


Tips and tricks for writing effective InMails



Overview

- Common Pitfalls
- Best Practices
- Top Tips
- Resources

Common InMail pitfalls



InMail | LinkedIn

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September 11, 2014 8:36 AM

Hi Maya,

I need your expertise... Are you or someone you know a fit for this Senior PhD Research Specialist role in Boston?

The person in this position will be responsible for planning and conducting research regarding structural response and damage by natural catastrophes with emphasis on earthquakes and subsequent property losses.

He or she will be responsible for the evaluation, implementation and development of techniques, computer models or experiments related to property loss. Other responsibilities involve analyzing data, including the development of new techniques to identify trends in intensity, frequency and other relevant attributes of hazards; preparing reports and presentations that describe the results of studies completed or in progress, the relevance of the results for loss prevention and risk management, and the development and implementation of prevention and mitigation techniques; development of plans for strategic research that will lead to measurable, significant improvements in the ability to estimate future property loss.

The position requires a PhD degree, significant research record related to earthquake engineering, strong knowledge and experience in structural mechanics and dynamics, earthquake structural response testing, and vulnerability functions for structural and non-structural components, solid background in probability and statistics, and finite element modeling of structural systems; proven technical programming and modeling experience, and knowledge of model physics, principles, setup, calibration, validation and sound analysis practices. Applicants must have demonstrated project management abilities and excellent written and verbal communication skills.

The preferred candidate will have a solid background in geotechnical engineering and wind structural response, GIS Skills and experience with parallel computing.

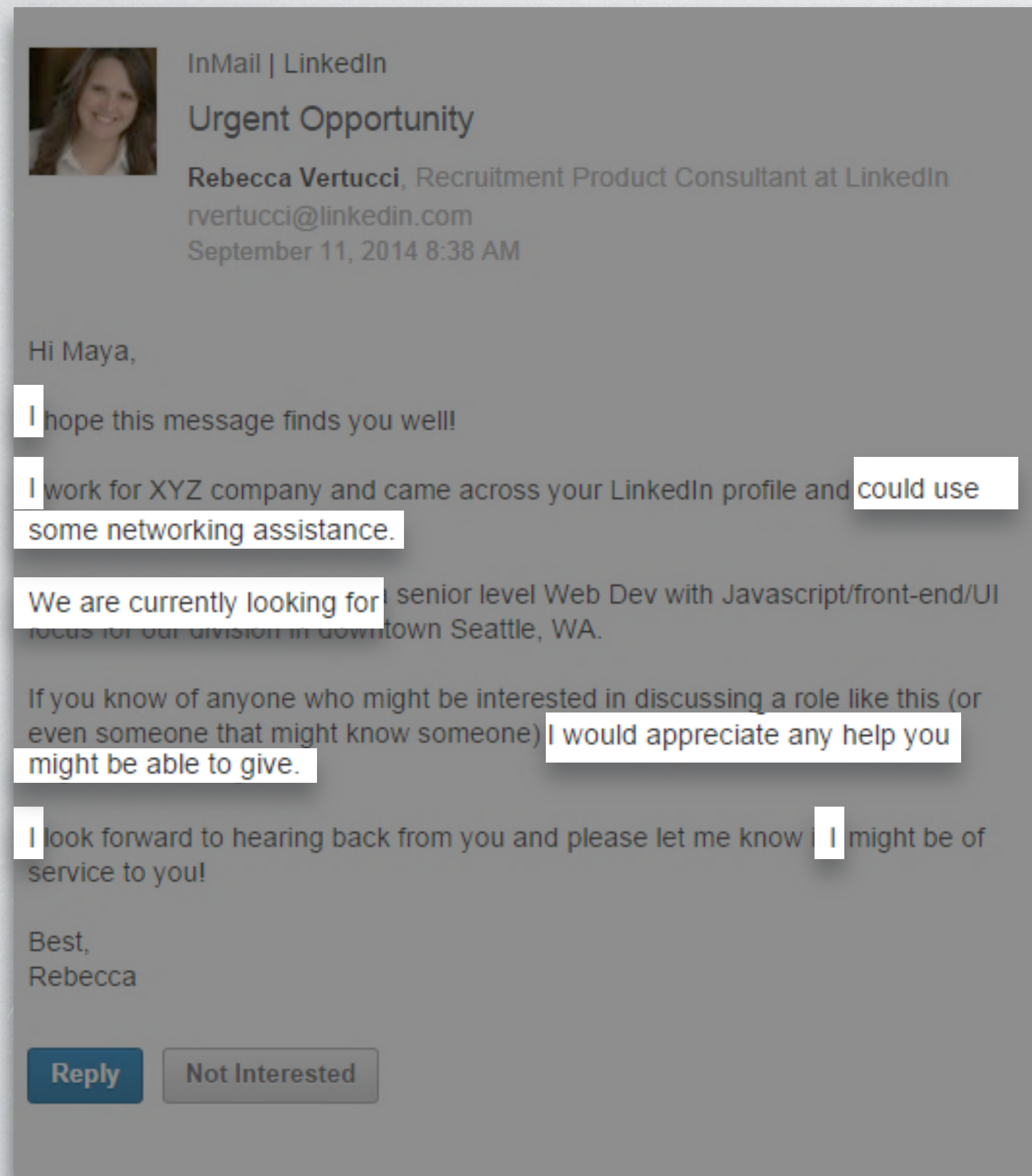
ReplyNot Interested

We give them *way too much* information!

