



Video Email Message

How to reach out and engage with a
large talent pool on autopilot

Exclusive checklist for the Recruitment Open Community members

101- Email Video Message Checklist

Segment Your Data

- ☐ Export name and email addresses from your database
 - ☐ Make sure you filter them according to your needs. E.g. by languages or skills or job roles
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Video

- ☐ Record a 45 sec video (it can be longer but try to not exceed 90 sec)
 - ☐ You can write and read a script but try to be as natural as possible
 - ☐ Upload it on youtube as "unlisted" to make it not findable
 - ☐ Make sure there is a proper lighting and the video is not too dark
 - ☐ Make sure you are in a quiet space avoiding weird background noises
 - ☐ Remember to welcome and thank them both at the beginning and at the end of the video
 - ☐ Smile and be positive at all times :)
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Landing Page

- ☐ Create a simple landing page with your branding
- ☐ Highlight the top 3 things that could appeal the most
- ☐ Include your video
- ☐ Include a form as a CTA (call to action)
- ☐ Avoid the use of too many colours in the landing page. Max 2 or 3 colours is sufficient
- ☐ Don't include clickable links that can send people outside the page itself. The main goal is to let them complete the form or reply to you

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Email

- ☐ Write the 3 email scripts (this for the email chain sequence)
- ☐ Include the image/screenshot of your video in the email
- ☐ Create the automation/sequence of 3 emails using the logic IFTTT to build your workflow
- ☐ Schedule the email sequence of 3 email within a timeframe of 10/15 days
- ☐ Play with time and day of sending. Best practices dictate that early morning and late evening is usually the best time. [Learn more](#)
- ☐ Subject line (Include the word "Video" and "You" to increase open rates)
- ☐ Measure the success of the campaign. What to measure exactly?
 - ☐ **Open Rate** = number of people who open the email divided by the number of emails sent.
 - ☐ **Click Rate** = number of people who click the email divided by the number of emails sent (or by the number of openings due to if you don't open you cannot actually click)
 - ☐ **Conversion Rate** = number of people who filled out the form or reply back divided by the number of emails sent (or openings as per above)
 - ☐ **Bounce Rate** = the number of emails that bounce which means will not arrive into your recipient's inbox for some reasons. One of the reasons could be that the email address does not exist anymore
 - ☐ **Unsubscribe Rate** = number of people who opt out from your campaign due to a lack of interest. This includes also those who explicitly ask to be removed from the list.

What tools can I use?



Landingi helps you with creating drag and drop landing pages. 15% discount and 14 days trial period via this [link](#).



Mailer lite is a simple platform that allows to run email campaigns. Free up to 1000 subscribers, easy to use, and also drag and drop. 20\$ discount via this [link](#).



Host your video on YouTube and remember to set it as unlisted so no one will be able to find it unless don't have the direct link.



Test your subject line's effectiveness via this [link](#).



A simple video editor is Youtube native editor to cut or add text in it. [Here the link](#).



Textio can help to make the email script more effective using the right tone of voice. [Here the link](#).



Talent Brandly

Contact Me

Please do not hesitate to contact me directly in case you need further help.

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and

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