



Market to who matters

Sponsored InMail
Best Practices & Gallery of Examples



LinkedIn Marketing Solutions



Contents

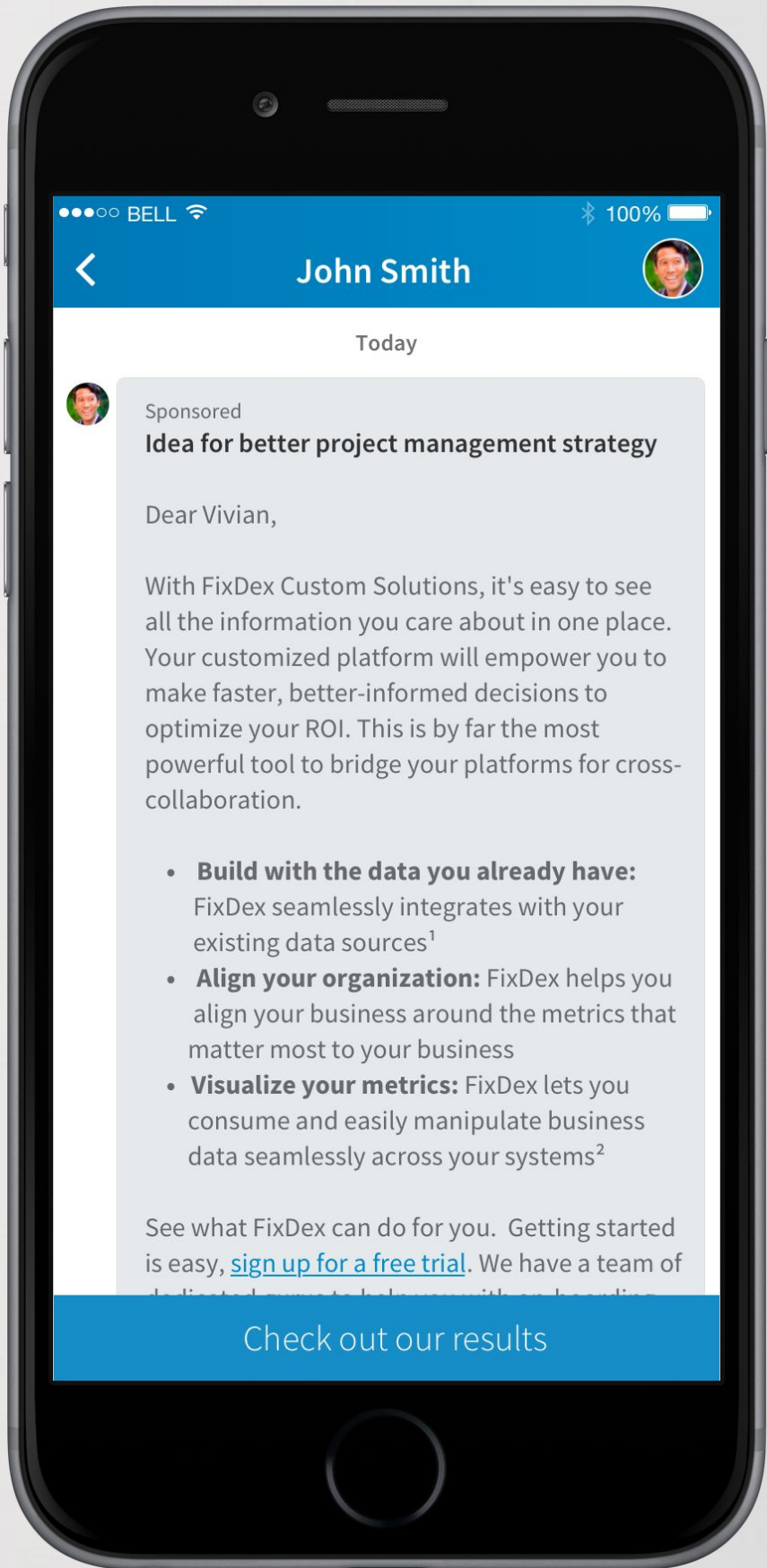
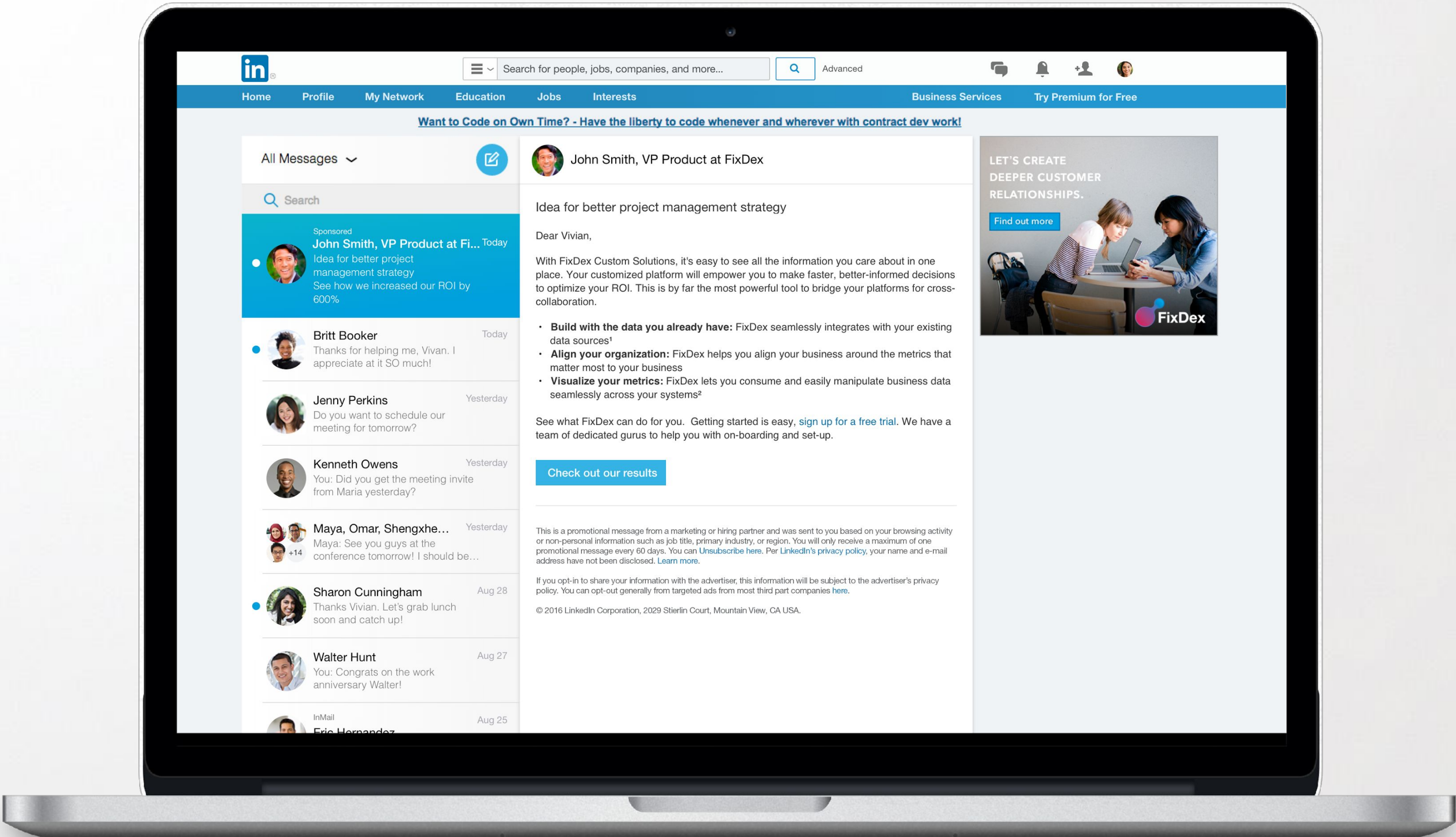
1. Sponsored InMail overview
2. Sponsored InMail Self-Service walkthrough
3. Best practices
4. Incorporating Sponsored InMail into your content strategy
5. Gallery of examples

Sponsored InMail Overview



LinkedIn Sponsored InMail

Send timely, convenient, and relevant private messages to the people who matter the most to your business



Unique product. Uncluttered environment. Effective results.

**Mobile-optimized
design for easy clicks**



*Persistent call-to-action
button remains on top of
content while user scrolls*

**Real-time delivery
ensures timely reach**



*Sponsored InMail
messages are delivered
only when members
are on LinkedIn*

**Uncluttered
professional context**



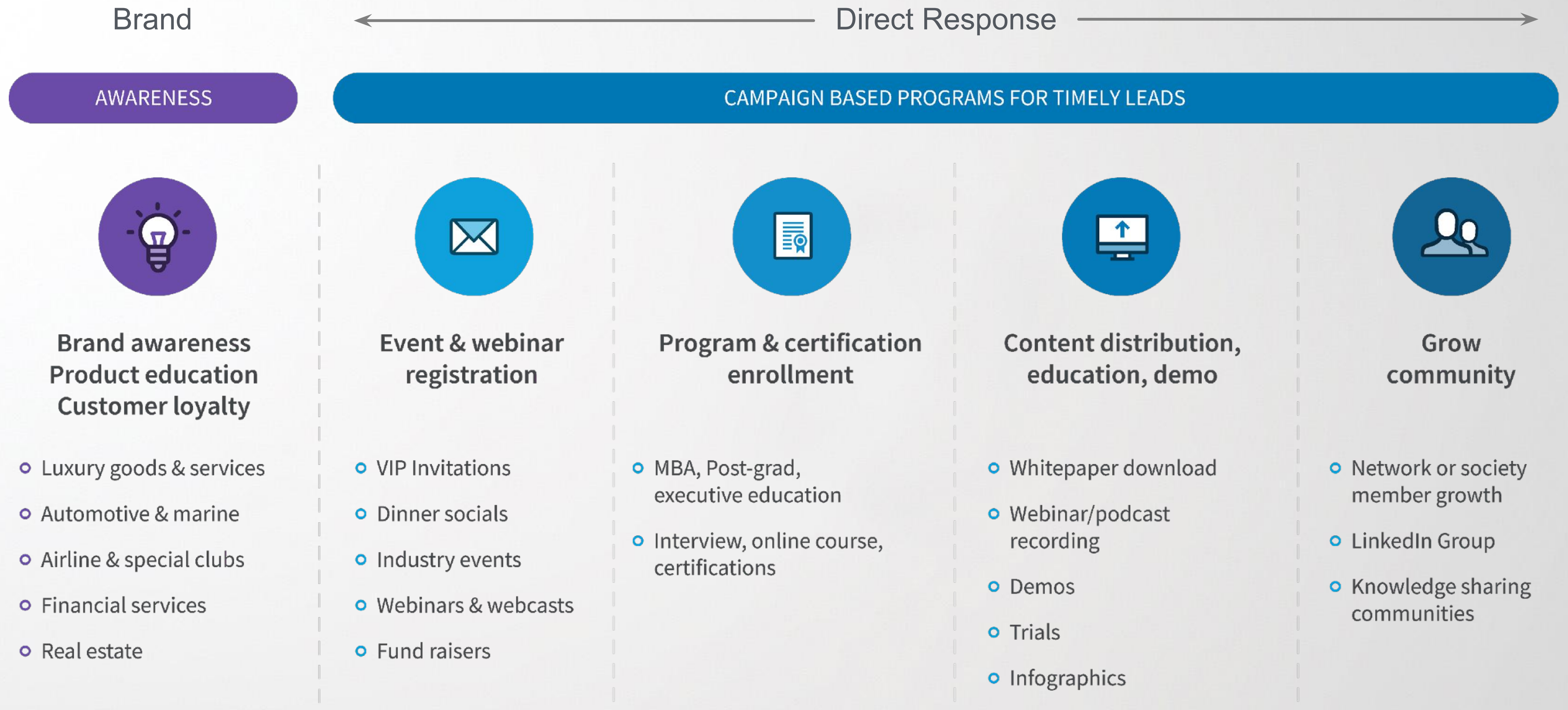
*Strict delivery frequency
caps ensure your
message gets
maximum mindshare*

**Flexibility to tailor
your content**



*Send a personalized
message that will
resonate most with your
target audience*

Choose a specific use case to anchor your message



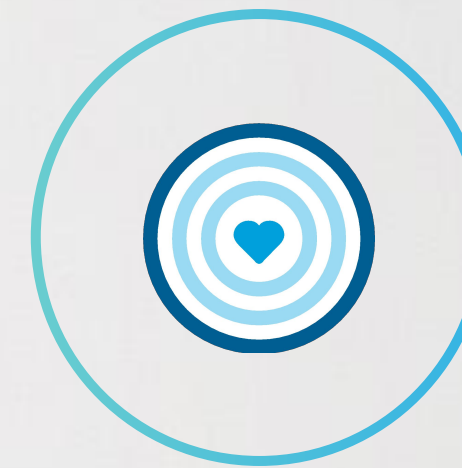
Reach the right professional audiences

Market to Who Matters



Rich demographic data

*Job Function, Seniority,
Company Name, Geo, Industry*



Interest-based targeting

*Group Membership,
Skills,
Companies Followed*



Persona targeting

*Job Searchers, Opinion
Leaders,
Mass Affluent, Business Travelers*



Your own audience data

Target Account Lists

● Danie

LOCATION
IP

Seattle, Washington USA

SCHOOL
FIELD OF STUDY
DEGREE
GRADUATION - AGE

Boston University
Communication
Bachelor of Science
2011, 25-34

COMPANY
SIZE
INDUSTRY

Simply Measured
51-200 employees
Internet

JOB TITLE
FUNCTION - SENIORITY

Senior Marketing Manager
Marketing, Senior IC

GROUPS

CMA, LEWIS, Social Tools

SKILLS

SEO, Social Media, Digital
Marketing, Blogging



Anatomy of a Sponsored InMail (desktop)

