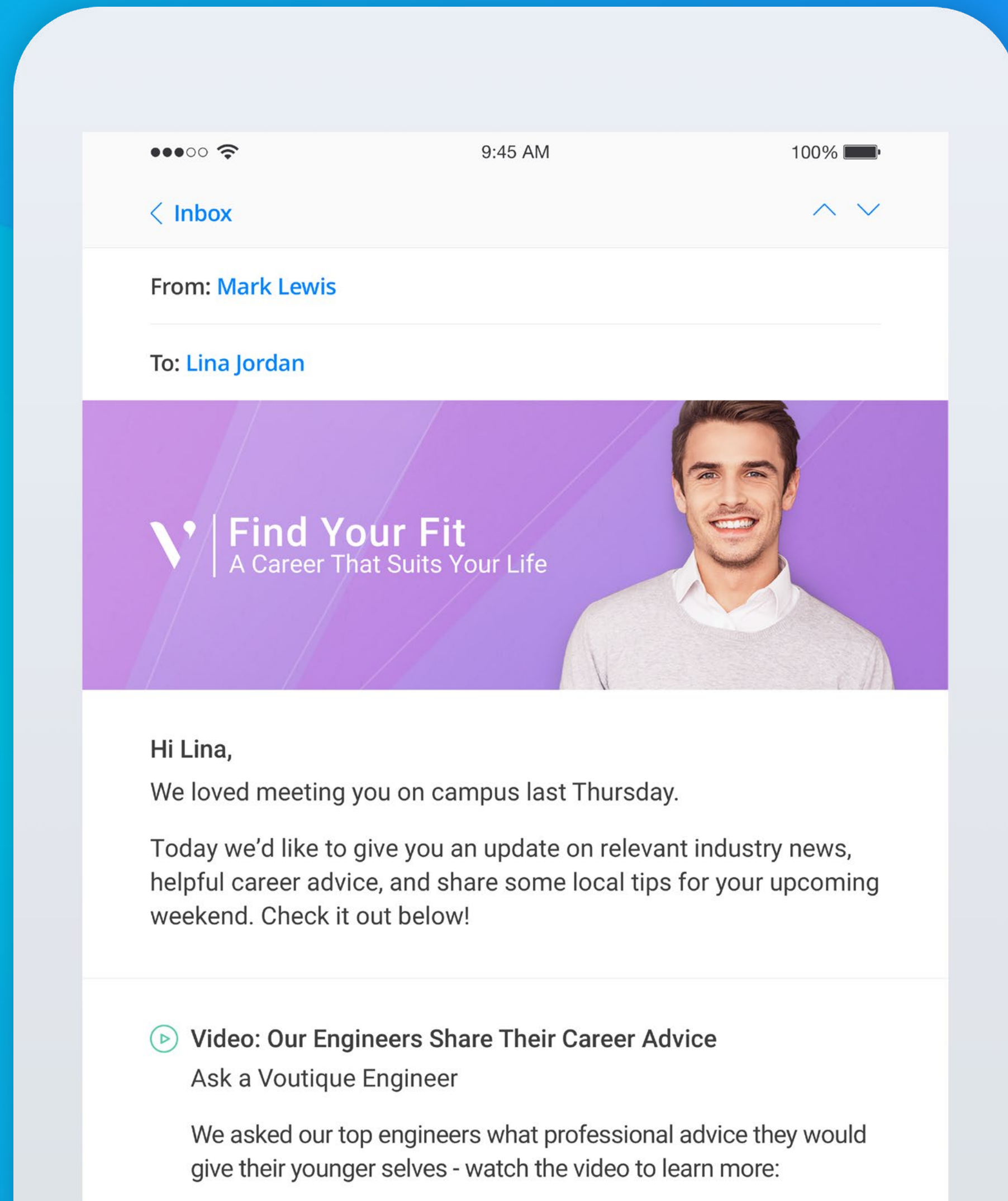EBOOK

Email Marketing for Recruitment

Avature
Get Engaged to Talent

Introduction

Every experienced recruiter knows – recruitment marketing matters. Gone are the days of "post and pray." To source, engage, and convince candidates, today's recruiter must fulfill traditional recruiting responsibilities while also leveraging the tools of high-level marketing experts – from social media to interactive landing pages to search engine optimization.

Of these popular marketing channels, email is widely considered the most powerful and is often unrivaled in ROI — so it's crucial that your organization's recruitment team leverage it for maximum impact. With this ebook you will learn how this easy-to-use and extremely effective platform can best be used to nurture relationships with candidates, inform them of job opportunities, and communicate your brand story.

Email is 40 times more successful at acquiring new clients than both Facebook and Twitter combined.[1]

You are 6 times more likely to get a click-through from an email campaign than you are from a tweet.[2]

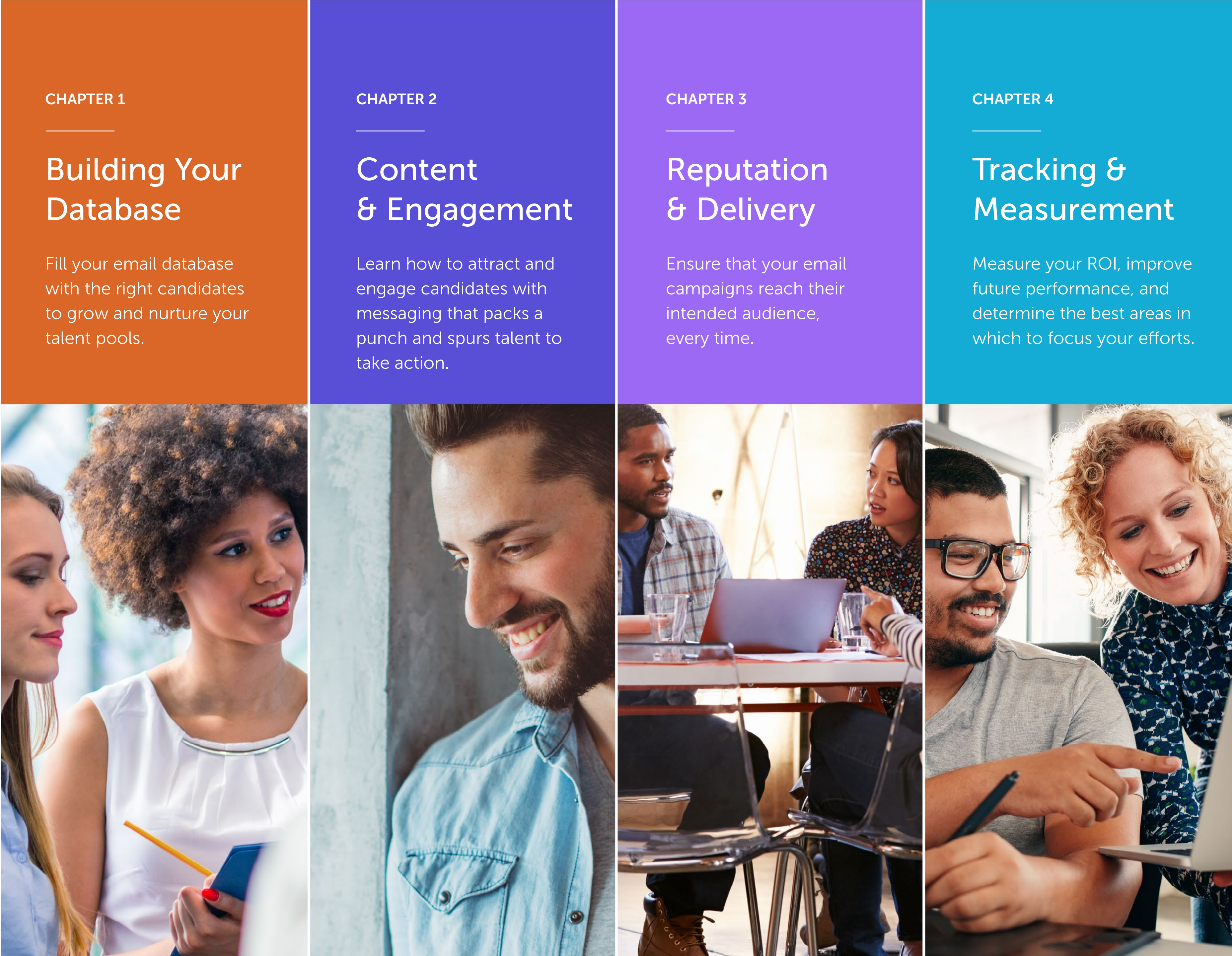**Segmented and targeted emails generate 58%** of all revenue for businesses.[3]

42% of B2B organizations say email is one of their most effective lead generators for targeting new clients.[4]

[1] McKinsey & Company | [2] Campaign Monitor | [3] The Direct Marketing Association, 2015 | [4] The Direct Marketing Association, 2015

Four Components of Email Marketing

In this eBook, we'll focus on the four main areas of an effective email marketing strategy and how a comprehensive solution like Avature can be used to manage and optimize this strategy at every step of its execution.

CHAPTER 1

Building Your Database

Fill your email database with the right candidates to grow and nurture your talent pools.

CHAPTER 2

Content & Engagement

Learn how to attract and engage candidates with messaging that packs a punch and spurs talent to take action.

CHAPTER 3

Reputation & Delivery

Ensure that your email campaigns reach their intended audience, every time.

CHAPTER 4

Tracking & Measurement

Measure your ROI, improve future performance, and determine the best areas in which to focus your efforts.

Find Your Fit
A Career That Suits Your Life

Join Our Professional Network

Want to know more about who we are, what we do, and how you can be a part of it? Join our Talent Network to receive exclusive updates from our senior executives and hear about what else is happening behind the scenes at Voutique.

First Name

Last Name

Email

Phone Number

Country of Residence

Area of Interest

☐ I acknowledge *

By selecting "I Acknowledge" from the checkbox above, I acknowledge that I have read the Voutique Privacy Policy and hereby consent to the collection processing and use as well as to the international transfer of my personal information as described therein.

SUBMIT

Copyright © 2017 Voutique   Terms & Conditions   Privacy Policy

CHAPTER 1

Building Your Database

Collecting Leads

Recruitment marketing is only as good as the quality of your recipient list.

Just like salespeople, recruitment marketers need a list of high-quality, engaged people to interact with. However, your database degrades over time by an average of 22.5% per year.[5] People graduate, change jobs, get married — and their emails change or fall out of use in the process. So it's important to keep your database up to date and clean; otherwise, you're reducing the effectiveness of your emails.

Let's look at a few positive ways you can help to keep your list fresh, clean, and growing in the right way:

Career Site

Company career sites remain the preferred source for researching career opportunities for 57% of candidates[6]. Make sure you're maximizing your potential impact with these tips:

- Encourage people to sign up for talent communities and learn more about your organization without the pressure of applying to a specific job.

- Enhance your career site by embedding social media and video. This enables easy sharing and syndication of content, while always linking people back to the career site for further engagement.

- Ensure that everything on your career site is mobile optimized and easily accessible.

[5] Hubspot | [6] 2016 Talent Board NAM CandE Research Report

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V VOUTIQUE
Careers Site

Join Our Talent Pool

First Name*

Last Name*

Phone*

Email*

Area of Interest*

Select an option ▾
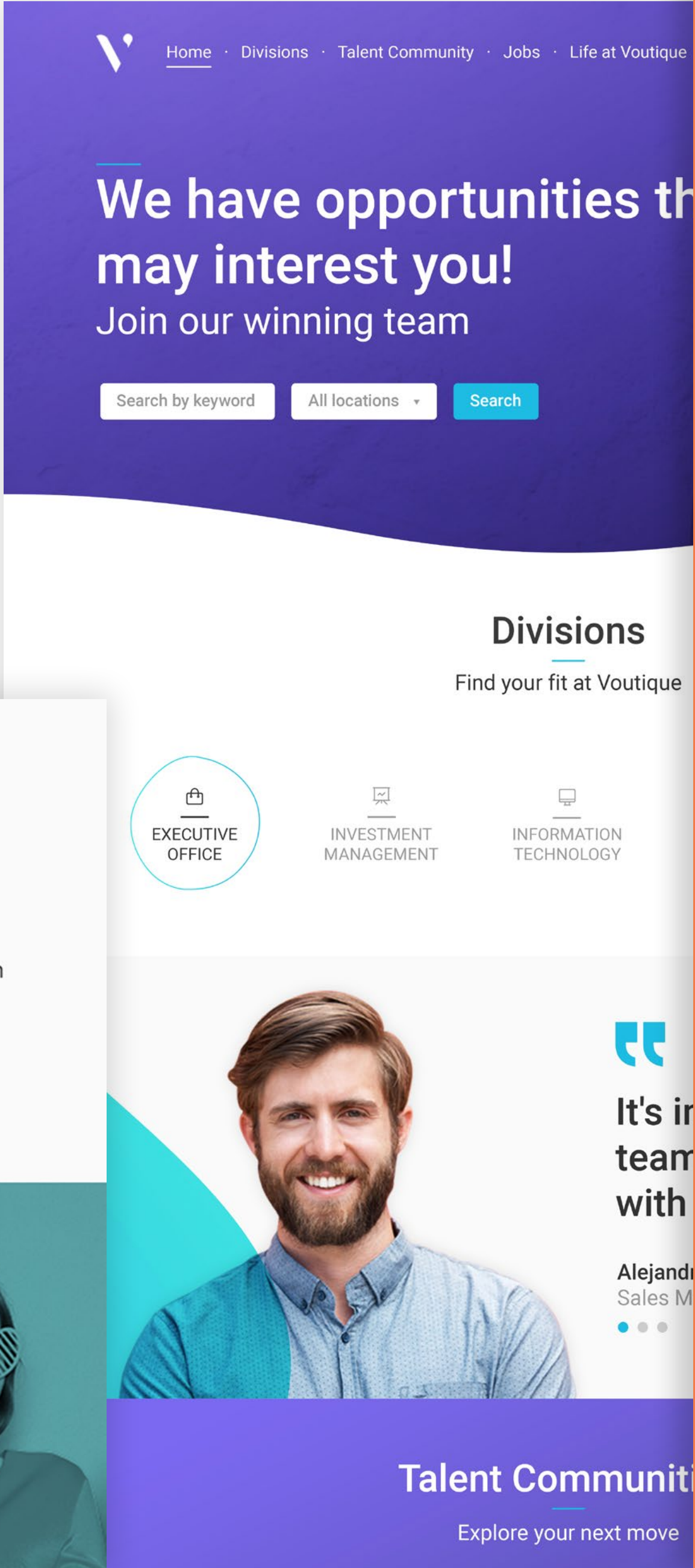
Submit

Sign Up With:

MONSTER   INDEED   LINKEDIN

Microsites and Landing Pages

Whether you're touting the benefits of your engineering department, providing a window into your company's culture, or simply prompting users to stay in the loop for industry news and open positions, a well-placed microsite or landing page (e.g., a sign-up page to join the talent community) gives your organization the opportunity to build your database at any stage in the candidate lifecycle.

