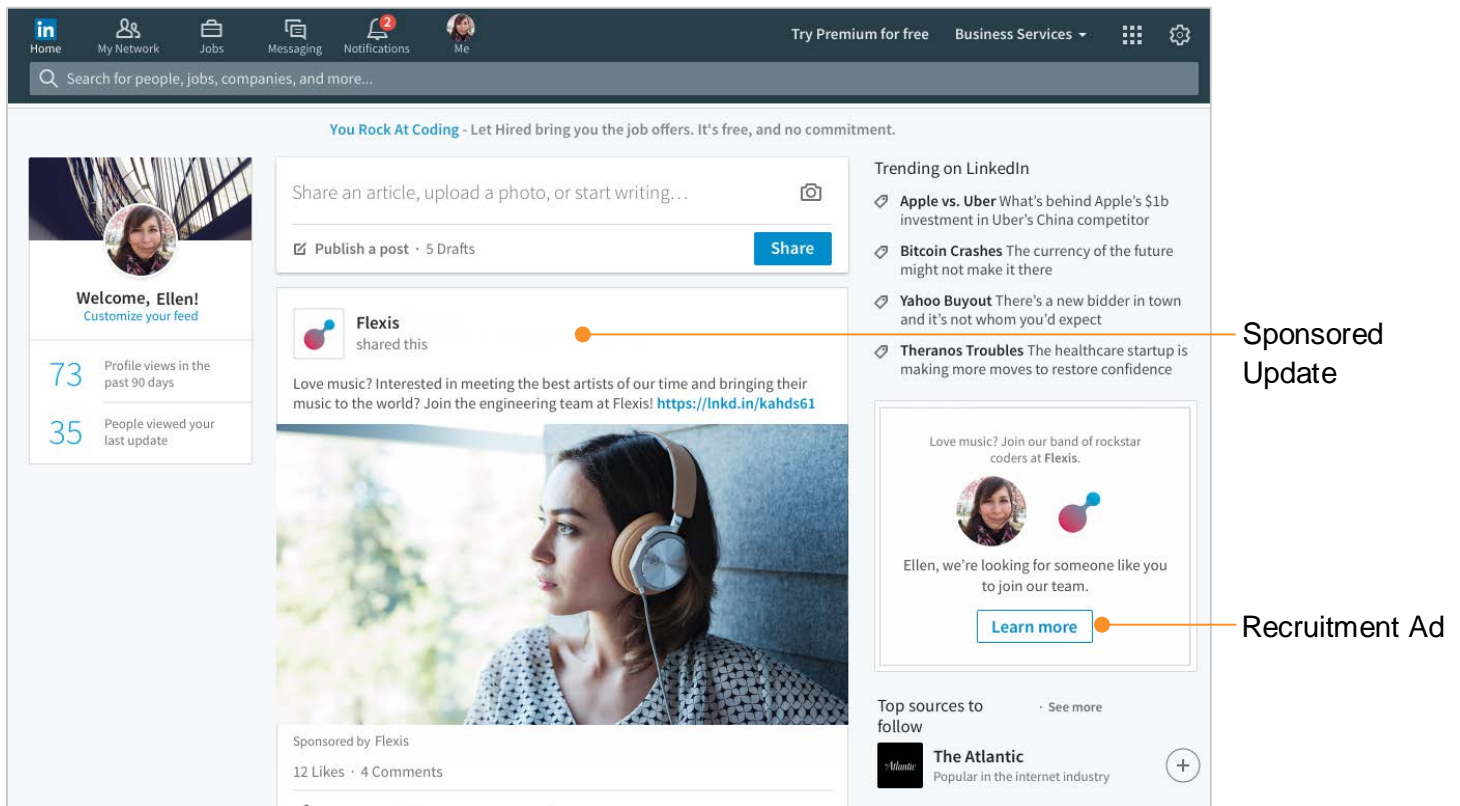


Manage Pipeline Builder Leads in Recruiter

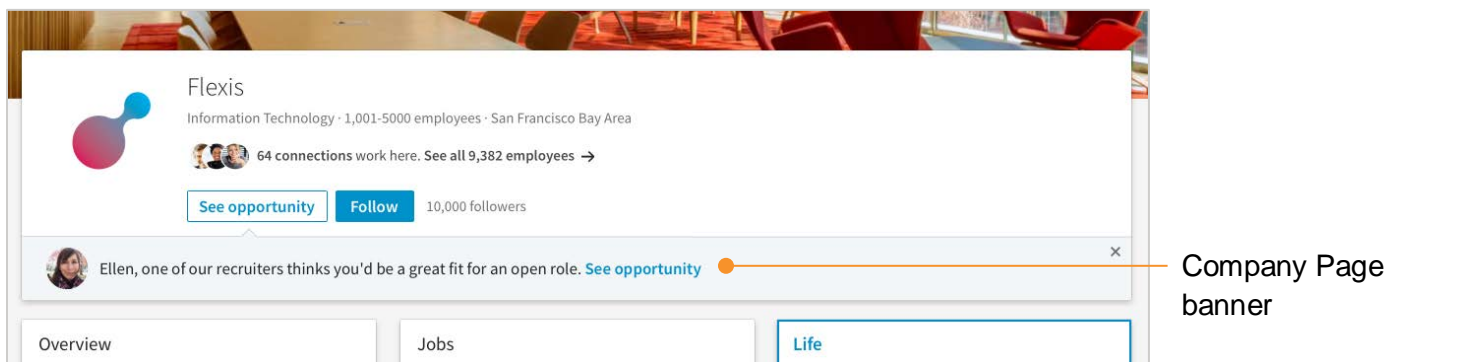
Pipeline Builder helps companies quickly build a targeted pipeline of interested talent in just three steps. Here's how it works and how you can manage these warm leads in LinkedIn Recruiter.

Step 1: Reach

A Pipeline Builder campaign starts with the creation of a Sponsored Update, Recruitment Ad, or banner on your Company Page to promote a specific opportunity at your company. Sponsored Updates and Recruitment Ads automatically appear in front of your target audience (e.g., job function, region, seniority). If activated, a Company Page banner is also shown only to your target audience when they visit your Company Page.



The screenshot shows a LinkedIn feed for user Ellen. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below the navigation bar is a search bar. The main feed area shows a post from Flexis, which is a sponsored update. The post text reads: "Love music? Interested in meeting the best artists of our time and bringing their music to the world? Join the engineering team at Flexis! <https://lnkd.in/kaHds61>". Below the post is a photo of a woman wearing headphones. To the right of the post, there's a "Sponsored Update" label. Below the post, there's a "Recruitment Ad" label. The ad text reads: "Love music? Join our band of rockstar coders at Flexis. Ellen, we're looking for someone like you to join our team. [Learn more](#)".



The screenshot shows the Flexis company page. The page header includes the Flexis logo, the company name "Flexis", and information: "Information Technology · 1,001-5000 employees · San Francisco Bay Area". Below this, it says "64 connections work here. See all 9,382 employees →". There are two buttons: "See opportunity" and "Follow", with "10,000 followers" next to the "Follow" button. At the bottom of the page, there are three tabs: "Overview", "Jobs", and "Life". A banner at the top of the page reads: "Ellen, one of our recruiters thinks you'd be a great fit for an open role. [See opportunity](#)".

Step 2: Attract