Custom greeting

Easy to navigate
left pane

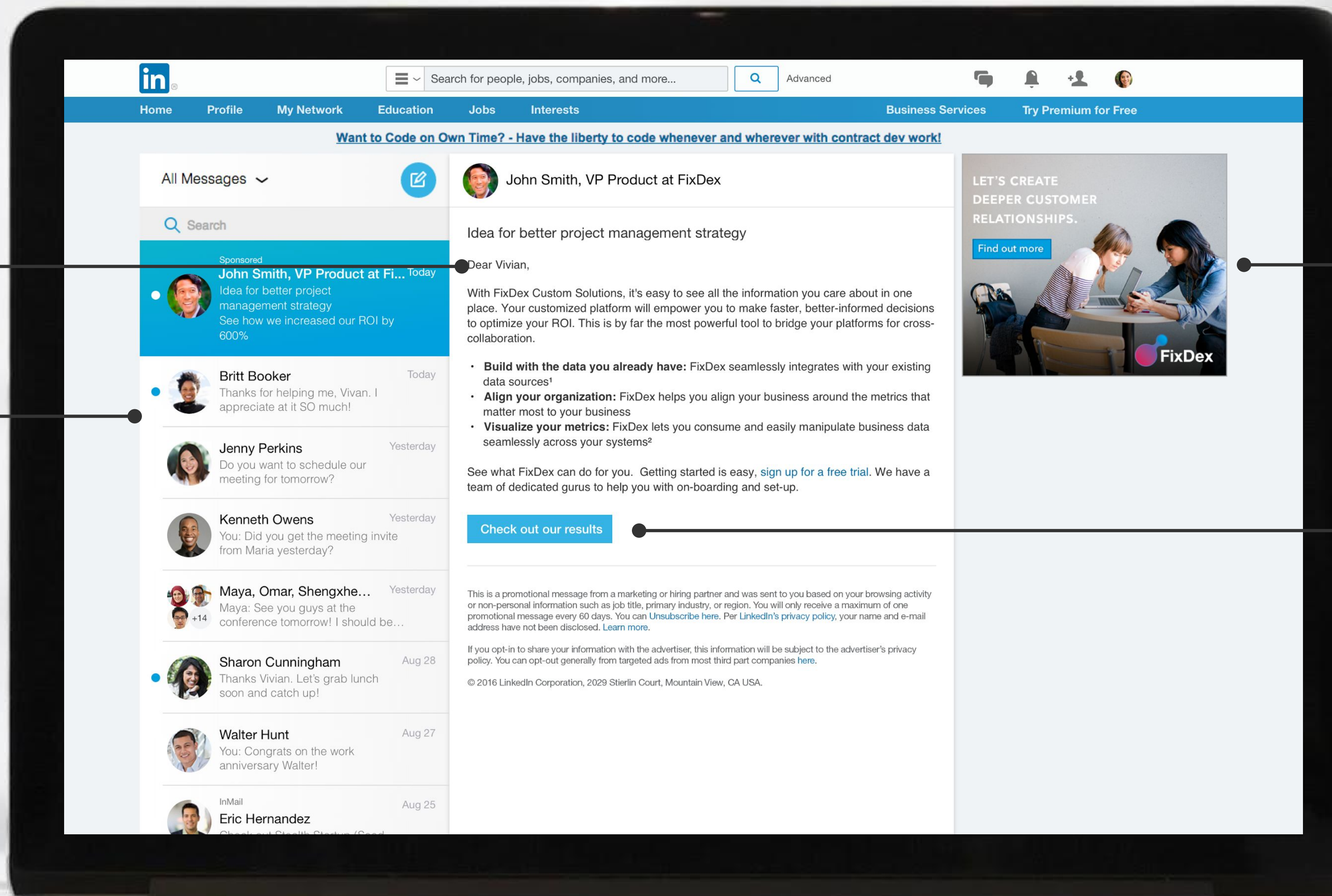


Image banner for
branding impact

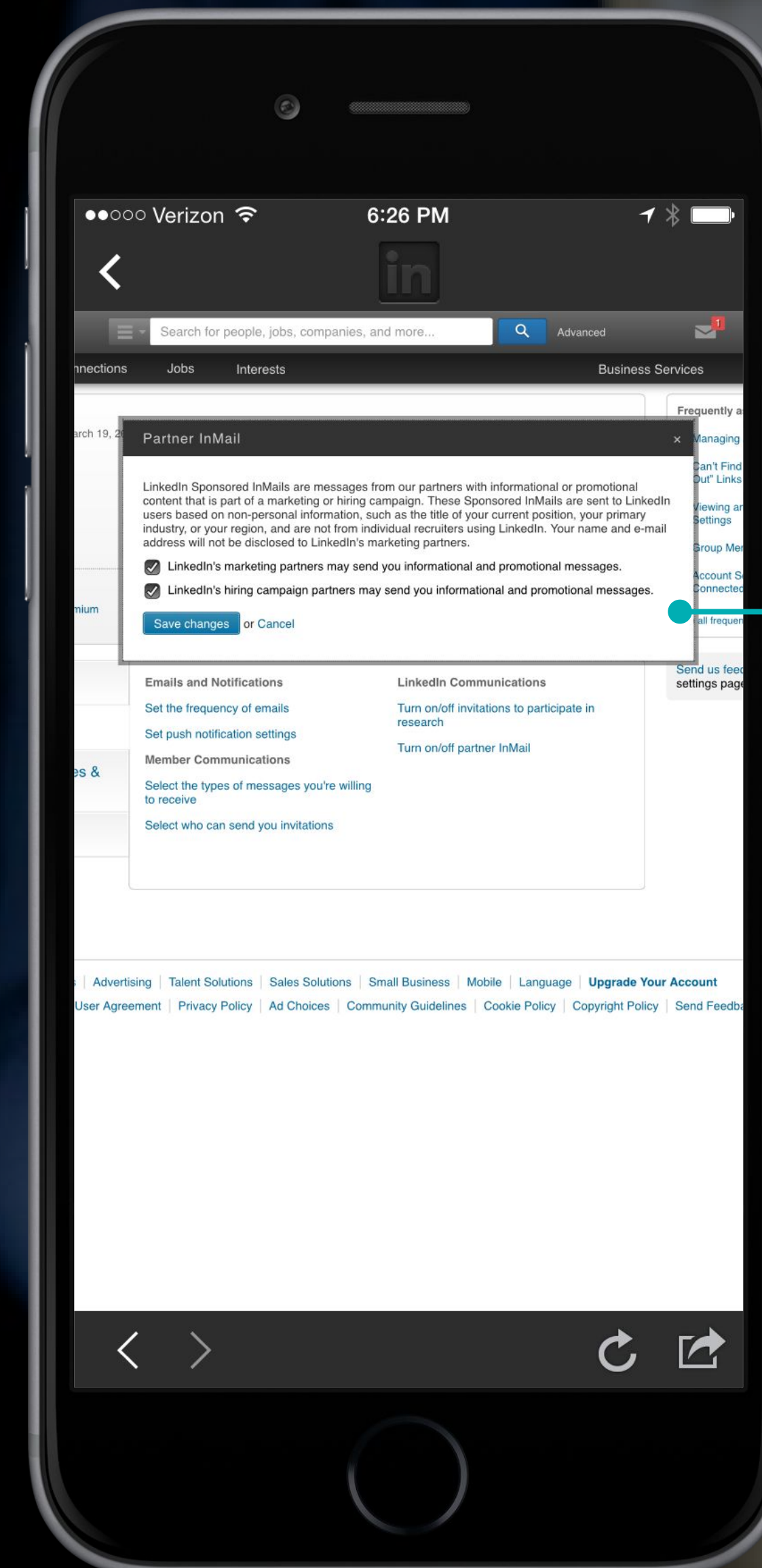
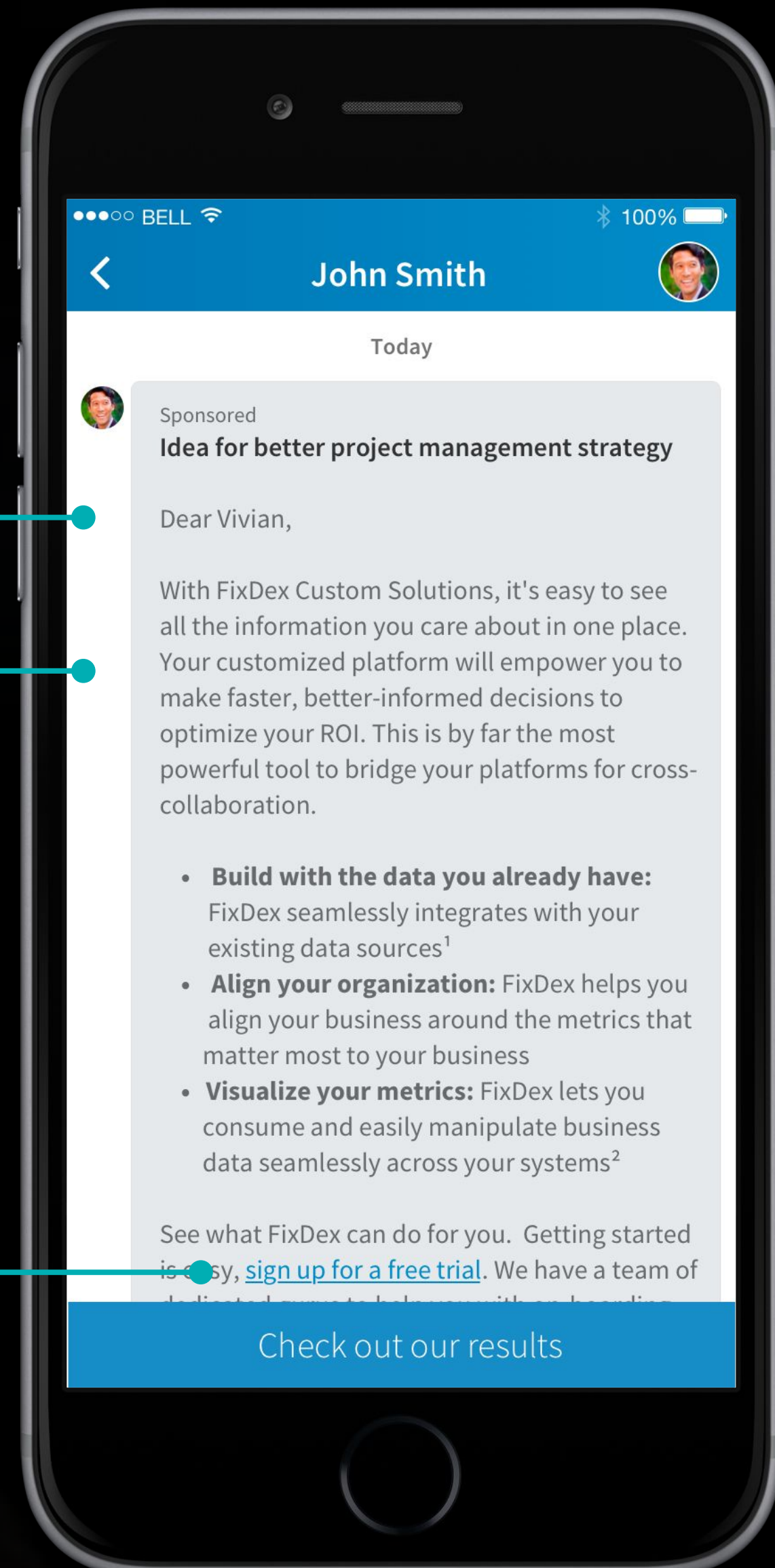
Custom call to
action button

Anatomy of a Sponsored InMail (mobile)