Avature Advantage

Highly configurable and mobile optimized, Avature Landing Pages and Microsites let you manage targeted, branded content to reach specific audiences like students, veterans, or executives. Customized registration forms on these pages can include logos, banners, pictures, videos, widgets, and plugins, allowing you to create an attractive and welcoming entry point where users can enter their emails and register for an event, sign up for future communications, or simply register their interest.

And with the Avature Landing Pages Builder, you have complete ownership of any site, making it a snap to publish and manage multimedia content on the go and respond quickly to your changing recruiting needs.

Social Media

With the average person spending 2 hours per day on social media, it is important to use each platform according to its unique strengths to funnel applicants into your talent pools.[7] Harvest your social media communications for potential leads with these tips:

Twitter

Promote your talent communities via Twitter with rich imagery or videos and track their success with customizable links to landing pages.

Facebook

By embedding your career site in your company's Facebook page, you can easily track the unique visits and registrations originating there via Facebook's built-in campaign analytics. To engage your audience further, share the latest career opportunities and programs on your organization's Facebook page and industry-related Facebook groups.
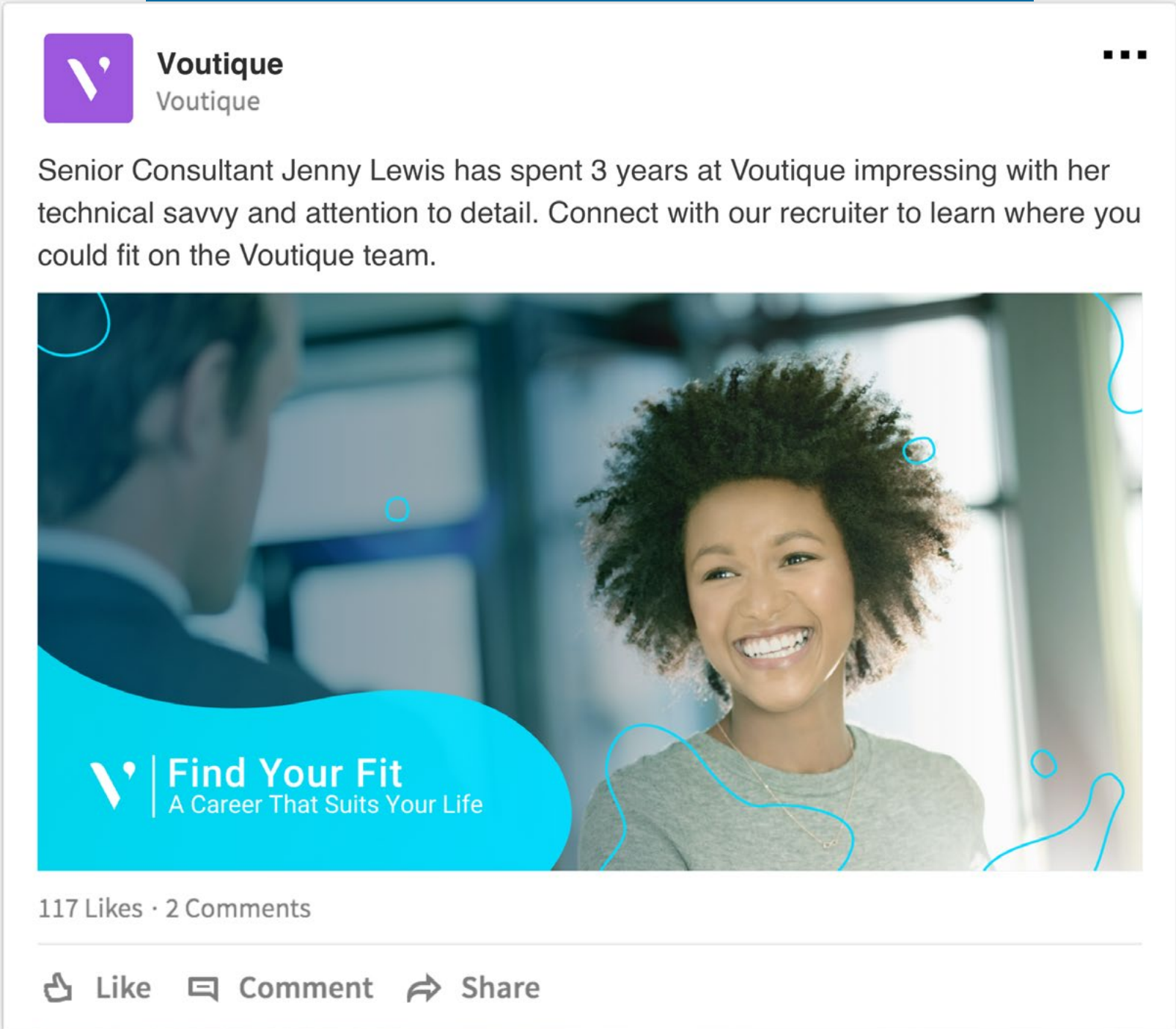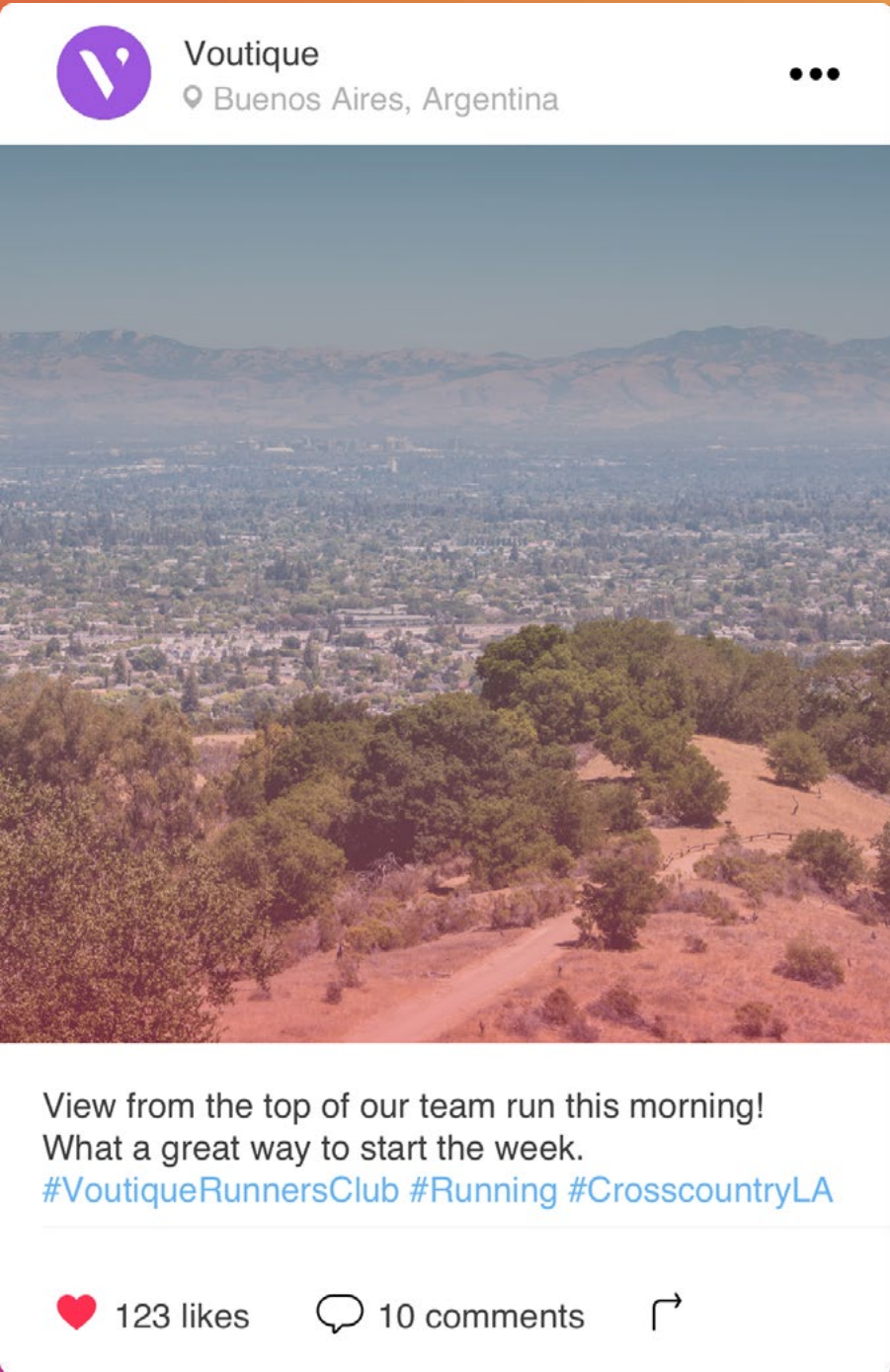
[7] Global Web Index. 2017

Instagram

Utilize the more intimate, image-based social media platform to share a true inside glimpse of your offices, colleagues, internal events, and celebrations. It's a great way to demonstrate what it's like to work at your organization, and it's doubly effective in building your database when you link to your career site or talent community from your profile page.
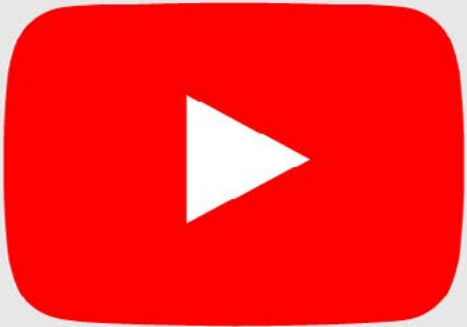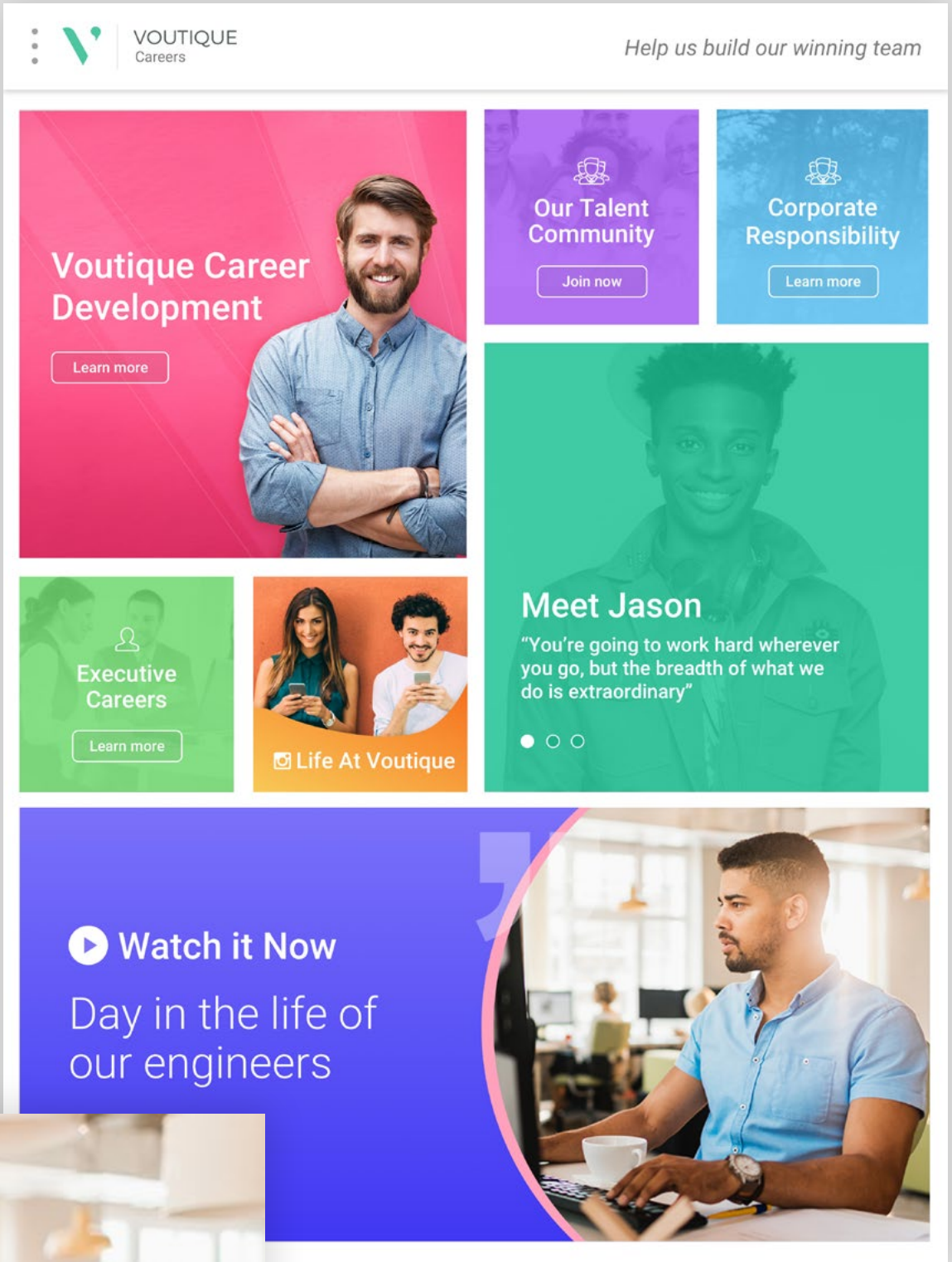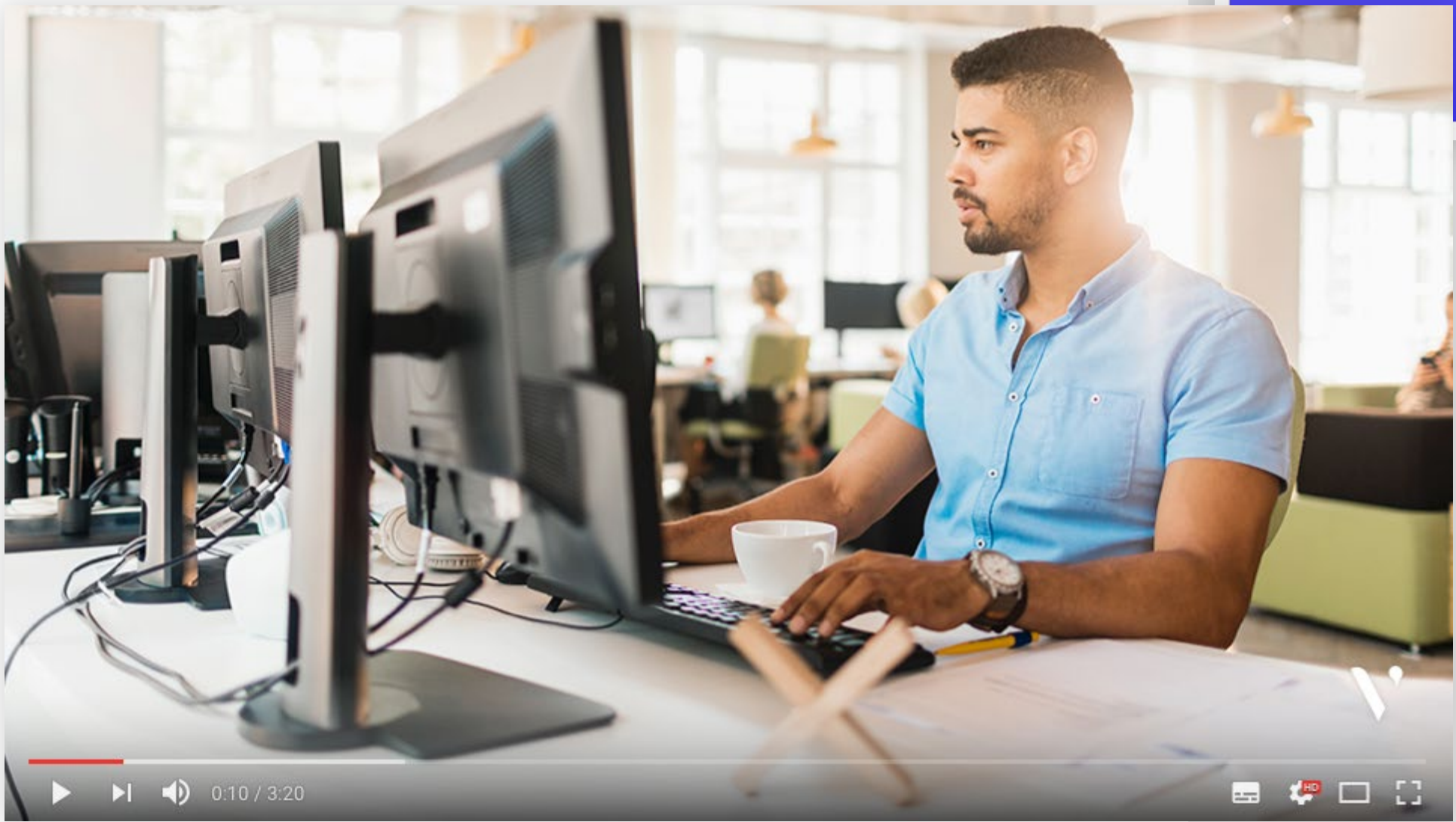
LinkedIn

