
Lead Nurturing Email Sequence

Overview: 10-email lead nurturing sequence written by Copy Cave for Emi Labs. Emails created for this sequence are in this document and include the following:

Awareness Stage (Theme: Breaking down hiring barriers)

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AWARENESS

Theme: Breaking down hiring barriers

Email 1

Subject line: Break down high-volume hiring barriers 🛠️

Preheader text: How Emi is redesigning the way frontline workers are hired

Body Copy:

Hi [First Name],

Are you frustrated with traditional HR tools that are only built with desk workers in mind? On top of delivering a subpar candidate experience, **most recruiting technologies don't help overloaded hiring teams keep pace with high-volume hiring processes.**

This leads to frustration, burnout, and you guessed it—missed candidate opportunities.



In today's hiring climate, you need to be able to win over candidates, and you need a solution to reduce your time to hire.

We built Emi to help you accomplish this goal. 🙌

Emi is the *only* recruitment automation platform that focuses solely on frontline workers.

We work with global brands like Walmart, 7-Eleven, Burger King, Danone, and more to automatically streamline recruiting processes like screening, interviewing, and extending job offers.

We're eager to help your team overcome frontline hiring roadblocks, improving hiring speed and efficiency—while also delivering a better candidate experience.

Ready to see a solution designed for your hiring needs? [Schedule a product tour](#) or just hit reply.

Let's chat soon,

Mateo Cavasotto
Co-founder & CEO, Emi Labs

Email 2

Subject line: Personalized, high-volume hiring *is* possible

Preheader text: Here's how to stand out in a candidate-driven market

Body Copy:

In today's competitive labor climate, delivering a great candidate experience for hourly workers is *the* top factor in landing the best applicants.

Without a personalized candidate experience, your HR organization might...

- ✗ Lose candidates to major competitors
- ✗ Have a more narrow recruitment pool from which to draw candidates
- ✗ Risk candidates becoming disengaged with your hiring process
- ✗ Miss out on expanding your pipeline to include more diverse candidates

We built Emi specifically to help frontline recruiting teams deliver a quality candidate experience to eliminate these challenges. In our article on HR.com, [How to Deliver a Great Candidate](#)

[Experience for Hourly Workers](#), you'll learn how to deliver the features that workers want throughout the hiring process like:

- ✓ Fast, simple, and convenient application processes
- ✓ Instant candidate engagement with chatbots
- ✓ Automated reminders and application status updates
- ✓ The ability to meet candidates where they are

[\[Get the tips\]](#)

P.S. If your hiring tool or platform isn't delivering these benefits, it might be time to make a switch. [Schedule a demo](#) to see how Emi can help.

Email 3

Subject line: Should you go mobile to fill hourly positions? → 📱

Preheader text: See what the State of Hourly Hiring in 2022 says

Body Copy:

Hi [First Name],

According to our recent report with the HR Research Institute, [65% of organizations plan to invest more](#) in high-volume recruiting in the next few years.

And it's no surprise why. Talent acquisition teams are overloaded with burdensome administrative tasks, but they still need to fulfill their business' demanding hiring needs.

So, what does this mean for organizations that hire frontline workers?

Modernizing your high-volume hiring process is essential to success—and that includes equipping your team with the technology needed to recruit frontline workers with simplicity and speed.

For instance, mobile access is the most widely cited tool for high-volume recruiting effectiveness. Every organization today should be optimizing their recruiting processes for mobile—and investing in tools and technologies that align with modern expectations.

Access [The State of Hourly and High-Volume Hiring 2022](#) and see what other innovative companies are doing to keep up with growing frontline recruitment needs.

[\[Get the report\]](#)



Email 4

Subject line: Recruit hourly workers in record time 🕒

Preheader text: Strategies to attract and source top hourly candidates

Body Copy:

Hi [First Name],

Candidate experience is a hot topic in talent acquisition circles these days—and for good reason. According to a recent Willis Towers Watson survey, 73% of companies are struggling to attract and source the right talent for open and essential roles.

But recruiting isn't a one-size-fits-all solution. What works for desk workers, doesn't necessarily work for hourly workers.

At Emi, we know that talent acquisition teams are looking for purpose-built solutions to face the unique challenges of frontline recruiting head on.

So, how can you stand out by making the job application process for hourly workers more personal and inviting?

In [Attract Top Frontline Talent: How to Stand Out When Sourcing](#), we identify strategies for addressing the top concerns in high-volume hiring—including low fill rates, sourcing struggles, and record-high turnover.

And the challenges of frontline recruiting don't have to be tackled alone—technology can help.

Emi is ready to help you transform the way you source and hire hourly employees. [Schedule a product tour](#) to see how our frontline recruitment platform can help you fill roles faster, automate the hiring process, and improve candidate satisfaction.

Talk soon,

Mateo Cavasotto
Co-founder & CEO, Emi Labs

CONSIDERATION

Theme: Creating a quality candidate experience

Email 5

Subject line: Streamline your hiring workflows ✓

Preheader text: How to use automation for faster frontline hiring

Body Copy:

A high-volume recruiting process has many moving parts, and it can be hard to know where or how to start when trying to optimize your hiring practices.