Custom greeting

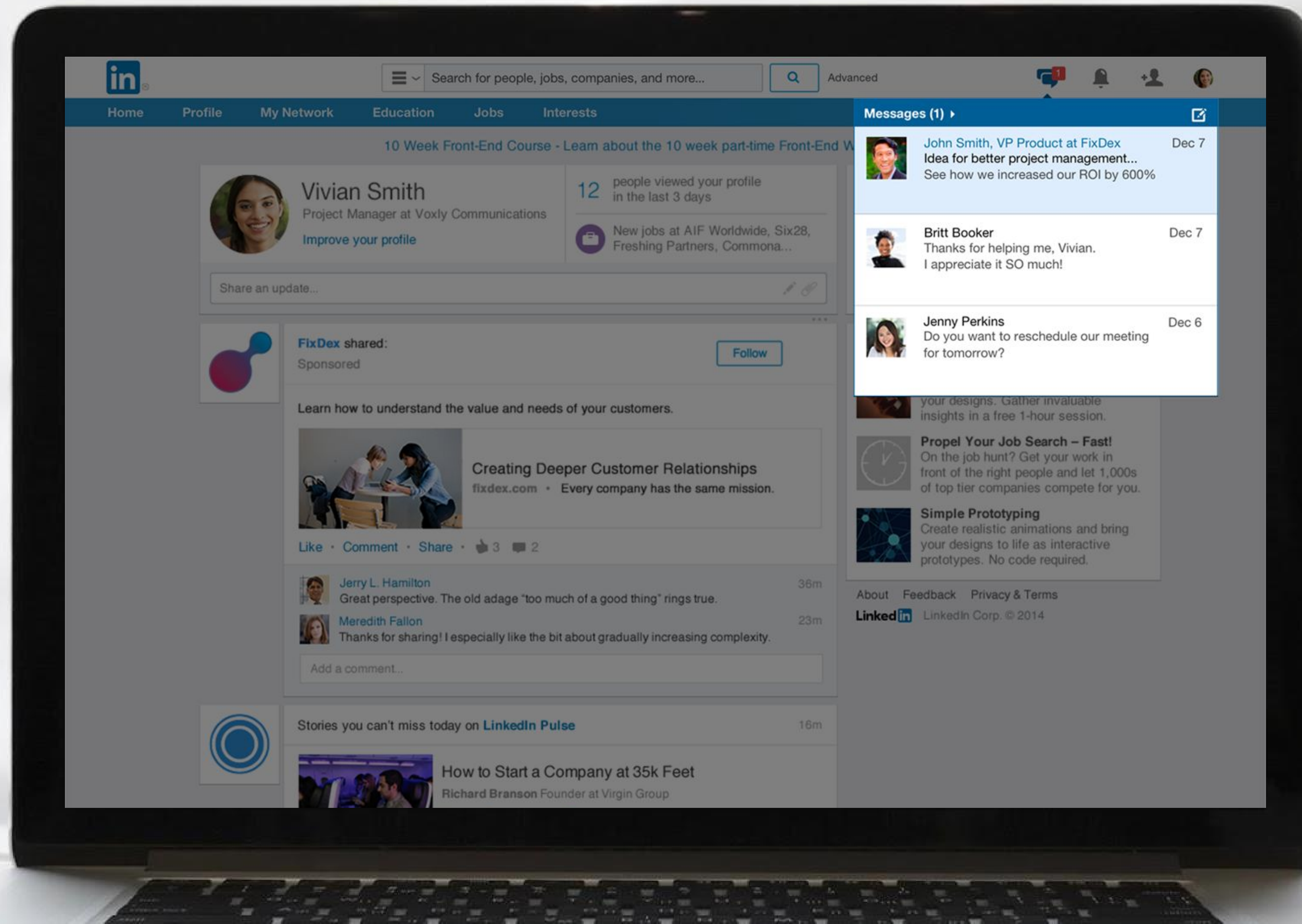
Easy to read formatting

Contextual hyperlink

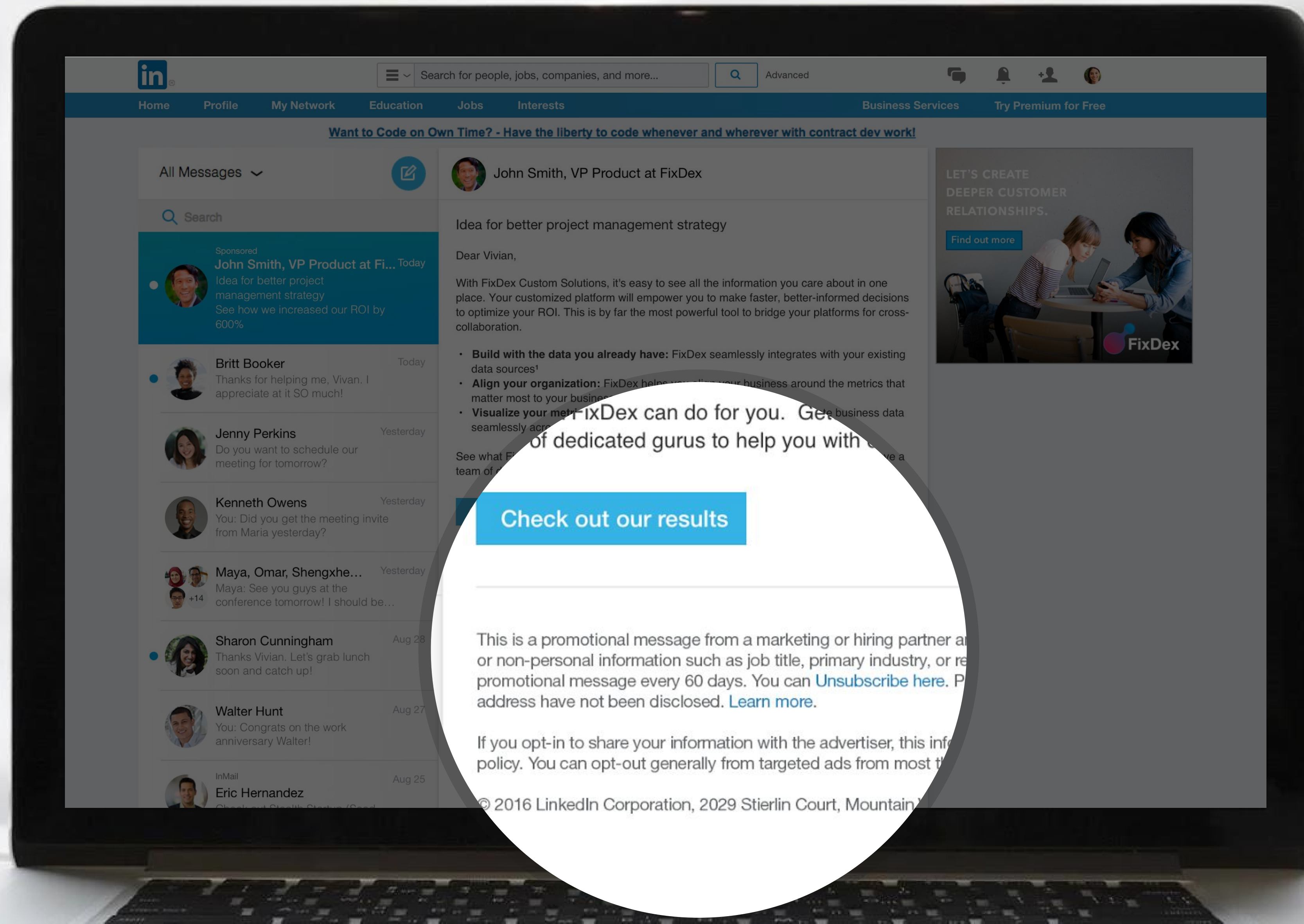


Easy to navigate
opt-out menu

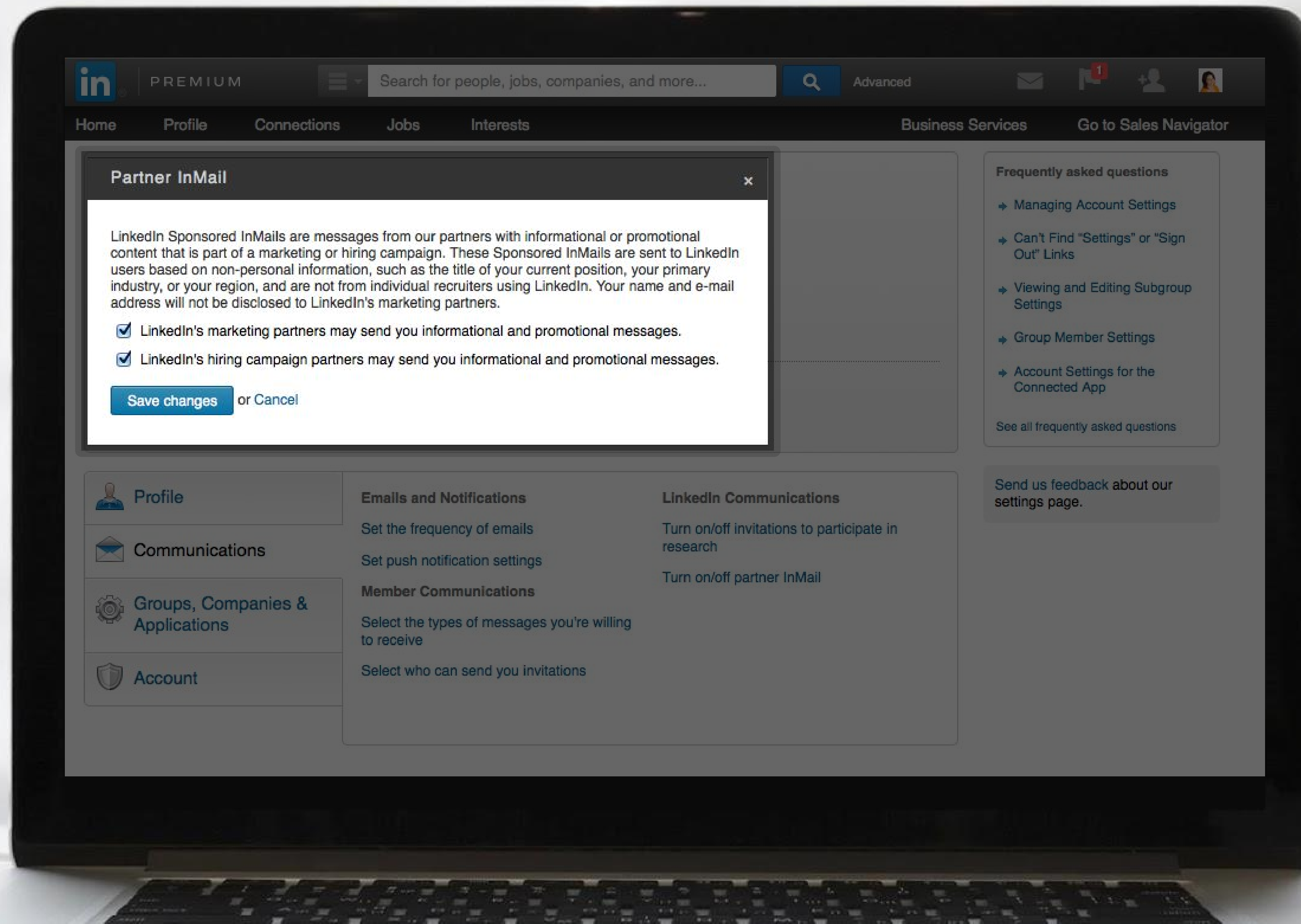
With real-time delivery, your message is timely and on top of the member's inbox



Custom footer section is ideal for your legal terms, promotion disclaimers, contact information and more



