

# Email Value Add Ideas



Developing Exceptional Leaders. Recruiters. Teams

### **Market Trends & Salary Updates:**

- ▶ Share an exclusive quarterly report with industry insights, salary benchmarks, and hiring trends.

### **Workforce Planning Invitations:**

- ▶ Announce free consultations or workshops on strategic workforce planning for 2024..

### **Diversity & Inclusion Support:**

- ▶ Offer a guide or webinar on creating actionable D&I strategies for their teams.

### **Role Benchmarking Insights:**

- ▶ Share data-backed templates or tips for creating competitive job descriptions.

### **Employer Branding Audit:**

- ▶ Promote free or discounted assessments of their employer branding strategies.

### **Upskilling Program Introductions:**

- ▶ Announce new workshops or partnerships focused on staff upskilling and retention.

### **Hiring Strategy Newsletter:**

- ▶ Regularly share actionable insights to optimise recruitment processes.

### **Recruitment ROI Metrics:**

- ▶ Share tools or strategies to measure the ROI of recruitment efforts.

### **High-Demand Skills Trends:**

- ▶ Share insights on in-demand skills and how to attract those professionals.

### **Retention & Churn Prevention Tips:**

- ▶ Provide actionable steps to avoid employee turnover in competitive industries.

### **Case Studies & Success Stories:**

- ▶ Highlight how you've helped other clients with similar hiring challenges.

### **Hiring for the Future:**

- ▶ Share research on emerging roles or technologies shaping the industry.

### **Holiday or Event-Themed Recruitment Tips:**

- ▶ Send tailored advice on attracting talent around specific holidays or industry events.