

Writing an Effective Electronic AutoResponder

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Writing an Effective Electronic AutoResponder

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The autoresponder is probably one of the most important elements of any effective online recruitment campaign, so be sure to take the time to get it right. With the advent of the Internet, the standard practice of acknowledging a candidate's application has fallen by the wayside. Most attribute that to the rising costs of responding to a larger applicant base because the Internet attracts more applicants.

In fact, the opposite is true. The Internet allows us to communicate electronically, removing the cost of postage and the time necessary to write the acknowledgement, stuff it in an envelope and apply mailing labels. An electronic autoresponder can be written one time and automatically delivered to each and every applicant.

With Recruiting Nevada, there are two types of autoresponders to be concerned with:

1. When a candidate applies to your job posting
2. When you receive an "interest" from our Relocation Wizard.

An electronic autoresponder for your job posting should be brief and to the point. If the candidate has applied for your available position, it is safe to assume they have already done their research and are sold on your company as a whole. The autoresponder should simply acknowledge that you have received their application and should explain your application processes. Something to the effect of:

Dear applicant,

Thank you for applying for a position with ABC Company. We have received your application. We will be reviewing the qualifications of all applicants over the next week and will call to schedule interviews with those meeting our needs and criteria. We wish you luck in the process. Again, thank you for your interest in ABC Company.

Sincerely,

Human Resources Department
ABC Company

The electronic autoresponder for the "interest form" requires a little more finesse. This candidate is not truly an applicant and will not necessarily be aware of your company. Keep in mind, the candidate is typically an out-of-market professional considering relocating to Nevada. He or she is coming from a market that likely does not have the economic boom we have been experiencing in Nevada for more than 19 years. Some of these candidates still believe that only casinos exist in Nevada.

It is our job, and your job, to convince the candidate that we offer a superior quality of life and that more opportunities exist in Nevada than in any other state. We expect that

after the candidate receives a multitude of these responses, we will have captured their attention, and their likelihood of moving to Nevada will increase.

Each time a candidate completes a request for relocation information or an industry employer directory, if he or she meets your criteria, an autoresponder will be sent. This is your company's first exposure and introduction to the candidate. Remember, first impressions last.

Our basic recommendations for this electronic autoresponder are below. You will also find an example of a complete response following the recommendation.

BODY OF THE AUTO-RESPONDER

Paragraph 1 - Reinforce the Candidate's Decision to Consider Nevada

Everyone likes to have positive reinforcement that they are making the right decision. So far, this candidate is only considering Nevada. Ensure them that Nevada is a great place to "live, work and play."

Paragraph 2 – Refresh the Candidate's Memory of the Benefits of Living in Nevada.

Nevada has three distinctly different qualities of life. The Southern region is the Entertainment Capital of the World, offering world class entertainment, dining, golf and shopping. The Northern region is America's Adventure Area, offering the great outdoors, skiing, kayaking and boating. The Rural/Frontier region is America's last frontier, offering large plains and small-town communities.

Paragraph 3 – Tell Them Your Story

Today, jobseekers want to live in a "cool" city and work for a "cool" company more than they want to earn great wages. This is good for employers. Take the time to tell them about your company's culture and what makes it a great place to work:

- Who are you – what are your core competencies?
- Who do you serve – what is your marketplace?
- Why are you different than the competition?
- How they can communicate with you to learn more?

Paragraph 4 – Thank Them for Their Interest

Thank them again for their interest in relocating to Nevada and their potential interest in coming to work for you. Reinforce your "call to action" – whether that is visiting your website, calling a recruiter or filling out an employment application.

*** Paragraphs one through three can be interchanged or added to where needed. You will want to be sure to get all major points across, but some companies want to address what makes them different in the introductory paragraph.*

Sample Auto Responder for Relocation Interest:

Dear Candidate,

We were just notified by NVNurses.com or NVMedicalJobs.com of your interest in relocating to Southern Nevada. It is exciting to see so many healthcare professionals wanting to move to the fastest growing area of the country. Southern Nevada truly offers the best quality of life for you and your family.

Our hospital, ABC Hospital (<http://www.ABCHospital.com>), is located in a suburb-community of Las Vegas, approximately 75 miles away. We are uniquely situated in a small-town environment with fewer than 20,000 people. When we want the hustle and bustle of the big city, in order to see a Broadway production or concert or eat in world class restaurant, we simply get in our car and make the short commute. Then we come back home to our quiet community where everything we want is just a few minute's drive from home.

With year-round sunshine, our area boasts some of the finest recreational opportunities, including boating, hiking, fishing and camping. Additionally, Mesquite has many challenging golf courses to tackle. The area has a strong community bond, frequently celebrated by memorable festivities. Mesquite welcomes you!

ABC Hospital (<http://www.ABCHospital.com>) is the first modern hospital providing top quality health care services to the Virgin and Moapa valleys, as well as the Arizona Strip. Our healthcare facility provides a full range of inpatient acute care services, including an intensive care unit, obstetrics, medical and surgical services, cardiology, laboratory services, and radiology and diagnostic therapy services.

Our \$32 million, 86,000-square-foot hospital opened in July, 2004, initially employing 90-plus employees. As we continue to grow, so does our demand for qualified employees. We are in need of all levels of healthcare professionals, including registered nurses and radiology and respiratory professionals.

If you want the quality of life that Southern Nevada has to offer, but are looking for a smaller community setting, Mesa View Regional Hospital is for you. Please take the time to e-mail your resumé to jobs@ABCHospital.com or fax to (702) 555-1212. We will contact you shortly after receipt of your application.

We look forward to meeting and introducing you to Mesquite, Nevada. You can learn more about ABC Hospital by visiting our website at: www.ABCHospital.com.

Some other valuable web links for you to learn more about Mesquite are:

<http://www.mesquite-chamber.com/>

<http://www.mesquitenv.com/>

<http://www.visitmesquite.com/>

Enjoy Mesquite! It is a great place to live, work and play. I hope to meet you soon.

Sincerely,

Human Resources Director
ABC Hospital
HR@ABCHospital.com