

Robert Half Recruiting Email Campaign (SPEC)

4-Email Lead Generation Campaign

Campaign Overview

Objective

Encourage hiring managers to speak with a Robert Half recruiter in order to identify qualified candidates and accelerate the hiring process.

Target Audience

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

Business Problem

Many companies struggle to identify qualified candidates quickly. Long recruiting timelines often cause strong candidates to accept offers from faster-moving competitors.

Campaign Strategy

This campaign follows a progressive persuasion sequence designed to move hiring managers from problem awareness to action.

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

Email campaigns structured this way guide readers toward the final action while maintaining engagement throughout the sequence.

Email Strategy Breakdown

Email 1 — Problem Awareness

Introduce the hiring challenge and highlight the risk of losing strong candidates due to long recruiting timelines.

Email 2 — Industry Insight

Explain why job boards are only one part of an effective candidate-sourcing strategy and how recruiters can expand the search through professional networks, referrals, direct outreach, and other channels.

Email 3 — Social Proof

Use verified placement history, industry recognition, and client success stories to demonstrate Robert Half's credibility.

Email 4 — Conversion

Encourage hiring managers to speak with a Robert Half recruiter to accelerate the hiring process.

Expected Campaign Impact

This campaign is designed to guide hiring managers through a logical persuasion sequence that builds urgency and trust before presenting the call to action.

Key campaign objectives include:

- Increasing consultation requests from hiring managers seeking qualified candidates
- Demonstrating the advantages of a broader sourcing strategy that combines job boards, professional networks, referrals, and direct outreach
- Positioning Robert Half as a trusted recruiting partner for organizations filling critical roles

Email 1 — Problem Awareness

From: Robert Half

Subject: Hire great talent without long recruiting delays

Preheader: A more efficient hiring process can help you reach qualified candidates sooner.

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. To make matters worse, strong candidates may accept other offers before you can make a decision.

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.[1]

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

[Explore Robert Half's hiring solutions] (LINK)

Email 2 — Industry Insight

From: Robert Half

Subject: Are job boards reaching the candidates you need?

Preheader: Recruiters combine job boards with networks, referrals, and direct outreach to expand the search.

Job boards can be useful, but they are only one part of an effective search strategy. Recruiters use professional networks, referrals, direct outreach, and job boards to identify qualified candidates, including passive candidates who may not be actively applying.[2]

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 helping organizations recruit skilled professionals.[3]

[Learn how Robert Half finds talent] (LINK)

Email 3 — Social Proof

From: Robert Half

Subject: Why Robert Half ranks No. 1 in professional recruiting

Preheader: More than 2 million placements and eight consecutive years at No. 1.

Robert Half has completed more than 2 million contract and permanent placements and has ranked No. 1 on Forbes' list of America's Best Professional Recruiting Firms for eight consecutive years.[1][4]

See how organizations have worked with Robert Half to fill critical roles and move important initiatives forward.[5]

[[View Robert Half client success stories](#)] (LINK)

Email 4 — Conversion

From: Robert Half

Subject: Ready to accelerate your hiring process?

Preheader: Find the right candidate faster by speaking with a Robert Half recruiter.

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

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.

[[Speak with a Robert Half recruiter](#)] (LINK)

Sources

Source numbers in the campaign correspond to the official Robert Half references below.

- [1] Robert Half. "Robert Half Ranks No. 1 on Forbes List of America's Best Professional Recruiting Firms 2026." May 5, 2026. [View source](#) (Accessed July 5, 2026.)
- [2] Robert Half. "Recruiter Jobs." Describes candidate sourcing through job boards, referrals, networking, and direct outreach. [View source](#) (Accessed July 5, 2026.)
- [3] Robert Half. "About Robert Half." States that the company pioneered specialized staffing services in 1948. [View source](#) (Accessed July 5, 2026.)
- [4] Robert Half. U.S. homepage. Reports more than 2 million contract and permanent placements. [View source](#) (Accessed July 5, 2026.)
- [5] Robert Half. "Case Studies." Client examples showing how organizations have partnered with Robert Half. [View source](#) (Accessed July 5, 2026.)

Spec-piece disclosure: This campaign was created independently and was not commissioned or approved by Robert Half.