Sponsored InMail is unique to LinkedIn, with an option for members to opt-out



Sponsored InMail Self-service Walkthrough

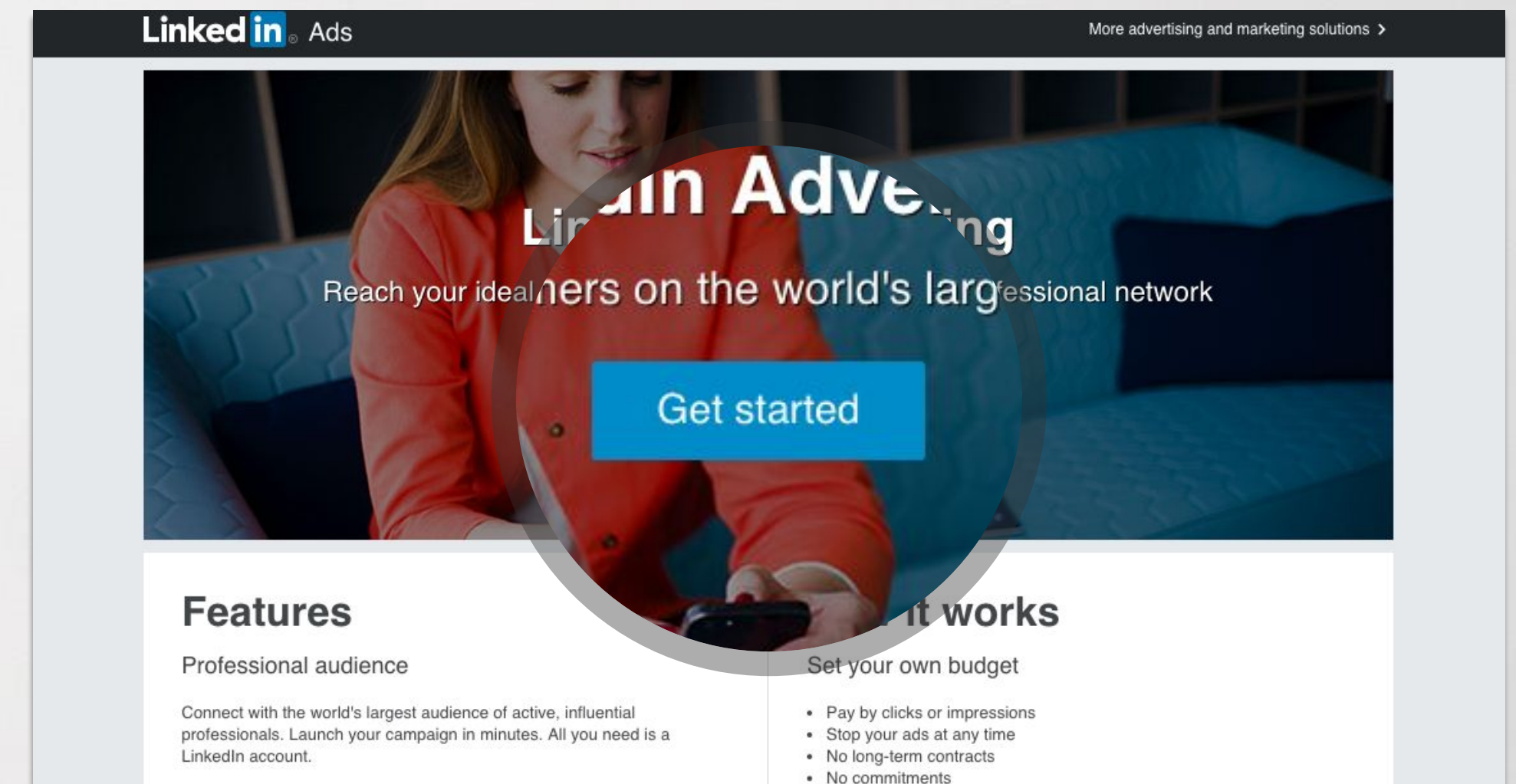
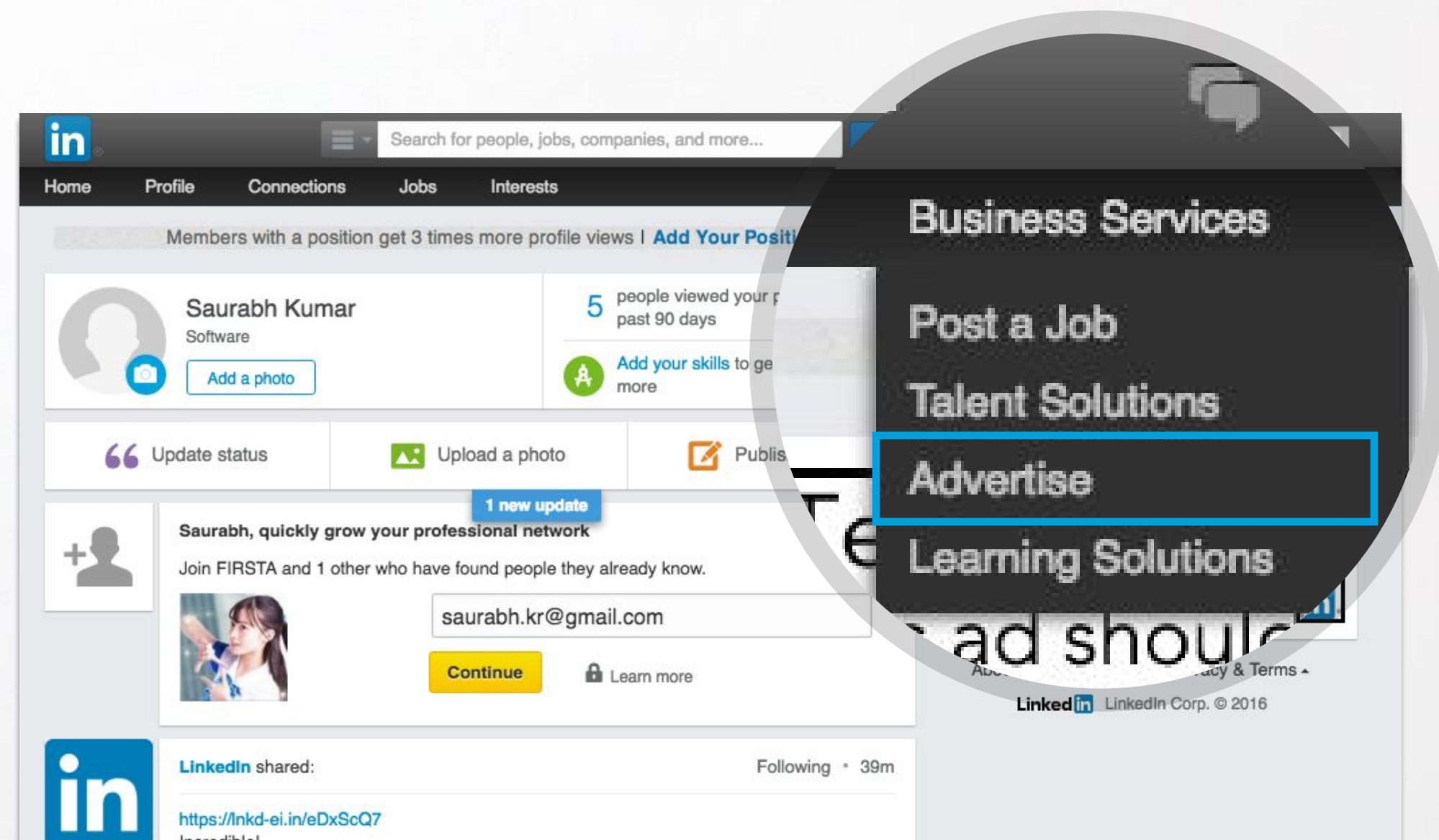


Navigate to Campaign Manager, your hub for managing your campaigns

Navigate from your LinkedIn profile

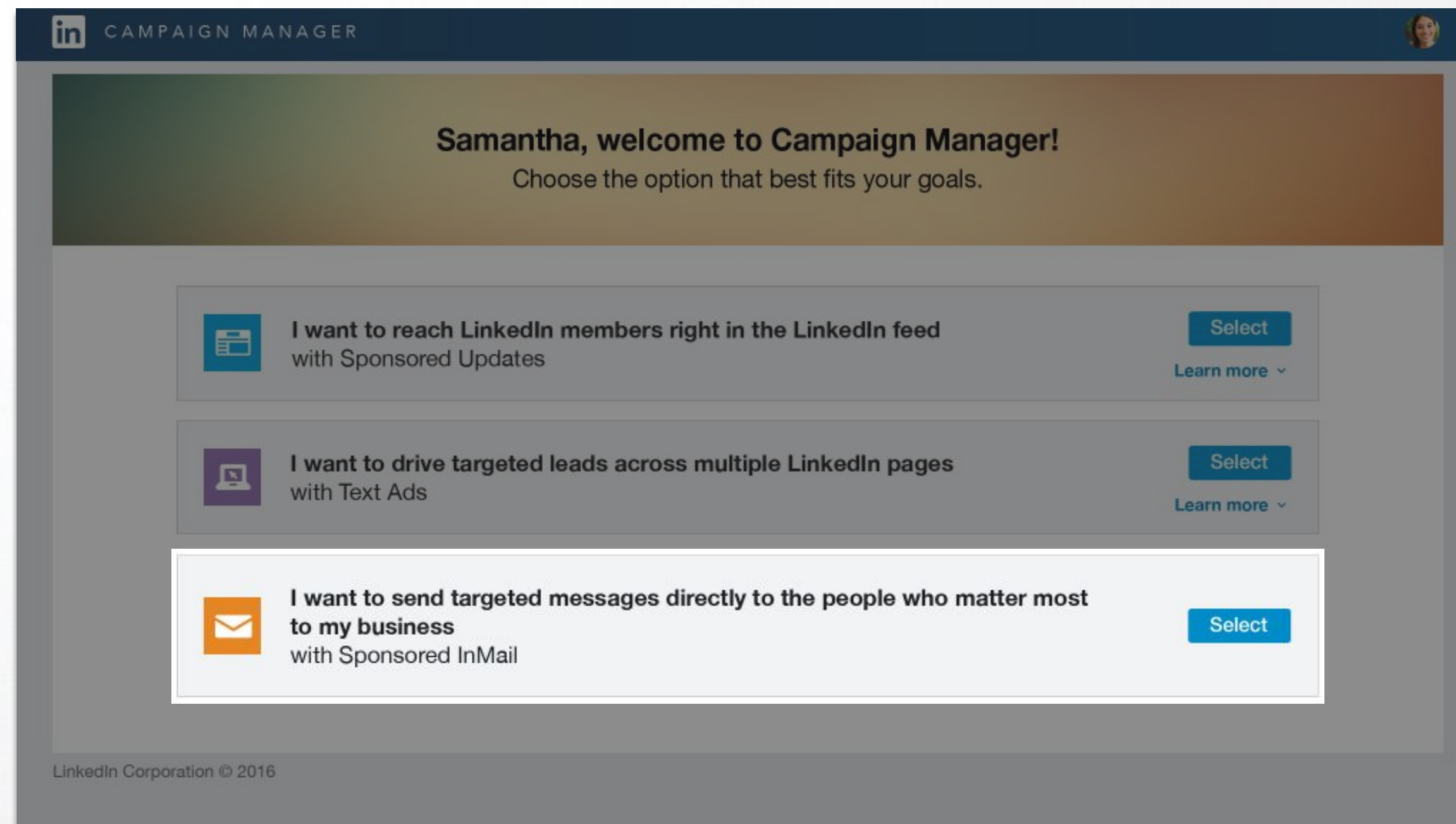
OR

Navigate to [linkedin.com/ads](https://www.linkedin.com/ads)



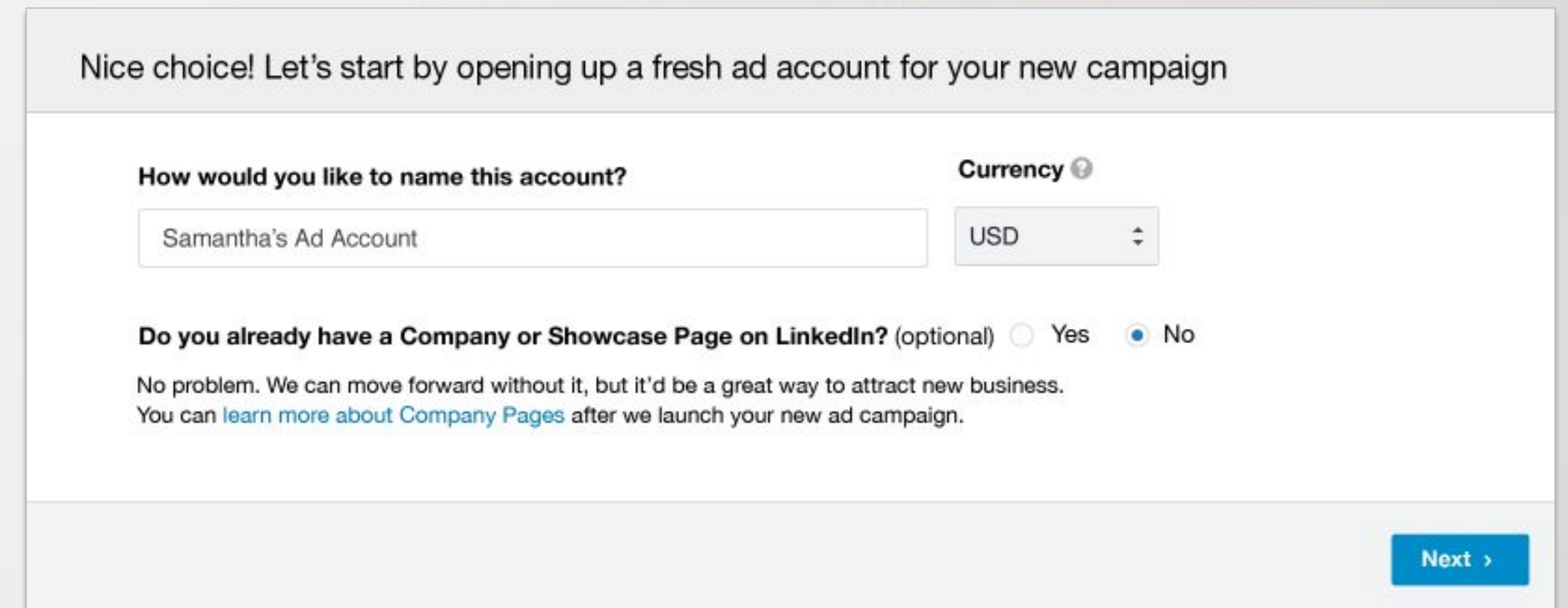
Set up your Campaign

Select “Sponsored InMail”



The image shows the LinkedIn Campaign Manager welcome screen. At the top, it says "Samantha, welcome to Campaign Manager!" and "Choose the option that best fits your goals." Below this, there are three selectable options, each with an icon, a description, a "Select" button, and a "Learn more" link. The first option is "I want to reach LinkedIn members right in the LinkedIn feed with Sponsored Updates" (blue icon). The second is "I want to drive targeted leads across multiple LinkedIn pages with Text Ads" (purple icon). The third, which is highlighted with a white border, is "I want to send targeted messages directly to the people who matter most to my business with Sponsored InMail" (orange icon). The footer says "LinkedIn Corporation © 2016".

