Creating Recruitment Outreach Campaigns

The Definitive Guide

Curated by ContactOut. Follow us for more recruiting tips on LinkedIn and YouTube. We plan to update this resource regularly. Share your feedback or suggestion here!
Introduction

What is this lesson about?

This lesson is all about mastering the art of creating effective email campaigns tailored for recruitment. From reaching out to potential candidates to sending out job offers, we'll cover it all.

What will you learn at the end of this guide

- The significance of outreach campaigns in recruitment.
- Steps to craft compelling recruitment emails.
- Examples of outreach message templates that we at ContactOut personally use.
- Best practices to remember when sending out recruitment emails.

Why is it important?

Email remains a preferred method of communication for 85% of recruiters. It's a powerful tool to engage potential candidates, keep them informed, and ultimately, get them on board.

An effective email can make the difference between a candidate considering your offer or moving on to another opportunity.
1. Understand Your Audience

- **Research**: Before crafting your email, spend time understanding the candidate’s background, skills, and past roles. Platforms like LinkedIn can be a goldmine.

- **Segmentation**: Group candidates based on roles, experience levels, or industries. This allows for more personalized outreach.

2. Craft a Catchy Subject Line

- **Relevance is key**: Mention the role or a mutual connection.

- **Create urgency**: Phrases like "Immediate Opportunity" can prompt quicker responses.

- **Keep it short**: Aim for 6-10 words to ensure it’s mobile-friendly.

Here’s the step-by-step on how to do it:
3. Personalize Your Message

- **Use their name**: It's simple but effective. Avoid generic greetings.
- **Mention mutual connections**: If you have mutual acquaintances or colleagues, bring them up.
- **Highlight specifics**: Talk about a particular project they worked on or a skill they possess.

**Tip #1:**

Use ContactOut's custom icebreakers via the Chrome extension.

**Tip #2:**

Use ContactOut’s AI Connection Request Messaging feature to write personalized notes in seconds.
4. Be Clear and Concise

- **State the purpose early:** Don’t bury the lead. Mention the job opportunity or interview invite in the first few lines.

- **Use bullet points:** If you’re listing job responsibilities or benefits, bullet points can make your email more readable.

5. Include a Call to Action (CTA)

- **Be direct:** Clearly state what you want them to do next.

- **Offer multiple options:** Give them a choice, like different interview slots.

6. Proofread

- **Use tools:** Platforms like Grammarly can help catch errors.

- **Read aloud:** Sometimes, reading the content aloud can help identify awkward phrasing.

7. Follow Up

- **Set a Reminder:** If you haven’t heard back in a week, send a follow-up.

- **Keep it Friendly:** A simple “Just bringing this to the top of your inbox” can work wonders.
Here are some examples

We’re spilling the beans — here are outreach messages templates that we use personally here at ContactOut! (Links at the end of the guide).

Connecting on LinkedIn

Sample #1:

LINKEDIN CONNECTION MESSAGE (Product Designer - Sample#1)

Hello [NAME],

Your UX design expertise caught my eye as I was browsing through our shared connections. Kudos on the fantastic work.

Quick intro - I’m with ContactOut.com. We’re a budding startup proudly backed by 500 Startups. As of now, we’re at a 5M revenue mark, but we’re gearing up for $100M by 2023.

Would you be up for a conversation? I sense some great potential collaborations.

Best,
[Your Name]
Connecting on LinkedIn

Sample #2:

LINKEDIN CONNECTION MESSAGE (Product Designer - Sample#2)

Hello [NAME].

Stumbled upon your impressive UX design portfolio via our shared connections - color me intrigued.

ContactOut is backed by 500 Startups, we’re currently rocking a 5M revenue and have our sights set on hitting that $100M mark by 2023. Picture the early days of Canva with its first 30 teammates.

Care to chat? Would love to dive deeper into potential synergies.

Cheers,

[Your Name]

Reaching out via Email

Sample #1:

EMAIL MESSAGE (GENERAL ROLE - Sample#1)

Hey [NAME],

Stumbled upon your profile on LinkedIn, and I must say, you’ve got the spark we’re looking for at ContactOut.

We’re on this exhilarating journey to turn cold outreach into genuine, warm connections between candidates and employers globally. Picture the early team at Stripe and Slack - that’s the vibe we’re channeling.

