


During the alpha period of Textio’s “Inclusive Recruiting Certification” course (a curriculum for customers), we saw an opportunity to add more engagement points to our “drop-off” email campaigns. I quickly mapped out a plan for number and timing of new emails, and wrote the below cadences to add more outreach per step in two drips:

Signed up for the learning center but didn’t enroll in the certification

Email #1

subject: Get your Inclusive Recruiting certification today

Hi [FIRSTNAME],

Congrats on signing up for Textio U! In about 90 minutes, you can have your Inclusive Recruiting certification done and posted to your LinkedIn. 

[Get your certification]

Happy learning—




The Textio U Team

Email #2

subject: Recruit more inclusively

Hi [FIRSTNAME],

Have you had a chance to check out the Inclusive Recruiting course yet? Get certified today and:

-  Signal your commitment to inclusion and belonging to all potential candidates
-  Communicate mindfully and be respectful with proven language concepts
-  Become a resource and a champion for inclusive language at your company

[Start your certification]

Happy learning—

The Textio U Team

Email #3

subject: Your certification is waiting

Hi [FIRSTNAME],

As a Textio customer, you get free access to the Textio U learning center. 🤖 The Inclusive Recruiting certification is available for you any time of day—and you can jump in and out as you need to. 👍

[Make some progress]

Happy learning—

The Textio U Team

Email #4

subject: Show your personal commitment to inclusion

Hi [FIRSTNAME],

The Textio Inclusive Recruiting certification is a short but powerful course in developing a more inclusive mindset and approach to candidate communications. In it, you'll learn:

- ✓ How to move from non-exclusion to true inclusion
- ✓ Why "culture fit" is a lie
- ✓ Why growth mindset is powerful (and how to apply it)
- ✓ How empathy and sincerity help you reach diverse talent pools
- ✓ Why intention matters for inclusive cultures

And when you finish, you'll get a badge for your LinkedIn profile to show you're certified in Inclusive Recruiting!

[Get started]

Happy learning—


The Textio Team

Enrolled in the certification but dropped off between courses

Completed course 0 but haven't started course 1

subject: Your certification is waiting

Hi [FIRSTNAME],

In under 90 minutes, you could have your Textio Inclusive Recruiting certification complete and posted on your LinkedIn! 

[Jump back in]


Happy learning—

The Textio U Team

Completed course 1 but haven't started course 2

subject: Your Inclusive Recruiting certification

Hi [FIRSTNAME],

Ready to finish up your Inclusive Recruiting certification? Just two short sections left! 

[Finish up today]

Happy learning—


The Textio U Team

P.S. Today's not the day? Get a block in your calendar now so you can knock this thing out. 

Completed course 2 but haven't started course 3

subject: You're almost certified!

Hi there,

Great progress on your Textio Inclusive Recruiting certification.  One more section and you'll be ready to add your credentials to LinkedIn.

[Finish up today]

Happy learning—

The Textio U Team

Completed course 3 but haven't started final exam

subject: So close to certified

Hi [FIRSTNAME],

A short exam is all that stands between you and your Inclusive Recruiting certification. You got this!

[Finish the course]

Congrats—

The Textio U Team