



ANNOUNCEMENT TEMPLATES

Effectively Communicate A Successful Placement

At the end of every completed search, your search firm should announce appointments externally for business development purposes. Copy, paste, and customize the below example templates into an email communication to send to clients and prospects or post on social media. Insert your information where noted in [brackets].

SUBJECT: [INSERT_YOUR_SEARCH_FIRM_NAME] COMPLETES SEARCH FOR [INSERT_CLIENT_NAME]*.

Dear [INSERT_FIRST_NAME],

[INSERT_YOUR_SEARCH_FIRM_NAME] recently completed a search for [INSERT_CLIENT_NAME]* by appointing [INSERT_CANDIDATE_NAME]* as the new [INSERT_POSITION_TITLE] in [INSERT_CITY].

[INSERT_YOUR_SEARCH_FIRM_NAME] specializes in appointing [INSERT_YOUR_SPECIALTY_FUNCTION(S)] within [INSERT_YOUR_SPECIALTY_INDUSTRY(IES)] and has completed over [INSERT_YOUR_TOTAL_SEARCHES] searches in the past year. [INSERT_YOUR_SEARCH_FIRM_NAME] averages a [INSERT_YOUR_AVERAGE_DAYS_TO_PLACEMENT_RATE]% placement rate and on average completes a search within [INSERT_YOUR_AVERAGE_DAYS_TO_PLACEMENT] days from commencing a search to appointing a candidate.

If you are searching for any senior executives to join your leadership team or considering any new key hires, please get in touch with us.

[INSERT_CALL_TO_ACTION]

(For example: "How can [INSERT_YOUR_SEARCH_FIRM_NAME] help you?" and link to your email address or a page on your website.)

Kind regards,

[INSERT_YOUR_NAME]
[INSERT_YOUR_CONTACT_INFORMATION_IN_EMAIL_SIGNATURE]
[INSERT_YOUR_FIRM'S_LOGO]

*These details and names can be anonymized for confidentiality reasons and public distribution.

Do not send your announcement to your entire Target Market List. If it is not relevant to them you run the risk of them unsubscribing or ignoring a future announcement when it is relevant. Only send the announcement to targets in similar industries.



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You can also announce a placement and successful completion of a search on social media through LinkedIn and Twitter. This is another way to demonstrate your firm's expertise and an easy way for potential clients to see the type of function and industry you specialize in and find your firm. Social media postings should be short and to the point.

SOCIAL MEDIA POST FOR LINKEDIN AND TWITTER.

[INSERT_YOUR_SEARCH_FIRM_NAME] has appointed [INSERT_CANDIDATE_NAME]* as [INSERT_POSITION_TITLE] at [INSERT_CLIENT_NAME]*

[INSERT_LINK_TO_ANNOUNCEMENT] #[INSERT_RELEVANT_HASHTAGS]

(Examples include: #executivesearch #talent #csuite #hr)

*Like the email template, these details and names can be anonymized for confidentiality reasons.

Posting your announcement to social media and adding relevant hashtags to your post will make it easier for potential clients to find you on social media and can result in winning more searches if they are looking for a search firm to work with.