

A woman with short dark curly hair, wearing glasses and a red sweater, is smiling and looking at a laptop screen. She is sitting on a dark tufted leather sofa. The background is dark and textured.

How to Send an Outbound Recruiting Email

For more details
please contact us at
sales@hireez.com



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Don't Hit Send (Just Yet)

Sending an email is easy.

A couple of sentences and the click of a button—your email is on its way.

Sending an email that actually gets a candidate response? Not as much.

In fact, hireEZ found that the single-email reply rate was around 9% in November of last year. With an even more uncertain talent market and hesitancy around switching jobs, improving that number may feel impossible.

So what do you need to do in your emails to get higher candidate responses? Take a proactive approach to building candidate relationships with outbound recruiting.

“When we hire, there are a million variables we don't control—including one of the most unpredictable variables in the world: humans. There's nothing we can control about their behavior, and we surely can't force them to take a job. The one thing you can control? How you message people.”



Kat Kibben

CEO

Three Ears Media

Let's Change the Subject (Line)

Imagine your inbox at this very moment. It's likely packed with promotional emails, recruitment content, candidate replies (hopefully), and so much more.

The only time you stop scrolling is when a subject line catches your eye, right? It could be something you're interested in, something shocking or even something that's completely unique from everything else.

With so many emails flooding candidate inboxes, you have to make yours stand out in a similar way.




A few things to keep in mind:

Subject: **Keep it short (but make sense)**

Schedule:

From:

To:

 Template  Meeting  Variables Poll





Hello **firstname**

Think about what world-renowned accountant Kevin Malone once said when it comes to words, "why waste time say lot word when few word do trick."

You should take a semi-similar approach with your subject line. Try to make a little more sense than Kevin did but keep things as short as possible

Example:

"[Name], why join our growing team?"

A     [Send](#)

Subject: **Have a recognizable brand? Shout it out!**

Schedule: _____

From: _____

To: _____

Template Meeting Variables Poll

Hello **firstname**

If you work at a company with strong employer branding or some recognition in your industry, use that to your advantage.

If an individual recognizes your brand, they may be more likely to open your email for a specific opportunity.

Example:

"[Name], Apple is looking for someone like you."

Subject: **Personalize it (As much as you can)** **Send**

Schedule: _____

From: _____

To: _____

Template Meeting Variables Poll

Hello **firstname**

Now, you only have a few words for your subject line so you won't be able to personalize it immensely.

But, you can do things like include their name or reference a past project they worked on.

The more personal the better chance you give yourself to get your email opened.

Example:

"[Name], can we chat about your last project?"



Subject: **Action Words**

Schedule: _____

From: _____

To: _____

Template Meeting Variables Poll

Hello **firstname**

If you want to grab a candidate's attention, action words are a good way to do it.

It gives you a chance to make a candidate feel included or build up excitement about what they might expect.

Examples:

"Discover why our team has doubled in size!"

"Ready to make an impact as a [title]?"

A **Send**

Pro Tip: hireEZ makes it easy to automate variables like name, company, job title and beyond to save yourself time for personalization in other areas.

Experimenting with the Body

By now, you've hopefully gotten candidates to click into your email.

But getting them to click is only the first step... getting them to read and even reply are bigger hills to climb.

If you want a shot at successfully engaging a candidate, standing out is critical. However, standing out can mean so many things.

While we're providing some guidelines to consider when building out your email, don't stop there. Keep experimenting.


Guidelines

Subject: **Allow Me To Introduce Myself**

Schedule:

From:

To:

 Template  Meeting  Variables Poll

Hello **firstname**

There needs to be a fine balance between under and over introducing yourself. Think about communicating the essential information that a candidate needs to know. Who are you and why are you emailing them?

As you tackle those questions, feel free to experiment with how you convey that information. A funny quip about yourself, an interesting fact about the team your recruiting for or even drawing attention to the fact that the candidate has probably read so many intros and might be burned out from it.

Send

Subject: **A/B Testing**

Schedule:

From:

To:

 Template  Meeting  Variables Poll

Hello **firstname**

Every person is different.

You'll find people who:

- Prefer more detailed messages versus shorter ones
- Prefer a specific tone (humorous, professional, etc...)

And beyond.

The same approach won't work with every person, so create different emails and send them out to different groups of candidates to see what works best.

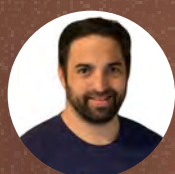
A



Send



If you wanna rise above the noise that's happening above InMails and other LI messaging, you need to be bespoke and have messages that resonate. If I have another social link or information source from hireEZ, it helps me understand what they're interested in, what they might tweet about, who they follow, who follows them and maybe find a creative way to capture their attention.



