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Writing Recruiting Emails That Work

+3 Free Templates

Email is Key to Reaching Candidates

Recruiters increasingly have to think like marketers – needing to capture and retain the attention of top candidates. Email is a powerful way to connect, especially when reaching out to passive candidates who aren't aware of your company or the role. That's one of the reasons why 85% of recruiters still use email as it has proven to be the most effective means of communication and is preferred by candidates.

With so many recruiters using email, how do you make sure your messages stand out amongst the rest? And how do you measure performance, so you can improve your response rates and ultimately secure the best hires? Read on for tips on what to do, what to avoid, and how to measure your email outreach to gain the most traction. Plus, we've included a template for a three-touchpoint email series you can customize to your company and open roles!
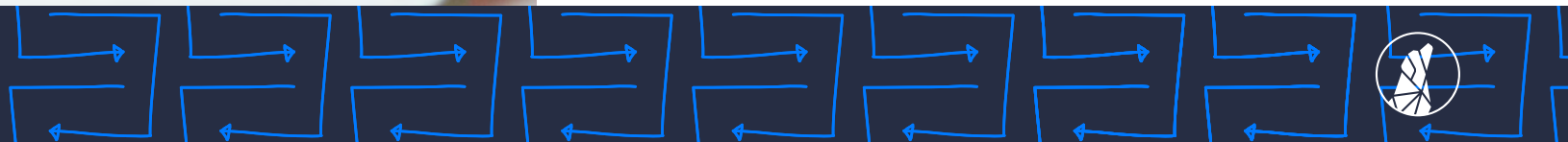
Tips for Writing Amazing Recruiting Emails

Personalize your message.

The body of your email needs to include more than just your candidate's name to be considered personal or unique. If you're reaching out to younger candidates for entry-level positions, consider mentioning the college they attended. For later stage employees, mention their current or previous employers and relevant skills.

If you really want to catch a prospect's attention, include outside interests of theirs or causes they care about. This may sound like a manual and time-consuming task, but it doesn't have to be with the proper tool. Fetcher can help you curate your initial outreach sequences by automatically plugging in the names, desired roles, past positions, and more for each candidate.

Be concise.

Everyone has shorter attention spans these days and the average person only spends 12 seconds reading an email. Data from Fetcher shows that candidates are most likely to express interest from initial outreach emails between 100-200 words in length, and interest decreases the longer the email. Brevity is also beneficial in subject lines; with open rates for subject lines of less than 10 words performing better than those with 11+ words. Simple subject lines that include the name of the role and your company catch attention and increase interest.

> **"Through Fetcher's email outreach tools, potential candidates are touched in a way that makes them feel like they've been noticed by somebody senior, as opposed to the recruiter."**
>
> **Danica Remy,** Vice Chair, Network for Good

Include a call to action.

Always finish your outreach emails with a Call to Action (CTA). Should the candidate respond to you directly to schedule a screening call? Or do you want them to complete an application through your career page? Your CTA should let the candidate know specifically what you're asking them to do. This is the goal behind sending the email so don't just end with, "Let me know if you're interested!" Outline what the next steps are and how to take them.

Make your emails mobile-friendly.

41% of emails are opened on mobile devices, vs 39% on desktop. That means brevity is key. Get straight to your point. And if you're using branded content like graphics in the email, make sure it translates to a mobile screen correctly. If not, it may turn a candidate off as it shows you're not paying attention to detail.

Switch up your sender.

