

Email Campaign Tips

Powered by the National Rural Recruitment and Retention Network

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About 3RNET

3RNET is the most trusted resource for health professionals seeking careers in rural and underserved communities.

3RNET Mission

3RNET works to improve rural and underserved communities' access to quality health care through recruitment of physicians and other health care professionals, development of community based recruitment and retention activities, and national advocacy relative to rural and underserved health care workforce issues.

3RNET Vision

3RNET is the national leader for community-based health professional recruitment and retention, using interactive technologies and communication.

3RNET is a nonprofit organization focused on people. Our members connect professionals searching for jobs in rural or underserved areas with health care facilities.

3RNET is powered by the National Rural Recruitment and Retention Network which is made up of member organizations such as:

- State Offices of Rural Health
- Primary Care Offices
- Area Health Education Centers
- University programs
- State-based non-profit organizations
- Primary Care Associations

Learn more about 3RNET by visiting www.3RNET.org.



Email Campaign Tips

Create email templates to save time and maximize your outreach. Personalize your message by using a custom field to address the candidate by name and be genuine and personable in your messaging. Be sure to edit the template content as needed to be relevant and relatable to your specific audience. 3RNET jobs can also be included in your email templates.

Start out your email building rapport. Probe with a question or share how your key value propositions align with their career interests. Remember, to keep your message candidate-focused - What's in it for the candidate? Refer to the candidate motivations, generational considerations, and competitive advantages for ideas.

Keep your email short. Studies show that emails receive a higher response rate with messages between 50 and 125 words.

Always close your message with an easy and clear call to action. Don't overwhelm with multiple calls to action, choose one. (Schedule a meeting link, send CV/resume, apply to job link, RSVP to an event, etc)

Refresh and update your templates. Reusing and repeating the same template copy in multiple campaigns can cause your emails to be flagged as spam.

Always send a follow up email. Email campaigns with 2-4 follow ups receive the greatest response. Set up calendar reminders to schedule and manage your follow up emails.

Reply in the same thread for your follow up emails within a sequence instead of starting a new subject line each time. This lets the audience put the story line together and connect the dots.

Create a series of building block email templates to nurture your candidate pool. Building block emails consist of a strategic 4-step email outreach that builds curiosity and hooks your audience to learn a little more each time they hear from you. Include snippets from your job posting, maximizing your value propositions and why your org is an employer of choice. This is a great approach to attract passive candidates, and is also an effective strategy for engaging with your entire candidate pool.

A nurturing outreach campaign includes sharing of relevant resources, updates about your organization and information on your opportunities. It's a great way to build brand awareness and share the great things happening within your walls and out in your community. It's also a great way to receive referrals – consider including an invitation for candidates to share your message with colleagues in their network.

It's a good idea to start a nurturing campaign with candidates already in your pipeline and in your candidate database to keep them engaged and in your pool for future hiring opportunities. Be prepared with how you can respond to any candidate replies who might not have had the best candidate experience the first time around (didn't get hired, ghosted/no response or other negative exp). Potential strategies to turn these sour candidates around – offer an apology, share how you are working to improve your processes and any changes you've made, share new organizational updates or new technologies since the last time you connected with them. Respect their decision if they have closed the door and be sure to update your tracking system and remove them from your contact list.

CANDIDATE MOTIVATIONS

Compensation
Scope of Practice
Loan Repayment
Practice Support
Family Satisfaction
Positive Culture
Work/Life Balance

Ideas to Personalize Your Email Outreach For Optimal Engagement

Establish a connection, mention commonalities you might have (geographic area, school/training program, personal hobby, mutual colleague, association membership).

If you are reaching out to a training program/residency that you have hired from before or have alumni on your staff, include that in your outreach.

Consider leaving targeted candidates with a gift by sharing a helpful and relevant article or resource they may find of interest. Ideas could be something relevant to their field, career search tips, loan repayment programs in your state, licensing information, etc. For this strategy to be most effective, sort your candidates into groups and set up targeted templates specific to each group. Take into consideration the age/generation, years of experience, location, specialty or skill level when sorting your candidate into groups.

Show how your expertise in an area might have value to them and invite them to join a conversation with you (CV/resume writing, interviewing tips, navigating credentialing process, etc). Be sure to include a convenient link to schedule a meeting with you, using Calendly or another scheduling app, or propose a few dates/times you have available over the next week or two.

