

Gem: Built with Best Practices for Recruiting Outreach in Mind

As capturing the attention of passive talent becomes the predominant strategy for talent acquisition teams—*regardless* of what the talent market looks like in any given moment—sourcers and recruiters are under pressure to refine and perfect their outreach strategies. Only the most timely and compelling emails will be opened, read, and replied to; and talent brand matters perhaps more than ever right now, as knowledge-workers are paying close attention to the companies that treat their candidates like people. This leaves TA teams with a lot of questions about outreach—from subject lines, to send times, to message copy—all while keeping the messaging real and genuine. At Gem, we've built our product on best practices to make your team all the more likely to see prospect engagement, and to initiate great candidate experiences.

Gem analyzed over a million emails to uncover best practices for recruiting outreach. Here's what we've learned works:

- A 4-stage email sequence
- A 6-6-3 sequence cadence
- Varied send times based on role
- Personalization of both subject lines and message copy
- Codified rules of engagement
- Varied senders over the course of an outreach campaign
- Long-term nurture

Gem offers features to support each of these best practices. Here's *why* those best practices *work*, and here's what our features do.

Best Practices

4-Stage Email Sequences

90% of talent prefers to be contacted by email rather than InMail—which is great news for recruiters, since follow-ups can't be automated on LinkedIn. Gem's data shows that response rates increase as the number of emails in a sequence increases—from a 15% reply rate for 1 email, to a 35% reply rate for a 4-email sequence. After 4 emails, we start to see diminishing returns. A 4-stage initial sequence strikes the right balance between connecting with talent and preserving employer brand.

A 6-6-3 Sequence Cadence

6-6-3 (6 days between the first and second outreach, another 6 days between second and third outreach, and 3 days between third and fourth outreach) is the most common cadence we see with our users using a 4-stage message sequence. The shortened time between stages 3 and 4 creates a subtle sense of urgency, which can contribute to higher response rates in those later stages. A 6-6-3 cadence also ensures that each email is delivered on a different day of the week, increasing your chances you'll catch your prospect on a "down day."

Varying Your Send Times Based on Role

Gem's data shows:

- For Engineers and Eng Managers, emails sent on Saturdays and Sundays perform 10% better than average
- For Sales, emails sent on Sundays before 6 pm perform 20% better than average
- For Recruiting, emails sent on Mondays and Tuesdays at lunchtime perform 20% better than average

How Gem Helps

Stages, Cadence, and Send Times: Automation

Gem's sequences are designed to put your outreach on autopilot using pre-scheduled stages. Each stage starts with a template, which auto-fills in personalized information from the prospect's LinkedIn profile. (Gem also finds prospects' email addresses, so you don't have to search for them.) You can schedule as many follow-ups in your sequence as you'd like, keeping best practices for cadence and send times in mind. Gem will automatically stop sending follow-ups as soon as a prospect replies to any stage in your sequence. When you source a new prospect on LinkedIn, you can queue up one of your sequences directly from the Gem Chrome extension, customize the content and message cadence for that particular prospect if you'd like, and schedule all your messages to fire off at the time you choose.

Stage 2 Send me a preview Remove

Follow up via Email in 2 weekdays (Thu, May 7) at 09:06 AM

PDT if no reply

The screenshot displays the Gem Chrome extension interface overlaid on a LinkedIn profile for Joe Totten. The interface is divided into several sections:

- Header:** Shows the LinkedIn search bar and navigation icons (Home, My Network, Jobs, Messaging, Notifications).
- Profile Card:** Displays Joe Totten's profile picture, name, and location (University of California, Riverside).
- Sequence Configuration (Stage 1):** A pop-up window showing the email sequence setup. It includes a "Send me a preview" button, a dropdown for "Email", a "scheduled for" field set to "now", and a "Manage senders" link. The email content is partially visible: "From: Sarah Koo <sarah@gem.com>", "To: joe.totten@gmail.com", "Chat about Product @ Gem?", and "Hi Joe!".
- Right Panel (CRM):** Shows the "Overview" tab for Joe Totten, including a "Sequence" section with "Q1 PM Outreach" in draft status, and a "Greenhouse" section with a "Joe Totten" profile.

