**Key Themes**

* Emotion and Impact driven
* Clear and Compelling subject line
* Personalize Email
* Clear and concise
* Optimize for Mobil emails
* Clear structure with call to action highlighted

**Short Term**

1. 24 hours post interview email
2. Status Update 1 Email: Initial Review
3. Status Update 2 Email: Final Application Review
4. RTBM Email
5. Status Update 3 Email
6. Match Email

**Long Term**

1. 24 hours post interview email
2. On Hold Email
3. Reengagement 1 (30 days)
4. Reengagement 2 (60 days)
5. Reengagement 3 (90 days)
6. Reengagement 4 (120 days)

Total Email Templates to be made = 12 templates