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Candidate Engagement: Subject Lines, Emails, Follow-ups

https://amazinghiring.com/candidate-engagement/

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Agenda

1. Preparation
2. First touch: SL matters
3. How to write a cold email
4. Follow-ups
5. Break-up email
6. Automation

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Preparation Steps

1. Study the job description

2. Make a deeper research

3. Divide candidates into smaller group

2 Subject Line: Core Rules

1. Keep it short - max 40 characters

2. Personalize if possible

3. Make it clear

4. Don't make false promises

5. Avoid buzzwords

6. Write it after the email's body is finished

2
Subject Line: examples

- Python Developer at ABC (Berlin, full-time, €51k)

- ABC tech team in Berlin welcomes you

- Robert, ABC thinks you're excellent Python developer

- Greetings from ABC! Python developer needed

- Hey Robert, you might really like this Python role

- What if ABC is your next company?

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How To Write a Cold Email?

Tell them
what they want to know:

1. project's description
2. tech stack
3. salary
4. growth prospects

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PROJECT: the project's mission, tech stack and growth prospects are must-haves

Example:
Our team is entering the US market and we are aiming to raise the number of users to 10 millions within one year. The tech stack consists of Java on the back end and Django as a BFF. The client part is written by components: React+CSS modules. Data modelling is based on Flux. Everything is bundled with Webpack. We have code style and a configured linter.

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CONDITIONS: salary, schedule, career growth

Example:

There is complete freedom for professionals within the company, so they are ready to provide a flexible working schedule, pay salaries higher than average and reconsider the team roles and compensations at least once a year.

3 PERSONALISATION: projects, achievements, mutual interests

Example:

- *I've heard about the project X, and I found it to be noteworthy and technologically relevant to ours.*

- *I've noticed that you are among top 2% of the best Java developers on Stack Overflow, and I happen to be looking for an expert for the project X.*

- *I worked in Google on 2016 and I still remember that pro team. I noticed that you're on it and decided to contact you.*

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How To Write a Cold Email?

CTA is the only ending

1. ask about the current job position or the background
2. invite to chat or have a call

Subject line: Vacancy for Android developer

Hi there!

I just came across your Linkedin and suggested that you would be a great fit for the role that we're hiring for.

The thing is that we are looking for a rockstar Android developer for one international company with great work environment.

Our prospect Android-ninja should have:

- 3+ years of experience developing for Android
- Well versed in Kotlin
- Strong frontend skills
- Reactive programming
- Always looking into new technologies to improve productivity & code quality

If you are interested in learning a little more, you can send me your resume.

Best regards,

Dana Khovalyg

Subject line: Vacancy for Android developer

Hi there who!

I just came across your Linkedin and suggested that you would be a great fit for the role that we're hiring for.

The thing is that we are looking for a rockstar Android developer for one international company with great work environment.

Our prospect Android-ninja should have:

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Dana Khovalyg

Subject line: Another (yet really good one!) Scala Developer position

Hey Peter,

My name is Dana and I am a recruiter in ABC - Y Combinator alumni which has been recently listed in NASDAQ.

Based on your Github profile, you appear to be highly experienced in Scala. And I am just looking for a Senior Scala Developer to be part of a team that constantly works with engaging technical challenges.
It is not a regular role as we offer to build a new, strategic and large-scale digital archiving system which is greenfield and written fully in Scala. We use Akka, Cats, Kafka, Gatling. Here is the detailed description.

I will be happy to tell you more about the company and answer all your questions. Are you open to scheduling a quick call tomorrow afternoon?

Best,
Dana

Hi Peter, my name is Jason and I am a recruiter at ABC Inc. I've just spent the last 300 minutes browsing your LinkedIn and Github profiles. And your .Net skills are off the charts! Really interested by a few of the side projects you mentioned on LinkedIn even dragged a few of my team over to have a look! It's not just another job, but an opportunity to work for one of the best companies in the world and reap the rewards that go along with that level of success. We're a 3500 year old company that works hard not to act our age; as a result, we have been recognized as one of the "Best Places to Work in the World". An open and collaborative environment, coupled with exceptional compensation and benefits help to make us one of the most attractive employment opportunities in the universe. If you are interested, check out our developer position that opened up in our IT Department! This position will be responsible for creating, analyzing, and executing requirements into applications and programs using various development languages. A core component of this position is to improve business productivity and efficiencies. Here are the essential responsibilities. Converts designs and specifications into computer code and/or applications. Create & execute detailed system testing, test transactions, and validation plans & procedures. Identify and correct errors to validate developed models, specifications or requirements. Performs system testing and validation procedures. Document application and software functionality via outlines & flowcharts. Qualified candidates should possess: Twenty Four-year college or university degree and a minimum of 45-67 years experience Experience with; .Net, PowerBI, SQL Databases, T-SQL, ERP, and Data Warehousing Ability to execute multiple tasks which includes team members across IT and the business. ABC Inc. offers professional growth potential, pleasant work environment, and an excellent wage and benefits package including 4000K w/employer match. ABC Inc. is a company with a passion for its products and its people. Please, let me know if you interested to learn more and I will connect you with someone from our team. We will have a coffee or tea and have the longest chat ever. Jacon, recruiter at ABC Inc., your dream company

BE SHORT AND TO THE POINT

3 Please don't

- Send the same text
- Use buzzwords
- Ask for resume
- Ask for recommendation
- Copy-paste the requirements
- Make typos
- Be too pushy
- Use affirmative sentence as a CTA
- Ignore negative replies

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Follow-Ups: fundamentals

1. Keep an email thread
2. Come natural
3. Don't apologise
4. Save something for later
5. Use multichannel approach

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Follow-Ups: please don't

1. Duplicate information

2. Send more than 3 letters

3. Be too pushy

5

Break-up email: what to mention

1. Tell them that you have tried to reach out

2. Admit that it did not work

3. State that you are now leaving

4. But reassure that not too far :)

Subject line: Farewell from ABC

Hi Robert,

I have some good and bad news. The bad one is that I haven't heard back from you. The good one is that you're probably loving your current role at XYZ.

Since it seems that the timing isn't right, this will be my last email.

If you ever think of a career change or just miss my persistent emails, you know how to find me :)

Wishing you the best of luck,
Dana

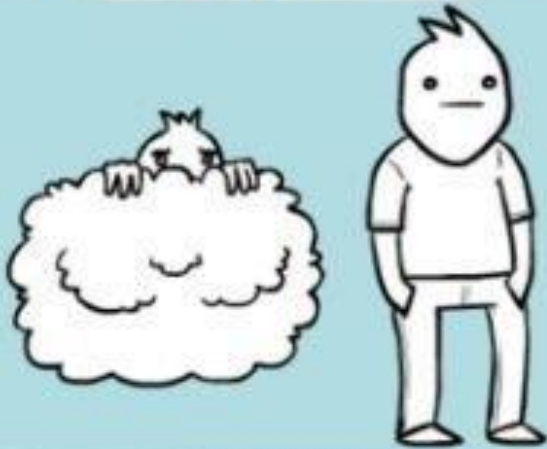**Subject line:** Moving on

Hey Robert,

Hope you're having a lovely day.

I haven't heard back from you, so I'll just admit that a career change isn't on the horizon for you at the moment. That said, I'll stop reaching out for now.

However, I also know that the horizon can quickly change—so I'll get back in six months or so to check how things stand for you.

Hope to keep in touch,
Dana

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