When the Sponsored Update, Recruitment Ad, or banner on your Company Page is clicked, the member is taken to a personalized landing page with information about the opportunity at your company. If the member is interested in the opportunity, they simply click the **I'm interested** button at the top of the page, share their contact information, and these details with their profile information automatically transfer into LinkedIn Recruiter.

The screenshot shows a LinkedIn job posting for Flexis. The main content area includes a header with the job title "Join our band of rockstar coders", location "Flexis • Mountain View, CA", and company information "Internet • 10,001+ employees • Public Company". A blue "I'm interested" button is highlighted with an orange box. Below this, a personalized message is displayed: "Only 8% of members with the Software Engineer title in San Francisco are invited to see this opportunity". The message continues with a personalized greeting: "Hi Ellen! We're looking for someone like you to join our Engineering team. We're interested in engineers who have expertise in Swift, Objective-C and Javascript, value teamwork and collaboration, and can help motivate a team to achieve greatness. At Flexis you'll learn and grow, while forming deep bonds with creative teammates who are just as passionate as you about helping others discover great music!". The message also includes a list of roles they are hiring for: "Back-end engineer", "Sr. back-end engineer", and "Sr. front-end engineer". Below the roles, there is a section for "Benefits and Perks" which includes "Competitive salary", "Stock Options", "Free Lunch and Snacks", and "401K Plan". The message concludes with "The team you'll be working directly with says their main motto is to have fun. They include a former musician with a 'one hit wonder,' the person with the". A "More details" link is visible at the bottom of the message.

On the right side of the page, there is a section for "Share contact info with" featuring a profile for "Jacob Welsh • 2nd Sr. Recruiter at Flexis". Below this is a section titled "Engineering at Flexis" which includes a video thumbnail showing three people in a meeting, with a play button icon.

