



8. |

SENDING BULK E-MAILS FROM RESUMATE

I *'ve been playing with this demo for 6 months trying to find what's wrong with this program, but it does everything I want. This can't be this cheap and do all these things.*

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INTRODUCTION:

It's easy to send bulk e-mails to any group of candidates or contact people who have RESUMate records that include an e-mail address. Typically, messages are sent to a search result, such as all candidates who are qualified for a particular open position, or all contact people from companies who match a certain profile.

The actual sending of the message is done in Outlook or some other e-mail program, but the process begins in RESUMate using an item in called the E-mail Clipboard Copier.

Usually, the entire process takes just a few minutes. Sending Bcc messages in Outlook is essentially instantaneous. Sending personalized messages which are more graphically sophisticated and include built in feedback can take longer, but again the entire process will take about ten to fifteen minutes at most.



Lunch & Learn Seminars:

Online seminars are offered daily at Noon, Eastern time, USA. Twelve topics are offered in three series:

- the Basic Series..... 1-4
- the Advanced Series 5-8**
- the Recruiter's Tool Kit..... 9-12

Topic List for Seminar 8:

- 8.1 For recruiters, there are at least two recurring reasons to send the same e-mail to a group of recipients.
- 8.2 RESUMate's E-mail Clipboard Copier moves e-mail addresses and names to the Windows clipboard.
- 8.3 The BCC line in Outlook (or any other e-mail program) sends individual messages to each recipient.
- 8.4 For personalized mail, use programs such as Group Mail to add the recipient's name to the body copy of the message.
- 8.5 For graphically sophisticated, personalized mail, use a web service such as Constant Contact.

8.1 | FOR RECRUITERS, THERE ARE AT LEAST TWO RECURRING REASONS TO SEND THE SAME E-MAIL TO A GROUP OF RECIPIENTS.

Sending **e-mail blasts** can be a big time saver.

- ⇒ *From a recruiting perspective*, it's often important to inform a number of potentially qualified candidates about a new job opening. A search of the candidate database (FIGURE 8.1, ❶) finds some number of candidates, possibly as few as ten but maybe a hundred or more, and the first and fastest way to get in touch with them is by e-mail.
- ⇒ *On the marketing side*, you may want to send a newsletter or other marketing communication to a search result of hiring managers. Again, an **e-mail blast** is the fastest way to get this accomplished.



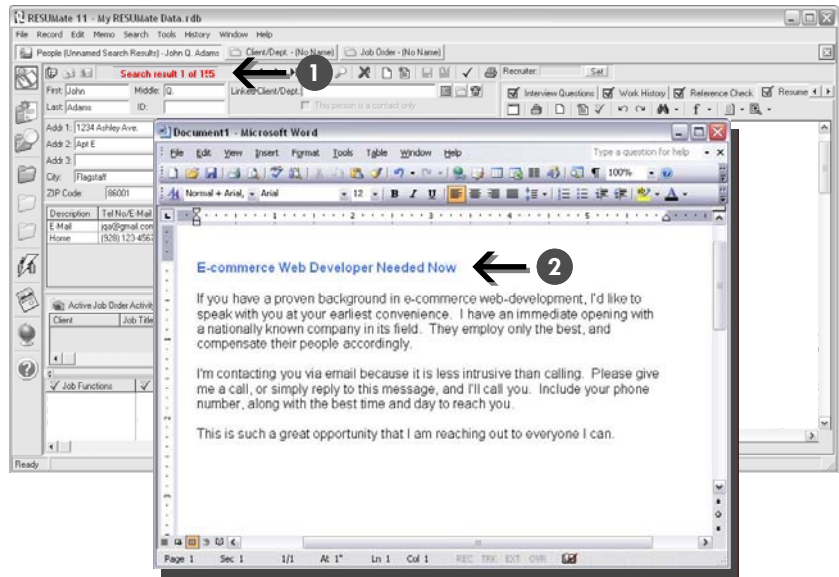
did you know?

The whole process takes just a few minutes...

From the time you decide to send a bulk e-mail message to a group of candidates or hiring managers in RESUMate, the mail is often on its way in just a few minutes from the time you first think of the idea.