Carefully consider the content on your company profile pages, ensuring you make it easy for members to get a feel for your brand as well as sign up for job alerts or newsletters. Taking this one step further, LinkedIn now offers a premium, Life at [Company] page in which your organization can post more specific cultural content.

Voutique
Buenos Aires, Argentina

View from the top of our team run this morning! What a great way to start the week.
#VoutiqueRunnersClub #Running #CrosscountryLA

123 likes   10 comments

Voutique
Voutique

Senior Consultant Jenny Lewis has spent 3 years at Voutique impressing with her technical savvy and attention to detail. Connect with our recruiter to learn where you could fit on the Voutique team.

Find Your Fit
A Career That Suits Your Life

117 Likes · 2 Comments

Like   Comment   Share

YouTube

Reap double the rewards from your most labor-intensive content by adding a call to action (CTA) and URL to your videos. For example: If you have a "Day in the life of our engineers" video, at certain points within the video you could include a caption and URL that encourages the viewer to join the engineering talent community.
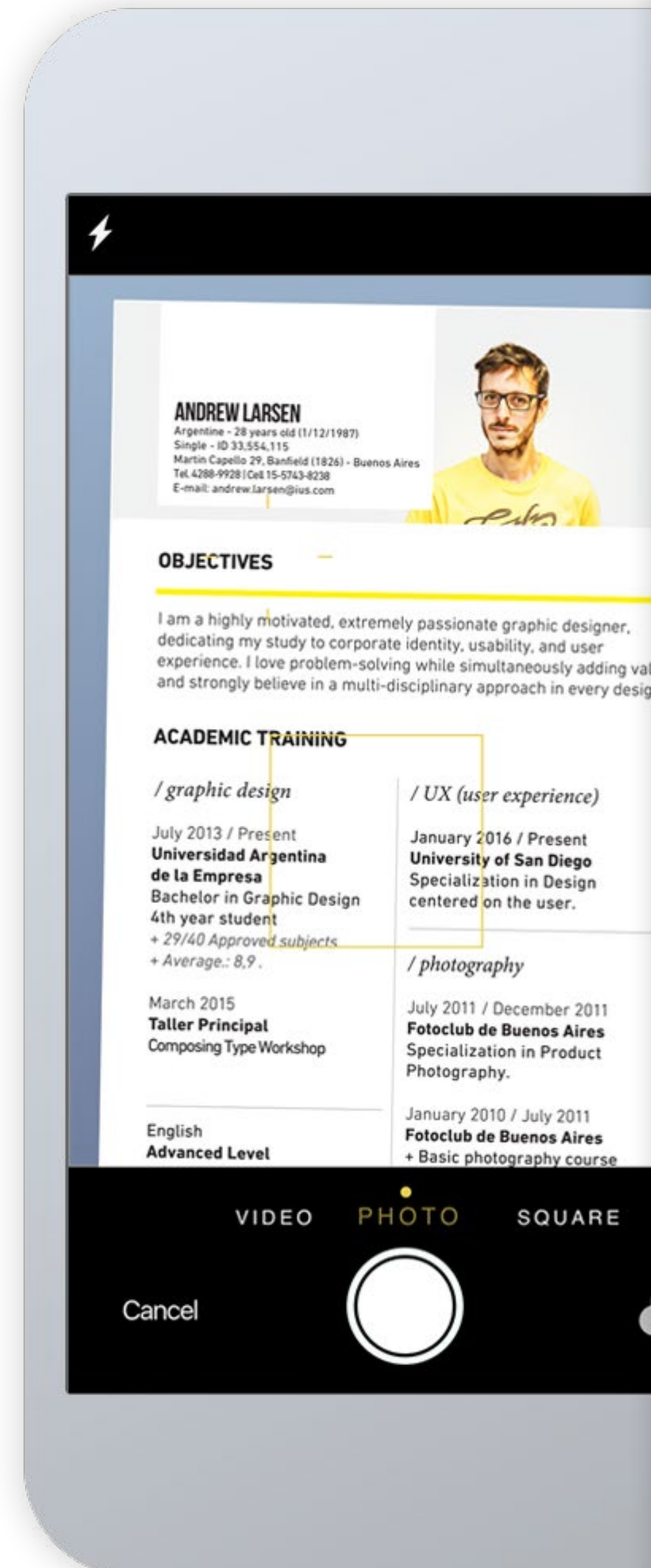
Avature Advantage

Leverage Avature's build-link functionality to create custom URLs for email and social media campaigns. This way, anyone who signs up for an event or talent community via that link can have a custom tag, a defined source, and will be linked to the right event or talent community. In this way, you'll have demonstrable ROI when you later report on your efforts *(more on that in Chapter 4)*.

Events

Recruiters attend an average of 31 career fairs per year, and as an industry spend $9 billion on planning, traveling, and sponsoring them.[8] These are time- and money-intensive events. Rather than just collecting resumes and shaking hands, consider these ways to maximize their value:

- Create a dedicated event landing page detailing where and when attendees can speak with your organization, along with a short form enabling people to register their interest or provide their resume via Dropbox or social profiles.

- Avoid line-fatigue and instead use a QR or text messaging code, or provide iPads for attendees to easily submit their contact details.

- Follow up after the event inviting them to tell you a little more about their profile, interests, and skills.

[8] Portfolium

Avature Advantage

Do you attend lots of recruiting events, but don't want to create a custom landing page for each one? With Avature you can build a generic, reusable events landing page that collects as much candidate data as you see fit, as well as schedule in-event interviews for high candidate conversion and measurable event ROI.

Leveraging Avature's build-link functionality, you can identify which event candidates registered for. These candidates can then be assigned to relevant workflows for nurturing via highly targeted and completely automated content.

Capture leads on-the-go at events – even offline – with our mobile-optimized app.
- Automatically import paper resumes with our "Take Picture of Resume" feature.
- Add notes and other feedback to candidate profiles while speaking to them.
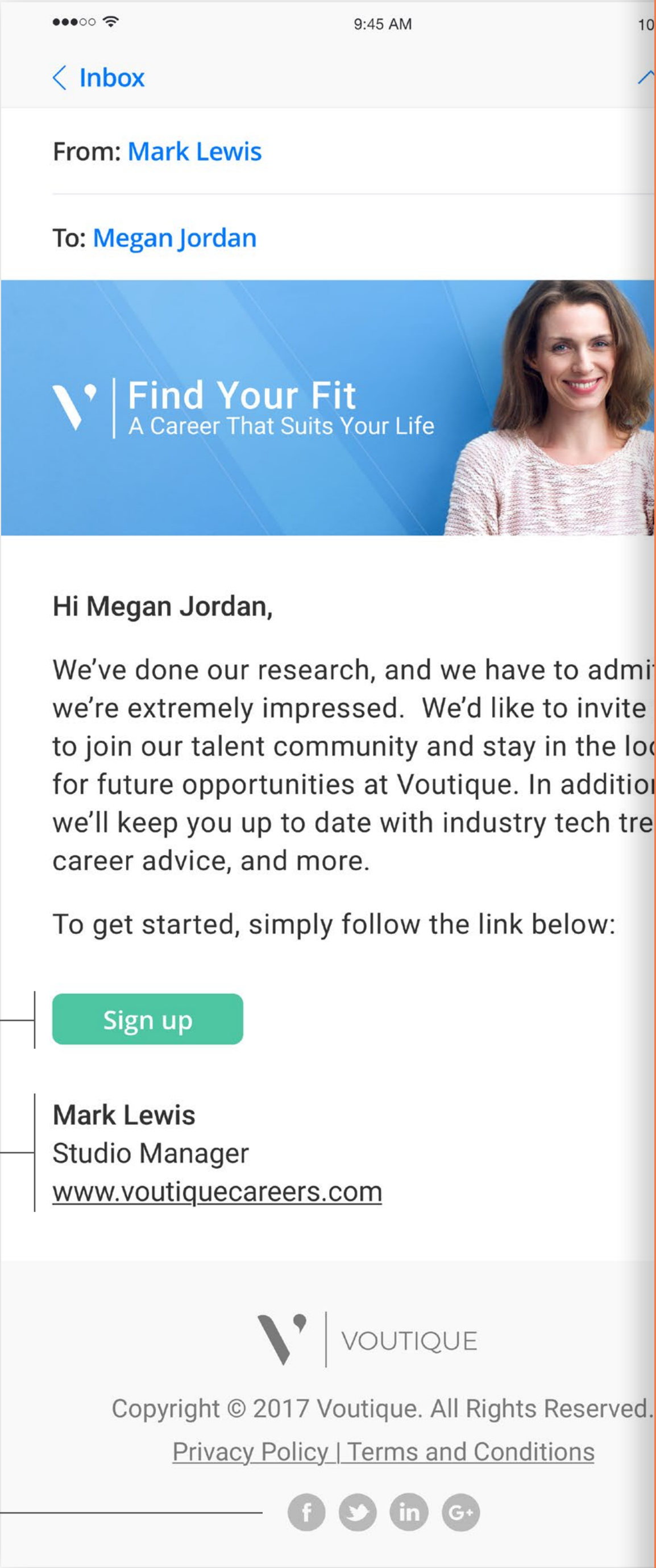
Email

Sign-up pages that ask your audience to register for talent pools and apply to jobs aren't the only ways to build your database. Here are several ways you can easily leverage your day-to-day email communications to grow your talent pools:

Subscribe Links. Make it easy for people to sign up for more information by including a newsletter subscribe link at the bottom of every email.

Email Signatures. Make sure your email signatures include links to talent communities or career sites to encourage organic contact growth.

Sharing Buttons. Embed social media sharing buttons in emails to encourage people to visit your social media channels – or share the email's content on their own social media profiles.

•••○○ 🔋 9:45 AM 10

‹ Inbox

From: **Mark Lewis**

To: **Megan Jordan**

V | **Find Your Fit**
A Career That Suits Your Life

Hi Megan Jordan,

We've done our research, and we have to admit we're extremely impressed. We'd like to invite to join our talent community and stay in the loo for future opportunities at Voutique. In addition we'll keep you up to date with industry tech tre career advice, and more.

To get started, simply follow the link below:

Sign up

Mark Lewis
Studio Manager
www.voutiquecareers.com

V | VOUTIQUE

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Privacy Policy | Terms and Conditions

f t in G+

Avature Advantage

Capture more leads and build upon your database with these clever features:

Websources
Simultaneously search across hundreds of job boards as well as the open web from inside Avature, and massively import leads that satisfy custom criteria into the platform.

Dropbox
Create and update candidate profiles just by emailing the resume to Avature.

Import Link
Instantly import a social media profile or online resume into the Avature database for later communication.

Data Collection

Unlike most traditional marketing departments, recruitment marketers have an advantage in collecting relevant data. Applicants are usually quite willing to share their personal information, certifications and qualifications when entering the job market. But as we all know, a lot of the best candidates are not actively looking for a new job, or perhaps they're part of an industry where they aren't required to have an online profile. When you need to capture the info of these candidates, use these quick tips:

Sign-up Forms. Capture the basic details of new contacts from existing content (e.g., webinars, blog posts, and ebooks) by including an email list sign-up form.

