

EMAIL #2:

Message: The power of recruitment branding

Audience: Employers (Industry Partners)

Subject line: What's the secret to attracting elite talent for hire?

Copy:

Actually, there are *two* secrets to recruiting employees who stand head and shoulders above the rest:

1. You'll find them at the XYZ Association.
2. It takes just the right strategy to capture their attention.

Start by using our powerful Recruitment Branding tools. You'll be able to consistently present your organization to our members in the best possible light and ultimately entice them to learn more about you. This is why Recruitment Branding is such an important strategy to use – it enhances the perception of your company in the minds of those elite professionals you're hoping to hire.

The members of the XYZ Association are serious about their careers and have earned the right to be choosy about their employers. They often hold leadership positions of high responsibility at the best organizations. Hands down, the members of the XYZ Association are the best and the brightest in the industry.

It makes sense for you to be their "employer of choice" and it makes sense to use our Recruitment Branding tools to help. With them, you can:

- Post your job openings at the XYZ Association Career Center;
- Get top exposure through featured job upgrades, and
- Have your own central profile page, banner ads, and video links when you participate in our new *Brand2Recruit* program.

Click [here](#) for more information on our powerful Recruitment Branding tools and services, or visit our website at www.XYZAssociation.org.

We're ready to help you attract the best.