In-demand candidates like engineers and C-suite executives are frequently inundated with outreach from recruiters. Try sending an initial email from someone else on your team. Fetcher clients find that candidates are much more likely to respond if they feel noticed by someone in their field (so, an engineering candidate is more likely to respond to the hiring manager on the engineering team, etc.) or by a company executive than a recruiter. That's why Fetcher makes it easy to send outreach on behalf of anyone in your organization!
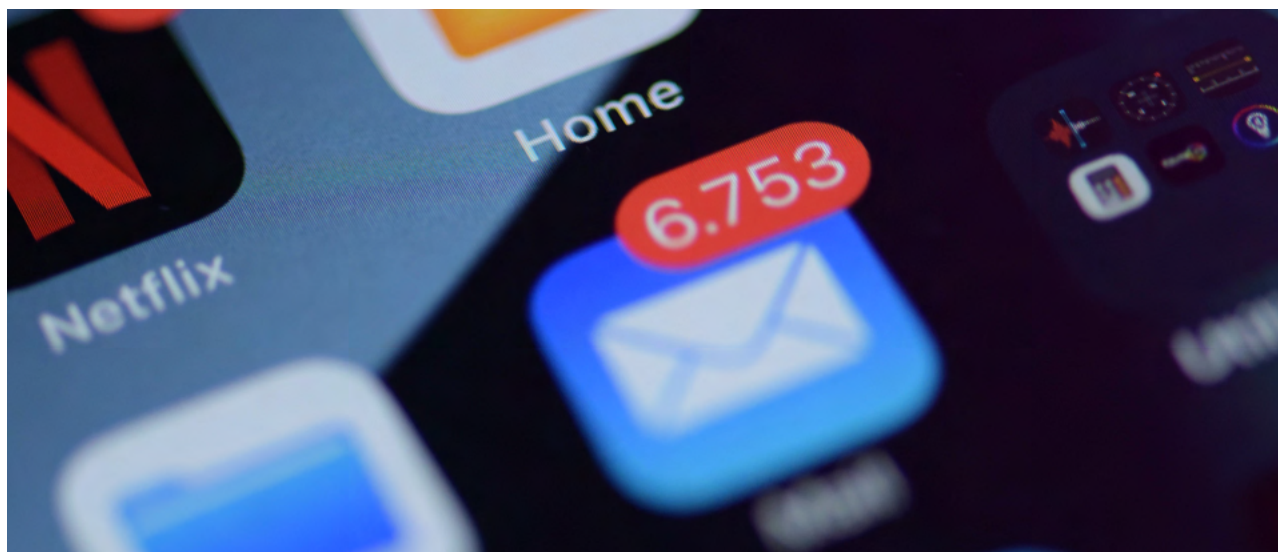
Be consistent.

Aim to send follow-up emails two and four days after the initial email. With busy schedules, many people might forget to respond to the initial email or lose it in their inboxes.

Our data shows that roughly half of candidates contacted will be interested after a first email. Although interest does decrease with each follow-up email, interest rates are still as high as 30% at the third touchpoint. That means that, even when following up a second and third time, one in three of those candidates is interested!

> **"Sales outreach and recruiting outreach share a philosophy. Sales tools are selling a product, whether it's tangible or intangible. With recruiting tools like Fetcher, they're helping you sell a company, at the end of the day."**
>
> **Clifton Jadoo,** Director of Engineering & Product Recruitment at Foursquare

Gauge your email outreach against benchmarks & adjust accordingly.

Understanding your open, response, and interested rates gives visibility into the effectiveness of your emails. We've developed benchmarks based on the thousands of emails sent from Fetcher's platform – how does your outreach stack up?

Email Engagement

Email Deliverability Rate: **99%**

Email Open Rate: **94%**

Response Rate: **31%**

Interested Rate: **40%**

3 Free Recruiting Email Templates

The three-sequence series included below is used by many Fetcher clients to build awareness and spark interest in their company's open roles. Check them out and feel free to customize them further to fit your employer brand!

Introduce yourself to the candidate

Use your first email to explain why you are contacting them and what you are asking of them. Ideas for what to Include:

1. Who you are, what your role is and why you are reaching out about the position.

2. Information about the company – what problem does this company address and how? Linking to news articles, press, and social media pages are a great way to share additional info while keeping the message concise.