They may opt out before ever speaking with us.

- Think of it as your elevator pitch
- Cut out the details and job description
- Don't write below the fold

Common InMail pitfalls

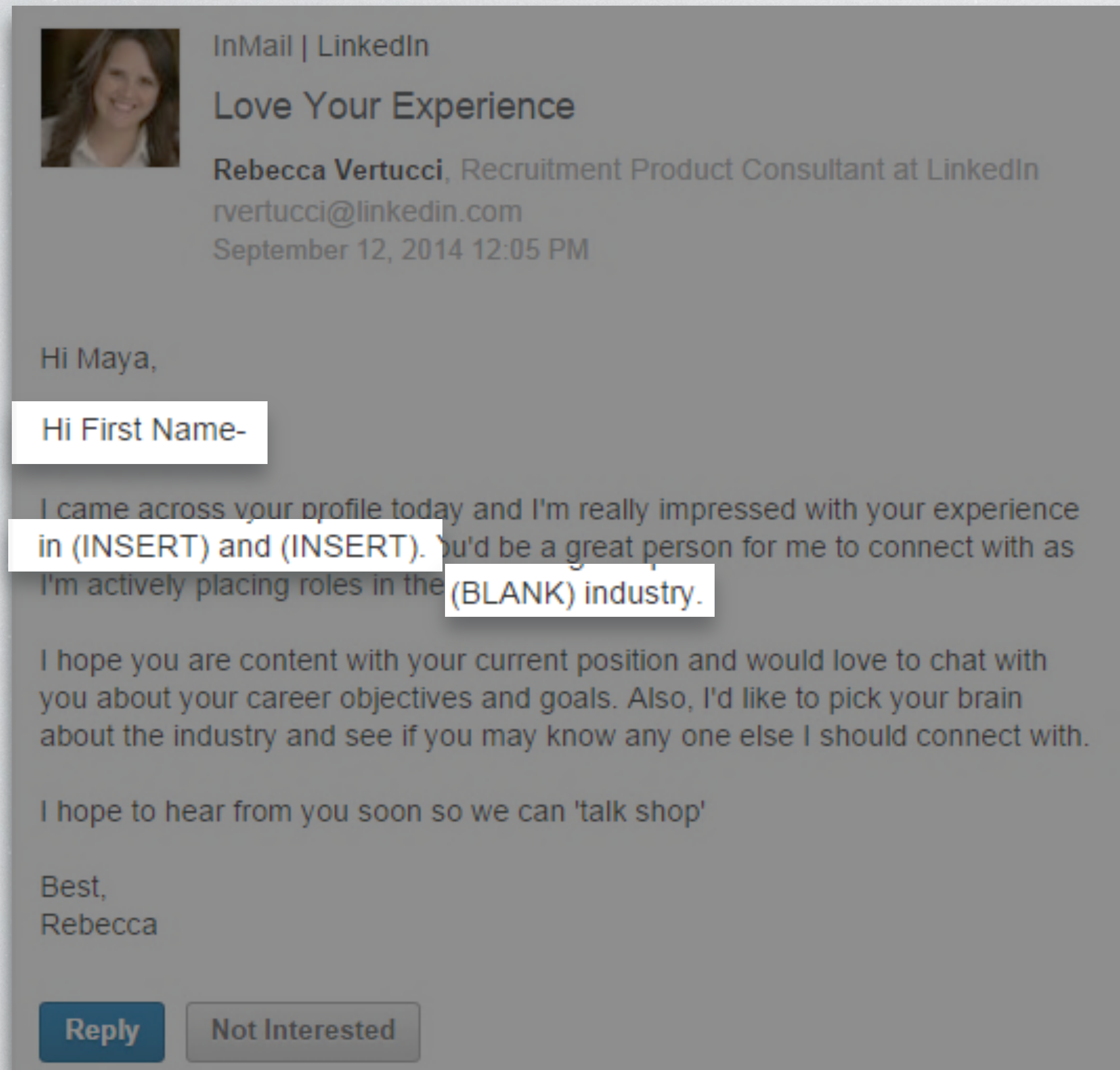


We make it all about us!

Prospects should feel special, not like they have to do you a favor.