Enter an account name and currency

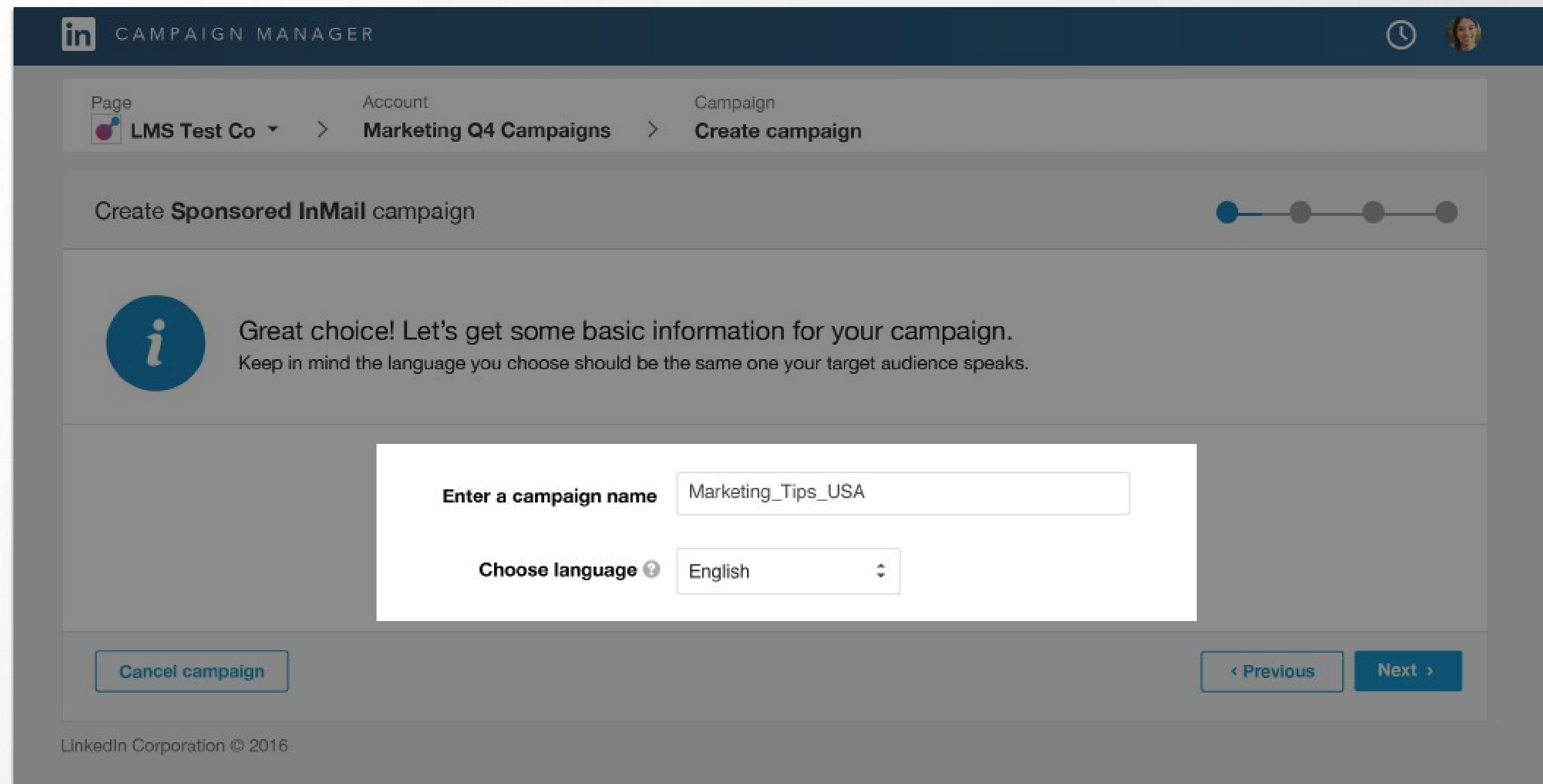


The image shows the LinkedIn ad account setup form. It starts with a message: "Nice choice! Let's start by opening up a fresh ad account for your new campaign". Below this, there are two main sections. The first section is "How would you like to name this account?" with a text input field containing "Samantha's Ad Account". To the right of this is a "Currency" dropdown menu set to "USD". The second section is "Do you already have a Company or Showcase Page on LinkedIn? (optional)" with radio buttons for "Yes" and "No". The "No" option is selected. Below this, there is a message: "No problem. We can move forward without it, but it'd be a great way to attract new business. You can [learn more about Company Pages](#) after we launch your new ad campaign." At the bottom right, there is a blue "Next >" button.

PRO TIP

A Company Page is important to build your brand and presence on LinkedIn.

Enter a memorable, distinct campaign name



The screenshot shows the LinkedIn Campaign Manager interface for creating a Sponsored InMail campaign. The breadcrumb trail at the top indicates the path: Page (LMS Test Co) > Account (Marketing Q4 Campaigns) > Campaign (Create campaign). The main heading is 'Create Sponsored InMail campaign', followed by a progress bar with four steps, the first of which is active. An information icon and text state: 'Great choice! Let's get some basic information for your campaign. Keep in mind the language you choose should be the same one your target audience speaks.' Below this, a white modal box contains two fields: 'Enter a campaign name' with the text 'Marketing_Tips_USA' and 'Choose language' with a dropdown menu set to 'English'. At the bottom of the modal are 'Cancel campaign' and 'Next >' buttons. The footer of the page reads 'LinkedIn Corporation © 2016'.

PRO TIP

Select the language of your target audience. For international markets, it's best to either select English language to increase scale, or set up two campaigns – one in the local language and another in English.

Set up sender permissions

The sender plays a big role in representing your brand.
Select a credible sender that your audience trusts.

Page: LMS Test Co > Account: Marketing Q4 Campaigns > Campaign: Create campaign

Create **Marketing_Tips_USA** campaign

Let's begin creating your Sponsored InMail
Configure who the sender of your InMail will be

Sponsored InMail ad name ?
LMS Test Co InMail 1

Sender ? [Add sender](#)

- ☒ **Samantha Smith** YOU
Junior Partner at LMS Test Co
- ☐ **Malcolm Jones**
VP of Product at LMS Test Co
- ☐ **Michael Tien**
Senior Marketing Director at LMS Test Co

Tips and best practices

Sending from a person means creating personalized 1st person content using "I"

Sending from your company means creating content on behalf of a team or product

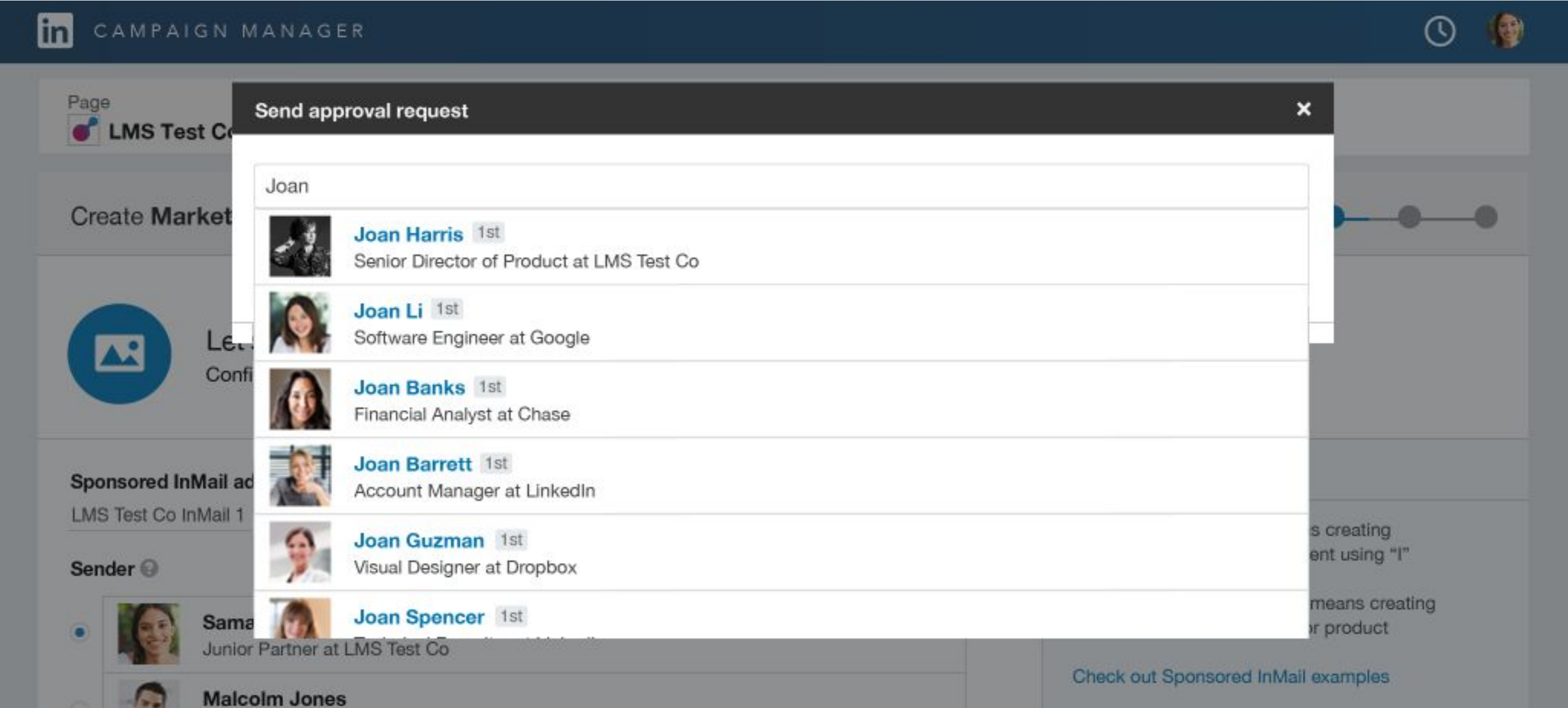
[Check out Sponsored InMail examples](#)

[Cancel campaign](#) [< Previous](#) [Next >](#)

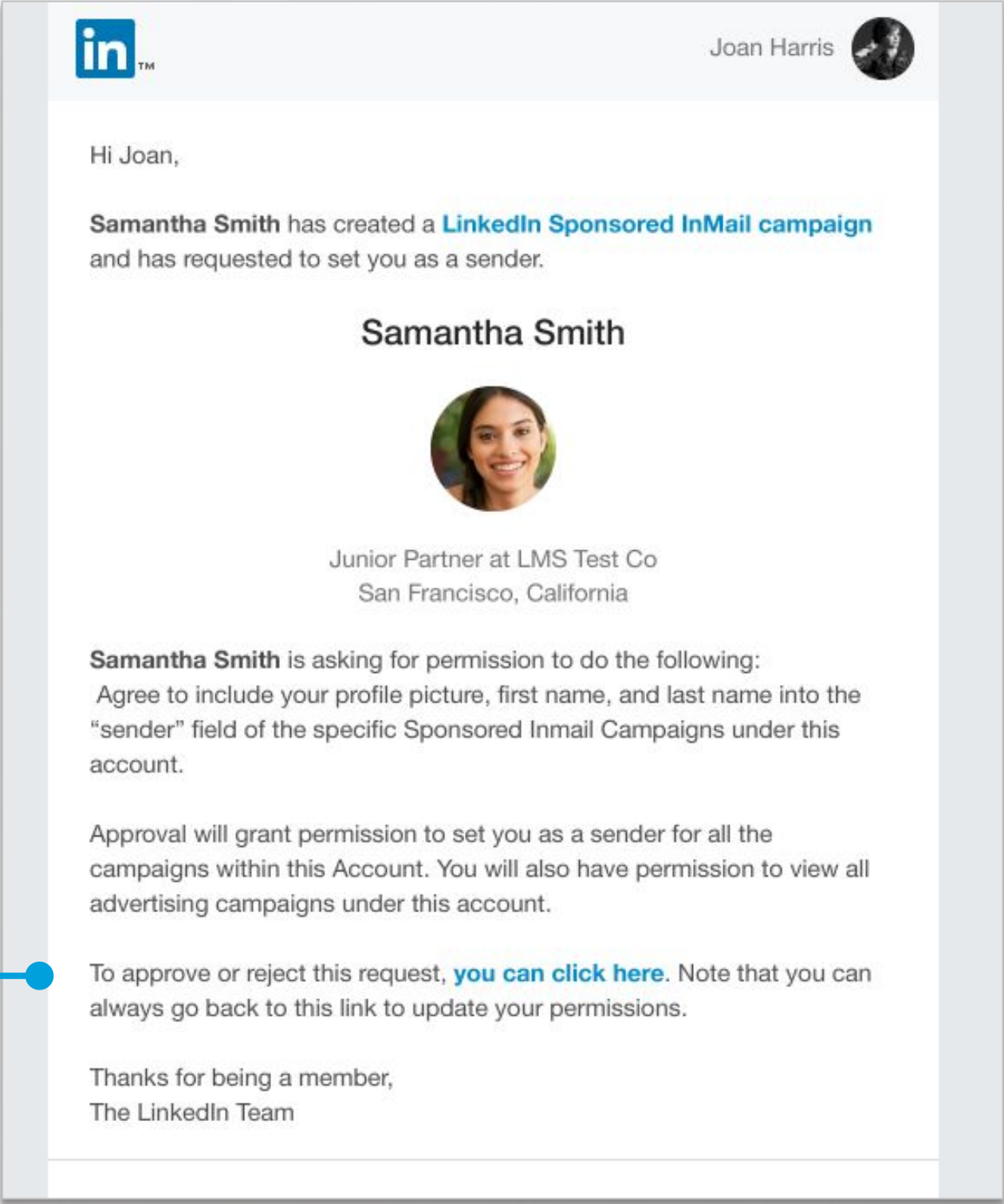
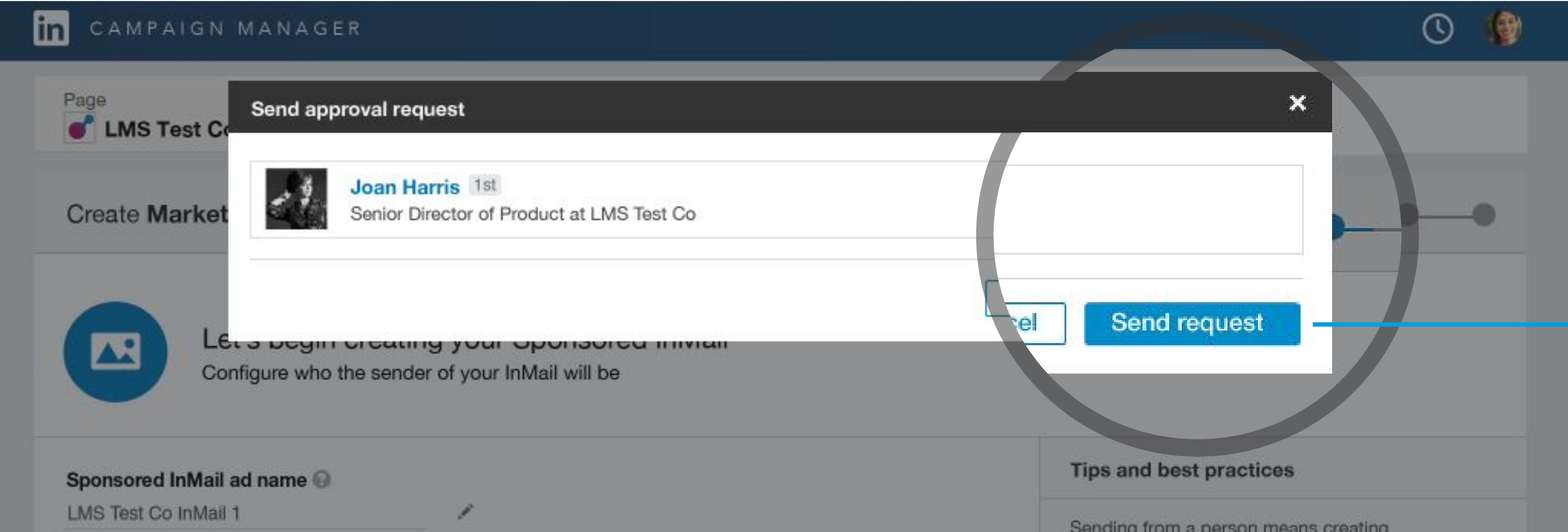
Click “Add sender” and type in the name of the desired sender.