3. Information about the role and what impact it would have at the company.

4. A soft call to action – "Would you be open to a call?"

Subject line:
{Name of Role} at {Name of Company}
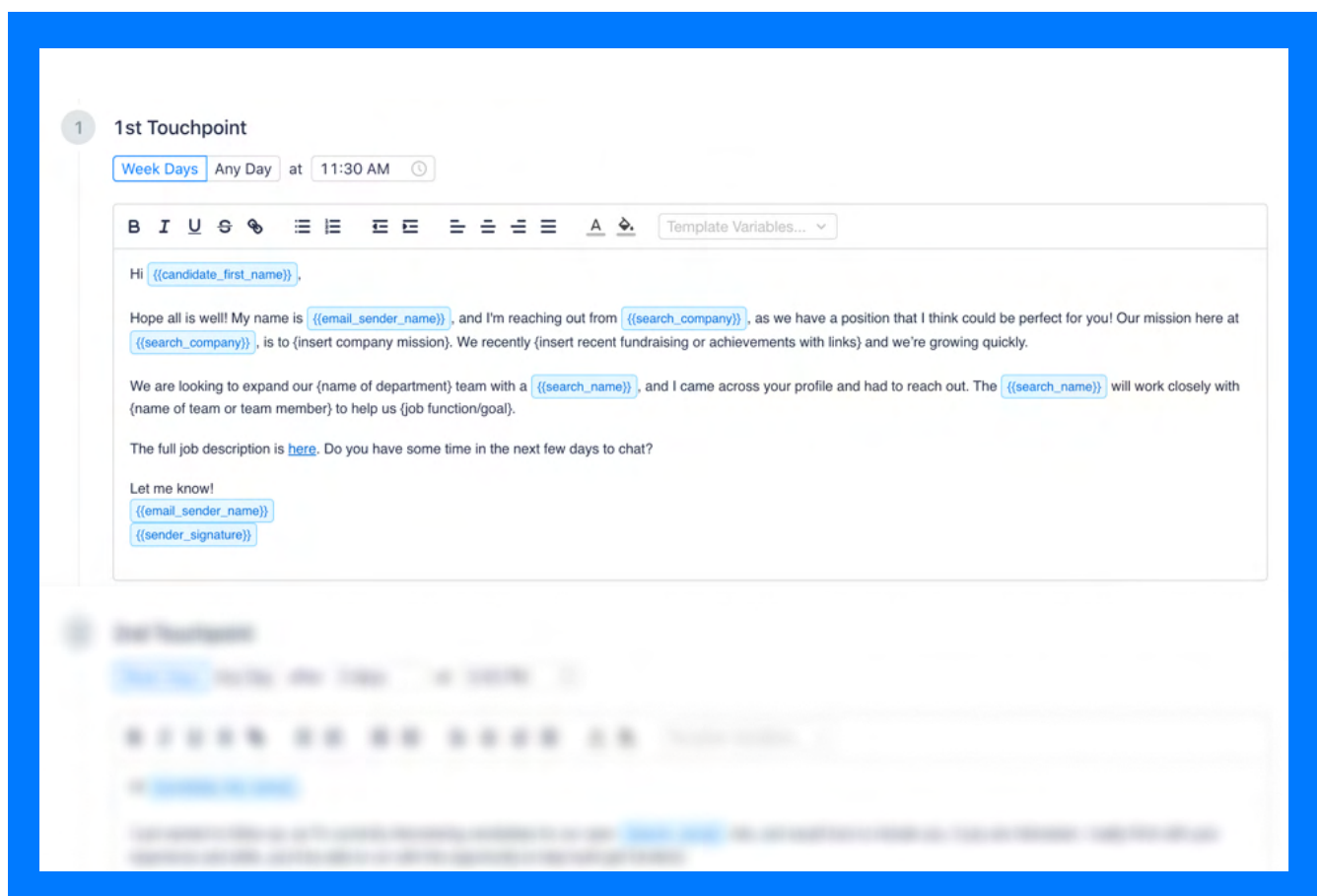
Give them something to consider

In the second email, let candidates know what you are offering and why they should care about the opportunity. Ideas for what to include:

1. Additional information about the role, such as examples of recent projects or product releases, what team/projects they could work on, or what gap they would fill.

2. Compensation and Benefits — Information on benefits, perks, professional development opportunities, remote work or PTO policies, and any unique ways the company supports its employees, financially and otherwise.