- Make it about them
- Tell them what they'll get out of the conversation

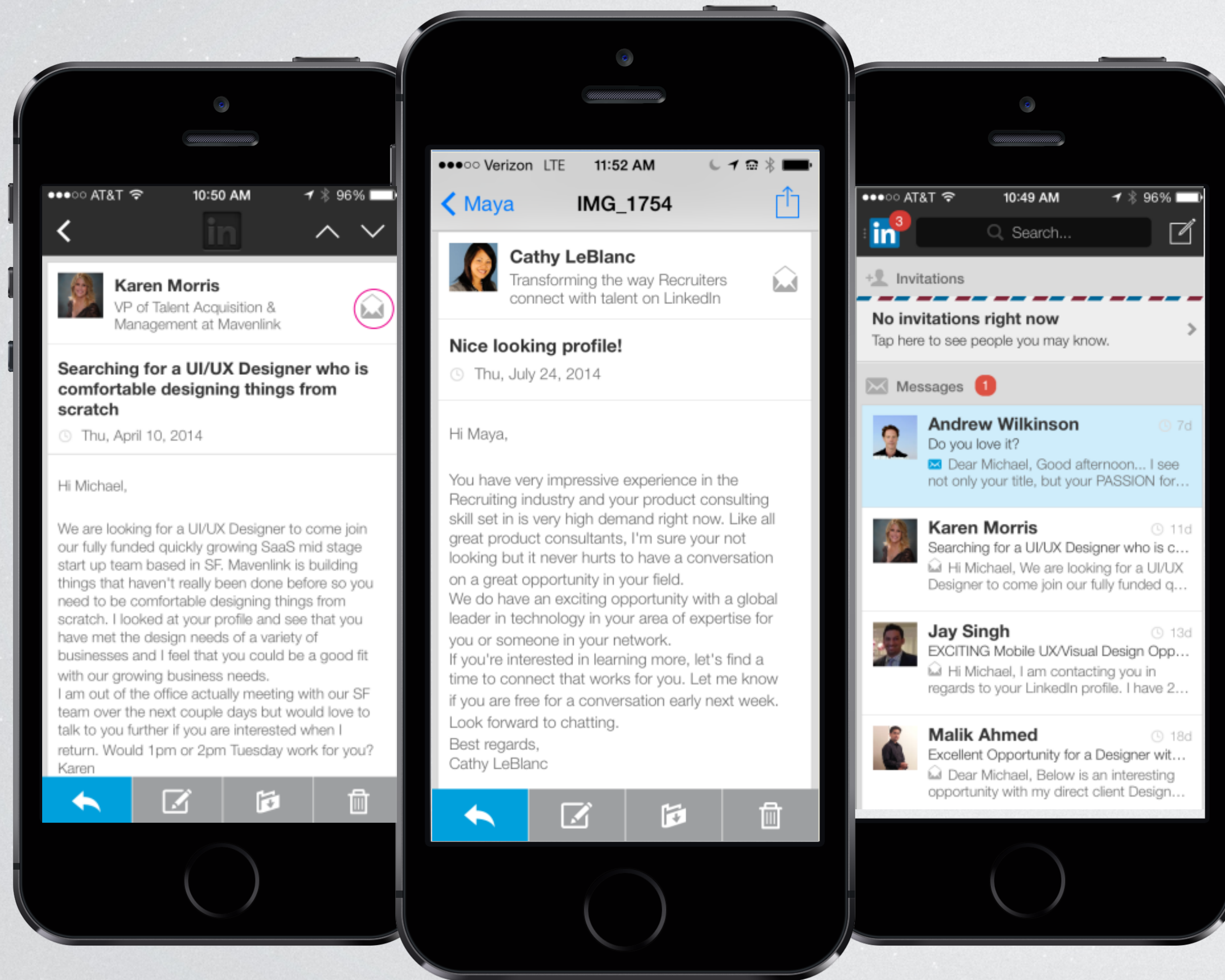
Common InMail pitfalls



We make the prospect feel like a number.

This message is an obvious template – nothing personalized, nothing to grab attention.

InMail on mobile



Prospects are *on the go*!

Make that message short but impactful.

What is the **most important** thing
the person will **accomplish**?

Two strong **adjectives** to
describe the **opportunity**

What is the **role**?

Describe your company
highlighting what makes you
stand out from your competitors

What are the **top qualities** your
ideal candidate will have?

Personalization is just a filter away...

