

B2C EMAIL MARKETING CAMPAIGNS

FREE RESUME ASSESSMENT CAMPAIGN

Subject Line: Is Your Resume Holding You Back?

Header: Get Free Professional Feedback from Resume Experts!

Body:

[First Name],

Are you sending out countless job applications and getting no responses?

It might be your resume.

At career.io, we provide **free professional resume assessments** that show you exactly what's working—and what's not.

Your resume has to stand out. Hiring managers get flooded with resumes. If your resume doesn't catch their eye, it can get lost in the shuffle. But don't worry; we're here to help!

Here's what you'll get:

- A detailed assessment from a resume writing expert
- Actionable tips to optimize formatting, keywords, and clarity
- Personalized advice to improve your chances of landing interviews

Don't let a lackluster resume cost you interview opportunities. Let's transform your resume and get potential employers calling!

[widget: Get Your Free Assessment Now]

career.io

Your career companion

FREE RESUME ASSESSMENT CAMPAIGN / RECENT GRAD

Subject Line: Recent Grad? Start Your Career with a Resume

Header: Start Your Career with a Resume That Stands Out

Body:

[First Name],

Congrats on graduating! Now you're ready to start your career journey, but is your resume ready?

If you're worried your resume might not be strong enough for the real world, we're here to help!

At career.io, we provide **free professional resume assessments** designed specifically for recent grads just like you. If you're applying to your first job, you'll need to showcase your skills, education, and potential to catch a hiring manager's attention. We'll show you how!

Here's what you'll get:

- Expert feedback specifically tailored to entry-level resumes
- Tips on how to highlight academic work, internships, and skills
- HR insights on landing more interviews, faster

Make sure your resume is ready to start your career journey right!

[widget: Get Your Free Assessment Now]

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FREE RESUME ASSESSMENT CAMPAIGN / POST ASSESSMENT FOLLOW-UP

Subject Line: Ready to take the next step with your resume?

Header: Let's turn your feedback into real results.

Body:

Hi [First Name],

Congrats on taking the first step towards optimizing your resume!

We hope the feedback on your resume assessment gave you some helpful insights into what's working and where there's room to build.

If you're feeling a bit overwhelmed or want help implementing the feedback, we're here to help.

At career.io, we provide personalized, expert resume improvement services. We'll work with you one-on-one to:

- Rewrite and reformat your resume to help you stand out
- Showcase your strengths and experience

- Ensure the right keywords are getting used to get past ATS filters

Let's make sure your resume is getting you noticed. Help is just a click away!

[**widget:** Upgrade My Resume]

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SALARY ANALYZER CAMPAIGN

Subject Line:

Are You Earning What You're Worth?

Header:

Know Your Value

Body:

[First Name],

When it comes to your salary, it's crucial to know your value. Whether you're interviewing for a new job or asking for a raise at your current one, many factors—like the salary market, your background, your performance metrics—all play a role in determining accurate salary expectations. The career.io **salary analyzer** gives you the data to negotiate with confidence.

With our **salary analyzer**, you can:

- Compare your current pay or offer to industry standards
- See what other professionals in your position are making
- Get tailored salary insights based on your experience and background
- Discover other valuable metrics to bring to your negotiation

No more accepting lowball offers. Get clear, usable tips to help you get paid what you're worth!

[**widget:** Analyze Your Salary Now]

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