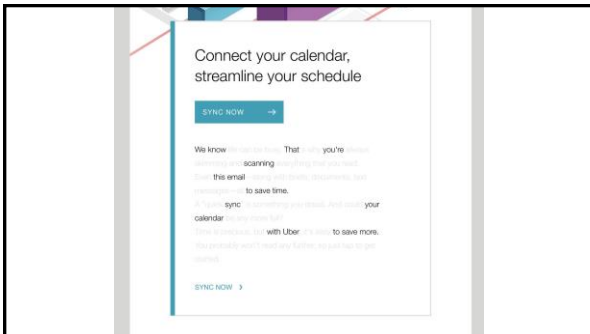
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**WRITE FROM THE CANDIDATE'S POINT OF VIEW**

- REMEMBER, IT'S ABOUT THEM, NOT YOU—DO YOUR RESEARCH!
- BE CONVERSATIONAL, INFORMAL
- KEEP IT SHORT—3 (OR FEWER) BRIEF PARAGRAPHS
- BEGIN WITH THE END IN MIND

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## WHAT'S YOUR GOAL?

### CONVERSION

WHEN THE RECIPIENT TAKES SPECIFIC ACTION, SUCH AS COMPLETING AN APPLICATION

### IMPRESSIONS

WHEN THE EMAIL SIMPLY BUILDS YOUR REPUTATION OR REMINDS THE RECIPIENT OF YOU

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**DON'T PROPOSE ON THE FIRST DATE**



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**WRITE FROM THE CANDIDATE'S POINT OF VIEW**

- REMEMBER, IT'S ABOUT THEM, NOT YOU—DO YOUR RESEARCH!
- BE CONVERSATIONAL/INFORMAL
- KEEP IT SHORT—3 (OR FEWER) BRIEF PARAGRAPHS
- BEGIN WITH THE END IN MIND
- CONSIDER **YOUR** EXPERIENCE AS A CONSUMER/RECIPIENT

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WRITE FROM  
THE CANDIDATE'S  
POINT OF VIEW

- CLOSE WITH MAXIMUM OF **ONE** CALL TO ACTION

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**ONE** MORE THING

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"IF YOUR FIRST TOUCHPOINT DIDN'T DELIVER THE RESULT, DON'T FEEL BAD. IT'S ALMOST ALWAYS THE SECOND AND THIRD TOUCHPOINT WHICH GETS THE RESULT."

 recruiterflow Blog

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