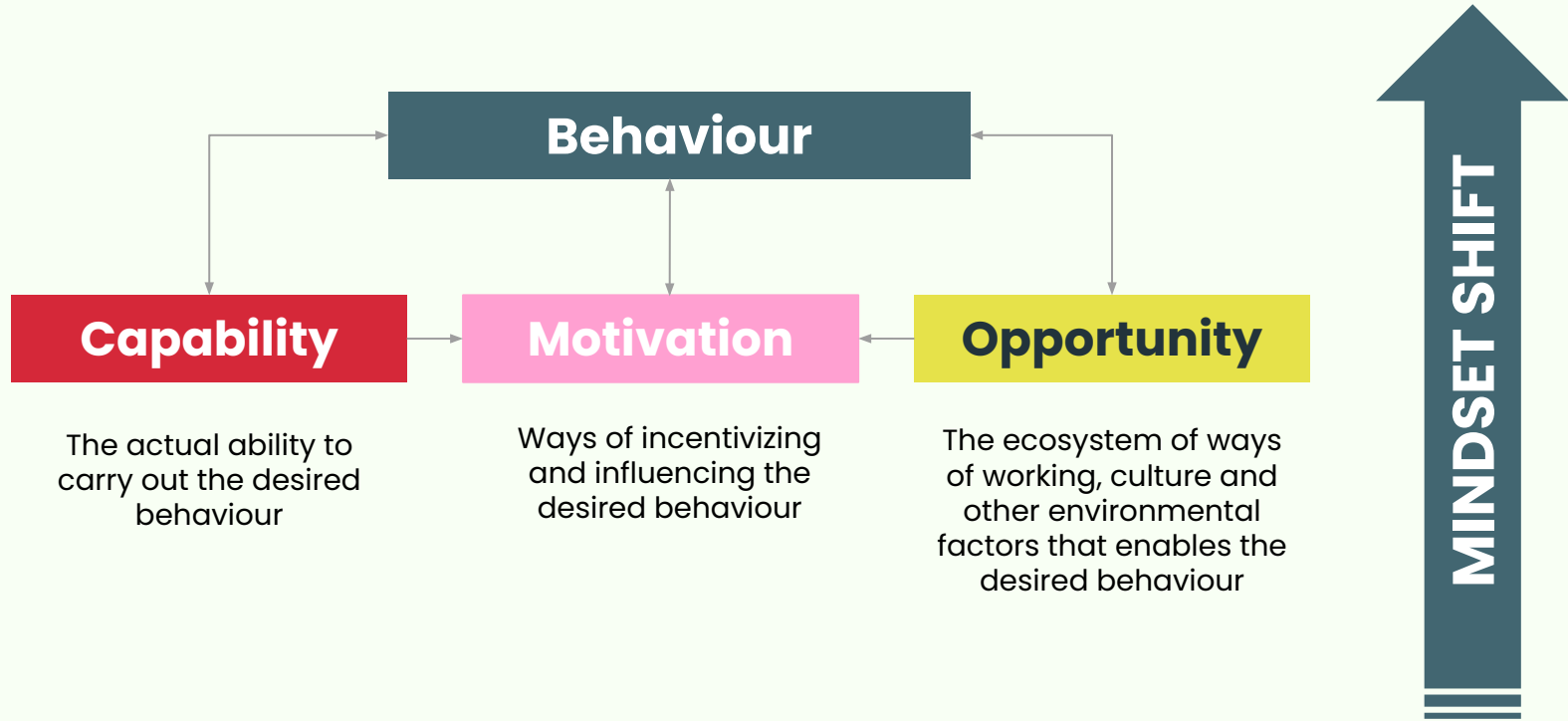


Post Launch Email Library



What is the COM-B behavioural model?



Increasing Registrations

3



Target Audience: Employees who haven't yet registered

Primary Goal: Build **capability** by explaining WHAT the platform is and HOW to use it

Subject: Your first step to new opportunities starts here (2 minutes)

Hi [First Name],

I noticed you haven't registered for Talent Marketplace yet, which makes sense if you're wondering what it actually *is* and how it could help you.