Fortunately, Emi can help. With Emi's frontline recruitment automation platform, you'll enjoy the benefits of flexible workflows that help you deliver a 5-star candidate experience to hourly workers. (Spoiler alert: your hiring team will love it, too!)

We invite you to witness this benefit in action in our [recent webcast](#), *Fight the Friction: How to Streamline Both Sides of Your High-Volume Hiring Process*. You'll learn how to:

- ✓ Automate manual workflows when attracting, engaging, and closing candidates
- ✓ Simplify the back-and-forth to make sure that job-seekers don't ghost you
- ✓ Use technology to solve the unique challenges of high-volume and hourly hiring

[\[Watch the webcast\]](#)

P.S. Want to automate the hiring process for hourly workers while also delivering a great candidate experience? [Get a product tour](#) to see how Emi can help.

Email 6

Subject line: Make hourly hiring human again

Preheader text: Give candidates the experience they deserve

Body Copy:

When frontline job seekers have several choices on where to work, prioritizing a personalized approach gives you a competitive advantage.

It's simple—when you put candidates first, they see what an amazing future on your team looks like.



Hiring with empathy is one way to increase candidate satisfaction and strengthen your own employer brand. When you “hire with heart,” you’ll build a recruitment strategy based on personalized interactions.

Candidate engagement starts by building strong relationships. To [engage hourly candidates and hire with empathy](#), you can:

- Guide candidates throughout the recruiting process
- Be available to answer questions and field concerns
- Use tools with multilingual support and algorithmic screening to reduce bias

[\[Explore more ideas\]](#)

Have questions? We’re here to help. Reply to this email or [schedule a free Emi demo](#) to jumpstart your next chapter in high-volume hiring.

Email 7

Subject line: How 7-Eleven reduced time to hire by 45%

Preheader text: See how you can get hiring results like these

Body Copy:

Does this sound like frontline hiring at your organization?

- Dispersed recruiting team not operating efficiently.
- Lack of centralized hiring processes.
- Lengthy candidate hiring cycles.

If so, you might be feeling the weight of high-volume hiring frustrations—and it may be holding you back from getting the best candidates onboard.

But you don’t have to struggle with these common recruiting pain points.

[7-Eleven partnered with Emi](#) to reduce time to hire for hourly workers by streamlining both sides of the hiring process—**resulting in a 45% faster hiring cycle.**

[\[See how 7-Eleven cut time to hire\]](#)

P.S. Are you ready for results like these? [Schedule your Emi demo](#) today.

DECISION

Theme: Recognizing the wins

Email 8

Subject line: Better frontline hiring, from sourcing to onboarding

Preheader text: A recruiting platform built for the way *you* hire

Body Copy:

Hi [First Name],

In today's labor market, you might be struggling to check all the right boxes when it comes to high-volume hiring.

But most often, the real culprit behind the struggles to attract, hire, and engage candidates is legacy recruiting technology that wasn't built for hourly candidates.

Isn't it time that your software *finally* solves the challenges specific to high-volume hiring? You **can** move away from frustrations like—

- Time-consuming hiring processes
- Decentralized recruiting workflows
- Lack of personalized communication with candidates
- Inability to stay ahead of new hiring needs

If you want to automate your processes, you're in the right place. From attracting and sourcing hourly candidates—[all the way through onboarding and setting new hires up for success](#)—Emi can help.

You *can* hire frontline workers with speed and scale—and we'll show you how. [Schedule your Emi demo](#) today!

Mateo Cavasotto
Co-founder & CEO, Emi Labs

Email 9

Subject line: How Danone accelerates high-volume hiring

Preheader text: Yogurta be kidding me with these results! 🙄🙄

Body Copy:

We know how important it is to take your software decisions seriously, but in today's labor market—there's no time to waste.

How would results like these change your business?

- **5x increase** in sourced candidates
- **150% increase** in candidates hired after first interview
- **80% reduction** time to first interview

It's *not* too good to be true! Global foods producer and distributor Danone achieved these exact results with the help of Emi's frontline recruitment automation platform.

By using Emi, [Danone transformed their frontline hiring](#) and recruitment processes, leveraging the power of automated hiring tools to completely change the HR culture.

[\[See how Danone improved key recruitment metrics\]](#)

P.S. Your own victory is right around the corner. Let's [schedule a product tour](#) to make it happen!

Email 10

Subject line: A candidate-first hiring approach to frontline hiring




Preheader text: How Sigma revamped high-volume hiring with Emi

Body Copy:İ

Hi [First Name],

Many HR and talent acquisition teams get so bogged down with time-consuming, high-volume hiring tasks, it becomes hard to move the business forward. Did you know that there's a better way?

[Emi helped Sigma unlock a candidate-first approach to frontline hiring](#) that helps the organization save time, focus on high-value priorities, and gain valuable metrics and insights. The results speak for themselves:

-  **20% reduction** in employee turnover
-  **95% candidate satisfaction** with hiring processes
-  **30% decrease** in time to hire



Emi can help you accelerate and automate the way you hire hourly workers too—*without* sacrificing the personal touch that every candidate deserves.

To start the conversation, just reply to this email or [book your product tour](#).

We look forward to showing you how Emi can transform your frontline hiring processes.

Mateo Cavasotto
Co-founder & CEO, Emi Labs