

# Personalization - The Key to Writing Effective InMail



Put yourself in the shoes of a passive candidate, getting a message from a recruiter out of the blue. What's the best way to establish trust with someone who may not be actively looking for new opportunities? It's important to carefully craft your InMail messages to establish a real connection with the people you're reaching out to. When you personalize your message - mentioning things you have in common, or something specific you noticed on their profile - you instantly increase your chances of getting a response. LinkedIn Recruiter makes it easy for you to quickly get the info you need to send a tailored, personalized one-to-one InMail by showing you everything you have in common with the person you're viewing.

## 6 ways Recruiter helps you personalize

### 1. Connections in Common

LinkedIn Recruiter will point out people you're both connected to and who's connected to your company, so you can mention your common acquaintances. You can even use the "Relationship" filter to target your 2nd-degree connections - that way, you'll be sure to know people in common.

### 2. Groups in Common

Use the "My Groups" filter to find people who are members of the same groups you are. You could even take a look at some of the recent popular discussions in the group and bring one of them up as a conversation starter. You're 21% more likely to get a response when sending an InMail to someone who shares a group with you.

### 3. Companies in Common

LinkedIn Recruiter will also highlight when you've worked at the same company as someone you're targeting - which is a great way to establish common ground. You're 27% more likely to get a response from someone who currently works at a company where you used to be employed.

### 4. Education in Common

When you're composing your InMail message, Recruiter will also point out when you share an alma mater with the person you're targeting. This is another perfect conversation starter to help your message stand out.

### 5. Company Followers

On average, each member follows about 6 companies on LinkedIn -- so followers are likely to already have a pretty strong interest in your company! People who follow your company on LinkedIn are 81% more likely to respond to your InMail than those who don't. Use the "Company Followers" filter to find them.

## 6. Interests in Common

Finally, don't forget to take a look around someone's profile for shared interests, volunteering experience, or other background that could create a connection.



### Bonus Tips: The finishing touches on Subject Lines

When you're getting ready to send, take special care with your subject line. Aim to grab someone's attention, while still keeping your tone professional. Ask yourself: Is the subject line short and engaging? Keep in mind that as more and more emails are read on mobile, the subject line has to work even harder to get someone to open and read your message.

#### **A few ideas for attention-grabbing subject lines:**

- Say something positive about their background
- If the candidate has viewed your profile, thank them in the subject line
- Mention something you have in common with a candidate or something you noticed on their profile, like "I see you like to golf"