The person you'd like to add as a sender must be a 1st degree connection with a profile picture.

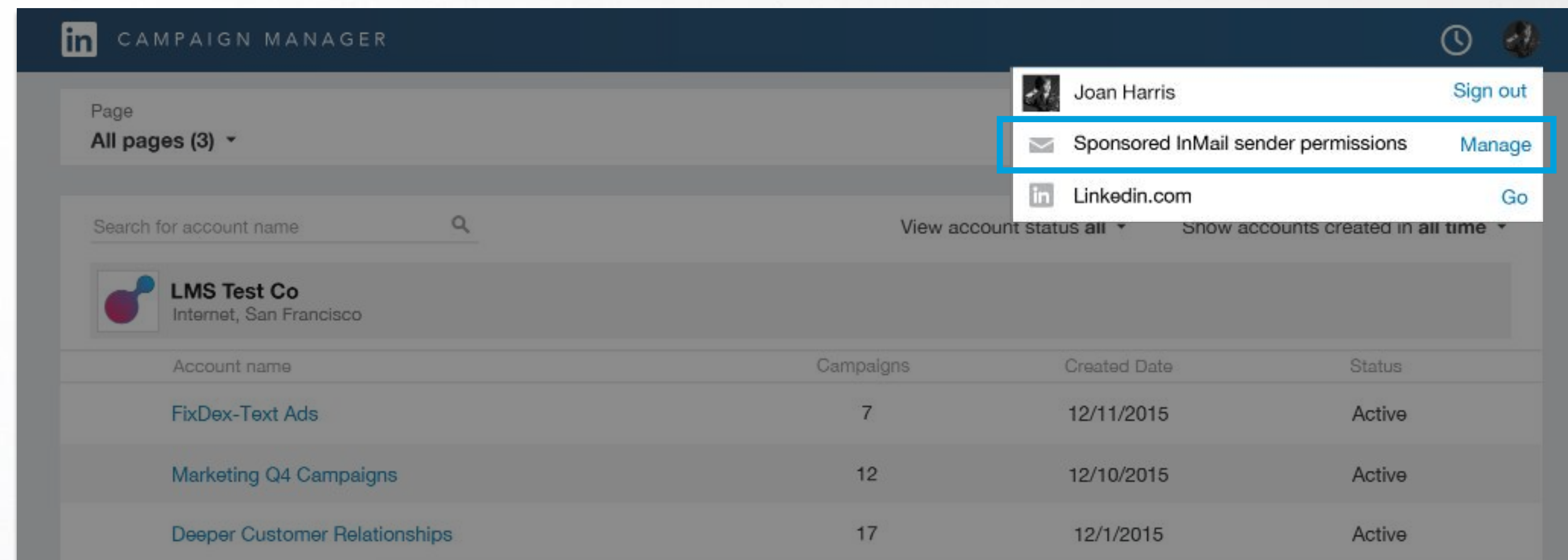
Set up sender permissions



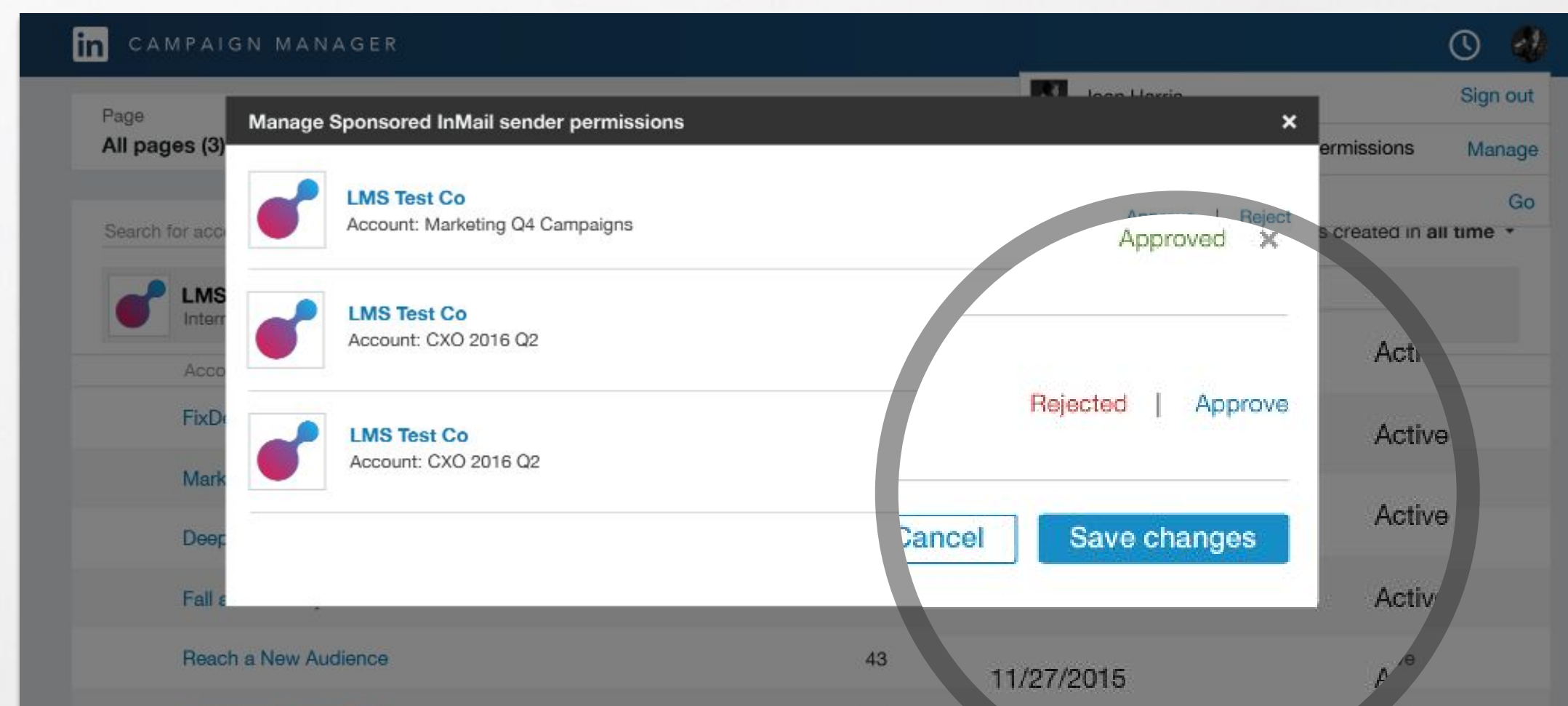
“Send request” triggers an email notification to the requested sender explaining what is requested of them with a prompt to accept or deny.



Requested sender will receive a link to manage sender permissions

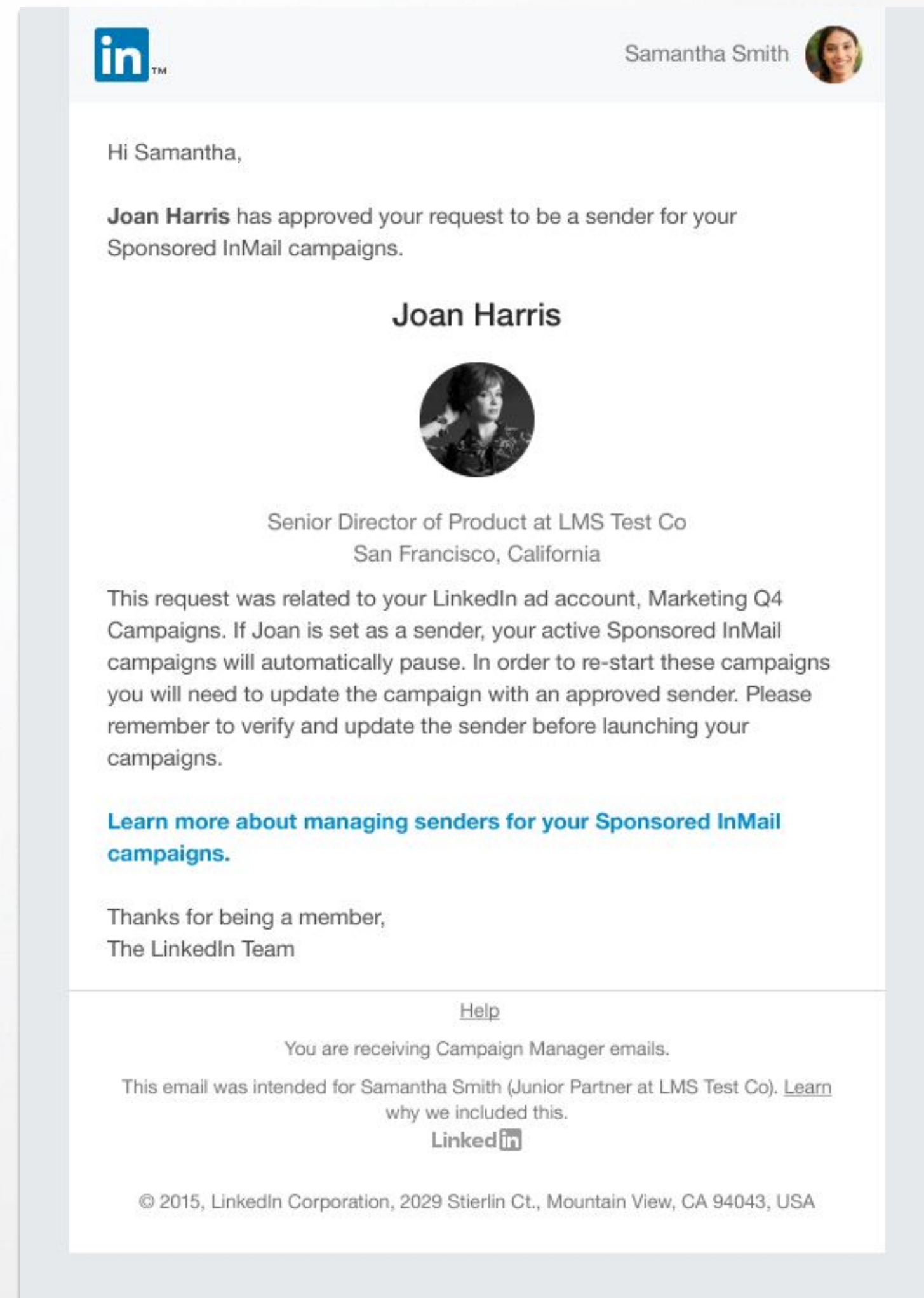


Permissions are at the account level.