Personal Message. Fill in the blanks and reach out to job seekers already in your database to personally ask for more information.
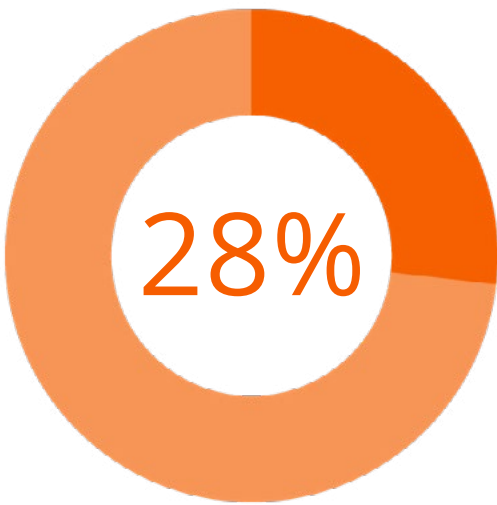
Survey. Invite job seekers to take a short quiz/questionnaire as a more fun and interactive way to capture data.
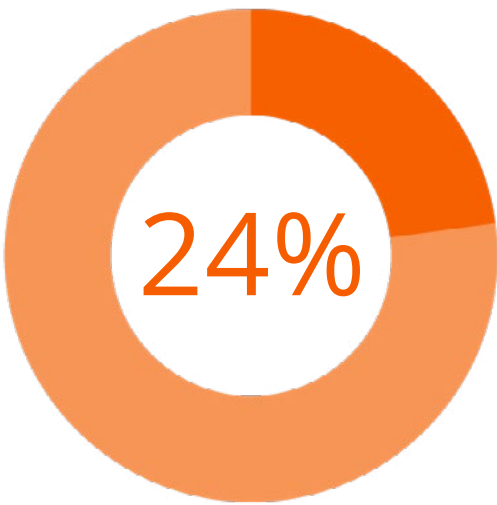
Segmentation

So you've successfully established and are maintaining a healthy, relevant database full of the right kind of contacts – what now? The next step is to build the platform data structure so you can segment your community and deliver a variety of specific campaigns targeted for each audience. Generic messaging often fails to attract, and as a recruiter you not only need to entice applicants, you want to attract the right candidates for each position you are seeking to fill.

When your audience is as varied as a typical talent pool, sending everyone in your email database the same message is not the best strategy. Your candidates differ in career paths, personal tastes, expectations,
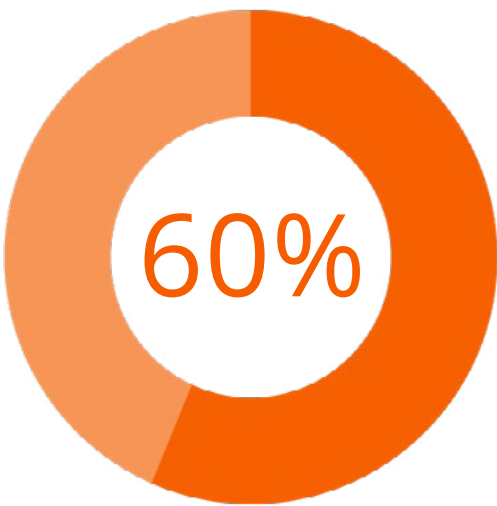
Among marketers who segmented their email lists:

28% experienced better deliverability

24% experienced lower unsubscribe rates

60% experienced higher open rates

and goals, and sending them all the same generic messaging will be extremely ineffective and may result in numerous spam complaints.

Your talent pool or CRM database also will be made up of candidates who are at varied stages of engagement with your organization. They need different types of information and communication depending on which stage they are at. An obvious example is your campus recruiting talent pool. Imagine you have student talent pools for each business sector – marketing, finance, engineering. Within each of those talent pools you'll have students from each graduating class. You'll want to communicate different information to a freshman, who is still choosing their courses, than you would to a senior, who is looking for full-time employment.

Here are our top tips for effective data segmentation in your own talent pools:

[9] Hubspot

Tip 1: Keep it Simple.

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There are infinite ways to segment an email list – the more criteria you add, the easier it is to become overwhelmed. Start with the most basic segmentation based on the data you already have.

Tip 2: Measure and Analyze.

————

Track your results and periodically take the time to review whether or not your chosen criteria are helping or hurting your efforts.

Tip 3: Use the Right Tools.

————

With Avature you can easily create and maintain your audience segments to execute effective campaigns.

Segmentation in Action

In light of the immense differences between candidates, it's good practice to send different versions of an email to different segments, based on job interest, active or passive candidate status, or location. When sending these segmented messages, your organization can use personalized email templates to cultivate an "approachable" brand while delivering specific information.

Segmentation allows you to tailor your talent search and save valuable time. Depending on your company's hiring needs, there are several ways you can segment your candidate pool:

By Experience Level. The motivations of new graduates will differ from those of senior management.

By Role. Sales candidates will seek different job opportunities than engineers.

By Location. The candidates for a Tokyo office will differ from your New York City headquarters.
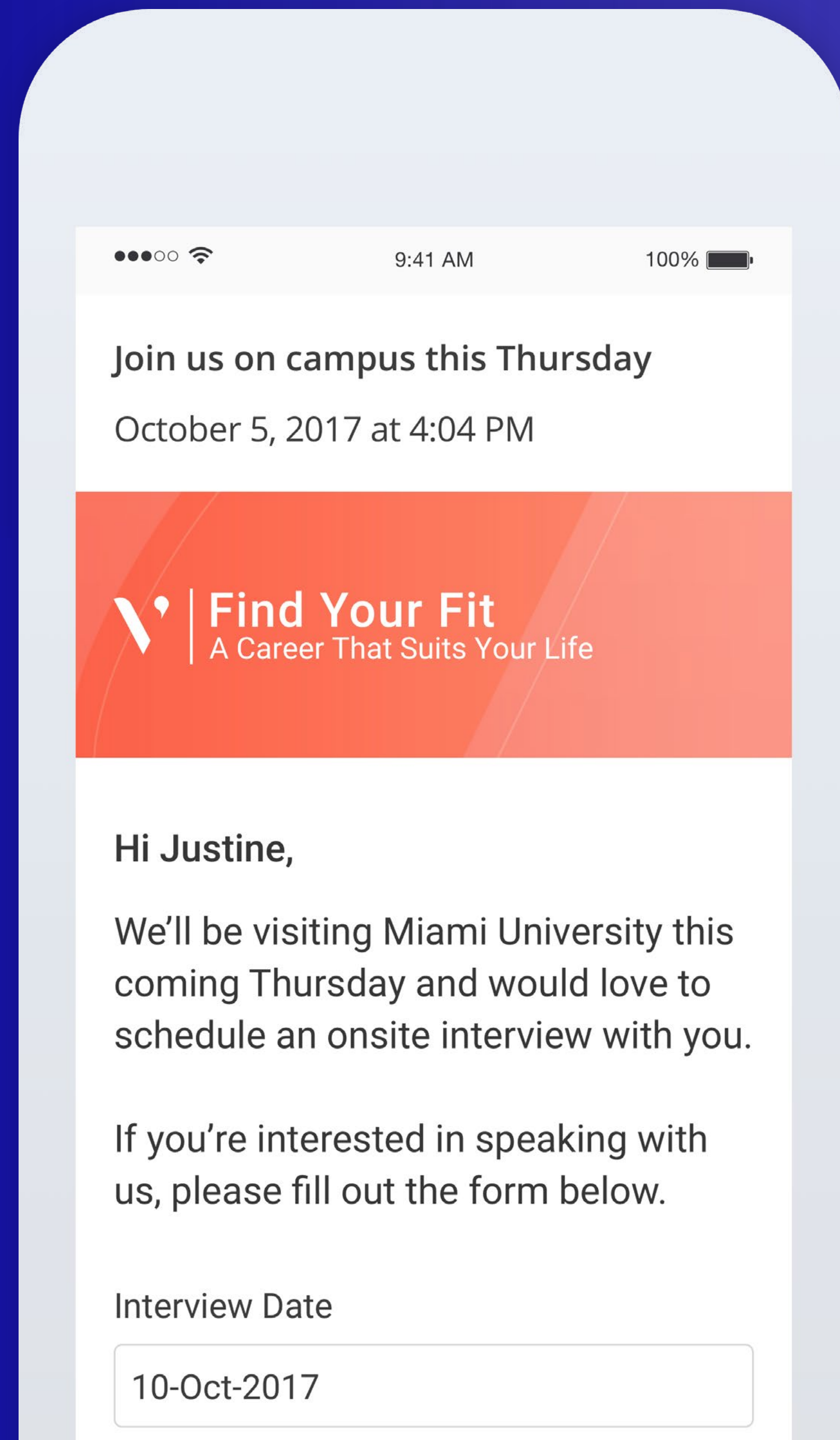
By Background. Candidates with public or private sector experience will be better suited to certain roles.

By Engagement Level. Candidates that responded to an email should be treated differently from candidates in a workflow step "interested but not now."

These segments can then be combined to create even more specific lists of candidates, such as management-level candidates from New York with an interest in marketing.

As demonstrated by this example, it's important to build your platform and data structure in a way that allows you to search and segment all of your available candidate information in your custom data model. With Avature you can build a list from any information you have in your database. But always remember – your segmentation is only as good as the information you collect.
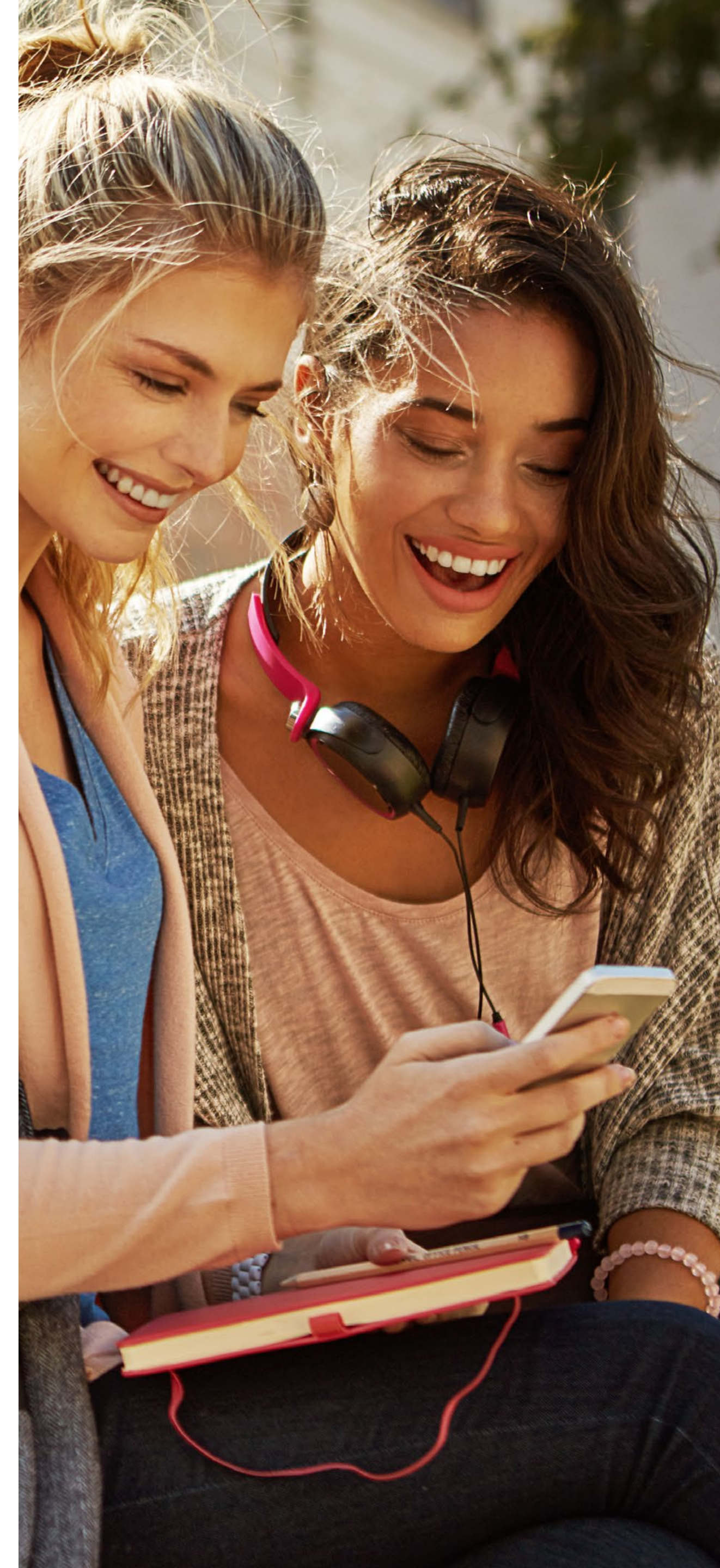
CHAPTER 2

Content
& Engagement

Engaging with potential talent – active or passive – is a true art. How will you attract the attention of passive candidates that are bombarded with thousands of messages per day?

Understanding and learning the art of email marketing is crucial – especially as top talent almost never enters the marketplace. Today's recruiting is all about engaging and persuading candidates.

Employed talent generally aren't paying attention to the work your organization is doing, or why your job opportunity might be great for their careers. As a recruiter you're competing for their attention, and you're up against everything from the football game to their next vacation. Why would (or should) a passive candidate pay more attention to your content over anyone else's? In fact, what they're going to eat for dinner probably has a higher priority over an email from a recruiter. This is

where the art of content and email marketing comes in – it is your not-so-secret weapon in the never-ending struggle to engage passive talent.

The art of content marketing means getting the right content to the right audience at the right moment. This may sound intimidating, but you don't actually need to be a marketing ninja to create great recruiting content. With a few simple tips and tricks, you can make an impact in no time at all.

Step 1: Know Your Audience

Before you begin crafting your email, it's important to understand who your target audience is. Are they fresh faced graduates or seasoned engineers? Where do they live, how long have they been in your talent pool, and what is their GPA score? Once you segment, you can then leverage all of your supporting content, and identify what type of content will be most compelling and drive the most conversions through each stage of your recruiting process.

Step 2: Crafting Your Message

So, you know who you want to target. The next step is identifying your email's purpose. The more purposeful your content, the better the chance that your message will compel relevant prospects to engage, click, or reply. We're all scanners when it comes to reading email, so your messaging needs to be highly personalized and relevant. Keep in mind that no matter how engaging your email is, if your supporting content isn't worth the click-through, then your superstar email marketing status is wasted on your audience. Once you have the attention of a candidate, they need somewhere to go.

Step 3: Timing

When it comes to engaging with a candidate, timing is everything. Perhaps you're sending emails to graduates who are in the height of their exam season, or happily employed passive candidates during work hours. Connecting with these candidates during their commute home, or perhaps Friday afternoons as people wind down from the work week, may result in a better chance of engagement.