Annotations with orange lines point to specific elements: "Personalized message with more information about the opportunity" points to the personalized message; "Featured employees who prospective candidates may work with" points to the "Featured employees" section; and "Photos, videos, and slideshows engage prospective candidates and give a view from the inside" points to the video thumbnail.

Personalized message with more information about the opportunity

Photos, videos, and slideshows engage prospective candidates and give a view from the inside

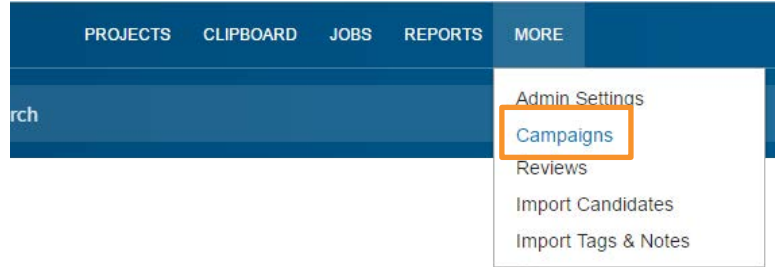
Featured employees who prospective candidates may work with

Step 3: Engage

After a member responds with interest to an opportunity at your company, they become a warm lead in your recruiting pipeline. You can use Recruiter to move them from the Campaign to a Recruiter project, directly follow up with each lead, and manage them through your usual recruiting process.

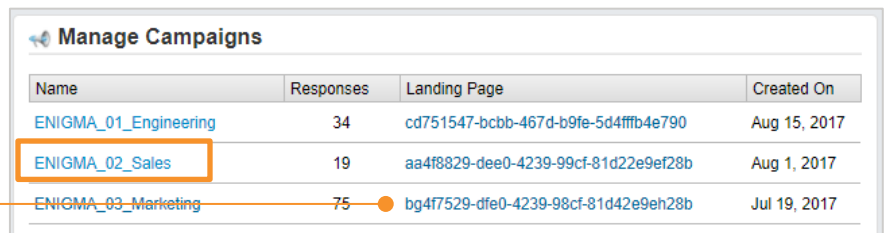
Review Pipeline Builder Leads and Move to a Project

1. Place your cursor over **More** and click **Campaigns**.



2. Click the title of the campaign you would like to manage.

Preview the member's view of the Pipeline Builder campaign

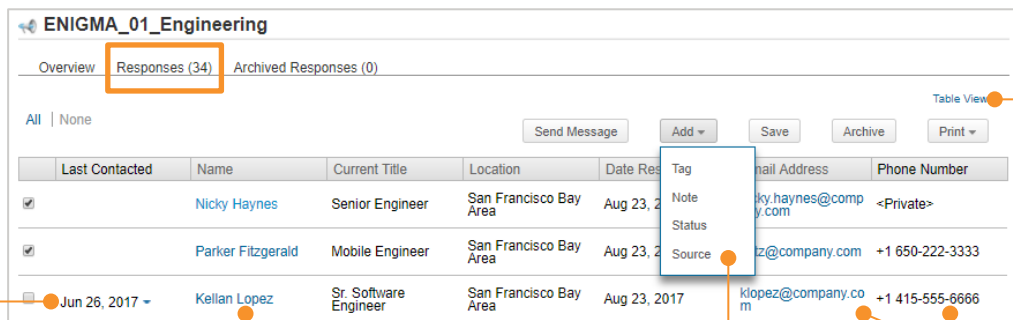


The screenshot shows the 'Manage Campaigns' interface with a table of campaigns. The table has columns: Name, Responses, Landing Page, and Created On. The 'ENIGMA_02_Sales' row is highlighted with an orange box.

Name	Responses	Landing Page	Created On
ENIGMA_01_Engineering	34	cd751547-bcbb-467d-b9fe-5d4fffb4e790	Aug 15, 2017
ENIGMA_02_Sales	19	aa4f8829-dee0-4239-99cf-81d22e9ef28b	Aug 1, 2017
ENIGMA_03_Marketing	75	bg4f7529-dfe0-4239-98cf-81d42e9eh28b	Jul 19, 2017

3. Confirm you are viewing the **Responses** tab and then review the profiles of LinkedIn members who have responded to your campaign.

See if a lead has been previously contacted and who they engaged with on your team



The screenshot shows the 'ENIGMA_01_Engineering' campaign page. The 'Responses (34)' tab is selected. A table of leads is displayed with columns: Last Contacted, Name, Current Title, Location, Date Res, Tag, Email Address, and Phone Number. A dropdown menu is open for the 'Add' button, showing options: Tag, Note, Status, and Source.

