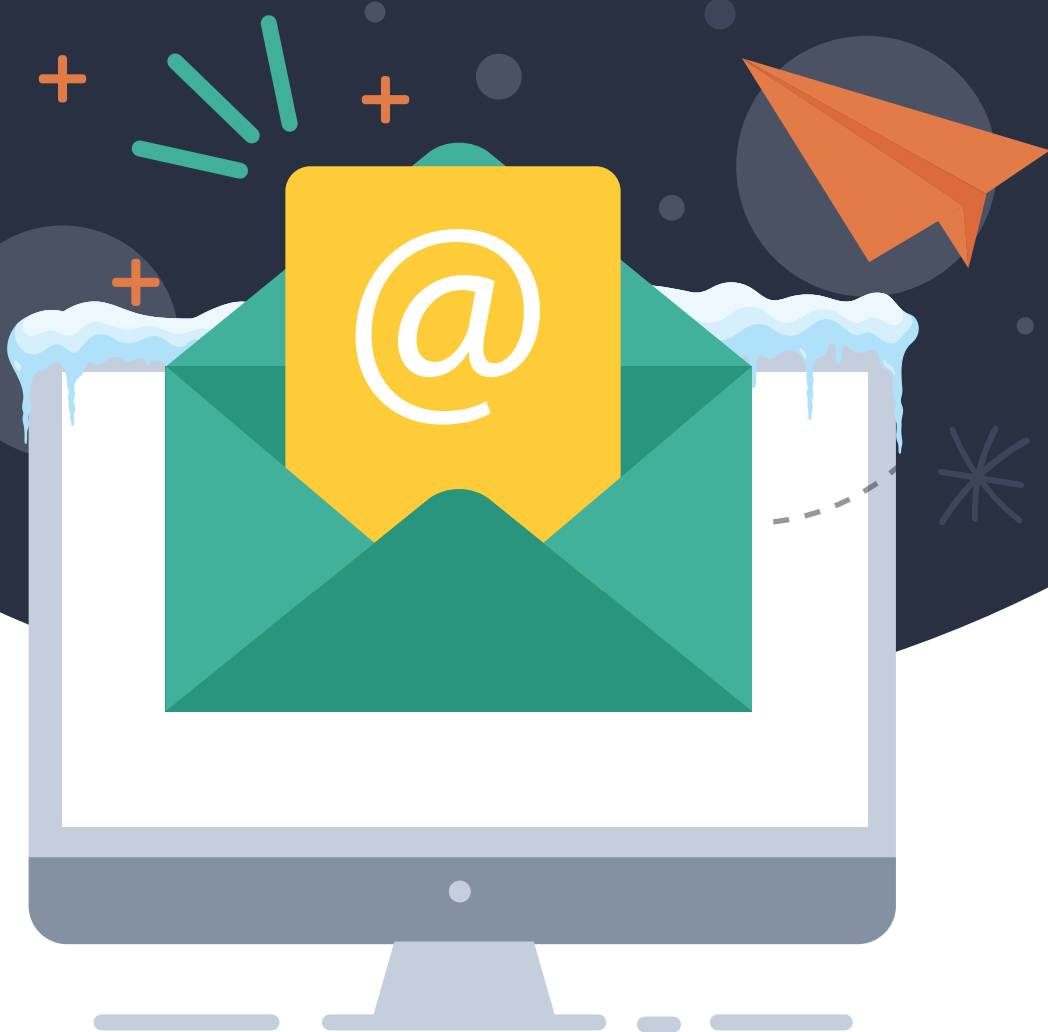


the recruiter's guide to
COLD EMAILS



SECURITY AND SETUP

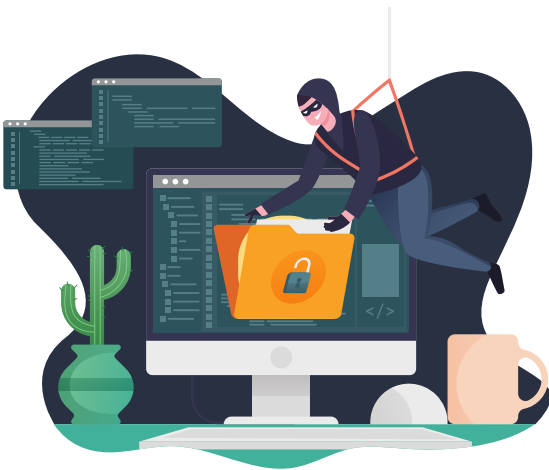
So, you want to send a cold email, do you?

The very first thing you need to think about is how you are going to be sure your email gets delivered. With firewalls, spam filters, and settings used nowadays, it's likely your amazingly written email will never even get read if *deliverability* isn't something you've considered.



Here are a few tips to make sure your emails get delivered.

- 1 Try not to send to any group email addresses. Only individuals.
- 2 If you want to go the extra mile, don't use your primary domain for the very first email send.
- 3 Keep tabs on your email list. You don't want to hit a 6-8%+ bounceback rate or you risk getting yourself auto-flagged as a spammer and possibly getting blacklisted.
- 4 Time-lag your email sending. Mass sending in a short amount of time will definitely look suspicious. You can use tools like Mailshake, GMass, BananaTag, or similar to help you out.



To keep vigilant against the growing threat of hackers, viruses, identity theft, and more, it's important to consider taking steps to keep your business and information safe. Be sure your staff is taught what NOT to do when it comes to best email handling practices. Things like not opening suspicious emails that come from unreliable/iffy sources, clicking on links within emails received, using the "reply all" function, and having email passwords that are strong and changed often for security reasons.

Some great resources are Websense, SonicWall, Symantec Mail System, and Sophos PureMessage for Microsoft Exchange.