Company Followers
Current Company
Location
Industry
School
Degree
Field of Study
Relationship
Past Company
Company Size
Company Type
Function
Seniority Level
Years in Position
Years at Company
Years of Experience
My Groups
All Groups
Profile Language
Interested In
When Joined

FOLLOWERS are **81%** more likely to respond to your InMail

SCHOOL: Call out commonalities, like school, between you and the prospect

GROUPS: Join groups relevant to your talent pool - group members are **21%** more likely to respond

WHEN JOINED: New members are more likely to respond

Making it easier

The screenshot shows the LinkedIn Recruiter interface. At the top, there's a navigation bar with 'Recruiter', 'Projects', 'Clipboard' (49), 'Jobs', 'Reports', and 'More'. Below this is a search bar with 'kimberly baird' and a search icon. To the right of the search bar are links for 'Advanced', 'Saved / History', and 'Import Candidates'. The main area shows '280 results' and options to 'Save search' or 'Custom filters'. On the left, there's a 'Refine' sidebar with filters for 'People score', 'Activity type', 'Location', and 'Current company'. A 'Send Message' modal is open, showing the recipient 'Kimberly Baird' with a 'Free' tag. It includes a note about InMail credits, a 'Choose a template' dropdown set to 'Career Opportunity', a 'Subject' field, a 'Choose File' button, and a 'No Salutation' dropdown. At the bottom of the modal are checkboxes for 'Include my contact info', 'Save it as a template', and 'Use tracking ID'. On the right, a sidebar titled 'People In Common' lists three contacts: John Pohl (Sr. Director, Services Marketing at Cisco), Ravi Ravishankar (Turnaround, Transformational, Cross-functional Leader), and Karen Bissani (Senior Director, Global Marketing Strategy, Planning and Programs at Cisco Systems). Below this is a section for 'Experience In Common' showing the Cisco logo, and a section for 'Groups In Common' showing the Harvard Business Review logo.

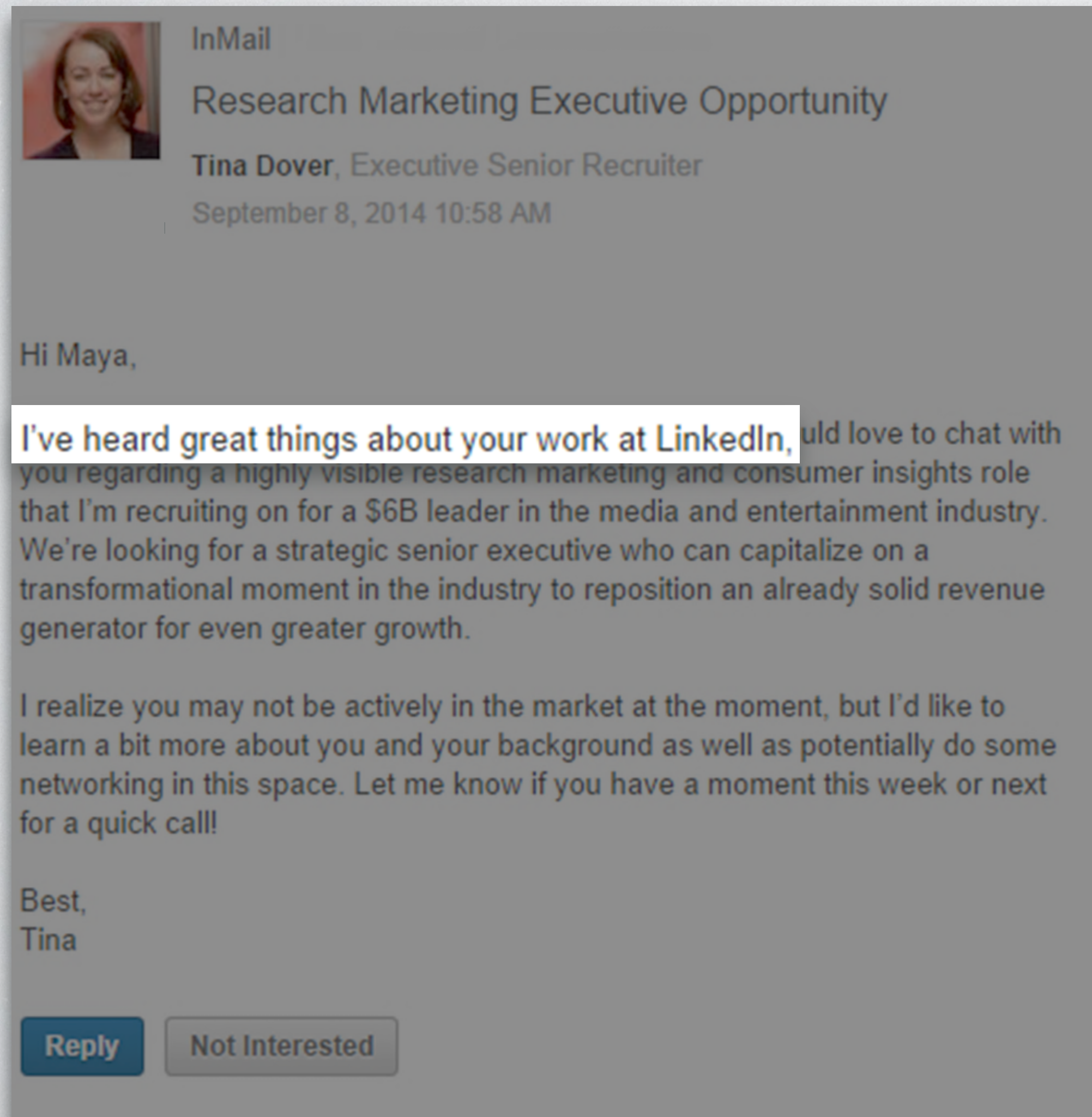
LinkedIn Recruiter interface showing a search for 'kimberly baird' with 280 results. The 'Send Message' modal is open, displaying the recipient's name (Kimberly Baird) and a 'Free' tag. The modal includes a note about InMail credits, a 'Choose a template' dropdown (set to 'Career Opportunity'), a 'Subject' field, a 'Choose File' button, and a 'No Salutation' dropdown. The modal also shows options to 'Include my contact info', 'Save it as a template', and 'Use tracking ID'. The sidebar on the right, titled 'People In Common', lists three contacts: John Pohl (Sr. Director, Services Marketing at Cisco), Ravi Ravishankar (Turnaround, Transformational, Cross-functional Leader), and Karen Bissani (Senior Director, Global Marketing Strategy, Planning and Programs at Cisco Systems). Below this, the 'Experience In Common' section shows the Cisco logo, and the 'Groups In Common' section shows the Harvard Business Review logo.