3. A stronger call to action — "Let me know what day/time might work for a call!"
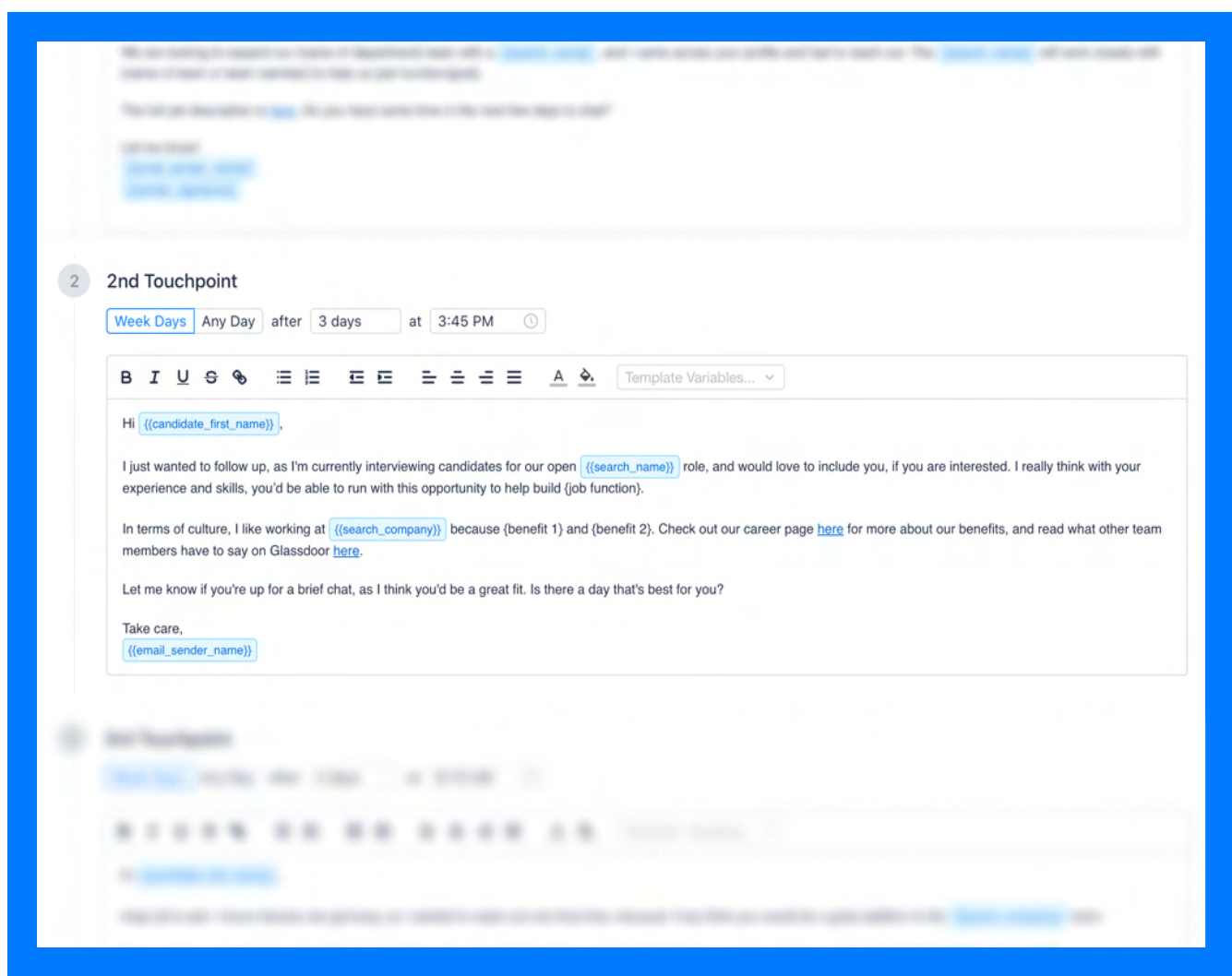
Ask to connect in the future

Let them know this is will be your last touchpoint (unless they respond) and how they can reach out to you in the future. Ideas for what to include:

1. A reiteration of the offer – "I think you would be great for this role, so I wanted to follow up one final time."

2. A request to connect later. You never know when plans change, it's always good to include a LinkedIn link, so they can reach out if they are interested in the future.

