

Strategy Overview

A progressive B2B email sequence designed to move hiring managers from awareness of recruiting delays to a conversation with a Robert Half recruiter.

Target Audience

Hiring managers, HR leaders, and business owners responsible for filling open roles and identifying qualified candidates efficiently.

Primary Objective

Encourage hiring decision-makers to speak with a Robert Half recruiter to identify qualified candidates and accelerate the hiring process.

Business Problem

Long recruiting timelines can make it difficult to identify qualified candidates before strong prospects accept offers from faster-moving competitors.

Campaign Strategy

Each email introduces a new idea that builds on the previous message, gradually positioning Robert Half as the solution while maintaining engagement.

Sequence Structure

The campaign follows a four-stage persuasion sequence:

Problem Awareness

Industry Insight

Social Proof

Conversion

Expected Impact

Build urgency and trust before the final call to action, increase consultation requests, demonstrate broader sourcing advantages, and position Robert Half as a trusted recruiting partner.

EMAIL 1

Problem Awareness

9:45 Wed, Aug 5

Robert Half

Search mail

?

⚙

Compose

Inbox 4

Starred

Snoozed

Sent

Drafts

Robert Half

Hire great talent without long rec...

Robert Half

Recruiting firms for your hiring n...

Robert Half

Why Robert Half ranks No. 1 in re...

Robert Half

Speed up your hiring process

Hire great talent without long recruiting delays

Inbox

☆

Robert Half

to me

Today

↩

Robert Half

Hire faster. Hire better.

You need a critical role filled as soon as possible. You could spend weeks reviewing hundreds of applications. Reviewing applications can be a long and tedious process, especially when many candidates do not meet the position's requirements.^[1] To make matters worse, strong candidates may accept other offers before you can make a decision.^[2]

No wonder so many companies partner with recruiting firms. Working with a recruiter can simplify the process and improve their chances of finding someone who fits.

Robert Half, ranked No. 1 on Forbes' list of America's Best Professional Recruiting Firms for eight consecutive years, connects organizations with skilled professionals.^[3]

Its services may be just what you need to find the right people for your business.

Explore Robert Half's hiring solutions

Robert Half recruiting campaign - Spec portfolio rendering

↩ Reply

➦ Forward

EMAIL 2

Industry Insight

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Recruiting firms for your hiring needs

Inbox

☆

Robert Half

to me

Today

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Robert Half

Job boards may not be enough

Job boards can be useful, but they are only one part of an effective search strategy.

Recruiters can expand a search beyond job boards by drawing on broader professional networks and reaching candidates who may not be actively applying.^[4]

Working with a recruiting firm can be an effective way for businesses to identify qualified candidates.

Robert Half has more than 75 years of experience connecting people with work and helping organizations recruit skilled professionals.^[5]

Learn how Robert Half finds talent

Robert Half recruiting campaign - Spec portfolio rendering

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➦ Forward

EMAIL 3

Social Proof

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Why Robert Half ranks No. 1 in recruiting

Inbox

☆

Robert Half

to me

Today

↩

Robert Half

The best in the business

2M+ CONTRACT AND PERMANENT PLACEMENTS

#1 PROFESSIONAL RECRUITING FIRM

8 CONSECUTIVE YEARS AT NO. 1

Robert Half reports more than 2 million contract and permanent placements.^[6] The company has also ranked No. 1 on Forbes' list of America's Best Professional Recruiting Firms for eight consecutive years.^[1]

See how organizations have worked with Robert Half to fill critical roles and move important initiatives forward.

View Robert Half client success stories

Robert Half recruiting campaign - Spec portfolio rendering

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➦ Forward

EMAIL 4

Conversion

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Robert Half

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Speed up your hiring process

Speed up your hiring process

Inbox

☆

Robert Half

to me

Today

↩

Robert Half

Use Robert Half today

A prolonged recruiting process can cause you to lose strong candidates to faster-moving competitors.^[2]

Tell Robert Half what you're hiring for. A specialized recruiter can help you clarify your needs, identify qualified candidates, and move the hiring process forward.

✓ Clarify the role and hiring needs

✓ Identify qualified candidates

✓ Move the hiring process forward

Speak with a Robert Half recruiter

Robert Half recruiting campaign - Spec portfolio rendering

↩ Reply

➦ Forward

RESEARCH

Sources

Sources supporting the factual statements used in this independent portfolio campaign. Accessed August 11, 2026.

1. Robert Half, "How to Hire Employees: 6 Tips to Head Off Hiring Headaches"

Supports the statement that reviewing résumés and application materials is typically tedious and time-consuming.

2. Robert Half, "How to Adjust Your Hiring Practices to Attract Great Candidates"

Supports the risk that slow hiring decisions can cause employers to lose strong candidates.

3. Robert Half, "Robert Half Ranks No. 1 on Forbes List of America's Best Professional Recruiting Firms 2026"

Confirms the 2026 No. 1 ranking and eight consecutive years at No. 1.

4. Robert Half, "How to Recruit Employees Who Will Thrive at Your Company"

Supports the value of specialized recruiters' broad networks, sourcing support and access to passive candidates.

5. Robert Half, "Top Reasons to Build Your Career at Robert Half"

Supports Robert Half's statement that the company has operated for more than 75 years.

6. Robert Half, United States Homepage, "Why Robert Half"

Supports the company's reported total of more than 2 million contract and permanent placements.

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