Here are just a few examples of life events that might trigger a window of opportunity for your recruitment efforts:

- Manager leaving
- Bad review
- Company merger
- New compensation plan
- Losing a customer or deal
- New quota or territory
- Bad day
- Budgetary problems within a company
- Changing priorities
- Personal problems
- Bad coworkers

The Types of Emails a Recruiter Could be Sending on a Regular Basis

Throughout the recruiting process, there are several types of emails that should be utilized to make up your email marketing strategy as a whole:

Invitations and Offers

Talent Pool Registration – Invite candidate to register for the Talent Pool, or thanking them for joining.

Events – Invite candidate to register for upcoming events such as open days, get-to-know-you sessions, organizational discovery days, etc.

Application – Invite candidates to apply for a position, or reminding them to finish their application.

Interview – Invite candidates to interview and send reminders afterwards.

Offer – Extend employment offer to candidates.

Lead Nurturing

Newsletters – a roundup of the latest developments within an organization or industry (weekly, quarterly, etc.)

Blog Posts – either highlighted with standalone email campaigns or linked in another email as additional content.

Congratulations – wish candidates well upon graduation or any other important life event.

Ask for Updates – periodic reminders that ask candidates to update their profiles.

Tips and Guidance – Share interview tips, information on your recruiting process, and what to expect.

Hiring Process Updates – Keep candidates up-to-date on where they are in the recruiting and hiring process.

Dispositioning

Stay in Touch – Invite silver medalists to join talent pools.

Consolation Prize – Say sorry while offering resources to better their resume, or simply offering a roundup of fun things to do locally that weekend.

Avature Advantage

Any of these emails can be facilitated through Avature's customizable templates, allowing you to create personalized messages based on your target audience. No matter what type of email you want to send, you can leverage your brand at all times. With intelligent Avature workflows, you can automate many small but crucial communications with candidates (such as thank you messages or profile update requests) in an organized and consistent manner, allowing your organization to focus on the candidate relationship rather than on manual tasks.

If you prefer a more DIY approach to messaging, you can instead set up tasks within Avature that notify you of important dates (such as work anniversaries and birthdays) as reminders to communicate with a candidate personally.

Marry Lead Nurturing with Intelligent Automation

Emails triggered and delivered based on a subscriber's actions have an open rate between 45 to 55%, compared to around 10 percent for generic company newsletters.[10] When someone provides their email address and joins your talent community, try scheduling automated emails to thank them for joining, remind them to upload their resume or update their profile, alert them to relevant job openings, invite them to join local events or consider relevant opportunities.

Once in a talent pool, you can improve your conversion rates with drip marketing campaigns that send relevant content and messaging based on a candidate's behavior. Using these automated emails can greatly increase conversions as these candidates receive targeted and personalized messaging based on the information they gave you and their interactions with your previously sent

content. This is the ultimate goal of lead nurturing as it drives leads through the candidate journey.

Building Effective Templates To Engage With Candidates

With Avature, branded templates can be deployed at any point in this process – for example, upon application and after the first interview. The content and design of these templates are critical – far too many emails from recruiters utilize generic imagery and a simple, boilerplate message such as "we've received your application" or "thank you for applying." Such bland messaging predictably fails to engage with your audience.

A well-crafted, visually appealing email with a clear sense of purpose is an opportunity to personally represent and promote your company to candidates, as well as drive more traffic to your landing pages and career site and increase your brand awareness. When designing your own branded template, there are several things to keep in mind:

Hi Mary,

Welcome to the Voutique talent community!

We're so excited to share with you a behind-the-scenes peek at Voutique — from employee stories to a sampling of our most recent projects. To get started, take a look around our career site here, and then check out this month's "Day in the Life" video, featuring other engineers like you. Enjoy!

What Voutique Engineers Do Better
Day in the Life - Video

Our engineering team talk about what inspires them every day, and how working at Voutique allows them to make an impact.

Subject lines that pack a punch: More than a third of email recipients open emails based solely on the subject line. Here are a few tips to make the most of yours:
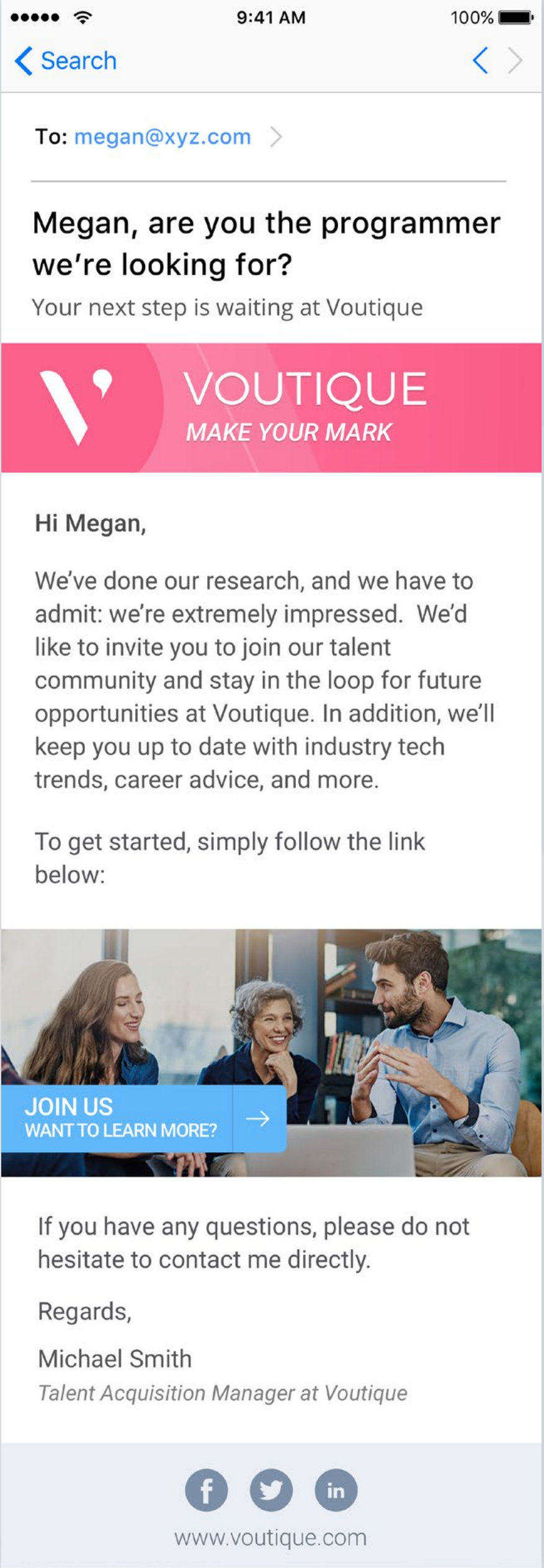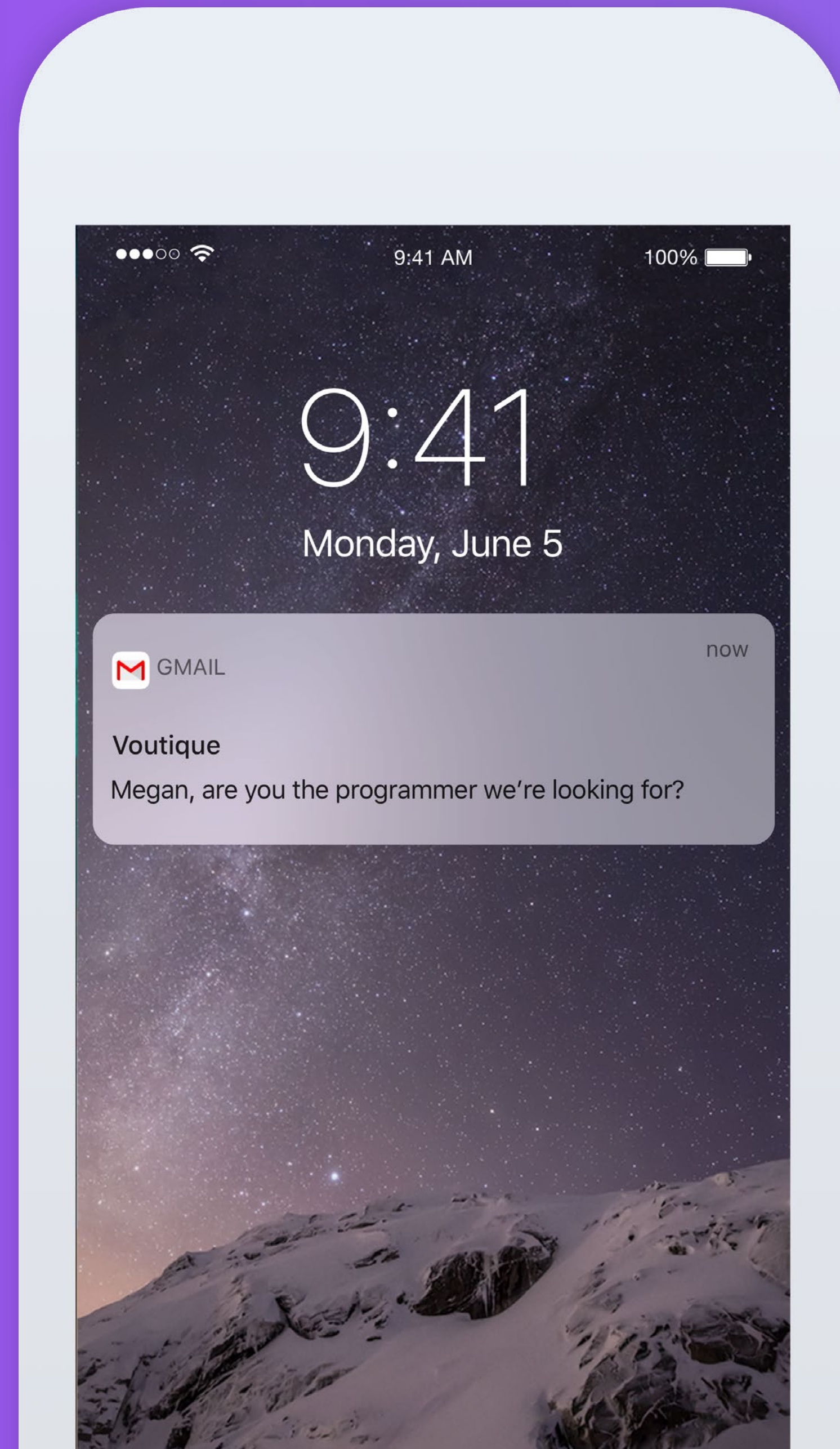
- Reference the location in which you're hiring, including the company name.

- Add a call to action when appropriate – such as "apply" or "join."

- Use questions, like "Are you XYZ Company's next hot programmer?" to actively engage with your audience.

- Convey a sense of urgency, eg. "Check out our new openings in March," and thus spur them to take action immediately.

- Brevity is also crucial – so make sure your subject line is succinct!

- Don't use caps or words like "free" that trigger spam alerts.

Pre-header: Use this secondary message to communicate crucial information you couldn't fit in the subject line. Make sure to keep this brief – many email clients will cut you off after the first 55 characters.

Top banner: Make it obvious that this email is coming from your company by including your logo in the header.

Primary and secondary messages: Keep it short and sweet – introduce your company, promote a new opportunity, or encourage people to sign up for an upcoming event. Always include a clear call to action, coded in HTML and easily clickable on a mobile device.

Use relatable images that provide subtle clues about the type of culture they can expect and get excited about.

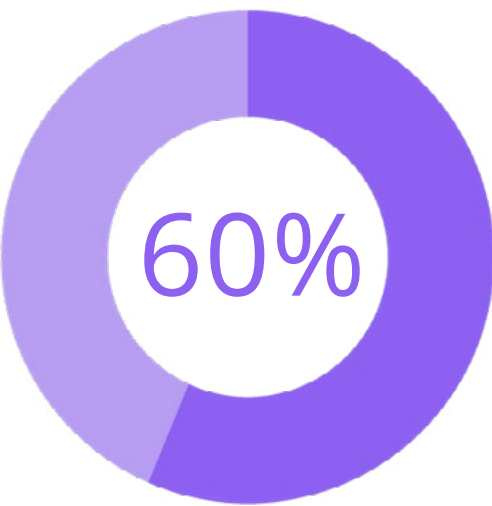**Footer:** The end of the message should include links back to the career site and social media profiles.

CHAPTER 3

Reputation & Delivery

You've Got Mail! Or Have You?

You've brainstormed, drafted, crafted, and curated content to help drive conversation and conversion throughout the recruiting lifecycle, and you've honed your email marketing skills down to a 'T'. But what happens if your carefully sculpted email campaigns are not being delivered?

Believe it or not, there are many elements that influence the delivery of your email campaigns. But why does this happen?

60% of well thought-out emails land up in the spam box

Avature Advantage

With Avature, you can send emails the way you want to:

Scheduled Emails
Automatically execute targeted campaigns for specific events or job openings.

Manual Emails
Personally check in with a potential candidate or current applicant directly from within the person record.

Massively via Lists
Utilize your segmented data to message all candidates in a particular list at once when you think the timing is best.

Automatically via Workflows
Configure automated workflows that trigger email communications at certain points of the candidate journey, such as after attending an event or upon application.

Developing Your Email Credibility

Similar to your banking credit score, as an email sender you're graded, ranked, spliced, and diced based on your email marketing activity. While all banks use the same information to assess your credit score, each major email provider uses its very own algorithm to assess your reputability– just in case things weren't complex enough already!

Here are a few well-known core measures of reputation:

1) Third-party listings & whitelists

2) Content flags

3) Spam trap activity

4) Lack of history

While there are many elements that can affect email deliverability here are some top tips that will ensure your email campaign is hitting its mark.

Tip 1: Avoid purchasing lists of emails.

———

Good emails are not for sale. We repeat: Good emails are not for sale. If an email list is for sale, it almost always means that the email addresses on it have long been spammed into the ground by other list purchasers. In addition, many of the emails on such lists are outdated. This in turn means that using such a list will result in large amounts of bounced emails that can ruin your reputation. In summary: short and steady is ultimately the best route here.

Tip 2: Only send emails to people who have subscribed. Make it a double opt-in to be sure.

———

It's good practice to make it easy for people to sign up for communications, whether through your career site, company blog, social media site, etc. It's even better practice to establish a double opt-in system in which subscribers receive an email asking them to confirm their interest. This ensures that your subscribers

are truly interested as well as correctly registered, preventing any potential bounce-back or unsubscription rates that negatively affect your domain reputation. We recommend using a double opt-in as it ensures that your subscribers are truly interested as well as correctly registered. It also demonstrates a level of respect for your candidates that further promotes your brand.

Tip 3: Keep your lists current.