Here's everything you need to know in 90 seconds:

1. **What it is:** A platform where you can find opportunities across the company that match your skills, interests, and career goals—powered by AI that does the matching for you.
2. **What's in it for you:** Build skills you've been wanting to develop, work on projects you find exciting, and expand your network—all while staying in your current role.
3. **Who can use it:** Everyone, regardless of level. The platform is designed for all employees to find opportunities that match their goals.
4. **How it works with your manager:** Have a conversation with your manager about opportunities you're interested in (this should be part of your regular career discussions). Then update your availability on the platform so you're matched to opportunities that fit your schedule.
5. **Next step:** Click here to register and create your profile (takes about 5 minutes). The platform will walk you through each step.

👉 **Register Now [INSERT LINK] (5 minutes)**

Target Audience: Employees who opened Email 1 but didn't register

Primary Goal: Offer hands-on learning for those who need more guidance (building **capability**)

Subject: Learn by doing: Walk through Talent Marketplace together (30 min)

Hi [First Name],

Heard about the Talent Marketplace but don't know where or how to start? Sometimes it helps to see the platform in action before diving in on your own.

That's exactly what our demo sessions are for.

In 30 minutes, you'll:

- **See** exactly how the platform works with a live demonstration
- **Create** your profile step-by-step alongside others (with help available)
- **Learn** how to find and apply for opportunities that match your interests
- **Ask questions** in real-time—nothing is off limits

Available sessions:

- [Date/Time Option 1]
- [Date/Time Option 2]
- [Date/Time Option 3]

17 July Register for a Demo Session
[INSERT LINK]

Prefer to explore on your own? You can still register anytime at [INSERT LINK].

Target Audience: Managers who haven't registered

Primary Goal: Build **capability** by explaining HOW to use the platform as a manager

Subject: Get help with your current goals faster (without hiring)

Hi [First Name],

I noticed you haven't registered for Talent Marketplace yet. As a manager, you're likely wondering: 'Is this just another thing on my plate?' or 'Will this help me actually deliver on my goals?'

Fair questions. Here's what you need to know:

- What it does for you: Talent Marketplace gives you instant access to people across the company with the exact skills and experience you need, without waiting for headcount approval or lengthy hiring processes.
- How it works: You post opportunities (any work that can be done part-time, X hours per week), and AI instantly matches you with qualified candidates. You review profiles, interview if needed, and get started.
- What you can post: Critical projects while waiting for full-time resources, work requiring skills your team doesn't have, or projects where an extra pair of hands would accelerate delivery.

Real example: James in Product needed someone with customer research skills for a 3-month initiative. He posted the opportunity and within 48 hours had 6 matched candidates. He found someone from Customer Success who had exactly the experience he needed. The project launched 4 weeks earlier than if he'd waited for a new hire.

 **Register Now [INSERT LINK] (5 minutes)**

Target Audience: Unregistered Individual contributors

Primary Goal: Build **motivation** by addressing fear of career stagnation

Subject: The skills gap is real—here's how to stay ahead

Hi [First Name],

Quick question: Will the skills you have today be enough for the job you want in 2 years? If you're not sure, or if the answer is 'probably not', you're not alone. The skills needed for most roles are changing faster than ever. The difference between people who advance and people who plateau? They actively build new capabilities instead of waiting for them to come to them.

Right now, colleagues across the company are building these in-demand skills:

1. AI & Data Analytics (32 projects available)
2. Strategic Thinking & Business Acumen (47 projects)
3. Digital Transformation & Change Management (28 projects)
4. Cross-functional Collaboration (63 projects)
5. Software Development & Technical Skills (41 projects)



See What Skills You Can Build [INSERT LINK]

These aren't someday opportunities—they're available right now. And new ones are posted weekly.

Target Audience: All employees who haven't registered

Primary Goal: Build **motivation** by addressing fear of missing out

Subject: [First Name], 4,387 colleagues are already ahead—join them

Hi [First Name],

While you've been reading this email, your colleagues just registered for Talent Marketplace.

Here's what's happening right now:

- 4,387 employees have already joined—that's 62% of your division
- 273 cross-functional collaborations are underway, building relationships you don't have access to
- 218,000+ hours of collective skills development your peers are banking
- 1,547 opportunities posted this month alone

What are they getting that you're not?

- ✓ Career variety and new challenges
- ✓ Visibility to senior leaders
- ✓ Skills that accelerate promotions
- ✓ Expanded professional networks

 **Don't Be the Last to Join [INSERT LINK]**

Target Audience: Employees in role for 2+ years

Primary Goal: Build **motivation** by addressing growth mindset

Subject: Feeling stuck? This is your way forward

Hi [First Name],

Do any of these sound familiar?