No matter whether you send the message through **Outlook**, a program such as **Group Mail**, or a web service like **Constant Contact**, the whole process, from start to finish will take from one to just a few minutes.

FIGURE 8.1 SENDING E-MAIL COPY TO THE WINDOWS CLIPBOARD



Often a good place to create the copy that will be used in a bulk e-mail message is in **Microsoft Word** (or any other word processing program or text editor such as *Note pad*). This affords good control while you create the message. The copy created in Word (FIGURE 8.1, ❷) can then be moved using the **Windows Clipboard** to whatever program will actually be used to send the message.

As we'll see in just a bit, there are many choices available for sending your message. It can be sent as an **Outlook Message**. It can be sent using programs such as **Group Mail**, or it can also be sent using web-based services such as **Constant Contact**.



▽ tip #1

Home address vs. Work address:

You may want to keep more than one e-mail address for each candidate and contact person in your database. A **G-mail address** can likely be presumed to be a personal account, but any address with a **corporate URL** would be a work address.

Having two e-mail descriptions, **Personal** and **Work**, would allow you to be selective when sending



▽ tip #2

Take a quick look at your list before sending it...

You can **preview your list of names and e-mail addresses** in Excel. Just open a new, blank Excel spreadsheet. **Click Edit | Paste.**

If you've selected both names and addresses in RESUMate, you'll see a three column list, displaying **First Name, Last Name, and E-mail**. If you've selected e-mails only, you'll see a list of all the addresses from RESUMate in a single column.

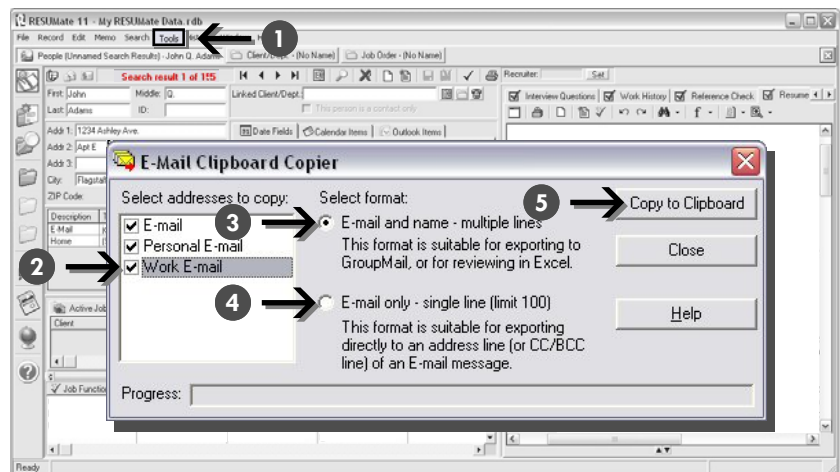
8.2 | RESUMATE'S E-MAIL CLIPBOARD COPIER MOVES E-MAIL ADDRESSES AND NAMES TO THE WINDOWS CLIPBOARD.

RESUMate can gather all of the e-mail addresses of people found in a search result and copy these to the **Windows Clipboard**. Alternatively it can also copy the first and last names of the people found in the search, along with their e-mail addresses.

To begin the process, simply click **Tools | E-mail Clipboard Copier** (FIGURE 8.1, ①).

On the left side of the screen, you'll see all the descriptions for **e-mail addresses** that have been used in all of the records in the **Active window** (FIGURE 8.1, ②). Select one or as many descriptions as are appropriate for the message being sent.

FIGURE 8.2 SENDING E-MAIL ADDRESSES TO THE WINDOWS CLIPBOARD



On the right hand side of the screen, you'll see two choices.

- ⇒ The **E-mail and name** choice (FIGURE 8.1, ⑤) is used to send personalized e-mail, in which the recipient is addressed by name within the body copy of the message. The mail merge of the names and addresses is not done in RESUMate itself, but rather in **Microsoft Word**, working in conjunction with **Outlook**, or in programs such as **Group Mail**, or web-based services, such as **Constant Contact**.
- ⇒ The **E-mail only** choice (FIGURE 8.1, ④) is used to send a **Bcc** (blind carbon copy) message in **Outlook**, or any other e-mail client program. In a **Bcc** mailing, each recipient only sees his or her own message; no other recipient addresses appear in the message that is seen by the recipient. This message is an *individual* piece of mail, even if it is not *personal*.

