Incomplete application reminder email

Send the first reminder one to four hours after the candidate stops, a second one about 24 hours later, and a final note at three to five days. For hourly roles with immediate starts, a text within the first hour usually recovers the most applications.

FIRST REMINDER

Subject: Your [Job Title] application is saved

Hi [First Name],

You started applying for [Job Title] at [Company] but didn't get to the end. No problem: we saved your progress.

You have about [Minutes Left] minutes left: [Resume Link]

The link takes you straight back to where you stopped. If something went wrong, like an upload that wouldn't work or a question that didn't make sense, just reply and tell me.

[Your Name]
[Title], [Company]

SECOND NUDGE

Subject: Still interested in [Job Title]?

Hi [First Name],

Just checking in on your application for [Job Title] in [Location]. We're hiring now, with [detail, e.g. start dates on [Start Date] / interviews this week].

Pick up where you left off: [Resume Link]

A resume is optional. If you don't have one handy, you can skip that step and tell us about your experience instead.

[Your Name]
[Company] Recruiting

LAST CALL

Subject: Last reminder about your [Job Title] application

Hi [First Name],

This is our last reminder. Your saved application for [Job Title] will stay open until [Expiry Date]: [Resume Link]

If this role isn't right, you can see our other openings here: [Careers Link]. Or reply and let us know what you're looking for.

All the best,

[Your Name]
[Company] Recruiting

HOURLY OR HIGH-VOLUME ROLE

Subject: Finish applying: [Job Title], $[Pay Rate]/hr

Hi [First Name],

You're almost done applying for [Job Title] at our [Location] site: $[Pay Rate]/hour, [Shift Details].

It takes about [Minutes Left] minutes on your phone: [Resume Link]

Once you submit, you can pick an interview time right away.

[Company] Hiring Team

SUBJECT LINE IDEAS

- Your [Job Title] application is saved
- You're almost done, [First Name]
- Finish applying: [Job Title], $[Pay Rate]/hr
- Still interested in [Job Title]?
- [Minutes Left] minutes left on your application
- Last reminder about your [Job Title] application
- Pick up where you left off

SMS / WHATSAPP VERSION

Hi [First Name], your application for [Job Title] at [Company] is saved and nearly done. About [Minutes Left] min left: [Resume Link]. Reply STOP to opt out.

Placeholders to replace: [First Name], [Job Title], [Company], [Location], [Pay Rate], [Shift Details], [Minutes Left], [Resume Link], [Careers Link], [Start Date], [Expiry Date], [Your Name], [Title]