

# LinkedIn Sponsored InMail

Send your messages directly  
to members' inboxes

Deliver trusted, attention-grabbing content to the people that matter most to your business. LinkedIn's accurate targeting ensures maximum campaign effectiveness.

## Introducing Sponsored InMail

Saturated marketing channels bury important messages. Sponsored InMail facilitates personalized, one-to-one communication for maximum visibility and exclusivity. Members receive just one InMail every 60 days, guaranteeing 100 percent share-of-voice and preventing other advertisers from contacting them within that timeframe.

Recipients are alerted to the message via a notification module on their homepage. It's also displayed prominently when they access their LinkedIn Inbox.

## Sponsored InMail functionality

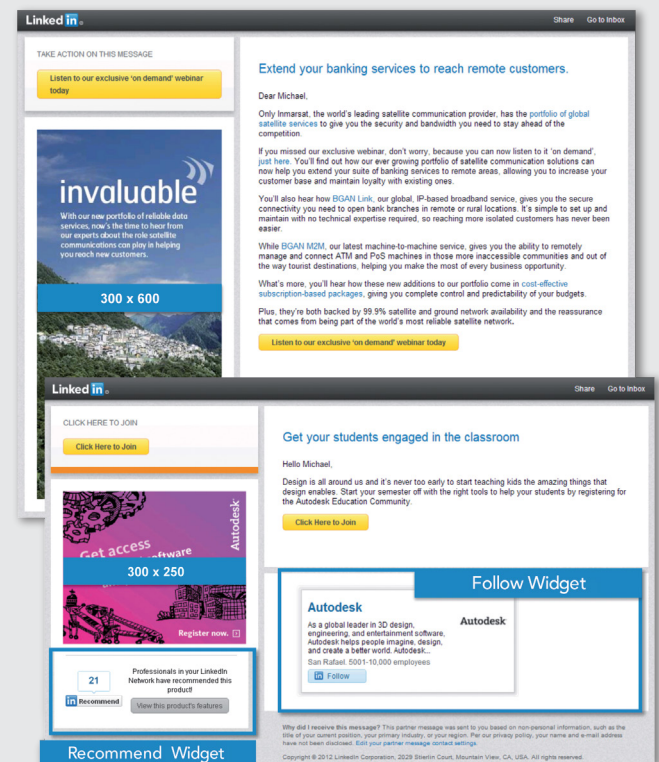
Flexible format allows content to be tailored according to campaign objectives.

- **Personalized salutation:** captures attention and demonstrates relevancy
- **Call-to-action button:** fully customizable to drive recipient to take action
- **Company Page widgets:** easy access to your thought leadership and member community
- **Share button:** empowers the recipients to amplify and spread your message to like-minded professionals



## Leveraging Sponsored InMail

- Pair with display campaigns to underscore key messages and inspire action
- Build community by driving membership to your brand's LinkedIn Groups
- Boost conversion with targeted product and service promotions
- Send personalized invites to events and conferences



**Recommend Widget:** display existing endorsements and encourage further support

**Follow Widget:** drive members to opt-in to an ongoing dialogue

**Share Button:** drive earned media across social networks

## Trusted messages for higher engagement

Sponsored InMail leverages the credibility of the LinkedIn platform so that, unlike conventional emails campaigns, they are more likely to be opened, read and acted on.

More than two-thirds (68%) of people trust recommendations they get on LinkedIn (versus 33% for Twitter and 18% for Facebook).

## Reach the perfect audience

With more than 77 million professionals on LinkedIn in the U.S., we give you access to a huge pool of high-value recipients.

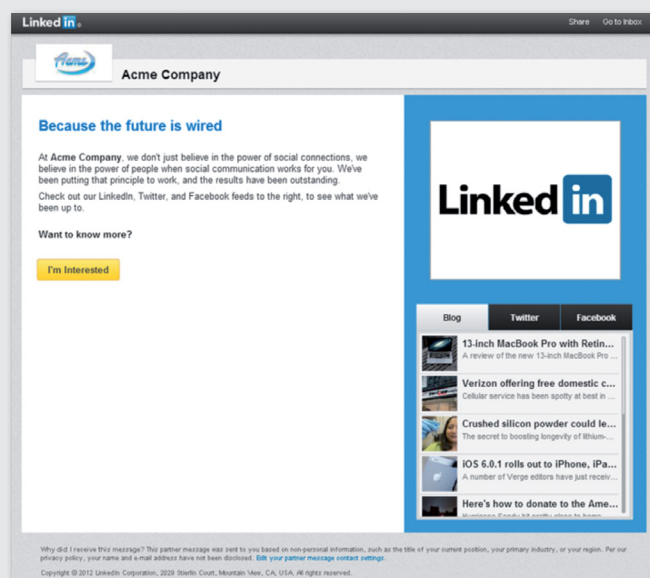
With granular profile-based targeting you can specify recipients by geography, job role, group membership, sex, company size and more to make sure your message reaches your specific target audience.

## Top Tips for creating a Sponsored InMail

- Use personalized salutations to drive engagement with your call-to-action e.g. Dear John
- Keep the message short and single-minded
- Highlight your preferred action early in the message And then reiterate throughout the message.
- Bold, underline or italicize key points
- Use the banner ad to showcase your brand and make the message more aesthetically interesting

## Sponsored InMail Plus:

Enhanced experiences offering integrated video, countdown clock, whitepapers, content feeds and more.



*"LinkedIn provided us with an efficient and effective way to reach a target audience with a message and an offering that's seen as valuable."*

Chris Taylor, Zurich North America

## Additional Information

For more information, contact your LinkedIn Account Representative or visit [marketing.linkedin.com](http://marketing.linkedin.com) to learn more about our marketing solutions.