

Recruiting Email Drip Campaigns

ClearCo Best-Practice Templates



Purpose

This guide offers templates and recommendations around best practices for recruiting email drip campaigns. For recruiters, a drip campaign involves sending a series of messages at predetermined intervals in the hopes of increasing engagement within a talent pool. Drip campaigns are more effective than mass email blasts based on their personalized messages, precise targeting, and opportune timing.

Despite the greater impact they provide, drip campaigns don't need to be complicated. Use the templates below and fill in the blanks to craft your next role-specific, best-practice email campaign. Numbered blanks have an example listed below each email.

The 4-Step Drip Campaign Template

Email #1

Subject:

Great mix of [1 - Specific skill], [Name]!

Body:

Hi [Name],

I'm with [Company], [2 - Company description and facts]. We are currently seeking a [Position Title] to join our team, and I really like your background.

If you are open to new opportunities and interested in learning more, I'd love to connect and share more about the details of the role and our amazing company culture.

Feel free to book a time directly on my calendar at: [calendar link]

Thanks in advance for your consideration,

[Recruiter Name]

1. Specific skill – Closing skills
2. Company description and facts – A fully remote SaaS technology company proud to be recognized as a two-time “Best Places to Work” winner and Inc. 5000 Fastest Growing Companies in America for 8 years straight.

Email #2

Subject:

Just following up, [Name]!

Body:

Hi [Name],

I know how busy life gets, and I wanted to reach out again in case you missed my first message. I really like your profile and experience and would love to chat about our openings at [Company].

We have an opportunity to join our team as a [Position Title], as well as a couple of other positions that may align with your background.

If you would like to learn more, please choose ~30min for us to chat using the following link: [calendar link]

Thank you,
[Recruiter Name]

Email #3

Subject:

Third time's a charm, [Name]?

Body:

Hi [Name] – I'm following up on my email sent [# of days] days ago.

Maybe you've put your career search on pause — totally understand. I still wanted to share some highlights about what makes working on this team so great!

[1 - Three to five bullet points that make your company stand out]

Would you consider a quick chat to learn more about us here at [Company]?

I look forward to hearing from you,

[Recruiter Name]

1. Three to five bullet points that make your company stand out:

- We're a fully remote SaaS technology company recognized as a "Best Places to Work" winner and Inc. 5000 Fastest Growing Companies for 10 years straight.
- We are a very collaborative and diverse group team that embodies our "Listen to Many, Execute as One" company value.
- We have a well-structured onboarding program with a mentor to support you along the way.

Email #4

Subject:

Timing matters, [Name]!

Body:

Hi [Name],

I understand now may not be the right time for you to make a career move. Please keep [Company] on your radar for when the timing is right for you to explore new opportunities. We are growing and may have what you are looking for when you decide to start the search for a new opportunity.

I'll leave you with a note from one of our current highest performers and what they love about their role: [1 - Quote from a current team member].

Here is my email address to keep on file: [email address].

Best,

[Recruiter Name]

1. Quote from a current team member:

A message from our current highest performer, who is at XXX% of target and \$XXX in earnings: "I love the freedom of how you can sell here. You're not told to stick to a rigid sales structure. If you're performing, the pay is unreal, and you can design your process to win."

Role-Specific Email Example

Customer Support:

Hi (Name),

I'm with ClearCo, a SaaS HR talent platform, Software Company with 99% customer retention, a 4.5 rating on Glassdoor, 50% women in the company, and 50% women in leadership.

We are celebrating our 10th consecutive year on the Inc. 5000 fastest-growing privately-held companies list.

We have an opening on our Customer Success team, and I really liked your background. This a highly dynamic and collaborative team and the role is 100% remote.

Growth statistics are great, but our people and culture are what make ClearCo an amazing place to be. I'm very passionate about ClearCo, and I'd love the opportunity to share more details if you are interested.

