

Writing Mailshots



Key activities to complete:

Look at the jobs you are currently working on at the moment:

How many of these have you created a targeted mailshot campaign around to send to the database of candidates you already have?

Select a role you want to write a mailshot for:

Get time with your mentor/manager to understand how to create a search on the database to then send an email mailshot to

Write a mailshot in word following these core rules:

No more than 250 words

No more than 4 paragraphs

Open the mailshot with why you picked them (not straight into selling the job)

Send to a maximum of 50 people (if you have 100, then turn it into two smaller batches of 50 so you can experiment with subject line and content and also be more relevant to subgroups)

Write a follow up email to send two days after the first to those who don't respond

Review your results and follow up non-responders with a call, voicemail and SMS/Whatsapp