- 'I want more variety in my role, but I'm doing the same things every quarter'
- 'I need cross-functional experience to advance, but my team works in a silo'
- 'I'm ready for a new challenge, but there are no openings on my team'
- 'I want to expand my network, but I only interact with the same 10 people'

If you're nodding your head, you're not alone. Hundreds of your colleagues felt exactly the same way, until they discovered they didn't need to wait for permission, a promotion, or a transfer to grow. Talent Marketplace exists specifically to solve these problems.

It gives you personalized, on-the-job opportunities to:

- Break out of your routine with projects that challenge you in new ways
- Gain cross-functional experience by collaborating with teams across the company
- Take on stretch assignments that build skills needed for your next role
- Expand your network by working with people from different functions, regions, and levels

[Find Your Next Challenge \[INSERT LINK\]](#)

Target Audience: Managers who haven't registered

Primary Goal: Build **motivation** by addressing fear of losing talent

Subject: Your team is thinking about leaving—here's how to keep them

Hi [First Name],

Let me share a statistic that keeps HR up at night:

67% of employees cite 'lack of career development opportunities' as their primary reason for considering leaving their current employer. If your team members aren't growing, they're planning their exit. Even if they're not telling you yet. Here's the good news: You can fix this without promoting everyone or increasing your headcount.

Talent Marketplace gives you a retention tool that requires zero budget:

- Enable your team to work on developmental projects (10-20% of their time) while staying on your team
- They gain new skills and experiences that make them more valuable to you and the company
- They come back more motivated, engaged, and loyal because you invested in their growth

 **Support Your Team's Growth [INSERT LINK]**

Increasing Projects

11

Target Audience: Employees who have not posted projects

Primary Goal: Build **motivation** by linking to goal setting

Subject: FirstName, unlock 10+ hours this month with one quick post

Hi FirstName,

Halfway through 2026, how's your capacity looking? If you're stretched thin on critical priorities, here's a simple solution: post a project on Talent Marketplace and get matched with skilled colleagues in under 10 minutes.

Over 3,500 people are ready to help you right now with skills like project management, analysis, and reporting.

 **Post your Project in 10 mins or less**[\[INSERT LINK\]](#)

Need help getting started? Just reply to this email.

Best,

[NAME], Talent Marketplace team

Target Audience: Employees who have not posted projects

Primary Goal: Build **motivation** by creating a sense of FOMO

Subject: FirstName, 3,500+ colleagues with the exact skills you need

Hi FirstName,

Right now on Talent Marketplace, there are:

- 1,200+ people with Project Management skills
- 800+ with Data Analysis experience
- 650+ with Strategic Communication expertise

[INSERT COMPANY SPECIFIC DATA]

They're available. They're waiting. And you could be matched with the perfect person in under 10 minutes. What could you accomplish if you had an extra 20 hours freed up this quarter?

☀️ **Find your Match now**[INSERT LINK]

Best,

[NAME], Talent Marketplace team

Target Audience: Employees who have not posted projects

Primary Goal: Build **motivation** by highlighting skills available

Subject: FirstName, these 5 skills are available right now on Talent Marketplace

Hi FirstName,

Need specialized skills fast? Here's what's available on Talent Marketplace today: **In-Demand Skills Ready to Deploy:**

- Project Management: 1,200+ candidates
- Data Analytics: 850+ candidates
- Digital Marketing: 420+ candidates
- SQL & Cloud Computing: 380+ candidates
- Agile Methodology: 310+ candidates [UPDATE WITH REAL DATA]

Post your project in 10 minutes. Get matched instantly. Start collaborating this week. No approval needed—any employee can post a project and tap into this talent pool

 **Post your Project now**[INSERT LINK]

Best,
[NAME], Talent Marketplace team

Target Audience: Managers who have not posted projects

Primary Goal: Build **motivation** by using social proof

Subject: How 700 managers freed up 2,500+ hours (and you can too)

Hi FirstName,

700 People Leaders have already discovered something powerful: posting projects on Talent Marketplace doesn't just get work done—it gives them capacity back.

Real results from your peers:

- Automated 15 hours/week of manual reporting
- Completed competitor analysis in 1/3 the time
- Launched a chatbot with cross-functional expertise they didn't have

Your team of qualified matches is waiting. Post in 10 minutes and see who's available.

 **Post your Project now**[INSERT LINK]

Best,

[NAME], Talent Marketplace team