Roiai

The Ultimate Guide to Email Marketing in Recruitment

Contents

Roiai

Two Types of Email

HTML

HTML emails offer visually appealing designs with images, logos, and formatting options, that allow for clickable elements like hyperlinks and buttons. These are all mobile-responsive, offering branding opportunities across all platforms.
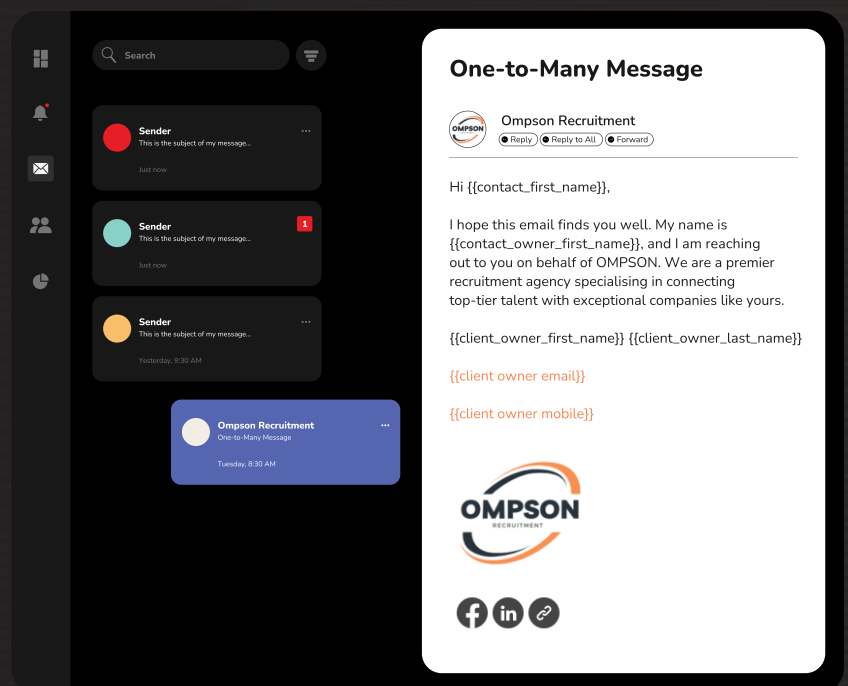
Plain Text

Plain text emails are just text, although they can be paired with designed email signatures. In general, they are less likely to be caught in spam filters.

One-to-One Messages (Plain Text)

Plain text emails are ideal for personalised communication with candidates or contacts because they convey authenticity and sincerity. Nearly all of us use Plain Text when sending emails from Outlook or Gmail.

One-to-Many Messages (Plain Text)

When sending emails as part of an automation sequence that is designed to come from a specific user, use Plain Text, so as to mirror what a recipient would expect to receive from an individual as opposed to a company. Also ensure merge tags are used correctly so that emails still appear personalised to each individual.

One-to-Many Message

Ompson Recruitment
● Reply ● Reply to All ● Forward

Hi {{contact_first_name}},

I hope this email finds you well. My name is {{contact_owner_first_name}}, and I am reaching out to you on behalf of OMPSON. We are a premier recruitment agency specialising in connecting top-tier talent with exceptional companies like yours.

{{client_owner_first_name}} {{client_owner_last_name}}

{{client owner email}}

{{client owner mobile}}

OMPSON
RECRUITMENT

Newsletters (HTML)

HTML newsletters are an excellent choice for recruiters looking to showcase industry insights, company updates, and job opportunities in a visually appealing manner that aligns with their brand identity. With HTML format, recruiters can incorporate images, logos, and formatting options to create engaging content that captures recipients' attention.

It's crucial to ensure responsive design when creating HTML newsletters to ensure optimal viewing across various devices. Responsive design allows the newsletter to adapt to different screen sizes, including smartphones, tablets, and desktops, providing a seamless viewing experience for recipients regardless of the device they use. If using a platform such as Roi-AI responsiveness is built into all emails.

Additionally, including clear calls-to-action (CTAs) in HTML newsletters is essential for guiding candidates to relevant landing pages or job listings. CTAs prompt recipients to take action, such as applying for a job or exploring more information on the company's website.

Clear and compelling CTAs increase the likelihood of recipients engaging with the content and taking desired actions, ultimately driving recruitment efforts forward.

NEW MAIL

We've ticked over the halfway point for 2023, and it's a great time for us to check in, as we're committed to helping you unlock your full potential and thrive in your next role.

This month we're dropping some handy hints to keep you progressing towards your career goals, along with some industry news, and a quick recap of our contractor care offering.

**On the blog:
How to upskill in downtime**

In an ever changing world of work and shifting resources landscape, the candidates who not only keep their skills updated, but also learn new ones are the ones that succeed. If you're in between contracts, there's never a better time to upskill.

From online courses, to volunteering and mentoring, there's always room for growth.

