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ClearCompany Best-Practice Templates

Recruiting Email Drip Campaigns for Healthcare

Purpose

This guide offers templates and recommendations around best practices for recruiting email drip campaigns for recruiters in the healthcare industry. 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, especially when you're recruiting for specialized roles. That's ideal for healthcare recruiters hiring for roles that require varying levels of experience and education, including physicians, nurses, medical assistants, pharmacy technicians, and maintenance staff.

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 healthcare recruiting drip email campaign. Numbered blanks have an example listed below each email.

The 4-Step Drip Campaign Template

Email #1

Subject:

_____ needed with your _____, _____!

_____ needed in _____, _____!

Body:

Hi _____,

My name is _____, and I'm a recruiter for _____.
I was impressed by your _____ and wanted to reach out to discuss an opportunity I think would be a perfect fit for you.

We are currently seeking a skilled ▭ to join our team in ▭ . In addition to the state-of-the-art facility, competitive pay, and excellent work environment, you'll also be working for a company that

▭
▭
▭
▭

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:

▭

Thanks in advance for your consideration,

▭

> **1** Specific skill or experience – Closing skills or project experience
>
> **2** Company description and facts – E.g., number of years in business, region where you do business, notable projects completed, annual project revenue

Email #2

Subject:

▭ job still available, ▭ !

Body:

Hi ▭ **,**

I wanted to reach out again in case you missed my first message. ▭ is hiring ▭ ▭ in ▭ , and your ▭ makes you an excellent candidate.

This role comes with some great perks:

▭
▭
▭
▭
▭

Your experience also qualifies you for other open roles, including   and   . Would you like to learn more about these available positions? Please find a time to chat with me here:

Thank you,

> **1** 3-5 benefits of the role, for example:
> - Schedule flexibility
> - Training and advancement opportunities
> - Sign-on or other new hire bonus
> - PTO, personal, and/or sick leave
> - Tuition reimbursement

Email #3

Subject:

Interested in   at   instead,   ?

Body:

Hi   – I wanted to follow up on my email from   . If   doesn't pique your interest, we have a few other opportunities that might:

Would you consider a quick chat to learn more about one of these open roles here at   ?

I look forward to hearing from you,

> **1** 2-3 related positions - List only a few positions that match the prospect's skills and experience level, if applicable

Email #4

Subject:

We still need your ⬚⬚⬚⬚⬚, ⬚⬚⬚⬚!

Body:

Hi ⬚⬚⬚,

I understand now may not be the right time for you to make a career move. Please keep ⬚⬚⬚ on your radar when you're looking for new opportunities.

I'll leave you with a note from one of our team members:

⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚⬚

Here is my email to keep on file: ⬚⬚⬚⬚⬚.
⬚⬚⬚⬚

Best,

⬚⬚⬚⬚

> **1** Quote from a current team member - Ask for a quote from a current employee or get a quote from a positive Glassdoor review or an employee engagement survey about what they like best about working at your company
>
> **2** Another way to stay in touch (if applicable) - Add another way prospects can stay updated on new jobs, like following your LinkedIn or signing up to receive email notifications from your careers site when new jobs are posted

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Recruiting Email Template for Hourly Workers

Cold Outreach Email:

Hi ⬚⬚⬚⬚,

I'm with ⬚⬚⬚⬚,
⬚⬚⬚⬚⬚⬚⬚

We have an opening for a ＿＿＿＿＿＿＿＿＿＿, and I really liked your background. Your ＿＿＿＿＿＿＿＿＿＿ are a perfect match for this position. Here's a little bit about the role:

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＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿

Would you like to learn more about this opportunity? Please set up a time to chat with me:
＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿

You can also learn more about us and our available positions at:
＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿

Thanks,

＿＿＿＿＿＿＿＿

Running a Recruiting Email Drip Campaign

Implementation

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 resumes 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 5-day 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. Alternatively, **ClearCompany** offers all the tools you need for an automated, effective recruiting email drip campaign in our **ATS and Talent Management platform**.