Use LinkedIn's recommendations on:

- People in common
- Groups in common
- Education in common
- Experience in common

to personalize your message

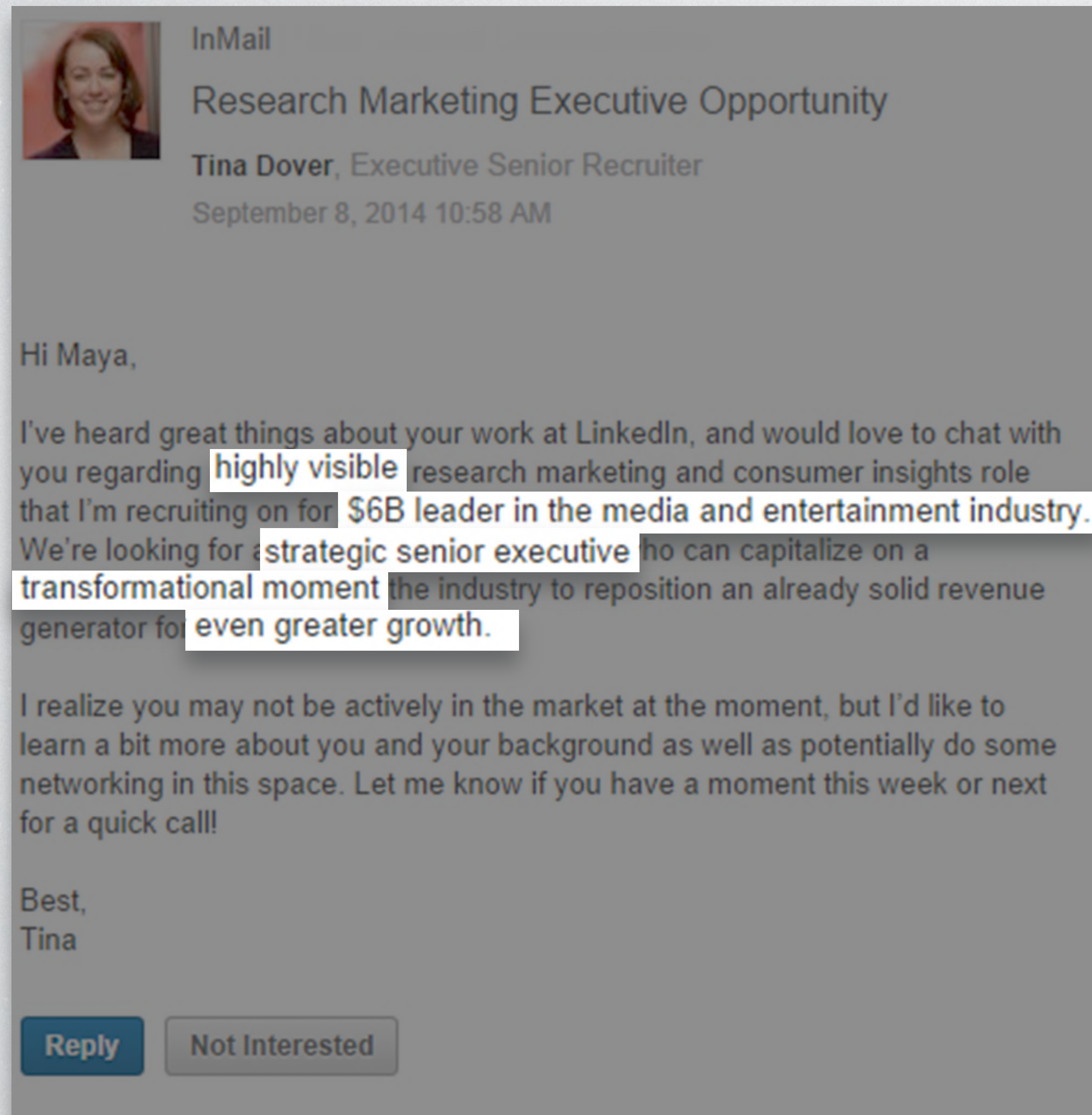
Top InMail tips



This is what I can do for you!