READ MORE

**In the news:
Queensland powering the clean energy sector**

The $62 billion Queensland Energy and Jobs Plan was unveiled by Premier Annastacia Palaszczuk is set to take off...

Reply   Reply All

Often newsletters will be sent from a general company inbox, such as info@xyz.com however, these can also be sent from individuals. Some larger organisations, even set up separate domains that are used solely to send newsletters, for example info@news-xyz.com. This is done to protect the primary domain from spam reports.
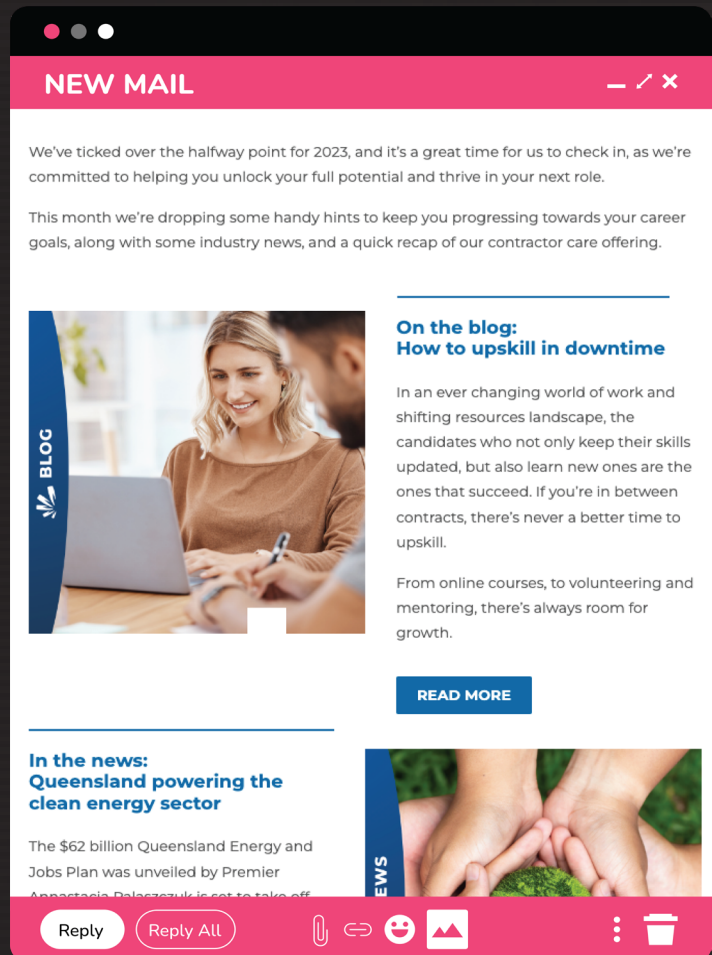
TOP TIP

For Client facing newsletters it is a good idea to always include a CTA to register a vacancy. For Candidate newsletters, a CTA to update their details or make a referral is a good idea.

Click here to update your details ✓   **Submit your vacancy here** →

Promoting Candidates & Jobs (HTML or Plain Text)

Both HTML and plain text emails can be effective for promoting candidates and jobs, depending on the specific scenario. When promoting a single job opening or candidate, plain text emails are often preferred. They convey a sense of sincerity and authenticity, making them suitable for personalised communication. Plain text emails allow recruiters to focus on providing relevant details about the job or candidate without distractions.