Once you've made your selections, click the **Copy to Clipboard** button to continue. (FIGURE 8.1, ⑤).



▽ tip #3

Getting the recipient to open your mail...

The **subject line** and **your name** will likely be the most important factors in determining whether or not your mail is opened by the recipient. Your name will be visible in the From box in the recipients e-mail program. The subject line will also be visible.

If **the recipient knows you**, or at least recognizes your name, and **the subject line is relevant**, there is a good chance your message will be opened.



▽ did you know?


Outlook Bcc messages have a limit of 100 recipients:

Outlook will only send 100 messages at one time through its **Bcc function**. This is not a technical limitation, but an important one nonetheless.

If your Internet Service Provider sees hundreds of e-mail messages streaming from your address, you may be **"blacklisted"** as a spammer, and your mail will be blocked. It's tough enough to get your mail opened and read, and you certainly don't want to block it from being sent in the first place.

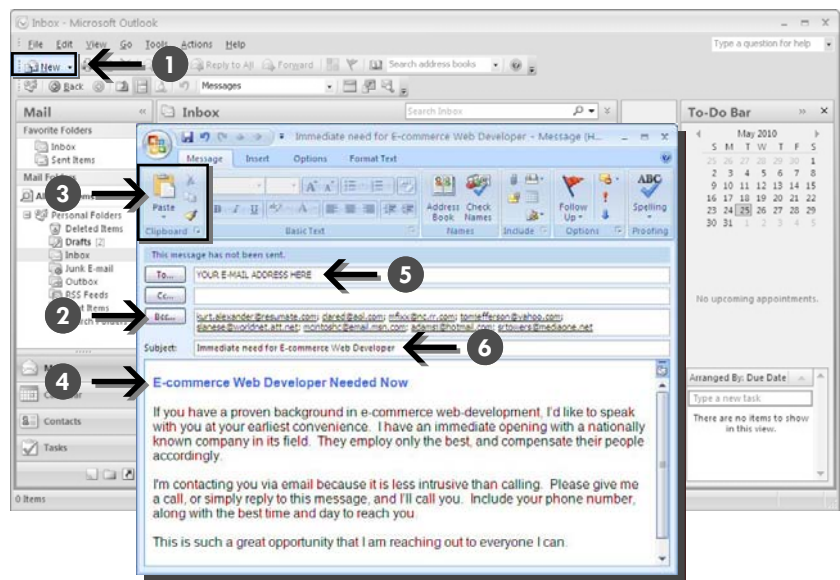
8.3 | THE BCC LINE IN OUTLOOK (OR ANY OTHER E-MAIL PROGRAM) SENDS INDIVIDUAL MESSAGES TO EACH RECIPIENT.

Bcc messages are individual messages, even though they are not personal, meaning the recipient's name is not visible in the body copy of the message. For many purposes, **Bcc mail** is a good choice.

To begin, click the **New icon**  in the upper left corner of the Outlook screen. (FIGURE 8.3, ❶).

With a new, blank message open, click into the **Bcc line** (FIGURE 8.3, ❷), and from your keyboard, touch the key sequence CTRL-V. This will paste all of the addresses that had been copied using **RESUMate's E-mail Clipboard Copier** (as described on the previous page of this document) into this send line. Outlook also provides an icon in the upper left corner of the screen that serves this same purpose (FIGURE 8.3, ❸).

FIGURE 8.3 SENDING BCC MESSAGES FROM OUTLOOK



Next, go back to **Word**, or whatever editor was used to create the message itself. Copy the message to the **Windows Clipboard** by simply highlighting the text with your mouse and then touching the key sequence **Ctrl-C** on your keyboard. Return to Outlook, and with your cursor in the message area, touch the key sequence **Ctrl-V**. Your text will appear exactly as it looked in Word (FIGURE 8.3, ❹).