Once sender approves, you're able to assign them as a user to any campaign within this given account.

Set up sender permissions



You will receive an email confirmation once the requested sender approves or rejects request.

If you remove someone as a sender, your campaign will automatically stop new campaigns from delivering and the campaigns that have already been sent out will change to the default sender.

PRO TIP

It may take some time for a desired sender to accept your request, so using yourself as a default sender will enable you to set up the creative and save it as a draft.

Craft Sponsored InMail content

The screenshot shows the LinkedIn Campaign Manager interface for creating a Sponsored InMail campaign. The top navigation bar includes the LinkedIn logo, 'CAMPAIGN MANAGER', and a user profile icon. Below this, a breadcrumb trail shows 'Page' (LMS Test Co), 'Account' (Marketing Q4 Campaigns), and 'Campaign' (Create campaign). The main heading is 'Create Marketing_Tips_USA campaign'. A progress bar indicates the current step is 'What message do you want to send?'. The form is divided into two main sections: 'Subject' and 'Description', each with a character count. The 'Message text' section includes a rich text editor with bold, italic, underline, bulleted list, numbered list, and link icons, along with a custom fields dropdown. The 'Tips and best practices' sidebar provides guidance on crafting effective InMail messages, including advice on subject lines, conversational language, and the use of contextual hyperlinks. At the bottom, there are buttons for 'Cancel campaign', '< Previous', and 'Next >'. The footer shows 'LinkedIn Corporation © 2016'.

Subject ⓘ

Idea for better project management strategy 17

Description ⓘ

See how we increased ROI by 600% 28

Message text

B **I** **U** Insert custom fields

Dear "[FNAME]"

With FixDex custom solutions it's easy to see all the information you care about in one place. Your customized platform will empower you to make faster, better-informed decisions to optimize your ROI. This is by far the most powerful tool to bridge your platforms for cross-collaboration.

- Build with the data you already have: FixDex seamlessly integrates with your existing data sources!
- Align your organization: FixDex helps you align your business around the metrics that matter most to your business

Visualize your metrics: FixDex lets you consume and easily manipulate business data seamlessly across your systems?

See what FixDex can do for you. Getting started is easy, sign up for a free trial. We have a team of dedicated

Do you have your own custom footer section to include? (optional) ⓘ

☒ Yes ☐ No

Tips and best practices

When crafting your Sponsored InMail message content consider the messaging context of the LinkedIn Platform.

Keep your subject lines concise, relevant and conversational.

Short and impactful subject lines with a clear value exchange work best. Consider utilizing some of the following keywords:

- Thanks
- Exclusive invitation
- Connect
- Opportunities
- Join us /me

Add a personal touch to your message by using conversational language and aim to keep your copy under 1,000 characters.

Tip: Include a contextual message body hyperlink to boost click performance.

[Cancel campaign](#) [< Previous](#) [Next >](#)

LinkedIn Corporation © 2016

Keep your subject lines concise, relevant and conversational.


Humanize your message with conversational language and aim to keep your copy under 1,000 characters.



PRO TIPS

Include a contextual message body hyperlink to boost click performance.

Add a custom salutation using:
%FIRSTNAME%, %LASTNAME%

Add terms and conditions


 CAMPAIGN MANAGER



Page

Account

Campaign

 LMS Test Co


>

Marketing Q4 Campaigns

>

Create campaign

Create **Marketing_Tips_USA** campaign



Do you have your own terms and conditions to include? (optional)


Enter your custom footer below. This will appear in the footer of your InMail, below LinkedIn's standard footer text (which includes the LinkedIn unsubscribe link).


Terms and conditions


B

I

U







This offer (the "New 30-Days Free Trial Offer"), which is made to you by FixDex entitles you access to the FixDex Custom Solutions for a period of thirty (30) days from the moment that you activate such trial period by submitting your payment details (the "Free Trial Period"). If you decide that you do not want to become a paying user of FixDex Custom Solutions upon the lapse of the Free Trial Period, you have to terminate your service by the end of the Free Trial Period. FixDex reserves the right, in its absolute discretion, to withdraw or to modify this trial offer at any time without prior notice and with no liability.

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Tips and best practices

Sponsored InMail recipients already have the option to unsubscribe from LinkedIn Sponsored InMails.

You can also provide the sender's contact information (e.g., mailing address) here, if it's not in the body of the Sponsored InMail.

Cancel campaign

< Previous

Next >

LinkedIn Corporation © 2016

“Terms and conditions” is an optional field.

Here’s an example of promotional terms that can be added.

Include creative assets

in CAMPAIGN MANAGER

Page: FixDex > Account: Marketing Q4 Campaigns > Campaign: Create campaign

Create **Marketing_Tips_USA** campaign

Where do you want people to go after clicking your InMail?
Edit your landing page, button text, and even upload a display ad.

Landing page URL

Button text

10 **Learn more**

Upload a banner creative (optional)

Send a test to yourself to review your Sponsored InMail **Send**

Tips and best practices

Keep the call to action short and direct
It should be clear what the next steps are.

Top InMail CTA keywords

- Try
- Register
- Reserve
- Join
- Confirm
- Download

Use a strong visual
Enhance your message but do not distract from it

[Check out a Sample InMail](#)

Cancel campaign **< Previous** **Next >**

LinkedIn Corporation © 2016

Include a 300x250 banner image.

- If you do not wish to include a banner, ads from other advertisers may appear in that slot.
- If you don't have a banner ad, use a stock photo or a product screenshot.

Send yourself a test to review.

Summary page of ad variations


Click the PENCIL icon to edit.

The MESSAGE icon lets you send a preview to yourself before the campaign goes live.




LinkedIn CAMPAIGN MANAGER

Page **FixDex** > Account **Marketing Q4 Campaigns** > Campaign **Create campaign**


Create **Marketing_Tips_USA** campaign

 Edit your ads and create additional ad variations.
Don't forget to send yourself a test Sponsored InMail!

Name	LMS Test Co InMail 1
Subject	Idea for better project management strategy
Description	See how we increased ROI by 600%

[Cancel campaign](#)


 [Create another ad](#)

Tip: Create up to 15 ad variations to see which combination of text and image is most compelling to your target audience.

LinkedIn Corporation © 2016

Click the BOX icon with the plus symbol to duplicate the message, and easily set up an A/B test.

Managing your target audience



OK, now let's target your audience
Reach the right people by selecting specific targeting criteria like job title, location and more.

Target by

the audience below

?

🌐 What **location** do you want to target? (required)

include

Start typing a country, state, city, or town...

See full list

Select specific targeting criteria to zero in on your ideal audience:

Company name

Company industry

Company size

Job title

Job function

Job seniority

Member schools

Fields of study

Degrees

Member skills

Member groups

Member gender

Member age

Years of experience

☒ Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion. ?

Save audience as template (optional):

Save as new

Define your target audience

Increase your audience size by broadening your criteria.

👤 Audience expansion: Enabled

[How do I target the right audience?](#)

Cancel campaign

Save as draft


< Previous

Next >

Target your message to a specific location, industry, and company size

Managing bid and budget

Create **Test_Campaign_Name** campaign



Let's figure out how much you'd like to spend on your campaign
Tell us your bid type and budget and when you'd like your campaign to start.

Bid type ?

☒ Cost per send (CPS)
Pay for every Sponsored InMail sent to a member's inbox.

Bid ?

Suggested bid to reach the majority of your audience is \$0.86.
Minimum bid: \$0.80.

Daily budget ?

Minimum budget: \$10.00
Your campaign's actual daily spend may be up to 20% higher. [Learn more.](#)

Start Date ?

☒ Start immediately
☐ Schedule start

End Date ?

Campaigns will end at midnight (UTC time zone) on the date selected.
[Run indefinitely](#)

Total budget ?

Minimum budget: \$25.00

[^ Show less](#)[I want to learn more about campaign budgeting](#)

[Cancel campaign](#)

[Save as draft](#)

[< Previous](#)

[Launch Campaign](#)

Second price auction

You're competing with others who want to reach a similar target audience.


Sponsored InMail Best Practices



Create helpful, informative and entertaining content

The “Helpful Advisor”

Sponsored Monday



NetBrain Technologies
Document Your Network Free ⓧ
Our experts. Our software.
Your network.

- When distributing content, such as a whitepaper, write with the tone of a personal advisor.
- Clearly explain how your content will help your target achieve professional success.

The “VIP Invitation”

Sponsored April 10



Brooke Lloyd
VIP Program Business Briefing ⓧ
By invitation only

- Make your audience feel special by sending a personalized invite to an “exclusive” event.
- Get your audience to react by tailoring the content to their interests.

The “Cliffhanger”

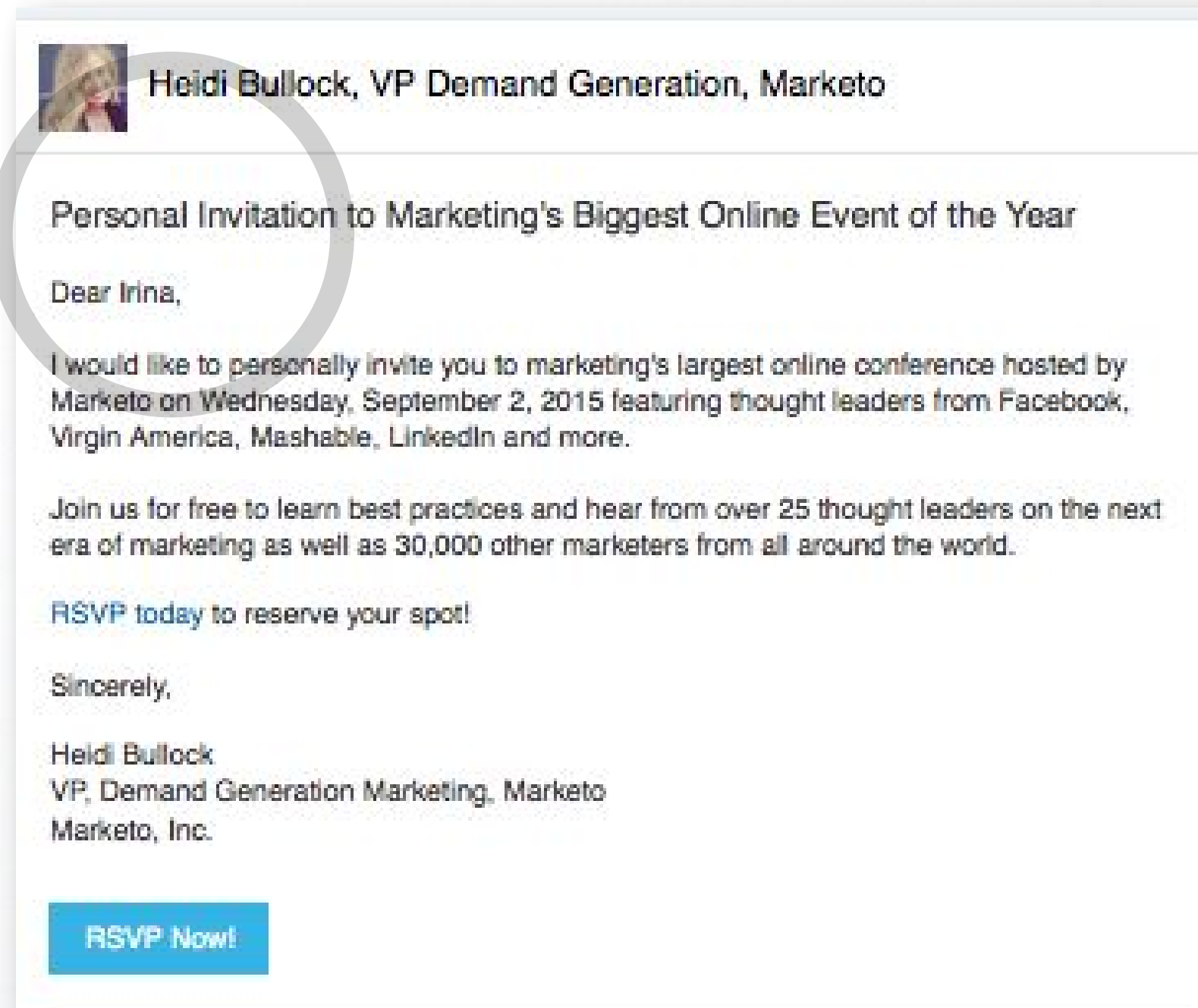
Sponsored Sept 17



Heather Doshay
Job opportunities in NYC! ⓧ
Get 5+ job offers in one week!

- Hook your audience by communicating the value you bring to their professional life.
- Tell your audience enough to pique their interest but not so much that they aren’t compelled to learn more.