SUBJECT LINES



1. Personalise Your Subject Line

Personalisation is a must in your email and just as important in your subject line. By addressing your prospective customer by their name or business name, you are upping your chances of them opening your email by up to 50% or higher.

2. Stay Short & to the Point

When we've all become used to receiving a ton of emails daily, we're all pros at weeding out spam emails and uninteresting content. And, honestly, people will only click on emails that get to the point of the email as succinctly as possible all while peaking interest. Keeping it short, sweet and engaging your reader is where it's at.

3. Be Genuine

Let's get real for a moment. No one wants to read something that is so generic and cookie cutter that it could have been meant for literally anyone on the planet. Your subject line should be genuine and not make your clients or candidates feel like you have a bot writing for you.

4. Humour Helps

A little humour never hurts, right? No need to be uptight. Always remember that there is a human on the other end of that email and sometimes a small spot of humor is just the thing they need and may go a long way in getting that email opened. Still, it's better to be genuine than to force humour, so keep that in mind.

5. Urgency

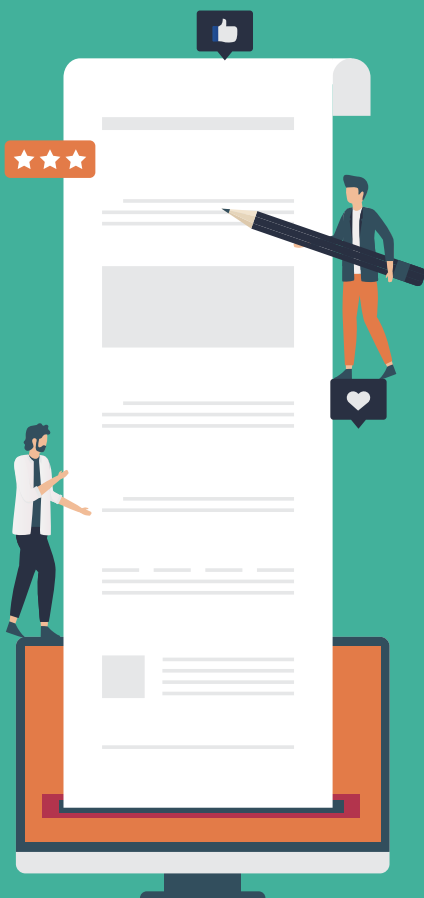
Never underestimate the power of FOMO. (Fear Of Missing Out) No one wants to feel like they may miss out on some breaking news, quickly disappearing deal, or a time sensitive message. Creating urgency in your subject line is vital to your click through rate.

