

Outreach & Engagement

Improve engagement, build stronger relationships, and maximize your pipeline through email campaigns

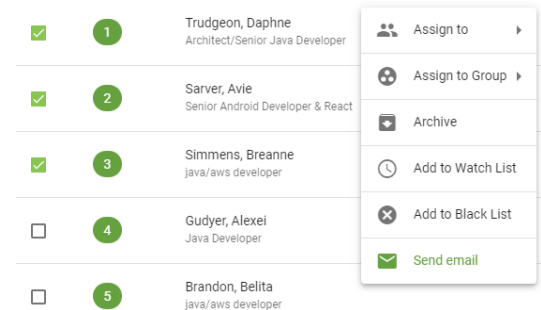
ProRank Outreach & Engagement

Automated Outreach

ProRank's Email Campaign tool combines proven engagement techniques with precision outreach to provide response rates that outperform the industry standard. Give candidates the feeling of a white-glove service through a robust automated communication campaign that includes: initial bulk outreach messages, reminders, voicemail follow-ups, submission alerts, pre and post interview messages, and other common communications.

How does ProRank Help?

- Allows precision bulk outreach using personalized messages to highly qualified candidates.
- Provides holistic views of the candidates' job matches and earlier engagement history.
- Prevents multiple recruiters from simultaneously contacting the same candidates.
- Includes email tracking that provides insights and statistics for email campaigns.
- Captures additional candidate information through follow-up questionnaires.
- Emails recruiters with details of candidates showing interest in available jobs.



Call-to-Action (CTA) buttons and Calendly

Behavioral marketing studies have shown the most effective way to engage a candidate is to make it feel personal, minimize the efforts to respond, and provide positive reinforcement afterward.

ProRank deploys 1-click engagement concepts such as CTA Buttons and Calendly links to improve candidate response rates. Candidates can show their interest in a job with a simple click or by scheduling a screening interview through Calendly.

These engagement methods have shown to outperform traditional email outreach.



ProRank's Core Platform

Both Search & Rank, Outreach & Engagement are part of the ProRank core product offerings.

Contact us to see how ProRank can help with higher quality candidate pipeline generation, fill your candidate funnel and increase candidate engagement!



FOR MORE INFORMATION,
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