Best Practices in Email Recruiting

Before you send an E-mail, you should ask yourself 10 things...

1. Did you spell check?
2. Are you avoiding spammy words?
3. Is the email personalized?
4. Does the recipient know what to do next? Call to action?
5. Is the message clear & concise?
6. Are you engaging the student?
7. Is it visually appealing?
8. Does the communication complement your other communications?
9. Is the delivery of the email timed appropriately?
10. Is it clear & consistent as to who the message is from?

Tips to Increase Results

• Best days to send: Saturday, Sunday, Monday, and Tuesday

• E-mails with shorter subject lines outperform e-mails with longer subject lines

• 0-49 Character subject line: 12.5% higher open rate than 50+ character subject line
• 0-49 character subject line: 75% higher click through rate than 50+ character subject line