Type your own e-mail address into the **To line** (FIGURE 8.3, ❺) to provide yourself with an audit trail confirmation that the message was sent.

Finally, be sure to include a good **Subject line** (FIGURE 8.3, ❻) that is relevant from the recipient's point of view. This will help ensure your message is actually opened.



▽ tip #4

There's a FREE version of Group Mail:

You can download a FREE, fully working copy of the Group Mail program from the company's website, at www.groupmail.com. The free version is limited to sending 100 messages at a time, but this is its only meaningful limitation. The paid version has more features, but you can certainly get a lot of value from the free copy.



▽ did you know?

E-mail blast open rates:

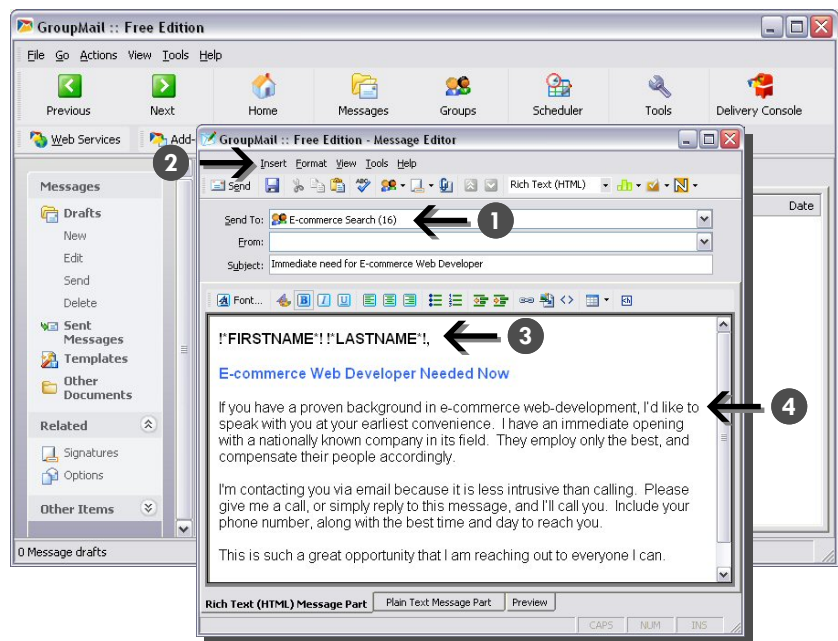
E-mail is a useful communication tool, but most of the messages you send will not be opened, or even received by the recipient. When mailing to people who already know you, such as past customers, your open rate may reach **20 to 25%**. When mailing to strangers, the open rate will be **less than 5%**, and sometimes a lot less than that.

8.4 | FOR PERSONALIZED MAIL, USE PROGRAMS SUCH AS GROUP MAIL TO ADD THE RECIPIENT'S NAME TO THE BODY COPY OF THE MESSAGE.

It's easy to send e-mail blasts that include the recipient's name in the body copy of the message. However, it takes a bit more time and effort than the **Bcc method**, since some form of "mail-merge" will need to be done to insert the name within the body copy of the message. **Microsoft Word 2007** (*not* Word 2003) works in conjunction with **Outlook** to deal with this mail-merge requirement. **Group Mail** is one of many programs that offer an easier mail-merge alternative to Word itself.

The *e-mail addresses* that were copied using **RESUMate's E-mail Clipboard Copier** can easily and automatically create an address book in **Group Mail** (FIGURE 8.4, ❶). A tutorial available on the **Training Videos page** of the **RESUMate** website gives step-by-step instructions.

FIGURE 8.4 SENDING PERSONALIZED E-MAILS WITH GROUP MAIL



The *names* that were copied using the **E-mail Clipboard Copier** can be inserted into the body copy of the message. Click **Insert | Merge Fields** in the **Message Editor's** main menu line (FIGURE 8.4, ❷), to make your selections. Depending on how formal or informal you want your message to appear, you can include both first and last name, (FIGURE 8.4, ❸) first name only, or last name only with a prefix .