Best Practice

Personalize Your Subject Lines and Message Copy

Naturally, there's a direct correlation between subject lines and open rates. Personalized subject lines increase open rates by 26%—and as our data shows, they nearly double response rates. The same is true of personalized message copy: Gem's data shows that reply rates are 10-20% higher when the sender uses a "{{reason}}" token in the body copy.

How Gem Helps

Personalization: Tokens

Tokens represent values that are either auto-captured from the prospect's LinkedIn profile (i.e. "{{first_name}}") or manually input by the user (i.e. "{{reason}}"). The "{{reason}}" token is a Gem field that allows users to jot down the motivation for reaching out to a particular prospect *while* viewing a LinkedIn profile, while it's still fresh in their minds. These variables can then be dropped anywhere in subject lines or message copy when creating a sequence. The value will automatically populate in the message, replacing the token when the outreach is sent. Tokens offer the best of both worlds: personalization and automation.

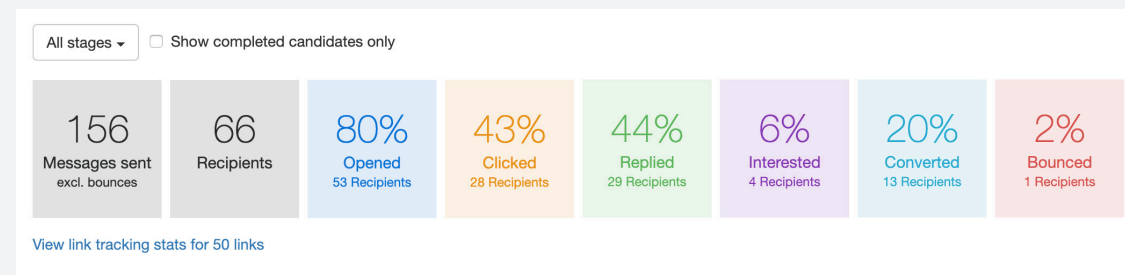
Hey {{first_name}},

Happy {{day_of_week}}! {{reason}}

Saw we have a bunch of mutual connections and that you've spent some time at {{company}} – was wondering if you've been thinking at all about what's next?

Message Copy: Content Stats

Gem's content stats allow you to add links to your outreach and track a candidate's engagement with those links over time. Content stats tell you the number of times prospects click on a particular URL, the rate at which prospects reply after clicking on the URL, and more. Uncover insights into what content is most compelling to passive talent and how your talent brand is being received with your audiences so you can compose your outreach accordingly.



URL ↕	Sequences	Msgs sent ↕	Recipients ↕	Replied ↕	Clicked ↕	Replied & clicked ↕
▶ https://www.zensourcer.com/	65	12246	4998	1117 (22%)	553 (11%)	200 (4%)
▶ https://www.businessinsider.com/former-dropbox-and-facebook-engineers-rai...	71	4458	4422	987 (22%)	361 (8%)	203 (5%)
▶ http://www.gem.com/	102	9299	4269	808 (19%)	461 (11%)	153 (4%)

Best Practices

Codify Your Rules of Engagement

By defining when a recruiter can reach out to a given prospect (e.g. not for 30 days after another teammate has reached out), rules of engagement ensure recruiters aren't stepping on each other's toes—and that the talent team doesn't give the impression of being disorganized or out-of-sync with each other. Getting an email about the same job from multiple recruiters in a company is one of the biggest frustrations for talent. Rules of engagement ensure you don't damage your talent brand.

Vary Your Senders

At Gem, we recommend that recruiters send on behalf of their hiring managers or executives to reach highly sought-after talent (leadership, diversity prospects, etc). Our strongest users already make this a best practice. With Gem, you can even send-on-behalf-of multiple teammates in the same sequence. Stages 1 and 2 might come from the recruiter; stage 3 from the hiring manager; and stage 4 from the Director of Engineering. Now you've got a high-touch engagement strategy from multiple people. Our customers have doubled their response rates with this strategy.

