Weekly Marketing Calendar: June 1-5

EMAILS – Send through Jobscience

NEW CLIENT EMAIL – First thing Tuesday morning is the best day/time to send a client mass email

- Furloughed Employees – This email addresses how we can help employers when their furloughed employees do not return and links to a blog article with more information on the topic.

Additional/Optional client email template for Ledgent F&A and Ultimate

- CPE Webinar Invite – Invitation to the June 16 and June 18 Ledgent CPE University webinars (send this week and/or next week).

NEW AMBASSADOR EMAIL – Friday is typically the best day of the week to send to Ambassadors

- AMB ZING Feedback – Introduces candidates (or can be sent to clients) to the new ZING job search web site and asks users to provide feedback on the site

- Featured Candidate Friday – Template to send every Friday with the spotlight on one featured candidate and a link to your Featured Candidates page

SOCIAL MEDIAL POSTS – new this week in the Temporary Marketing Catalog

- CPE Webinar Invitation – Invitation to register for upcoming Ledgent CPE University webinar events in June.

UPCOMING EVENTS

Ledgent CPE University Webinars:

- Course #1: May 2020 Accounting & Auditing (3 credits)
  Date & Time: June 16, 2020 - 9 a.m. PDT
- Course #2: May 2020 Tax (3 credits)
  Date & Time: June 18, 2020 - 9 a.m. PDT

NOTES:

- Names of the email templates listed above are the actual name you will find in Jobscience.
- For instructions on how to send mass email in Jobscience, please review the “Sending Mass Email” QRG on RothU

Look through the Temporary Marketing Catalog to see all the resources available specific to COVID-19.

If you have any questions contact marketing@rothstaffing.com.