———

If your database degrades by an average 22.5% per year, it's crucial to keep that database up to date and free of bad emails. Additionally, keeping lists up to date also means knowing as much as you can about your audience. The more you know, the more effectively targeted information you can send – making your audience more likely to engage with your content.

Tip 4: Provide Valuable Content.

———

Frequent communication is important, but the frequency of your emails should never outpace your organization's ability to create new and relevant content that will engage your reader. After all, your emails are just a conduit for your audience to access other branded content with the ultimate goal of converting new candidates.

Tip 5: Track and Respond.

———

One of the best ways to maintain and build your reputation is to monitor your email activity. You need to keep a close eye on bounce-backs, spam complaints, and unsubscribes. High open and click-through rates will improve your position with any email provider, so make sure you suppress inactive emails immediately *(more about this in the next chapter)*.

Tip 6: Choose a Responsive Template.

———

In the age of the mobile workforce, if your email isn't mobile-optimized, you may be missing or irritating potential candidates. Make sure your email template is responsive and visually compelling, regardless of the screen size it's being viewed on.

Tip 7: Encourage Customization.

———

Avoid unnecessary un-subscriptions by giving your email audience plenty of opportunities to customize their email preferences.

Tip 8: Make Opting-Out Easy.

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If a contact wants to unsubscribe, make it easy to do so. Feature unsubscribe links prominently and actively monitor unsubscribe requests. Spammers often employ the use of hard-to-see or dysfunctional unsubscribe links – and the last thing you want to do is threaten your business' credibility and risk having your email filtered.
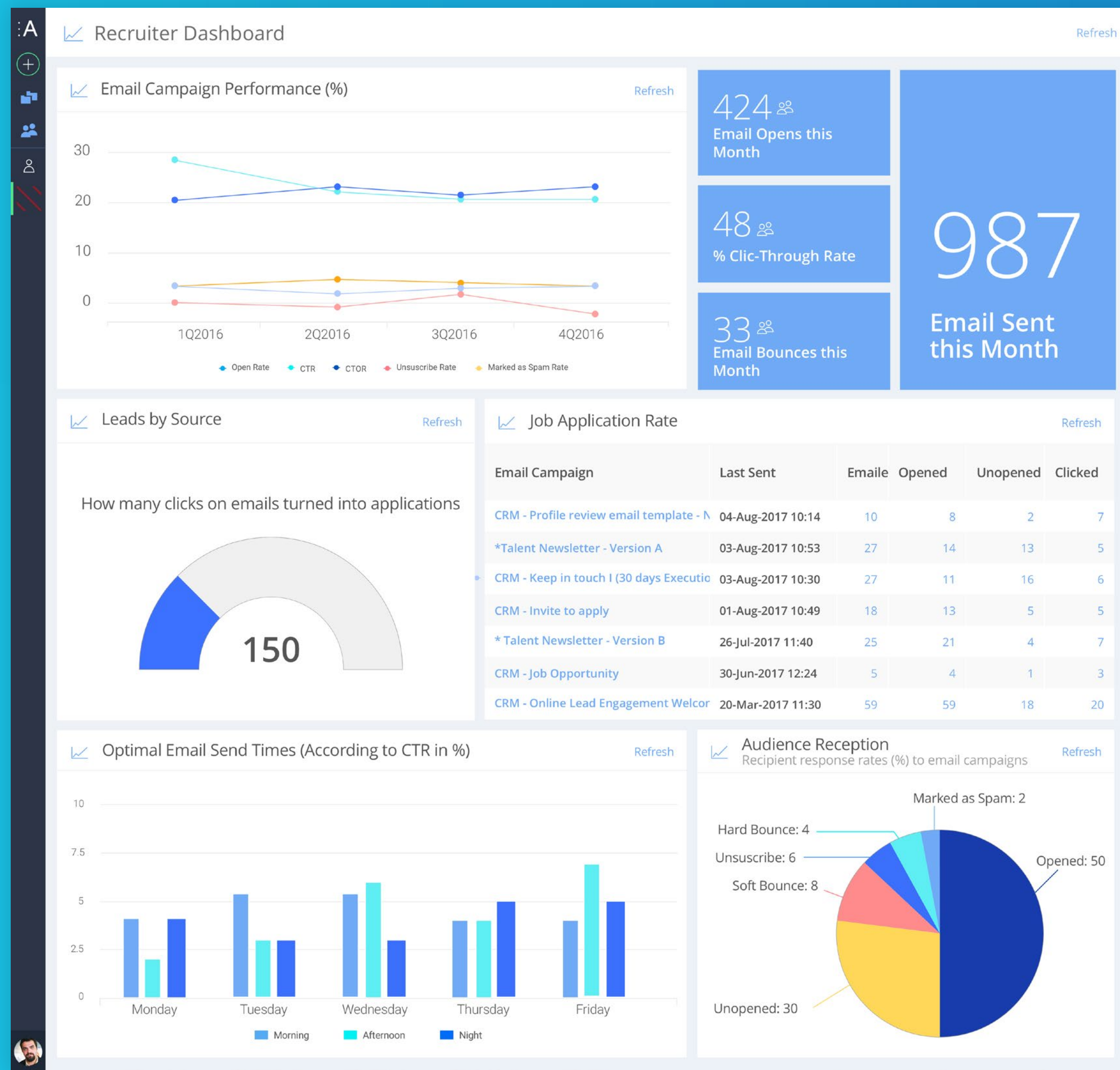
Avature Advantage

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With Avature you can segment your audience based on interests, events attended, key dates, and more, allowing you to target relevant audiences with highly focused content.

Users of the Avature High-Volume Email Marketing package enjoy the following features:

- Emails that request unsubscription will be automatically suppressed.
- IP address is changed periodically to accelerate delivery.
- Emails are validated through a system that identifies Avature as an authorized sender via DKIM protocols.
- Guidance from our technical support team to make sure best practices are implemented.

CHAPTER 4

Tracking & Measurement
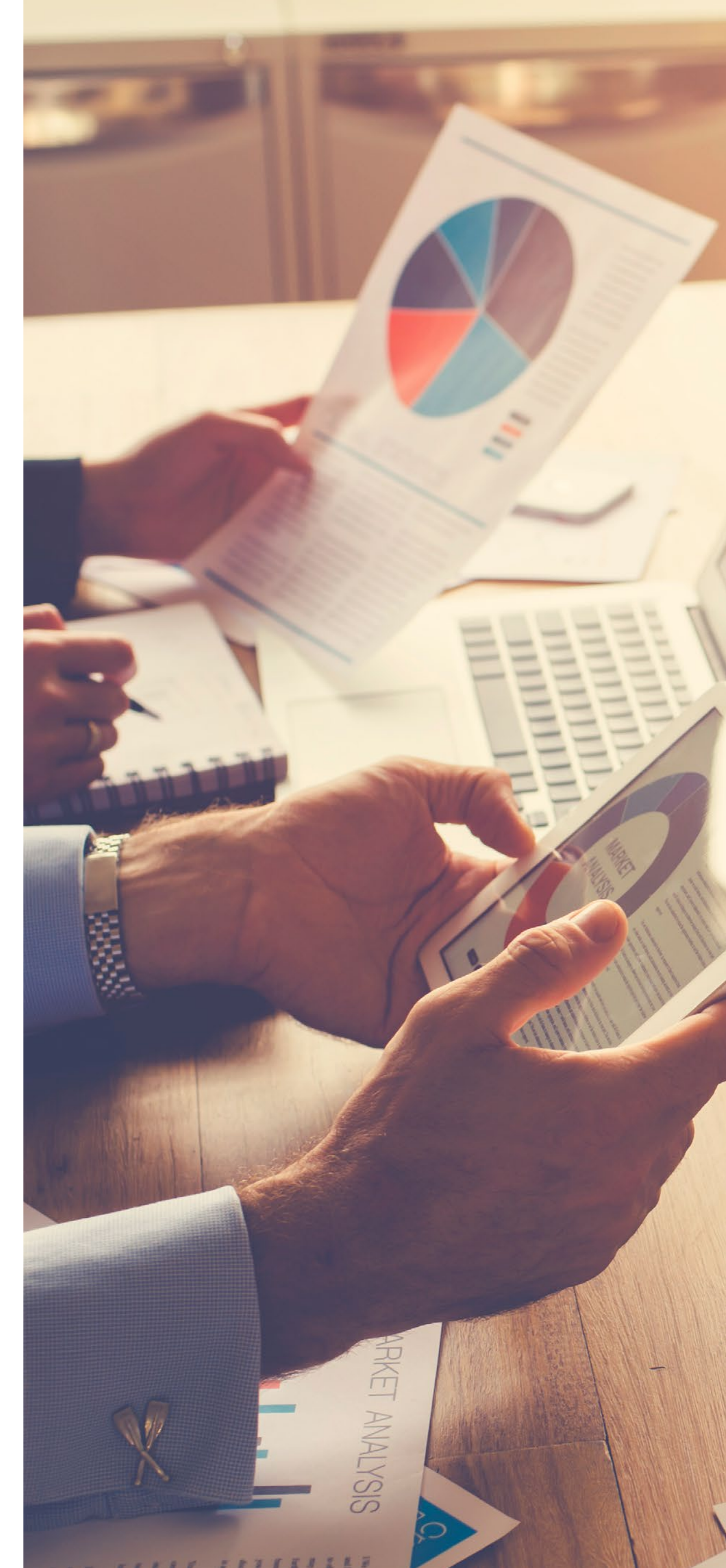
Why Metrics Matter

Thus far we've discussed how to build and maintain a healthy database, tips for curating the best possible content, and the right delivery methods to make sure your email campaigns get to their intended audience. But at the end of the day, none of this matters if you can't measure whether or not your emails are helping you meet your objectives.

As an email marketer for recruiting, you should first determine your goals for each of your email campaigns. Is it to grow your talent pool? To encourage applicants? To nurture existing leads? Once you've determined these objectives, you can then devise your strategy for tracking and measurement. How else are you going to measure your ROI, improve future performance, and better understand where you should spend your time? Let's take a look at a few of the key metrics that should be considered.

Top Level Metrics

Open Rates

While they are a useful indicator of a subject line's catchiness, open rates should not be considered the primary metric by which to measure an email campaign's success. For one, they can be slightly misleading – if your email contains images, but the receiver blocks all image content, the open will not be counted unless the reader then downloads the image. Additionally, if the subject line is effective in persuading a reader to open the email, but the content doesn't live up to the reader's expectations, then the open rate is essentially useless. For this reason, it's always better to focus on click-through rate as a measure of success.
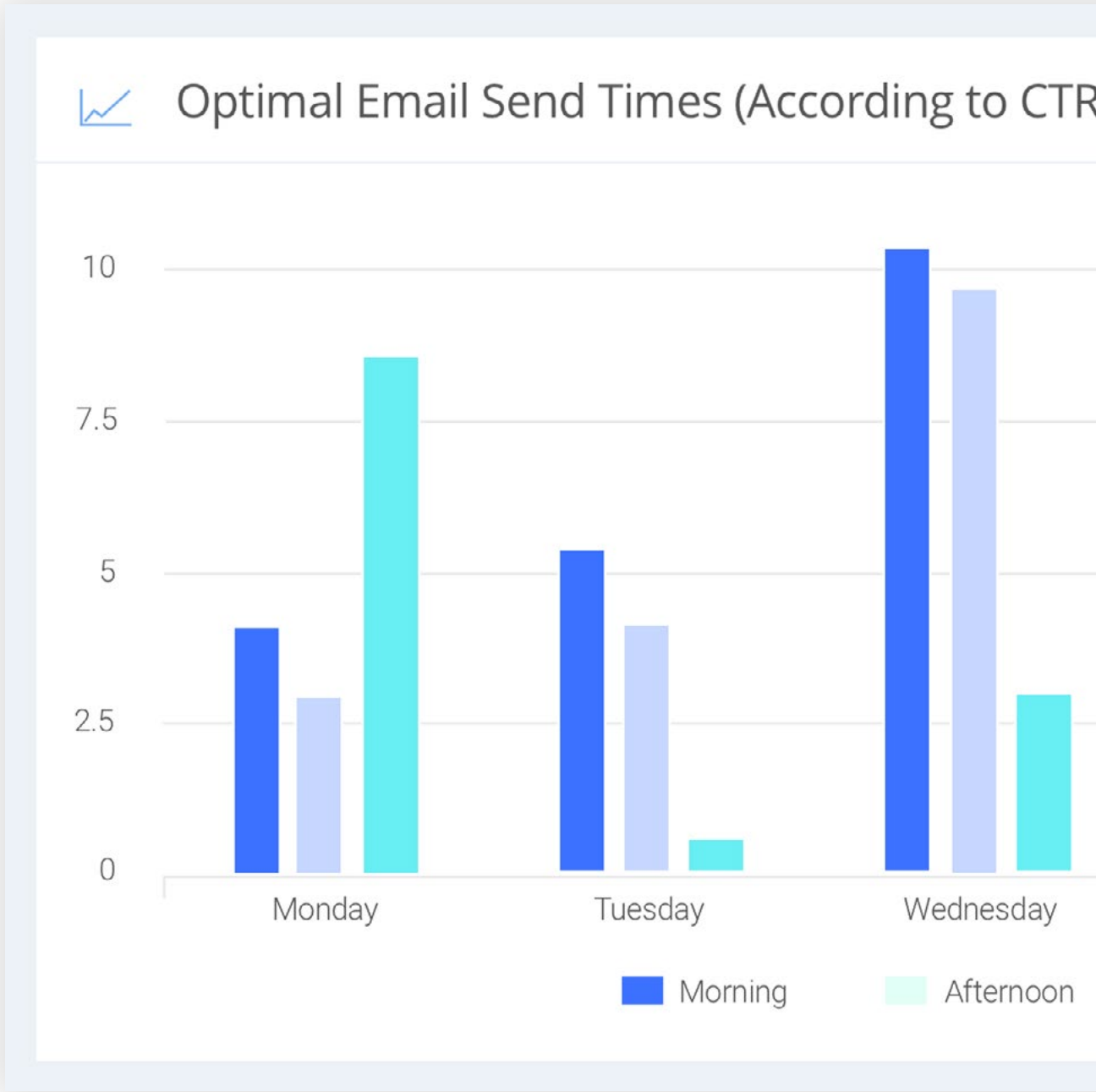
Click-Through Rate and Click to Open Rate

This is where it gets juicy. You may have heard of click-through rate (CTR), which is meant to indicate whether a message was relevant and compelling enough for the recipient to take action. The click to open rate (CTOR) is almost identical to the CTR, but it only measures the click-through rate of opened emails. This makes the CTOR one of the most powerful metrics for tracking an email's effectiveness. Bear in mind that the type of email you send will influence the CTOR. For example, a "cold prospecting" email to a passive candidate will almost certainly have a lower CTOR than a job offer email. For that reason, it's best to benchmark your CTORs according to the different types of emails you send.