Bret Feig

Global Talent Acquisition
Zip Co

Subject: **Personalization**

Schedule: _____

From: _____

To: _____

Template Meeting Variables Poll

Hello **firstname**

Similar to the advice for subject lines, personalizing is key. Don't just say "Hey, I saw your profile" or something like that because that's obvious.

If you're using hireEZ, we provide any personal websites, social profiles and more that contain tons of information on the candidate you're engaging. For instance, does your candidate have a personal photography website? Pick your favorite photo of theirs and ask them about it.

Did a software engineer you're engaging with work on a personal project they posted on their GitHub profile? Mention it and relay how it would translate to their role at your organization.

The more you personalize, the more you show you care about the individual.

A **Send**



I try to keep my outreach messages as concise as possible while still packing a punch, so they can get interested in the roles I'm searching for... I'll look for the line in our job description that speaks to the impact they'll have on an organization. I'll even include a line that says, "I appreciate even a no thanks so please don't hesitate to let me know if you're not interested."



Erin Mathew

Senior Talent Sourcer
PayPal

Nurture over Nature

In an analysis of over 100 users in 2021, those that sent sequence emails over single emails had a 66% higher reply rate.

Imagine if you could get two-thirds more of your candidates to respond just by building out a sequence.

We know what you might be thinking. Setting reminders about follow ups and manually writing additional emails for people that may not respond seems like too much work.

hireEZ makes that easy by **automating the tedious parts** of that process, including when it's sent, how many are sent, and saving follow up sequences for future outreach.

Pro Tip: Based on the feedback from our users, the 2nd step receives the highest number of replies, followed by the 1st step and the 3rd step. The reply rate drops rapidly after the 4th step of a sequence. Therefore, when composing a sequence, try to limit it to 3-4 steps.

If you have an ATS, that's even better. You already have a pool of candidates that are ready to be re-engaged for a potential opportunity. Even if they're not immediately ready for a position, sending them bi-yearly follow ups or relevant content to their field can bolster a positive relationship for future roles.



Consider adopting new technology that can help you maximize your existing databases. For example, test recruiting software that can clean up and enrich profiles in your ATS, so you can regain attention and interest from previous candidates and build a pipeline that's prepared for the next busy season.



Shannon Pritchett

Head of Marketing & Community
hireEZ

Did it work?

Strategies are great to read—but are you checking to see if they're actually working?

Industry veteran and Global Talent Sourcing Trainer Vanessa Raath explains:

“With email automation that tracks open rates, reply rates, and sentiment stats, tracking candidate engagement is now easier and more accessible to everyone.

Here are some quick tricks to measuring your candidate's engagement success:

- Measure how many candidates you email vs how many respond
- How many of the responses were positive vs how many candidates responded to say that they were not interested
- Which email received the highest response rate and determine why
- Ask your candidates what they thought of your Drip Marketing Campaign. What did they enjoy, and what do they think you could do better next time?

hireEZ makes it easy to see how your email campaigns are performing, including recipient numbers, opens, clicks and replies.

Sequence name	Owner	Share with	Recipients	Opened	Clicked	Replied	
Design Engineer (REF. 32350)	SF		102	64%	12%	39%	---
UI/UX Designer - Onsite	SF	BT +17	341	32%	-	8%	---
Senior Project Manager (REF. 32314)	SF		24	42%	-	29%	---
Program Manager - Non-technical, Remote	SF		50	10%	-	6%	---
Program Manager - Technical, Remote	SF		200	50%	30%	18%	---
UI/UX Designer		+18	23	78%	-	25%	---
[Sample] Nurturing sequence	SF		10	100%	20%	40%	---

Better.Faster.Stronger.

with Outbound Recruiting.

Find, connect, and build a stronger talent pipeline with the only end-to-end Outbound Recruiting Platform.



Better Talent Quality

Intelligently search across 800M+ diverse candidate profiles and identify hiring trends in the market for data-backed hiring plans that align with business objectives and goals



Faster Engagement

Streamline engagement with automated scheduling and email campaigns and collaborate with team members to align communication and accelerate hiring



Stronger ATS Sync

Supercharge your HR tech ecosystem and rediscover talent that already exists in your Applicant Tracking System with the latest enriched data

We hope this eBook helps you become better, faster and stronger at engaging quality talent on hireEZ. With a proactive mindset, you'll be in a prime position to hire for current and future roles.

For more information on our end-to-end platform, reach out to sales@hireez.com.