6. Experiment

Don't be afraid to experiment. This isn't one way to the highway formula. Experiment with your voice, length, and more to see which types of subject lines work best for your business and for your target audience. You'll know when you get it right.

BODY TEXT TEMPLATES

There are three different, popular templates to use to cold email someone and we'll discuss those briefly below:



1. AIDA (Attention. Interest. Desire. Action.)

The idea here is to start your email with a remarkable claim that grabs your reader's **attention**. After that, you provide the social proof to peak their **interest**. Then comes your cold pitch telling your reader what you can do for them to turn their interest into **desire**. Finally... call to **action**. Encourage them to take action at the end of the email.

2. BAB (Before. After. Bridge.)

This one is super simple. Your goal with this template is to help your reader visualise their life or business after they use your recruitment services. Point out the pain points in their life or business **before** using your recruitment services. Show them what it could look like **after** and then the **bridge** they can take to make that happen. (your recruitment services)

3. PAS (Problem. Agitate. Solve.)

This final template is probably the easiest and most popular. Point out your reader's **problem** by hitting on their pain points. **Agitate** it by emphasising how their life is more difficult because of those pain points and then finally tell them how you or your company can help them **solve** their problem. Super easy.

Each of the above templates are super useful in sending out effective cold emails. Choose the one that best fits you or your company and try it out. Remember to keep the email concise, add in a bit of personality while remaining genuine, talk about your business benefits and not its features, and always remember to proofread for spelling and grammatical errors.



CALL TO ACTION



A few really quick no-nonsense tips before we get into our 6 CTAs (Call To Action) you can try before sending that CTA asking for a “purchase”. First of all, use a button, not just a link. People are way more likely to click on a CTA button rather than a random CTA link. Secondly, use the first person when crafting your CTA button. “Get My Free eBook” is much more effective than “Get Your Free eBook”. Finally, don’t over do it. Seriously. One Call to Action button works just as well as four buttons. As a matter of fact, we’ve found that too many CTA buttons can actually hurt the odds of one getting clicked on.

Now let’s look at the 6 Call-to-Action options you can try out before sending out that CTA trying to sell your recruitment services.

- ★ Give a freebie. *Actually... How about a valuable freebie? A short eBook, a pdf download, a case study, etc.*
- ★ Give them valuable information. *Link them to a post, article, or even a video, sharing something your reader would find useful or interesting.*
- ★ Survey time. Keep it quick. *Customers love to feel like you’re interested in knowing their thoughts on your recruitment services. And you are, aren’t you?*
- ★ Subscribe to a blog or social media page. *Have them follow your blog or social media page and be sure to let them know why it is awesome to do so.*
- ★ Have them leave a comment. *This one is super simple but great for your business. Ask your reader to go comment on your blog or social media post. They get involved and you get fabulous engagement online.*
- ★ Free sample or trial, anyone? *This is the perfect final CTA before the big “sale” CTA. Offer your reader a free sample of your recruitment services or a free trial to your service. Make this super fast and easy. No one wants to go through a hassle even if it is free.*

Once your reader has seen you send several of the above Call-to-Action emails, in all likelihood, they will be ready to be SOLD by your next email.

IMAGERY



Before we get into the details of adding images into your cold emails, let address two glaring problems you could face if embedding images into your newsletter and emails. First of all, the images could distort once delivered, making the image look crazy and unprofessional. Secondly, the external images could be automatically hidden or blocked by email providers by default mainly because adding images into an email is a well-known spamming tactic.