A targeted approach makes the prospect feel special.

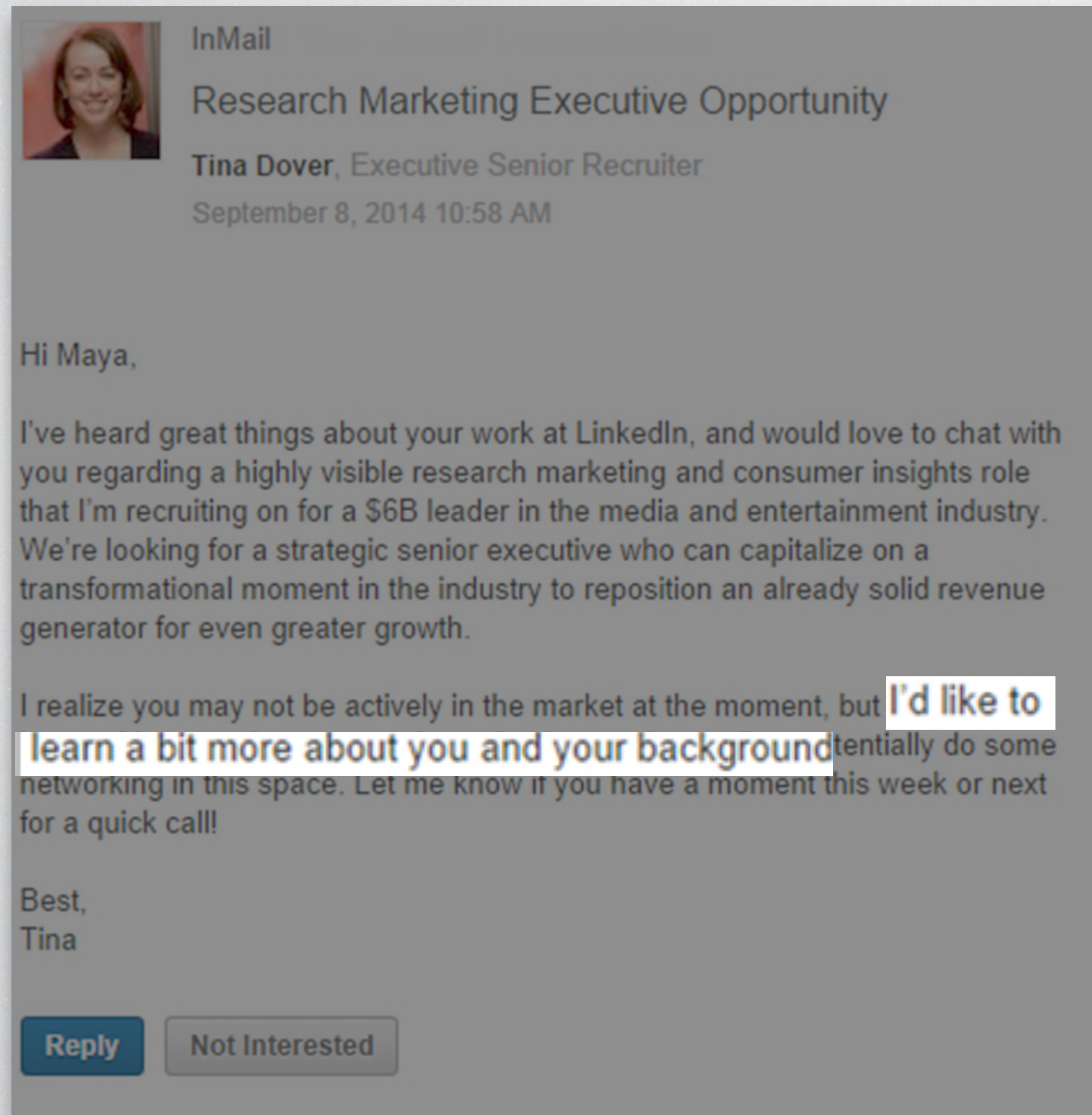
Top InMail tips



Don't hide the hook.

Let the prospect know right away what's great about your company and the opportunity.

Top InMail tips



Make it enticing to get back to you.

InMail is just an initial contact, not the sales pitch or the prescreen.

Strategic InMail template types



Let's connect!