Optimal Send Times

While few marketers worry about the time that they send their emails, the timing of a message can affect engagement as much as the actual content. Email marketing is the preferred channel of communication for almost all companies. You don't want to send your organization's recruiting emails at the same time as a global clothing brand who is offering a 50 percent discount, or a travel company offering their readers trips to far flung destinations. Your mail will be lost in the mix, and your efforts wasted.

To combat this, send your campaigns at different times and track the difference in CTR and open rates. Based on this data you can identify the optimal times of day to send campaigns, keeping in mind that different demographics will respond best to messages received at different times.

Optimal Email Send Times (According to CTR)

Bounce Rate

Your bounce rate is the key metric for determining any potential problems with your email list. In email marketing, there are two different kinds of bounces: hard and soft.

Unsubscribes

Similar to open rates, unsubscribes can be misleading. Many people who are tired of your emails don't even open them – they just click delete. Again, tracking your CTOR and conversions is a better way to measure engagement. However, a regular monthly overview of these metrics is helpful for calculating overall growth or decline, and it's particularly useful to see any sudden spikes after particular campaigns.

Soft Bounce

Indicates that the email address was valid and that the email reached the destination server. However, it still bounced back for one of three reasons:

- *The message was too large for the recipient's inbox*
- *The mailbox was full*
- *The server was down*

Hard Bounce

Occurs when the message has been permanently rejected either because:

- *The email address is invalid*
- *The email address doesn't exist*
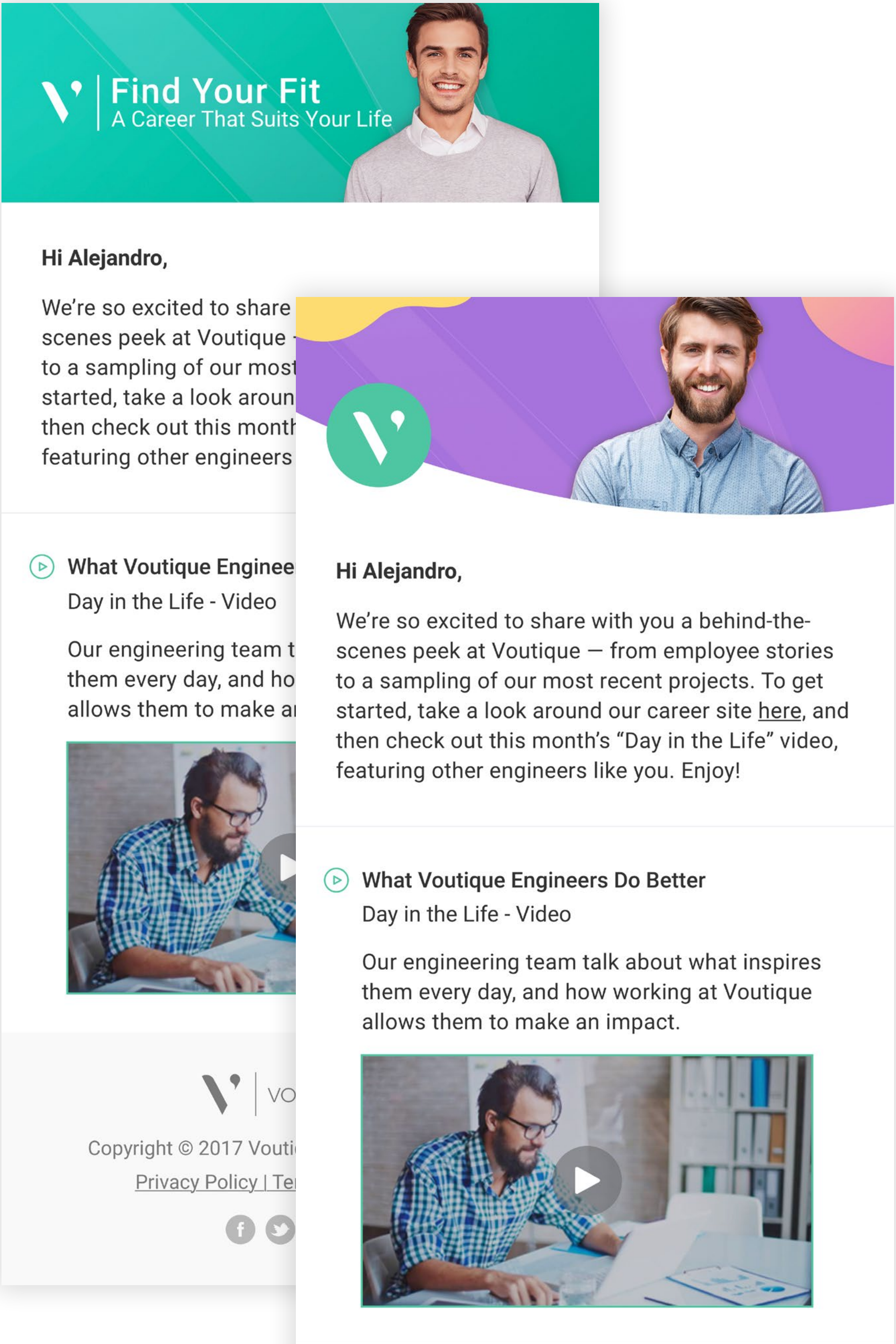
Avature Advantage

Along with Click-Through Rates, Click to Open Rates, and Unsubscribe Rates, you can easily identify bounced emails with Avature. The Email Template Tracking report lets you view a list of all emails that bounced during your latest campaign. Then you can tag these people #BouncedEmails, or something similar, and exclude them from any future messaging. This allows you to protect your reputation with email providers, and makes it easy to clean up your lists.

Always Be Testing:
The Importance of A/B Testing

You don't know what works until you try it. A/B testing is the best way to find out exactly what makes your email campaigns work (or not). In fact, most studies and industry benchmarks report higher ROI when systemic A/B testing is used for emails. By creating several different versions of your email, only changing one variable at a time, you can determine the most effective way to formulate your messages and ultimately optimize your email strategy.

Here are some of most common variables that can be A/B tested:

- Subject line phrasing/length
- Preheader
- Headline
- Body copy
- Number of Call to Actions (CTAs)
- Sender name
- Day of week sent
- Time of day sent
- Length of any particular copy element
- General design features such as font color, style, and overall layout

Metrics Based
on Recruitment Goals

Remember, it's not the number of emails you send, it's the results that the emails generate! While typical key email marketing metrics have their place in understanding your success, you need to measure your success against your specific recruitment goals and objectives, as this is where you can truly demonstrate your ROI.

Interview Conversion Rate

This metric gives you an understanding on whether you're emailing the right candidates and how effective you were in piquing their interest. If you're experiencing low conversion rates, perhaps you are missing something. Are your emails personalized enough? Are you doing the homework – that is, collecting the relevant information on candidates – before you email them? Of course, other factors could affect these numbers, such as personally

inviting a candidate to interview over the phone. However, a significant number of your accepted interviews should result from emailing candidates in your talent pool.

Talent Pool Conversion Rate

If you are a talent sourcer, one of your key metrics will be talent pool growth. First study and understand your email CTR, followed by your conversion rate. In other words, how many people clicked and then ended up joining. If there is a discrepancy between the number of clicks and the number of conversions, you know there may be some work to do on the sign-up or landing pages. Click-to-conversion is key here, not open rate-to-conversion. Open rate-to-CTR gives you an idea of how engaging your email content is, and CTR-to-conversion gives you an idea on how easy and effective the sign-up process is. Two different measurements, but they are equally important. See these metrics side by side to best evaluate where in your marketing funnel you may be losing potential candidates.

0.8 👥

Interview Conversion Rate

↑12% vs 0.7 last month

📈 Talent Pool Conversion Rate

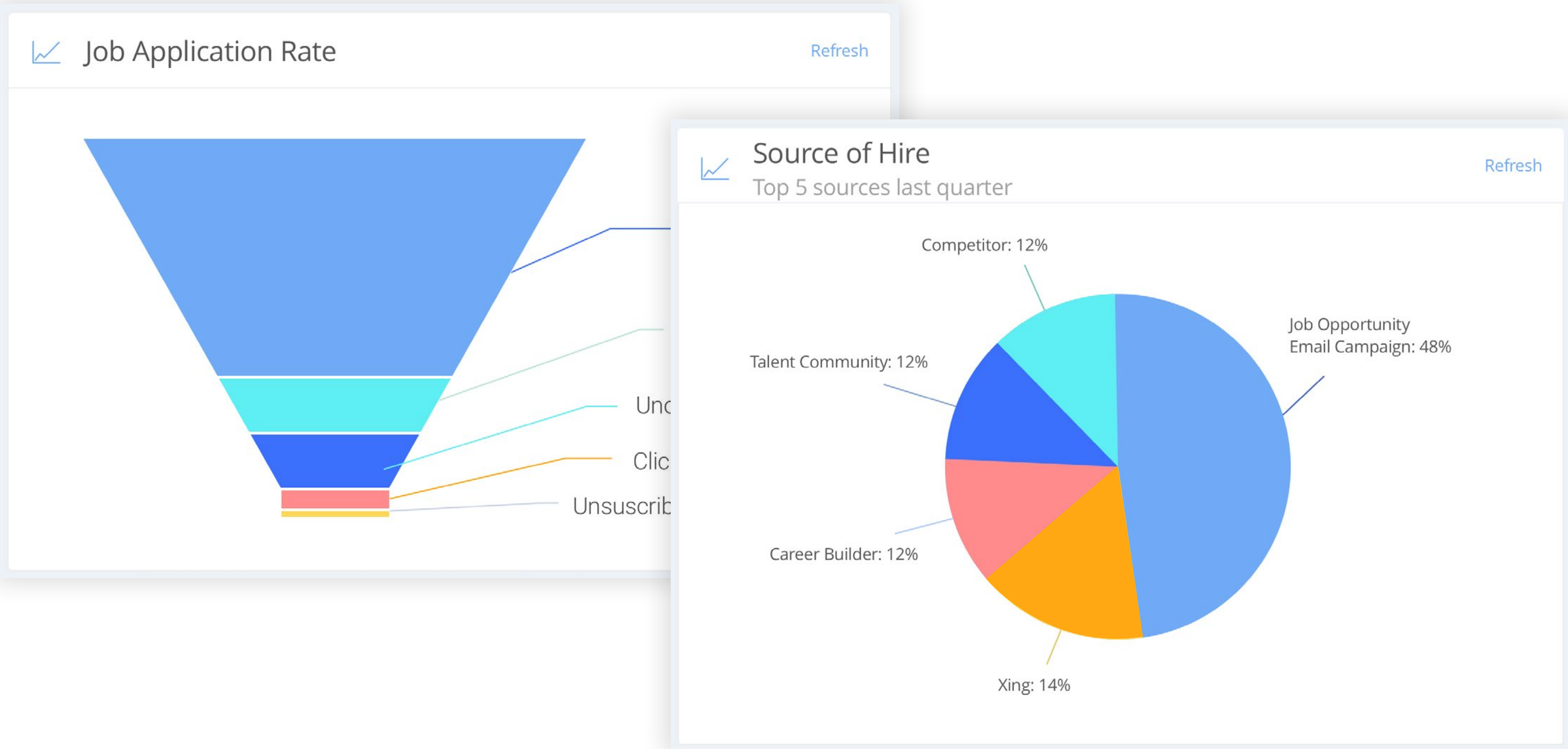| Job	Email CTR	Open rate-to-CTR	CTR to-c
Product Analyst	0.2	0.6	
Product Marketing Analyst	0.7	0.9	
Javascript Developer	1	0.15	
UX Designer	0.4	0.5	

Job Application Rate

Perhaps you have 1,000 candidates in your talent pool, and 200 of them are regularly interacting with your content, which you then invite to apply. Or perhaps within your quarterly updates to your talent pool, you're regularly publishing job notices. Whatever the case may be, you can measure exactly how many people apply as a result of a specific email campaign, or a monthly/weekly rate across all campaigns.

First, you measure the CTR of your job application link, then you measure how many actually applied to the job via this link. In this way you're measuring how effective your email was at encouraging applications and how friendly your job application process actually was for the applicant. Keep in mind that one metric without the other gives only partial understanding of what is happening - always review the context of each metric and how it relates to your overall marketing activities. As with any metric, it's crucial to build a rich overview of your activity and how each recruitment marketing activity relates to the other.

Hire Rate / Source of Hire

This is a great metric to measure how many new hires were originally sourced through your email marketing activity, bearing in mind the other influential activities that happen during the sourcing and actual hiring of a candidate. In any case, it's a good metric for you to benchmark against your other sourcing channels and in order to determine which channels are worth your time.