Finally, copy and paste the text of the message that was originally created in **Word** (FIGURE 8.4, ❹). When the e-mail arrives in the recipient's inbox, their name will appear at the top of the message area.



tip #5

Excel is the "bridge" from RESUMate:

Web-based services like Constant Contact, need an **Excel file** to create the list to which the message will be sent. Use the **E-mail clipboard copier (Section 8.2)** to place names and e-mails from RESUMate onto the **Windows clipboard**.

To move the names from the clipboard to an Excel file, simply open Excel, and with a blank spreadsheet on your screen, **click Edit | Paste**. Immediately you'll see a three column spreadsheet showing first name, last name, and e-mail address.

Save this file in Excel as either a **comma** or **tab-delimited file**, and you're ready to go.



did you know?

About \$50 per month...

Constant Contact is both easy to use and inexpensive. Billing is based on the number of unique e-mail addresses in your account. If you have between **2,501-5,000 addresses**, your complete cost is **\$50 per month**. You can mail as often as you'd like.

You can see complete pricing at Constant Contact's website: www.constantcontact.com.

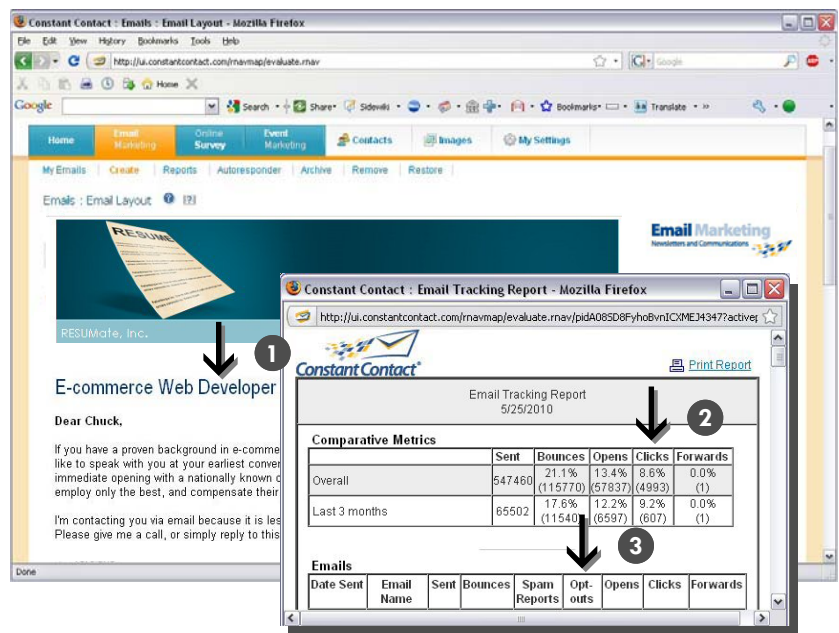
8.5 | FOR GRAPHICALLY SOPHISTICATED, PERSONALIZED MAIL, USE A WEB SERVICE SUCH AS CONSTANT CONTACT.

Web-based e-mail services, such as **Constant Contact** (www.constantcontact.com) or **Vertical Response** (www.verticalresponse.com), include the ability to personalize the bulk e-mail message with the recipient's name, plus add three additional features:

1. Graphical sophistication
2. Reader feedback
3. Built-in compliance with legal requirements covering bulk e-mail.

Web-based services offer **pre-loaded templates** into which you can copy and paste the content that you first created in **Microsoft Word** (FIGURE 8.5, ❶). Hundreds of templates incorporating different design ideas for different market segments or audiences are available, so you'll easily find some format that fits your needs.

FIGURE 8.5 SENDING E-MAILS WITH A WEB SERVICE



Equally importantly, these services provide **detailed feedback** on which recipients have opened your mail, and which have clicked on any web-page click-through links you may have embedded in your message (FIGURE 8.5, ❷). This is valuable information for sending follow up e-mails or making phone calls to interested recipients.

The final major benefit of web-based services such as **Constant Contact** is that your mail will always be compliant with the **CAN-SPAM Act of 2003**, which established certain minimum legal requirements covering the sending of unsolicited e-mails. One of the most important requirements is that recipients of your mail have some easy method for **opting out** of your e-mail list (FIGURE 8.5, ❸), and this function is included automatically in all of the messages you send through the service.