On the other hand, when promoting multiple jobs or candidates, HTML format is generally more suitable. HTML emails offer the flexibility to customise templates and showcase candidate profiles or job openings effectively. Visual elements such as images, logos, and formatting options can help recruiters highlight key skills, experiences, and achievements, making the content more engaging and compelling. Additionally, HTML emails allow recruiters to include testimonials or endorsements, further building credibility and trust with recipients.
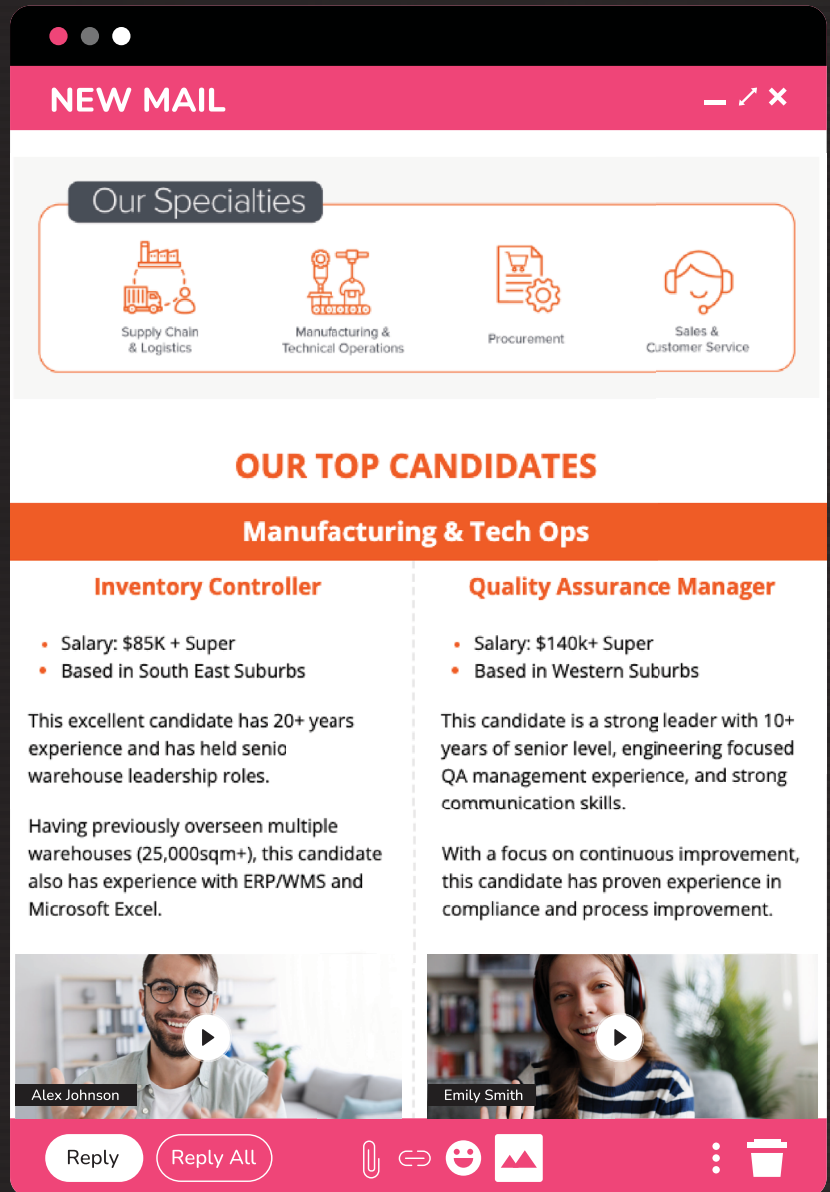
TOP TIP

Nearly all of the most successful Roi-AI customers send monthly (or more frequent) emails out to their candidate and client databases, featuring jobs and candidates. These are your product and the best way to showcase what you do!

Salary Surveys (HTML)

HTML emails are the preferred format for presenting salary surveys due to their ability to offer visually engaging content. By utilising visually appealing templates, including charts, graphs, and tables, recruiters can effectively illustrate salary data and trends to recipients. These graphical representations enhance the presentation of survey findings, making complex data more accessible and comprehensible.

HTML emails also provide the opportunity to include a clear calls-to-action prompting recipients to explore further or participate in future surveys, thus fostering continued engagement and participation in salary survey initiatives.

Segmenting Email Lists

Segmenting your email list is essential for effective communication in recruitment. Divide your email list into relevant segments based on factors such as job function, industry, location, or stage in the recruitment process. This segmentation allows you to tailor your messages to the specific interests and needs of each segment, increasing relevance and engagement.

Often segmentation can be hard due to poor quality data, the easiest way to do this is to run searches on your recruitment database and save these as folders. If segmentation isn't possible, then sending emails to the entire database is still preferable over no activity. Over time, this list can then be segmented.

A Quick Note on Attachments

Attachments should only ever be used with One-to-One Plain Text emails. Outside of this, it is always best to include a hyperlink to the relevant document or file stored in the cloud (Sharepoint, Roi-AI Document Library, Website etc). This is because emails with attachments are one of the main spam triggers and will negatively impact the likelihood of your intended target receiving your email.

The Best Email Send Times/ Days for Recruitment Emails

When determining the optimal send times and days for your recruitment emails, our data suggests targeting weekdays, particularly Tuesday through Thursday, for Client-led content. This is because recipients are more likely to be actively checking their emails and are less likely to be overwhelmed by the weekend or Monday backlog. In general, avoid sending emails late in the day when recipients may be winding down and less receptive to new messages.

For candidate lead content, ideal send times are hard to pin down, especially as emails can now be accessed 24/7 from anywhere. In our experience, it is more important to send the email multiple times rather than to try and identify a golden hour. That said, evenings seem to be particularly effective, likely when people are relaxing after they have finished most personal chores.

To find the most effective send times and days for your audience, experiment with different schedules and monitor key metrics such as open rates and click-through rates. Analyse the data to identify patterns and trends, enabling you to refine your email send schedule and optimise engagement.

Summary

By understanding the nuances of plain text versus HTML emails and tailoring them to specific use cases, recruiters can maximise their outreach efforts. Whether it's sharing industry insights, promoting job openings, showcasing candidate profiles, or presenting salary surveys, choosing the right format is key to delivering compelling messages that resonate with recipients.

By following best practices, experimenting with automation and leveraging available tools and resources, you should be able to elevate your email marketing strategies and drive more results directly to your business.

Ready to start

your automation journey?

📞 Contact JobAdder sales   🌐 roi-ai.com

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