Job Application Rate   Refresh

Unc
Clic
Unsuscrib

Source of Hire   Refresh
Top 5 sources last quarter

Competitor: 12%
Talent Community: 12%
Job Opportunity
Email Campaign: 48%
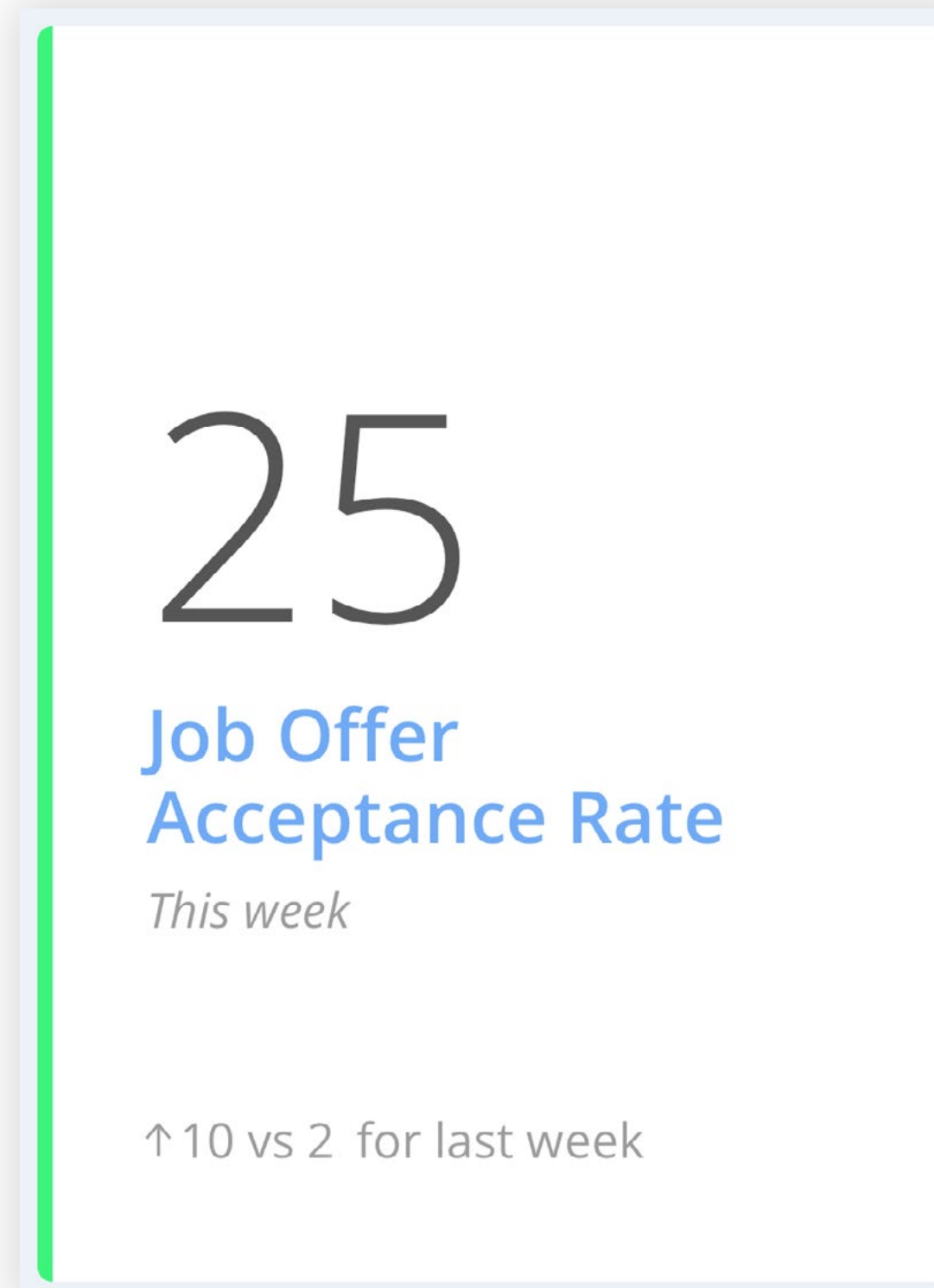Career Builder: 12%
Xing: 14%

Job Offer Acceptance Rate

This metric measures the overall effectiveness of a company's recruitment strategies, of which email marketing plays an essential part. While not the most telling metric when it comes to email marketing, it gives a broader context in which to consider your email marketing recruitment metrics.
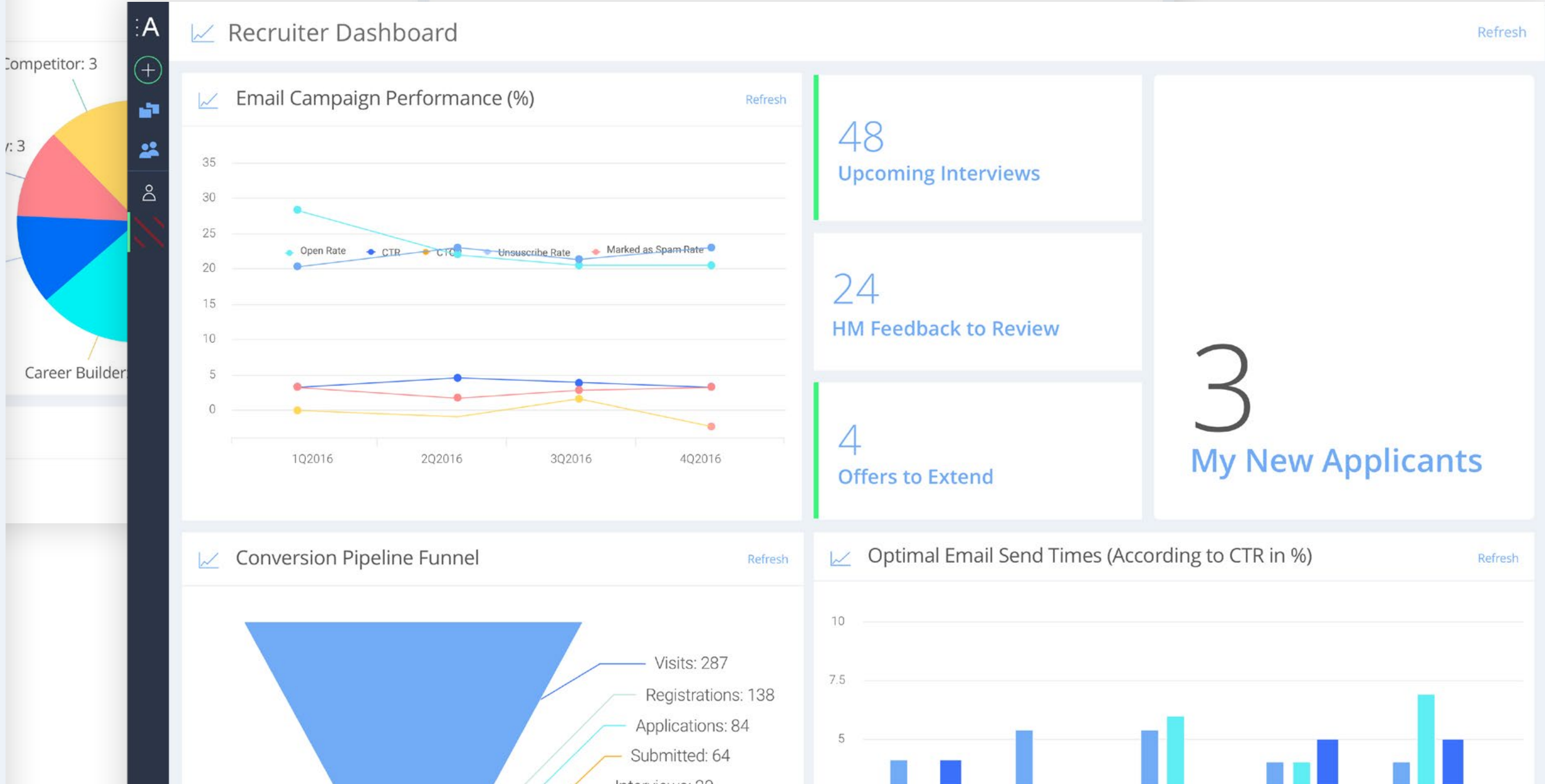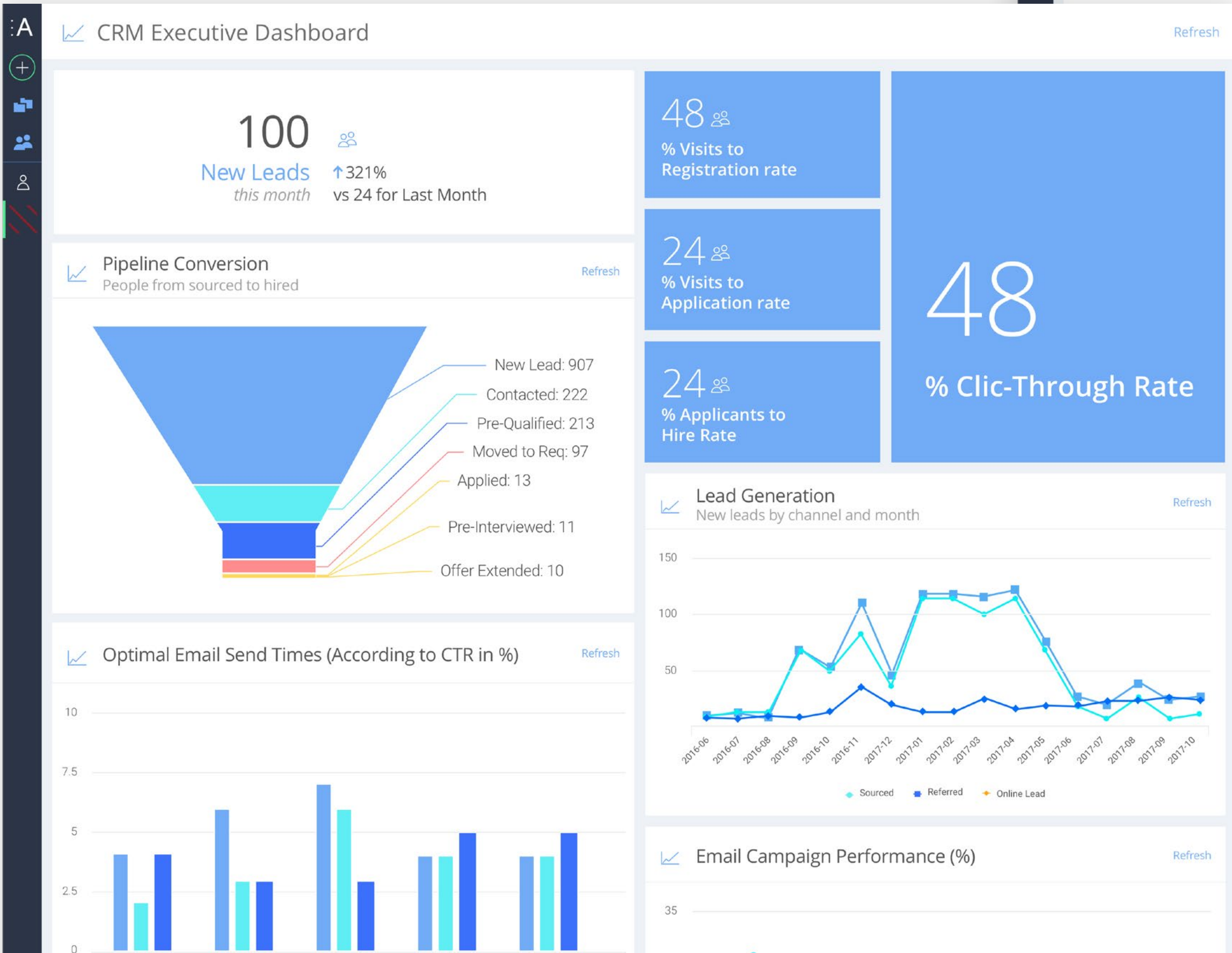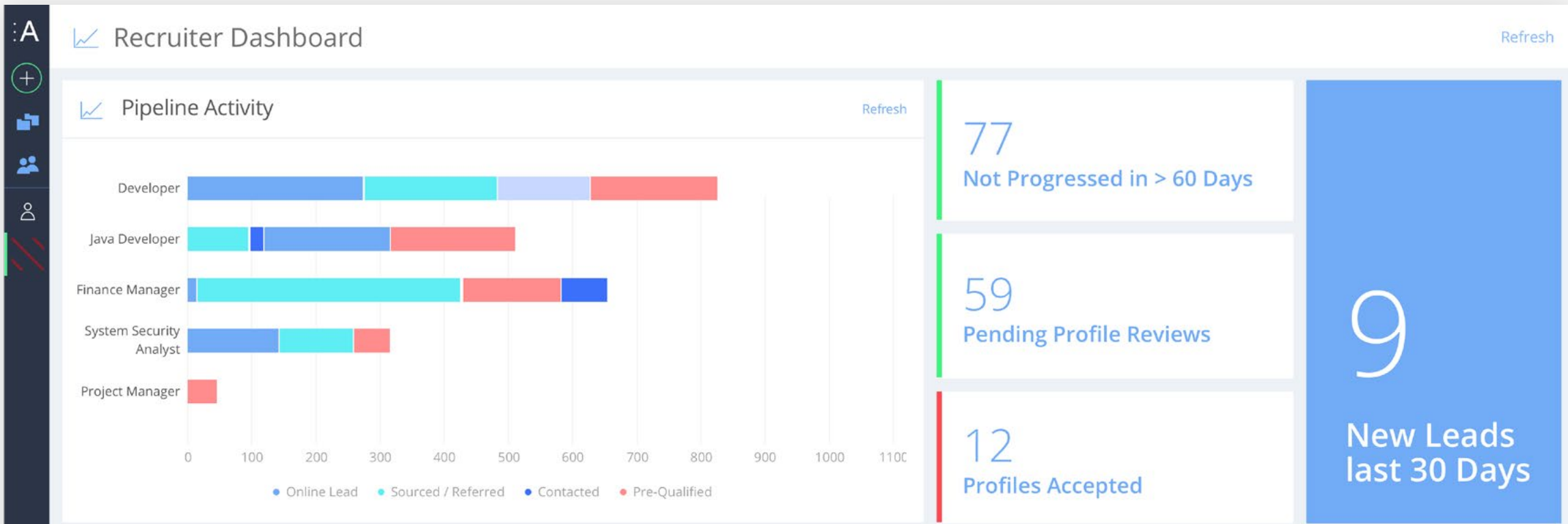
Event Registration Rate

This metric is used specifically to measure how effective were your email campaign and landing page in inspiring prospective talent to register for recruitment events. In combination with the CTR of these emails, you can determine if any potential attendees are getting turned off by any particular stage in the registration process – whether it's the email or the landing page that is failing to sufficiently capture their interest.

25

Job Offer Acceptance Rate

This week

↑10 vs 2 for last week

Metrics Dashboard

Metrics only become valuable when they are personalized and relevant to your specific activities. With Avature you are able to build personalized reporting dashboards that display the metrics that you specify to each role.

As we have reviewed in this ebook, email marketing remains an easy and extremely effective way to nurture relationships with candidates, inform them of job opportunities, and communicate your brand story. The size of your email list is a demonstration of your reach and it underpins your ability to influence individuals, communities, and groups through personalized messaging that can be measured later andimproved via trackable data.

Coupled with the right CRM platform, email marketing allows you not only to communicate targeted messages, but to keep your finger on the pulse of your talent pool. With Avature CRM, your organization can leverage superior segmentation – together with personalized message templates designed for job marketing, surveys, or any other relevant communications – to easily target the right audience with the right messaging at the right time. All emails and candidate interaction are fully journaled within the platform, harvesting critical data which can then be analyzed with Avature built-in email marketing reports.

"Recruiting is about creating those relationships and nurturing those leads, and now we have the tools to do that better than ever before."

RICK ALDRIDGE
Sr. Manager of Global Talent Acquisition Operations at Autodesk, on enhancing their email marketing recruitment strategy with Avature CRM

Want to source, engage, and convert talent more effectively?

Your recruitment marketing success story begins with a strong email marketing strategy. Execute it properly with a CRM that engages, nurtures, and converts candidates into your next hire.

Request a Demo

Avature

Get Engaged to Talent