How Gem Helps

ROEs: Customized Ownership

Gem's activity overview provides visibility on ownership for every candidate profile. It shows whether anyone on your team has engaged with the prospect in some way (viewed their LinkedIn profile, added them to a Gem project, sent them a sequence, etc.), as well as who the current owner is—if there *is* one.

The screenshot displays a candidate profile for George Martin. At the top, there is a 'Saved' status and a close button. The candidate's name 'George Martin' is prominently displayed, followed by an 'Add due date' option. Below this, the 'Owner' is identified as Jon Snow, with a 'CRM' tag and a green indicator that the ownership 'ends in 29 days'. There are two tabs: 'Overview' (selected) and 'Activity'. The activity section shows a message sent to George and three more scheduled for delivery in 7 days. A 'See more activity...' link is provided at the bottom.

Varied Senders: SOBO

Gem allows you to send on behalf of (SOBO) others, like hiring managers or executives, in two ways. One uses email aliases, which allow the recruiter to maintain full control of the outreach and field any replies from the prospect. The other grants the recruiter access to the hiring manager's own email *only* to send the sequences; any replies from prospects go directly back to the hiring manager.

Best Practice

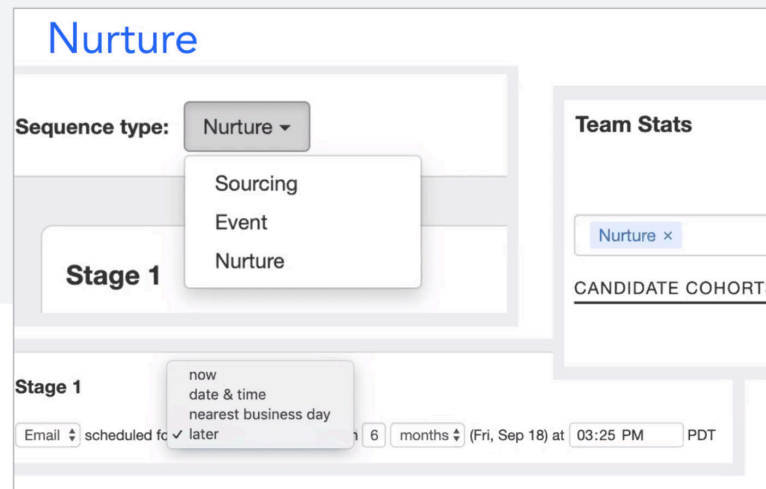
Long-term Nurture

It can take between 12 and 20 touchpoints to influence a career decision. But by the time your initial outreach sequence ends, you've only had around 4 touchpoints with talent in a very specific 2-to-4-week window of their lives. Around 65% of them won't have responded. If recruiters don't pick up the thread for that 5th, 6th, and 7th touchpoint to maintain relationships with prospective candidates, they're starting from scratch every time a new role opens. This isn't an effective way of working. If your first outreach doesn't catch talent precisely when they're ready to make a move, that doesn't mean they won't be ready 4, 6, or 9 months down the line. Remember: 90% of passive talent say they could be tempted to move into a new role if the timing was right and the right opportunity came along. Nurture exponentially increases your chances of catching passive talent when the time is right.

How Gem Helps

Maintaining long-term relationships with prospects: our Nurture feature

Gem's Nurture feature lets recruiters easily set up a re-engagement sequence to go out in the future as soon as their initial outreach sequence ends. Whether recruiters see that 42% of talent opened an email in their initial sequence but never responded, or a candidate responds with a "not now; maybe later," recruiters can create and personalize nurture sequences for those segments and schedule them to go out in the future—at a specific date and time ("July 17th at 7:35 AM"), or with a relative later time period ("in 6 months"). Relative later dates are automatically forwarded to the next working day, and the nurture sequence can be threaded with the initial email sequence to make the conversation, over time, appear seamless.



To learn more about how Gem can help your team, visit gem.com or contact us at info@gem.com



Gem is an all-in-one recruiting platform that integrates with LinkedIn, email, and your Applicant Tracking System (ATS). We enable data-driven, world-class recruiting teams to find, engage, and nurture top talent. With Gem, recruiting teams can manage candidate pipeline with predictability.