You can also learn more about us at [ClearCompany.com/About/Work-With-ClearCo](https://clearcompany.com/About/Work-With-ClearCo)

Thanks,

[Recruiter Name]

Running a Recruiting Email Drip Campaign

Best Practices

A well-executed recruiting email drip campaign can significantly enhance your outreach efforts and engage potential candidates more effectively. Here are some best practices when creating a recruiting email drip campaign:

- **Segmentation:** Divide your candidate database into meaningful segments based on factors like job type, experience level, and location. This allows you to tailor your messaging to each group's specific interests and needs.
- **Personalization:** Craft personalized emails that address recipients by their name and reference specific details from their resume or previous interactions. Personalization shows that you've done your homework and makes your emails more engaging.
- **Value-Oriented Content:** Offer valuable content in each email, such as industry insights, career tips, or relevant resources. The goal is to provide something useful to the recipient, even if they're not immediately interested in the job opportunity.
- **Clear and Compelling Subject Lines:** Your subject line should be clear, concise, and enticing. It's the first thing recipients see, and it determines whether they'll open the email. A compelling subject line increases open rates.
- **Call to Action (CTA):** Each email should have a clear and relevant CTA. Whether it's applying for a specific job, joining a talent network, or attending a virtual job fair, the CTA should guide the recipient to the next step.
- **Gradual and Consistent Engagement:** Plan a sequence of emails that gradually build engagement. Start with an introduction, then provide more detailed information about your company, job opportunities, and benefits. If someone interacts positively, follow up promptly.
- **Opt-Out Option:** Throughout the campaign, provide recipients with an easy way to opt-out or unsubscribe. Respect their preferences and privacy.

Cadences

In recruiting, a "cadence" refers to the structure and timing of communication in a drip campaign. It's the pre-set series of touchpoints designed to engage and nurture potential candidates over time. Creating a well-defined cadence is crucial for maintaining consistent communication without overwhelming recipients. Here's how to structure a recruiting email drip campaign cadence:

- **Initial Touchpoint (Day 1):** The first email in the cadence is often an introduction. It should be concise, personalized, and set the tone for your relationship with the candidate. This email could highlight your company's culture and mission and provide a brief overview of open positions.
- **Follow-Up (Day 3):** After the initial email, wait two days before sending a follow-up. This email can provide more information about the company, showcase recent successes, or offer insights into the industry. The goal is to keep the candidate interested and informed.
- **Value-Added Content (Day 4):** Wait one day after your follow-up to send an email that provides valuable content related to the candidate's field. It could be a blog post, industry report, or a video interview with a thought leader. This step shows that you're invested in their professional development, even if they're not actively looking for a job.
- **Check-In/Last Chance (Day 6):** As you near the end of the campaign, send a final email giving candidates one last opportunity to express interest or engage. Wait two days after your last email before sending this last-chance message. This email can create a sense of urgency by mentioning that the current opportunity might close soon.
- **Long-Term Nurturing:** For candidates who remain unresponsive or are not ready to move forward, consider adding them to a long-term nurturing list. Send occasional updates, industry news, or valuable content to keep them engaged for future opportunities.

Technology

A successful recruiting email campaign may require a combination of email marketing tools, candidate relationship management software, and other supporting technologies. Here's a list of technologies you may need:

- 1. Email Marketing Platform:** An email marketing platform should allow you to create and send personalized emails, manage email lists and audience segmentation, track email performance, and automate email workflows. Additional features may enable A/B testing for subject lines, content, and CTAs. Popular platforms include Mailchimp, HubSpot, Campaign Monitor, and similar tools.
- 2. CRM Software:** A candidate relationship management (CRM) system is crucial for capturing and managing candidate data and interactions, tracking their progress through the recruitment process. Tools like Salesforce, HubSpot CRM, or Monday can help you keep track of candidate communications and status.
- 3. Compliance and Privacy Tools:** It's important to ensure your email campaigns comply with data protection regulations like GDPR and CAN-SPAM. Look for tools that assist with managing subscriber preferences and opt-ins and provide features for ensuring compliance.

If you choose to leverage these technologies, you'll be equipped to execute a successful recruiting email campaign, engage candidates effectively, and measure the campaign's impact.

ClearCo has the tools you need for an effective automated recruiting email drip campaign.

[Demo ClearCo's Recruiting Experience](#)