If you can get past the two problems you may encounter, then we can take a look at the benefits of adding images and videos into your email content.

Using images with your email content will breathe well-needed life into your emails. Remember... there is a human at the other end of that digital mail you're sending. And no one prefers a boring email to a personalised one.

Personalising can mean as little as using your business logos and branding color palettes in subtle ways to enhance the reading experience. It could also mean adding in a visually appealing image or funny gif. However, if you'd like to go full out, adding personalised images and gifs to your email is the height of personalisation.

I'm sure all of us just shuddered at the idea of branding and personalising each and every image we email, right? We have a suggestion for that and it is Lemlist! Lemlist, where you can start conversations that get replies. You can personalise images for your emails, take care of sales automation, and use a cold email software all in one place. They even have a free trial.

DMARC



What is DMARC and why should I use it?

DMARC stands for Domain-Based Message Authentication, Reporting, and Conformance. It is a validation system for emails to help detect and prevent email spoofing. In layman's terms, it literally provides visibility in whether an email sent using a company's domain is legitimate or fraudulent.

Now to get to why you should use it for your cold emailing and business.

One of the main reasons is that DMARC helps authenticate your legitimate business emails thus prioritizing them into your intended recipient's inbox. This way your email will have a much lower chance of ending up in a spam folder. And if it doesn't end up in a spam folder then the odds of it getting opened are exponentially higher. And that boils down to a much higher ROI! (Return On Investment)

DMARC also can affect your business in other ways. It can help reduce internal fraud, help stop fraudulent emails from being sent to your clients or candidates, and even stop criminals from spoofing your legitimate domain. Implementing DMARC can strengthen your brand equity and help make email a legitimate, effective, and safe means of communication.

And that is exactly what you need to give you and your clients or candidates peace of mind.

SOFTWARE FOR YOU

Let's chat about email software and what's available out there now.

Here are 4 that we found, though there are many more to choose from. You can find those by doing a simple google search on your own if none of these are the right fit for your business.

WOODPECKER

Woodpecker is specifically designed for cold email leads and follow ups. Price: Free 14 day trial. Fees are based on emails sent.

Pros

- Easy to use and understand interface.
- Easy and fast list integration.
- Daily/Weekly /Monthly metrics.
- Great security measures.
- Fully automated A/B testing.
- Great customer service.
- Unlimited team members.
- Customizable options to pay for only the features you use.

Cons

- Can be on the costly side for small startups.
- Limit of 7 follow ups.

ALFRED

One of the world's easiest-to-use email automation platforms. Super inclusive and pretty much an all-in-one solution for cold emailing. Cost: Free 14 day trial. £29/month personal plan.

Pros

- Easy to use and setup interface.
- Great emails for B2B and B2C use.
- Accurate and useful email performance analytics.
- Easy to integrate your google account and change emails.

Cons

- Web version not available. You have to download the software.
- Slightly buggy features sometimes.

SNOV

Snov has a super easy to use interface and is also great for cold emailing. Cost: Starts at £29/month per user for the small plan.

Pros

- Super easy user interface.
- Email finder.
- Drip campaigns.
- Email Address Validator.

Cons

- No "unsubscribe" link feature.

UPLEAD

A super powerful and reliable B2B sales intelligence platform. Uplead's database includes over 54 million B2B contacts for you to check out. Cost: Free trial. (5 credits) £99/month essentials plan. (170 credits)

Pros

- Crazy fast.
- Super easy to use.
- 95% data accuracy.
- Email verification.
- Intuitive customer profiles.
- Bulk searching capabilities.

Cons

- Not ideal for 1 or 2 email campaigns per month.
- No mobile app.

These are just a few of the cold emailing software available, you could also check out; Mailshake, AutoKlose, Hunter.io, Outreach, Smartreach, Lemlist, and many others. We're sure you can find the perfect fit for your cold emailing needs.

Are you looking to grow your recruitment agency?

Contact Recbound today!