Last Contacted	Name	Current Title	Location	Date Res	Tag	Email Address	Phone Number
Jun 26, 2017	Nicky Haynes	Senior Engineer	San Francisco Bay Area	Aug 23, 2017		nicky.haynes@company.com	<Private>
	Parker Fitzgerald	Mobile Engineer	San Francisco Bay Area	Aug 23, 2017		pfitz@company.com	+1 650-222-3333
	Kellan Lopez	Sr. Software Engineer	San Francisco Bay Area	Aug 23, 2017		klopez@company.com	+1 415-555-6666

Click a lead's name to see their full profile

Follow your team's best practices and add a tag, note, or source to help track leads that are generated from a Pipeline Builder

View additional contact information

Change to **List View** to see more information about leads and to use filtering tools

- Select the leads you would like to add to a project.
- Click **Save**.

ENIGMA_01_Engineering

Overview Responses (34) Archived Responses (0)

All | None

Send Message Add Save Archive Print

	Last Contacted	Name	Current Title	Location	Date Responded	Email Address	Phone Number
<input checked="" type="checkbox"/>		Nicky Haynes	Senior Engineer	San Francisco Bay Area	Aug 23, 2017	nicky.haynes@company.com	<Private>
<input checked="" type="checkbox"/>		Parker Fitzgerald	Mobile Engineer	San Francisco Bay Area	Aug 23, 2017	pfitz@company.com	+1 650-222-3333
<input type="checkbox"/>	Jun 26, 2017	Kellan Lopez	Sr. Software Engineer	San Francisco Bay Area	Aug 23, 2017	klopez@company.com	+1 415-555-6666

- Add leads to an existing project or create a new project.
- Add a status.
- Click **Save**.

Add to project and set status

Add Nicky Haynes, Parker Fitzgerald to:

Click to enter project name or view list

Create a new project

Add a status

Also add to clipboard

Cancel Save

Archive Campaign Respondents

Once you've added leads to a project, stay organized by archiving them from your campaign.

- Select the leads you added to a project.
- Click **Archive**.

ENIGMA_01_Engineering

Overview Responses (34) Archived Responses (0)

All | None

Send Message Add Save Archive Print

	Last Contacted	Name	Current Title	Location	Date Responded	Email Address	Phone Number
<input checked="" type="checkbox"/>		Nicky Haynes	Senior Engineer	San Francisco Bay Area	Aug 23, 2017	nicky.haynes@company.com	<Private>
<input checked="" type="checkbox"/>		Parker Fitzgerald	Mobile Engineer	San Francisco Bay Area	Aug 23, 2017	pfitz@company.com	+1 650-222-3333
<input type="checkbox"/>	Jun 26, 2017	Kellan Lopez	Sr. Software Engineer	San Francisco Bay Area	Aug 23, 2017	klopez@company.com	+1 415-555-6666

Best Practices for Communicating with Leads Generated from a Pipeline Builder Campaign

- Respond within one week to everyone who expresses interest, regardless of whether they are a fit for an open position, to capitalize on the momentum.
- Even if a candidate is not a fit, and you do not anticipate that he or she will be a fit in the future, a polite decline note will keep the candidate warm and close the loop on the process. Failure to do so risks creating a negative brand perception / experience with your company.
- Drive leads to take action – this is the key of every response. If there is an open role, drive them to have a discussion or complete an application. If there is no open role at the present time, drive them to follow your company on LinkedIn or read a thought leadership article published by an employee at your company.
- Follow up a few times and use both InMail and the member's email and phone contact information, if provided.
- Create and use InMail templates to speed up your response process.

Example Templates for Responding to Every Lead

YES, FIT FOR ROLE OPEN TODAY

Example template: Thank you for expressing interesting in [*insert company name*]. We'd love to set up a time to connect and see how we can work together to [*insert some language from the campaign message*]! We are interested in learning more about your career goals and finding out about the important work you have been doing in the [*insert function*] space. Please give us your availability over the next two weeks to connect directly with one of our recruiters. In the meantime, feel free to follow us on LinkedIn and get the latest [*insert company*] news, see company updates, and view employment opportunities.

NO, POTENTIAL FIT IN FUTURE

Example template: Thank you for expressing interest in [*insert company name*]. While we don't have an opportunity right now for which you would be a strong match, we'd love to keep you in mind should the right fit open. In the meanwhile, please take a look at [*insert link to article or white paper*] to learn more about [*insert company's functional focus*]. If you are interested in learning more, please follow us on LinkedIn to be part of our conversation.

NO, NOT A MATCH

Example template: Thank you for expressing interest in [*insert company name*]. There currently aren't any opportunities that are a strong match. We encourage you to stay up-to-date on what our company is doing. Please follow us on LinkedIn to be part of our conversation.