4 KEY COMPONENTS TO SUCCESSFUL MESSAGES

From subject lines to call to actions, there are hundreds of variables that affect the success or failure of a given message. With so many elements to consider, email can be overwhelming for many recruiters. For this reason, we have created the best practices to help you design successful messages quickly, by focusing on the steps that matter the most for increased response rates and higher engagement.

1. START WITH A GREAT SUBJECT LINE

The goal of the subject line is to reach an audience that is literally bombarded with email advertisements and convince them to open your message.

Subject lines greater than 50 characters are likely to be cut off, particularly on mobile devices where over 50% of email opens take place.1

Refrain from the use of punctuation and other non-text characters since they can affect some spam filters (i.e. !@#$%^&*()+=).

Vague teasers, constant reminders, and mentions of money are not going to cut through the inbox clutter.

The best subject lines tell what’s inside without overselling.

WHY YOU SHOULD CARE ABOUT ENGAGEMENT:

- Better Subject Lines = More Opens
- More Opens = More People Reading Your Message
- Better Messages = More People Replying to You
- More People Replying = Higher Chance of Finding the Right Person
- Find the Person You Want = Send Less Messages, Save More Time, Get Better Hires

GREAT SUBJECT LINE EXAMPLES

- Saw your resume on Monster
- Design Jobs Available in the San Jose
- Come Join Our Team in the Twin Cities
- Would you like to work at ACME
- Veteran’s Career Fair in Minneapolis
- ACME Inc. Hiring Event July 15
- Now Hiring Customer Service Reps
- Take Your Career to the Next Level with AceQ

Source: 1) https://litmus.com/blog/mobile-back-up-to-56-for-july-email-market-share

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2. CREATE A COMPELLING MESSAGE

Your message should communicate the most important aspects of the position. You are trying to get the candidate to apply. Remember over half of emails are opened on a mobile device, so being succinct is extremely important.

State the opportunity in the Subject Line.

Align left so it’s easy to read on mobile devices.

Include short opening paragraphs with your marketing summary and an overview of the opportunity.

Make it easy to Apply by placing multiple links in the email.

Be brief while outlining the unique job details/benefits.

Close with a strong, clear call to action and encourage candidates to apply.

3. TAKE THEM TO THE RIGHT PLACE

Your email is the ‘teaser’ that entices the candidate to click through to a landing page where more detailed career information is presented. The page will usually display content that is an extension of the email and is a critical link in online communications that can go a long way to help apply conversion.

- Bring them to the next step in the process (not your home page). On average, 50% of responders who click through to a landing page leave the page.
- Make sure your page grabs attention quickly by restating the offer/call to action from the email.
- Always test the call to action text on landing pages to boost conversion.
- Add social media integration on landing pages to boost candidate’s confidence in your brand.

Source: 2) "Best Practices in Email Marketing" Amy Danziger Shapiro, V12 Group Inc, 2013.

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4. AVOID SPAM FILTERS

- Mentions of money give off the impression of a “get rich quick” scheme.
- Avoid too-good-to-be-true phrases like “once in a lifetime” and “innovative breakthrough.”
- Cut out extreme hype in the form of ALL CAPS or multiple exclamation marks!!!
- Remove claims of urgency such as “Last chance to apply!”
- Poor formatting signals that the email is coming from an illegitimate source (multiple text sizes or colors).
- Vague teasers and constant reminders won’t cut through the clutter.
- Subject line keywords such as “free” tend to trigger spam filters.

### COMMON SPAM TRIGGERS

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<thead>
<tr>
<th></th>
<th>E.x.t.r.a. Punctuation</th>
<th>No-obligation</th>
</tr>
</thead>
<tbody>
<tr>
<td>!!!</td>
<td>Extra income</td>
<td>One time / one-time</td>
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<tr>
<td>#1</td>
<td>Free fast cash</td>
<td>Percent</td>
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<tr>
<td>$$$</td>
<td>Guarantee</td>
<td>Please read</td>
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<tr>
<td>Act Now!</td>
<td>Hot</td>
<td>Satisfaction guaranteed</td>
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<tr>
<td>Additional Income</td>
<td>Increase</td>
<td>See for yourself</td>
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<tr>
<td>ALL CAPITALS</td>
<td>Information you requested</td>
<td>Special promotion</td>
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<tr>
<td>Amazing</td>
<td>Investment</td>
<td>Success</td>
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<tr>
<td>Attention</td>
<td>Message contains</td>
<td>Text with gaps</td>
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<td>Money</td>
<td>Unsolicited</td>
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<tr>
<td>Check</td>
<td>Money making</td>
<td>Unsubscribe</td>
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<tr>
<td>Click to remove</td>
<td>Name brand</td>
<td>Urgent</td>
</tr>
<tr>
<td>Congratulations</td>
<td>Never</td>
<td>Work at home</td>
</tr>
<tr>
<td>Dear friend</td>
<td>Do it today</td>
<td>No gimmicks</td>
</tr>
</tbody>
</table>