

COMPONENT: Email #1 – “Brand2Recruit” – Version 1

Subject Line: Want to attract the best employees possible?

Graphic: [Person waving a large colorful flag on a race track]

Body Copy:

Wave your company flag with *Brand2Recruit*, the newest way to find prime job candidates who also belong to XYZ Association.

Our members are professionals who take their careers seriously, and are often ready to make a transition if the right employer comes along. Without a doubt, these are the people you’re looking to hire.

The *Brand2Recruit* package at XYZ Association is the single best way to grab their attention.

You’ll get:

- Your own company profile page on the XYZ website
- Banner advertisements that put your logo and message front and center, in a wide variety of locations
- A video link that can lead to any active job you’re trying to fill
- Your company logo right beside your active job postings

Ready to “flag down” all the smart, qualified talent you can handle? Get started right now with *Brand2Recruit*.

Visit www.XYZAssociation.org for more information.