3. An ask for referrals — people know people. Your candidate may know someone else who would be a great fit.
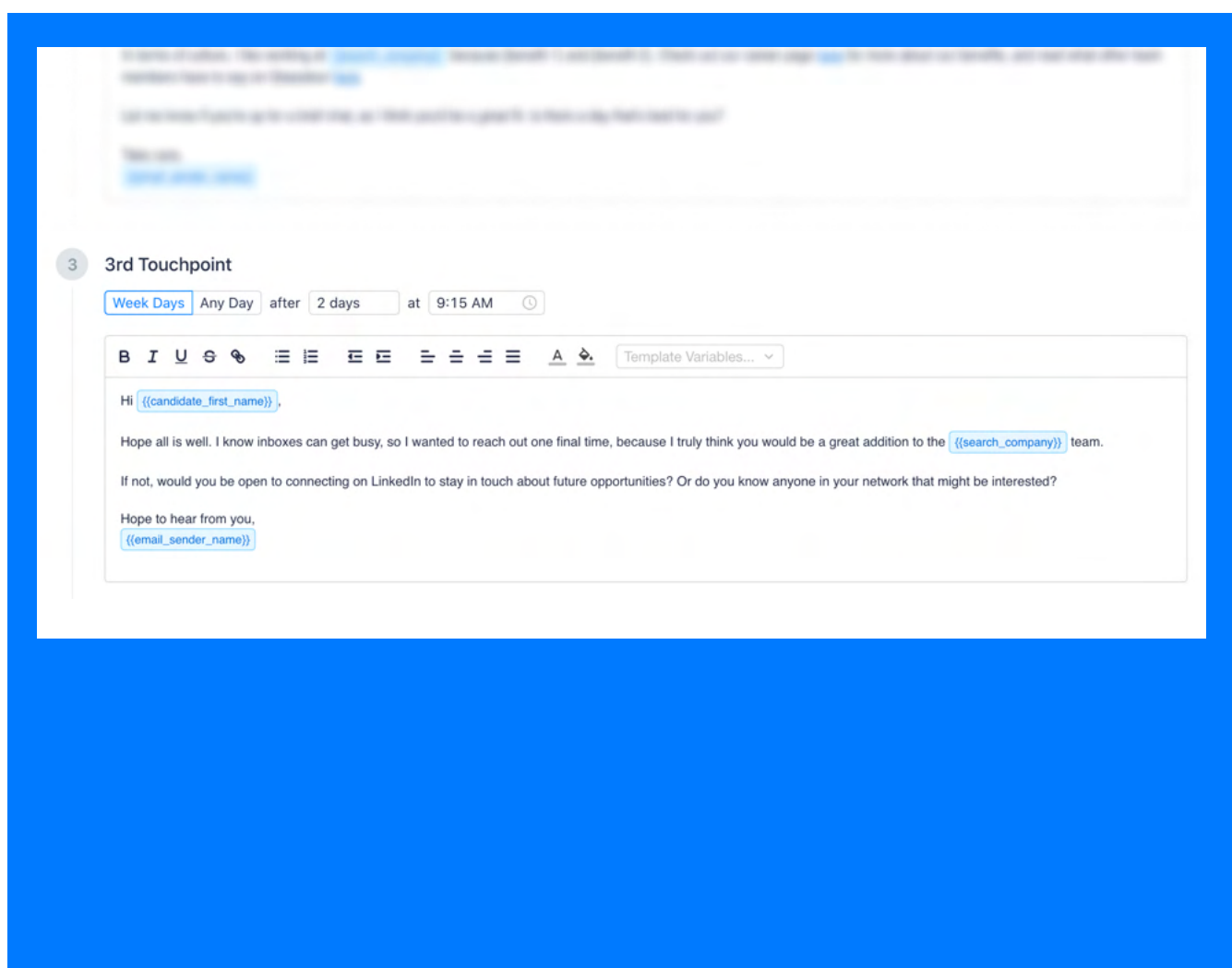
Email Smarter & Faster with Fetcher

Fetcher's recruiting automation platform allows you to send personalized, consistent outreach and nurture campaigns to keep candidates engaged through the hiring process. Fetcher gives you the power to determine the timing, cadence, and sender of your automated outreach sequences, without adding hours to your day.

You also have access to a range of key metrics so you can see where to improve your emails.

Reach out to us to <u>schedule a demo</u> and see how we can help you maximize the effectiveness of your email outreach!

People Contacted   Emails Opened   Responses   Interested People

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