A few tidbits about us:

- We’re the go-to for 76% of the Fortune 500, including big names like Google, Microsoft, and Netflix.
- Our users rave about us, “The ultimate Chrome extension for LinkedIn candidate emails!” (Catch more of this love on G2.com).
- Our leadership? Think Harvard University and London Business School grads who’ve previously steered NASDAQ-listed ventures. Plus, with backers like 500 Startups and Blackbird Ventures, we’re in good company.
- Our CEO’s track record? He skyrocketed Zoominfo from $3M to a whopping $80M in revenue.

Perks:

- Competitive salaries range from $3000 to $4500/month.
- The freedom of 100% remote work.

Here’s a glimpse of our growth trajectory + role specifics [LINK]
Let’s chat and dive deeper.

Cheers,

[NAME]
Email Message (General Role - Sample#2)

Hello [NAME],

Your LinkedIn profile caught my eye, and I couldn’t resist reaching out. Over at ContactOut, we’re on this ambitious quest to transform cold outreach into genuine connections between candidates and employers.

Quick facts about us:
- A whopping 76% of the Fortune 500, including industry leaders like Google and Netflix, trust us.
- Check out rave reviews on G2.com
- Our leadership boasts of alumni from Harvard University and London Business School.
- Our CEO’s previous venture? He transformed Zoominfo from a $3M entity to an $80M powerhouse.

With the support of 500 Startups and Blackbird Ventures, our journey is even more exciting. And now, with Zoominfo shining on NASDAQ at $30 billion, we’re all set to replicate that success. ContactOut is on its way to be a billion-dollar marvel by 2025.

What’s on the table for you:
- Attractive salaries between $3000 to $4500/month.
- The luxury of 100% remote work.

Here’s a sneak peek into our growth vision and the role we envision for you. Let’s chat?

Warm regards,

[NAME]

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Email Message (2nd Email Touchpoint, Software Engineer - Sample#1)

Hey [NAME],

Touched base a few days back and thought I’d circle around again.
While a swift Google search might give you a snapshot of ContactOut, I’d love to share a bit more that might not pop up on your search.

Engineering Values:
- Dive deep, then act.
- Voice matters.
- Collective ownership.
- We value thinkers and innovators, not just doers.

Tech Playground:
- Laravel
- ReactJS
- HTML, CSS

Kick-off hours
6:30am - 2:30 pm IST (for that initial sync with our engineering team).

What’s in it for you:
- USD 3-4k/month.
- Remote work? Absolutely.
- Travel? Yes. Join our all-hands off-site.
- Team? Simply the best.

Job description [LINK]
Keen to explore this further?

Cheers,

[NAME]
Following up on Email

Sample #1 (3rd Email Touchpoint):

EMAIL MESSAGE (3RD EMAIL TOUCHPOINT, Software Engineer - Sample#1)

[NAME]

At the heart of our outreach is a mission to make every interaction feel like a genuine connection.

And that extends to this very message. If now's not the moment for a chat, I promise to keep your inbox clutter-free!

By the off chance, does this role [HYPERLINK] remind you of someone who'd be a perfect fit? We're all ears. Check out our growth trajectory [here].

Till our paths cross again.

[NAME]

Next Steps

1. Segment Your Candidate List
   - Use tools or software to categorize candidates based on skills, experience, or roles.
   - This ensures you’re sending the most relevant emails to each group.

2. A/B Test Different Email Templates
   - Create two versions of the same email with slight variations in subject line, content, or CTA.
   - Send them out to different segments and track which one gets a better response.
Next Steps

3. Monitor Email Metrics
   - **Open Rates**: This tells you how effective your subject line was.
   - **Response Rates**: This indicates the effectiveness of your email content.
   - **Feedback**: If candidates are consistently asking certain questions or seem confused, tweak your emails accordingly.

4. Iterate and Improve
   - Based on the feedback and metrics, continuously refine your email strategy.
   - Stay updated with industry trends and adjust your approach as needed.

5. Engage Beyond Emails
   - Consider other touchpoints like LinkedIn messages or even a quick phone call.
   - Remember, the goal is to build genuine relationships with potential candidates.
Further Resources

🌟 10 Tips to Write High-Converting Recruiting Emails

📝 Our Outreach Message Templates (Our own template!)

📝 37 Free Recruiting Cold Email Templates

📝 12 Time-Saving Email Templates For Recruiters

📝 Recruiting Email Templates That Win Candidates

📝 6 Hiring Email Templates You Should Steal Right Now