Effective InMail Example

This LinkedIn InMail produced results.

NOTE: Company and personal names have been changed to protect sender and recipient privacy.

Who was the recipient?
A Vice President of Business Development for a construction company.

Who sent it?
A LinkedIn Account Executive.

Why was it successful?
This InMail message followed many of the best practices for crafting a message that gets a response:

1) Personalized: He called the recipient by name and started the message with a note about the recipient's birthday.

2) Specifically addressed recipient's needs: He related the recipient's situation to one that he's solved before, and gave specific statistics about the end result.

3) Clear call to action: If the recipient was interested, he had some very clear steps to follow to engage.

Hi Donald,

First off, happy belated birthday--it just so happened my timing worked out this way!

I'd like to take some time to discuss your sales process at Davidson. I work with sales and marketing leaders like you every day and hear feedback about how their teams have difficulty contacting decision-makers and building a healthy pipeline. Recently, LinkedIn has been helping teams overcome their challenges with our Sales Navigator subscriptions and I'd like to elaborate on how this could be useful to your organization. One organization in particular saw an increase in lead-to-opportunity generation by nearly 25% while another attributed an additional $1 million in revenue to using the product.

Can we set aside some time to discuss? I'm available tomorrow morning before 10 or after 1:30.

Thanks,
Edward

Linked in™ Sales Solutions