Networking



Company followers



Expertise request



Groups & shared memberships



Referrals

Takeaways


- What is in it for them?
 - Why should they read an InMail from someone they don't know?
- Good research makes a great InMail
 - Spend time upfront and enjoy high Response Rates
- Mobile Mobile Mobile
 - 60% of messages are read on mobile first. Is your message mobile-friendly?

Learn more ...

learn

Learning Center


30 resources in 10 languages ... and growing!


 Learning Center


[Home](#) [My Learning](#) [Find Learning](#) [Product Updates](#) [Help](#)


Welcome, Karina Bieker

What would you like to do?

 View Session Calendar

 Get Certified

 Browse Learning Catalog

 Content in Other Languages

Choose a Topic ▼

Content in Other Languages ▼

Training results (30)



InMail Effectiveness Training

Curriculum | LinkedIn Customer Education

This Curriculum is meant to work as an extension of the Recruiter Efficiency ScoreCard to help improve InMail Effectiveness



InMail Policy Change: Customer FAQs [TRCS]

Tip Sheet | LinkedIn Customer Education

Tip Sheet (CORP, RPS). Learn about the changes to the Recruiter InMail Policy and how these changes will impact you.



Review InMail Analytics [TRCS]

Tip Sheet | LinkedIn Customer Education

Tip Sheet (CORP, RPS). Learn how to review and interpret your InMail Analytics.



(DE) InMail-Strategie festlegen [TRCS]

Tip Sheet | LinkedIn Customer Education

Infoblatt (CORP, RPS). Nutzen Sie die bewährtesten Praktiken, wenn Sie eine InMail-Nachricht versenden. Dies ist ein neues Infoblatt mit aktualisierten und verbesserten Inhalten. Es ersetzt InMail - die Grundlagen.



Send InMail Messages in LinkedIn Recruiter [TRC]

Online Class | LinkedIn Customer Education

Self-paced Tutorial (CORP). Learn the features and benefits of InMail, find out where and how to send an InMail message while leveraging templates for a faster workflow, and locate your InMail analytics to track your success. This is a new course with updated and enhanced content that replaces Boost Your InMail Effectiveness and Talent Pipeline:...



(ZH) 制订 InMail 策略 [TRCS]

Tip Sheet | LinkedIn Customer Education

提示清单 (CORP, RPS)。在发送 InMail 信息时审查最佳做法。



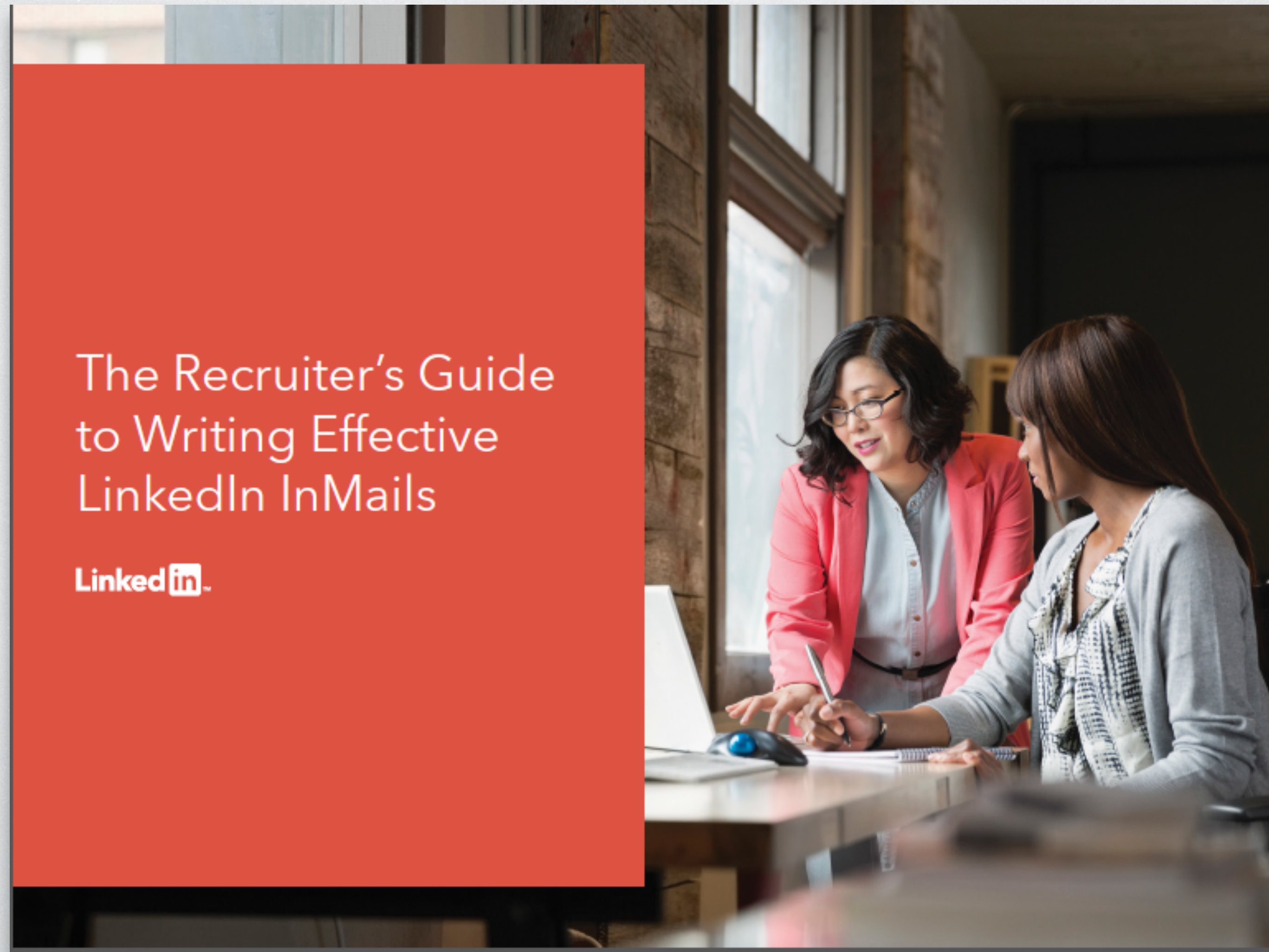
Determine Your InMail Strategy [TRCS]

