

COMPONENT: Email #1 – “Brand2Recruit” – Version 2

Subject Line: What you MUST know to identify the best job candidates

Graphic: [Police lineup of professional-looking people; bright lights]

Body Copy:

It's tough to find qualified people to hire these days. And it's even tougher to get them to pick you out of the lineup as their next employer.

At XYZ Association, you can get a leg up on the situation with *Brand2Recruit*, our new employer branding program that puts you right in the spotlight.

Brand2Recruit sets you apart from other employers and makes it almost impossible for job seekers to ignore what you have to offer.

With the *Brand2Recruit* package, you get all the tools to show our XYZ Association members everything that's great about your company –

- Your own company profile page on the XYZ website
- Customized banner advertisements that put your logo and message in multiple 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 identify the elite talent to fill your job openings? Then line up with XYZ Association and the new *Brand2Recruit* program today.

Visit www.XYZAssociation.org for more information.