

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 standard job boards are not always the most effective way to identify top candidates.

Email 3 — Social Proof

Demonstrate how companies use recruiter networks to identify qualified candidates more efficiently.

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 recruiter networks compared to job boards
- Positioning Robert Half as a trusted recruiting partner for organizations filling critical roles

Email 1 — Problem Awareness

From: Robert Half

Subject: Struggling to hire great talent and avoid long recruiting delays?

Preheader: Find qualified candidates faster with a more efficient hiring process.

Finding the right person for an open role isn't easy.

You could spend weeks reviewing applications. To make matters worse, strong candidates may accept other offers before you can make a decision.

That's why many companies partner with recruiting firms to streamline hiring and identify qualified candidates more efficiently.

Robert Half, ranked the #1 professional recruiting firm in the U.S. by Forbes for seven consecutive years, helps organizations find skilled professionals for critical roles.

A recruiting partner simplifies the hiring process and gives you access to qualified candidates ready to fill an important role.

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

Email 2 — Industry Insight

From: Robert Half

Subject: Standard job boards are not the best way to find top candidates.

Preheader: Recruiter networks are now how businesses find top professionals.

Many top professionals don't apply for positions through standard job boards. Instead, they are often found through recruiter networks.

Recruiting firms have become one of the most effective ways for businesses to identify qualified candidates.

Robert Half, a top recruiting firm with over 75 years of experience, helps companies connect with experienced candidates.

Make the hiring process easier.

[[Book a consultation with a Robert Half recruiter today](#)] (LINK)

Email 3 — Social Proof

From: Robert Half

Subject: A more effective way to hire in today's environment

Preheader: See why so many companies rely on Robert Half's recruiter network to improve their hiring process.

Technological advances make it easier than ever for candidates to apply for work. Yet many companies still struggle to identify qualified applicants.

See how Robert Half's recruiter networks help you identify candidates whose experience matches the role.

[[View Robert Half case studies](#)] (LINK)

[[Speak to our recruiting specialists today](#)] (LINK)

Email 4 — Conversion

From: Robert Half

Subject: Don't let the right hire slip away.

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

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

Access Robert Half's recruiting resources to speed up the hiring process and connect with top candidates faster.

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