Include statements that promote your culture. Share what you have been hearing from staff that might carry meaning with them. "Our nurse practitioners say xyz about our organization"

How Do Your Competitive Advantages Answer These Candidate Questions

Belonging	<ul style="list-style-type: none">• <i>Am I the kind of person you're looking for?</i>• Acceptance: Your Story, Employees' Stories, Teamwork
Fulfillment	<ul style="list-style-type: none">• <i>Will I be content professionally & personally?</i>• Engagement: Quality Care, Autonomy, Making a Difference
Esteem	<ul style="list-style-type: none">• <i>Will I be respected and valued?</i>• Employer of Choice: Culture, Leadership, Opportunities to Teach
Prosperity	<ul style="list-style-type: none">• <i>Will I thrive personally & professionally?</i>• Employer of Choice: Culture, Loan Repayment, Competitive Pay, Benefits

Email Subject Line Tips

Keep your subject line short and to the point. It will get cut off in the reading pane if it's too long. Experts say titles with 61 and 70 characters are the most likely to be read.

Subject lines using one to four words and that include the candidate's name receive the highest open rates. For example, a recent study showed "Congrats [Name]" used as a subject line received an 88% open rate – this could be a strategy for contacting a recent graduate, or a resident recently matched, or someone you've seen has reached an accomplishment on LinkedIn.

Spark interest and curiosity, be clear and relevant to your audience.

Avoid common words that get flagged by spam filters such as make/earn money, join, opportunity. Avoid using all caps or exclamation points.

Examples for inspiration:

- *New [Specialty] opening with your name on it, [Name]*
- *[Name], We're building a dynamic [Specialty] team*
- *Are you ready for a change, [Name]?*
- *[Referrer's Name] thinks you're an excellent [Specialty]*
- *[Name], your CV caught my interest*
- *Does working at [Current Employer] spark joy?*
- *[Mutual connection] suggested I reach out to you*

Strike up interest in your location - I personally had a good response rate to a campaign titled, "Set your sails on exciting physician openings with Michigan waterfront communities."

Generations in the Workplace

Generation	Age Range	Want:	Tactics:
Boomers	1946-1964 (age 58-76)	<ul style="list-style-type: none">• Flexible hours• Stability• Healthcare	<ul style="list-style-type: none">• Digital• Traditional• Get to the Point
Gen X	1965-1980 (age 42-57)	<ul style="list-style-type: none">• Growth• Work/Life Balance• Stability	<ul style="list-style-type: none">• Digital Savvy• Mobile Friendly• Promote Day-to-Day of Role
Gen Y (Millennials)	1981-1996 (age 26-41)	<ul style="list-style-type: none">• Growth• Mentorships• Flexibility• Ability to Engage Digital	<ul style="list-style-type: none">• Company Culture• Social Impact• How They Fit In
Gen Z	1997-2012 (age 10-25)	<ul style="list-style-type: none">• Learning Opportunities• Flexibility• Virtual• Contribution to Company	<ul style="list-style-type: none">• Company Culture• Social Impact• Entrepreneurial Mindset

Email Timing Tips

Plan a consistent, repetitive cadence of communication. Sending 3-4 emails in a sequence is optimal – 6 emails is too many.

Studies show that Sunday evenings are a good timeframe to schedule email delivery as many candidates focus on their job search and catch up on their email at that time.

Studies also show sending email or posting on social media at the quarter til hour (2:45) during the week is an effective time as many take a few minutes to check messages when they have a meeting that ends early. The last 10 minutes of lunchtime is another timeframe frequently used for scanning text messages or social media posts.

Send your first follow up email 2-3 days after your initial outreach.

Generally, there are 2 reasons for non-engagement - either bad timing or the message didn't get their attention or meet their needs.

Keep the door open for future re-connection for candidates who have not responded. The 4th email in a sequence should be a "bye for now, not forever", leaving an opportunity for future reconnection. Example: *"I've reached out several times and I'm guessing the timing isn't quite right, so if it's ok, I'll check back in with you later."*

Wait 90 days to start a new email campaign with the same audience (aim for quarterly sequence communications). Change up the content and add a new title to create a different email thread when you start up a new campaign to a repeat audience.

Look at your email open and click thru rates for engagement patterns and potential interest to see if your messaging is working. Aim for a 60% open rate and 10% reply rate.



Email Deliverability Tips

Spam filters pick up on the number of times the same message is sent so change your email content up for every 1,000 sends.

To avoid getting sent to a spam folder, don't copy and paste email templates from an internet Google search since there's potential they have been overused and are at higher risk for reported spam.

Make sure your email list is clean and free of bounced email addresses. Promptly remove addresses for any bounced emails you receive. Frequently emailing to non-deliverable addresses or bounced emails will get you marked as spam.

Make sure you are sending your campaigns to a relevant audience so recipients don't delete or mark you as spam. Include an opt-out/unsubscribe method to abide with anti-spam rules.

Be cautious when sending links with your emails. Spam filters do not like long URLs and the filters can also block emails that include links using URL shorteners such as bit.ly and others.