Tip Sheet | LinkedIn Customer Education

Tip Sheet (CORP, RPS). Review best practices to use when sending an InMail message. This is a new tip sheet with updated and enhanced content that replaces InMail Basics and InMail Messaging.

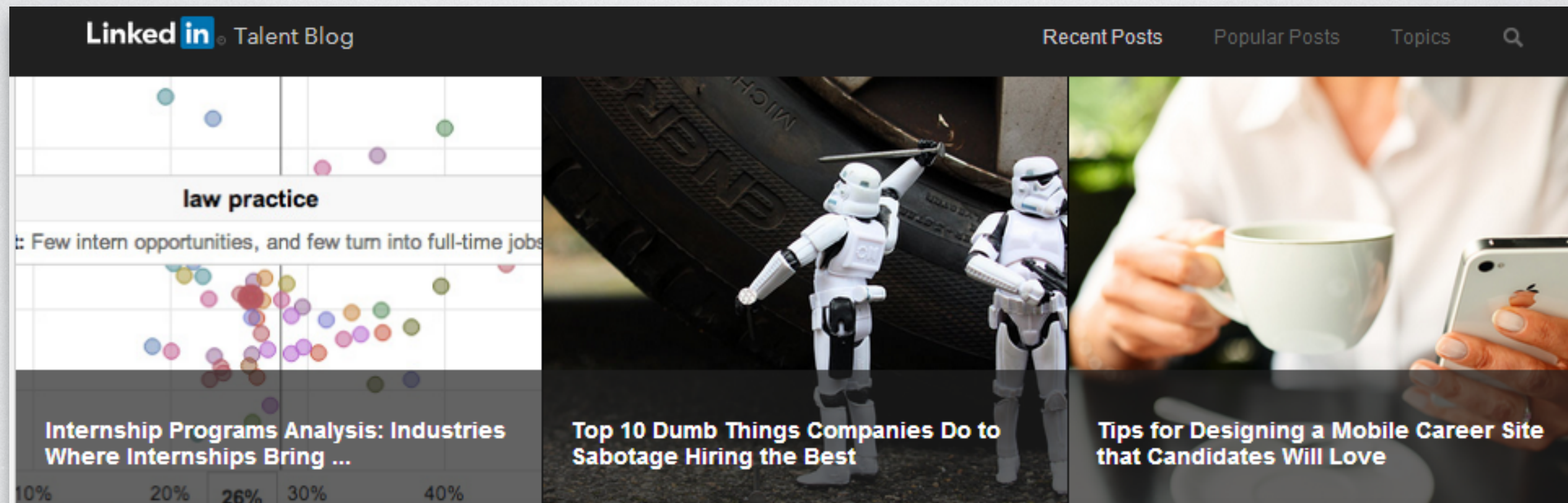
InMail playbook

Available in the Learning Center or on [SlideShare](#)



LinkedIn Talent Blog

<http://talent.linkedin.com/blog>



Your source for remarkable recruiting strategies, tips and trends



Here is What Sales Professionals Care About in a Job

Allison Schnidman

August 28, 2014

If you are looking to hire top-notch sales professionals, you should know what would draw them to a new job opportunity. Hooking them by mentioning these trigger points would help you close them faster and quickly add value to the company. We surveyed over 37,000 sales professionals around the world and asked them the following question: "What attributes are important in a job opportunity?" Here's what they said: Apparently sales professionals are motivated by money. Who knew?

Topics: [Recruiting Tips](#), [Trends & Research](#)