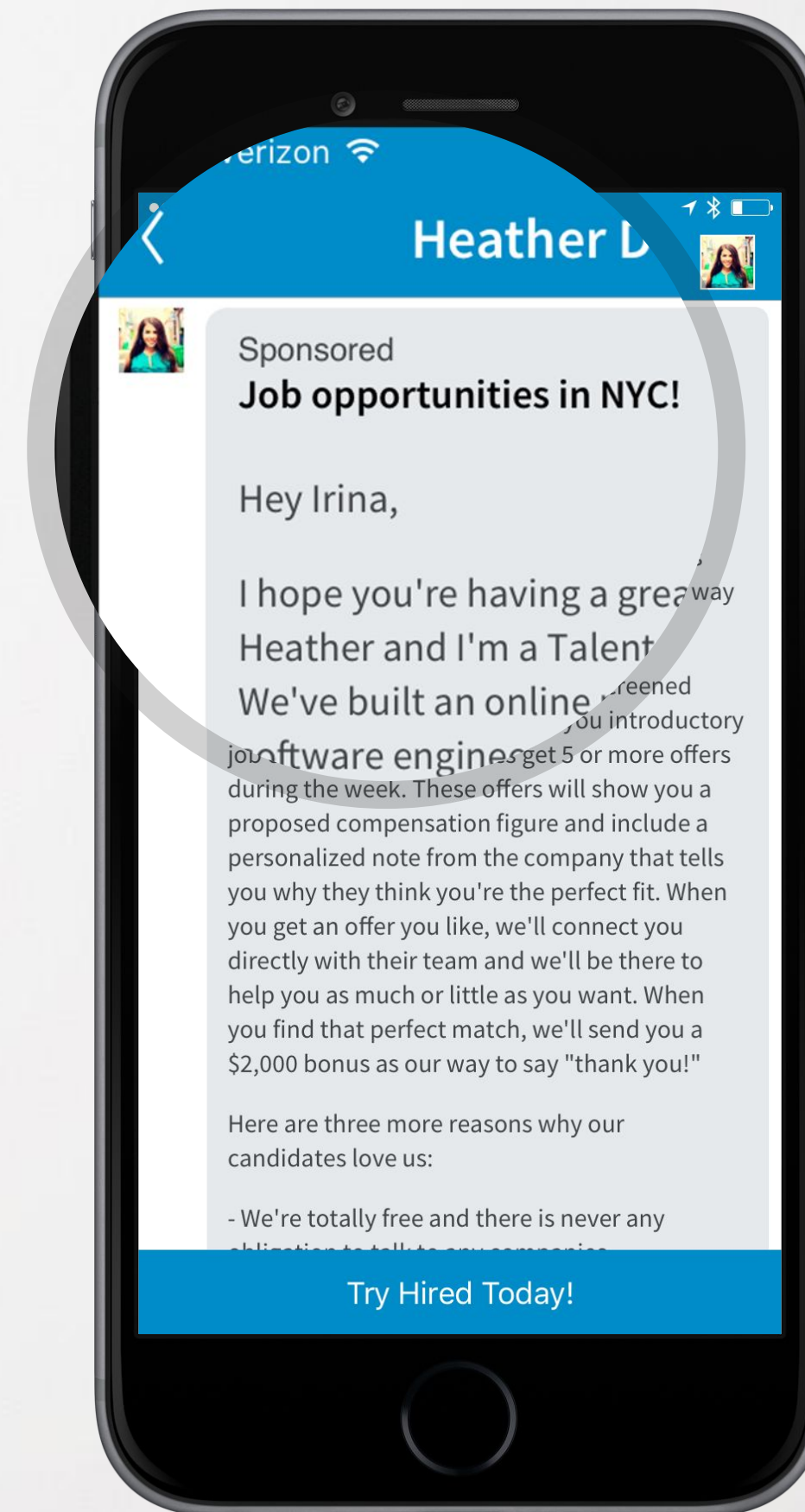
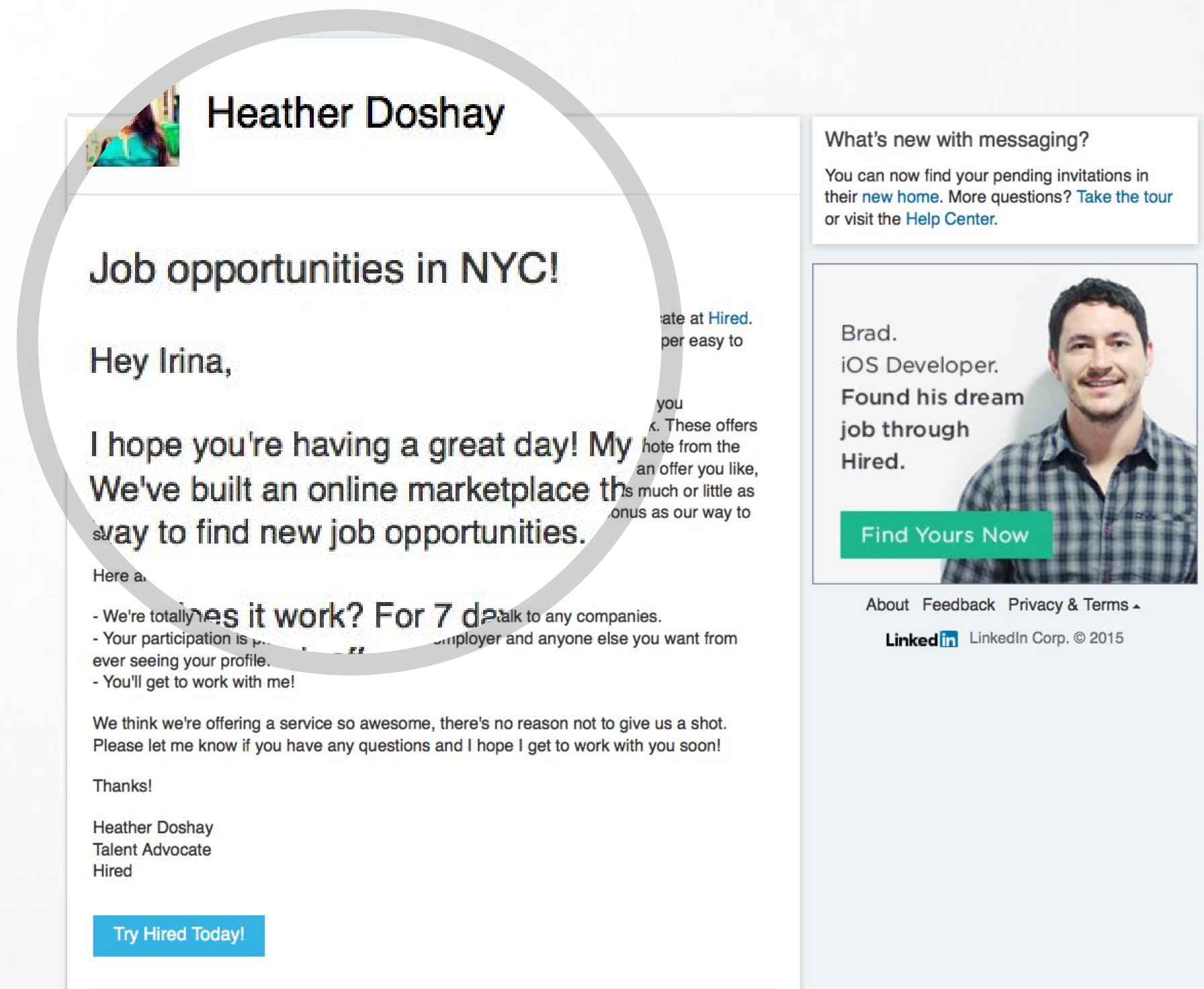
Keep subject lines short and impactful



Best performing subject lines often use some of the following key words:

- Thanks
- Exclusive invitation
- Connect
- Job opportunities
- Join us


Address your target audience directly



To increase relevance:

- Customize the greeting with the member's name
- Refer to their job title
- Try using the word "you"

Give your message a unique and genuine voice

**Walter Pearson**

Loyola's in Vernon Hills

Hi Irina,

As dean of Loyola's School of Continuing and Professional Studies, I have seen many adult learners like you further their education—without disrupting their work and home life.

Our [FASTRACK courses](#) at the Cuneo Mansion and Gardens in Vernon Hills blend in-person and online courses and offer Saturdays-only schedules to better fit into students' busy lives. You can choose to complete your BA degree in Management, in Applied Studies, or in Paralegal Studies.

Already have a degree? Take advantage of Loyola's graduate programs also offered in Vernon Hills, including our MBA, MA in Contemporary Spirituality, and MEd in English Language Teaching and Learning.

Click on the link below to learn more about Loyola's Vernon Hills location and take the first step toward giving your career, and life, the boost it deserves.

Sincerely,


Walter S. Pearson, PhD
Dean, School of Continuing and Professional Studies

[I'm Interested](#)

What's new with messaging?

You can now find your pending invitations in their [new home](#). More questions? [Take the tour](#) or visit the [Help Center](#).

SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES



LOYOLA

Attend an information session.

[LEARN MORE](#) >

[About](#) [Feedback](#) [Privacy & Terms](#) ▲

[LinkedIn](#) LinkedIn Corp. © 2015

Use a strong visual

Enhance your message but do not distract from it

Be concise, personal and relevant

Keep your copy under 1000 characters and include a body link

Use clear calls to action (CTA)

Top InMail CTA keywords

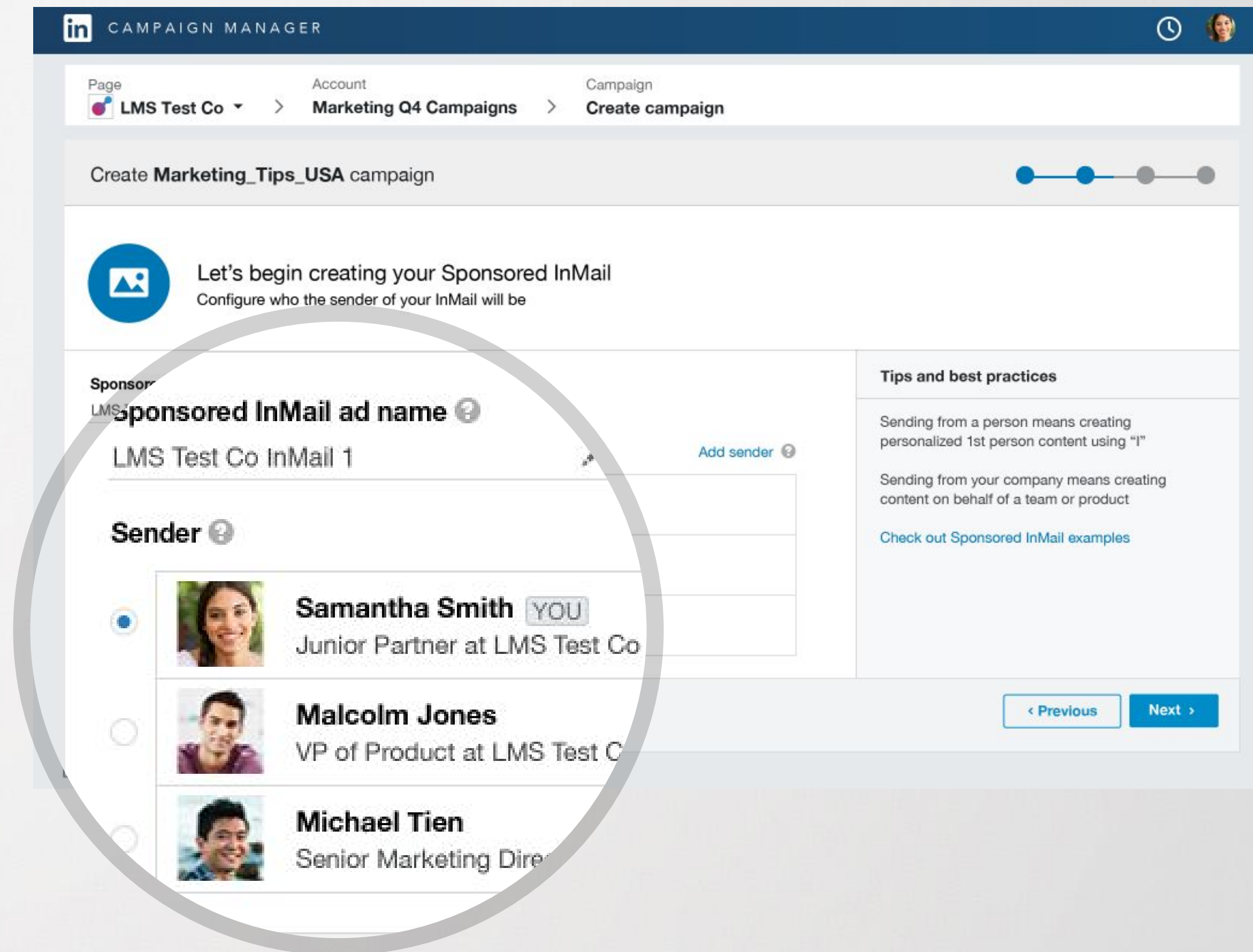
1. Try
2. Register
3. Reserve
4. Join
5. Confirm
6. Download



Select a sender who is credible with your audience

Pick a sender who's
relevant to your message

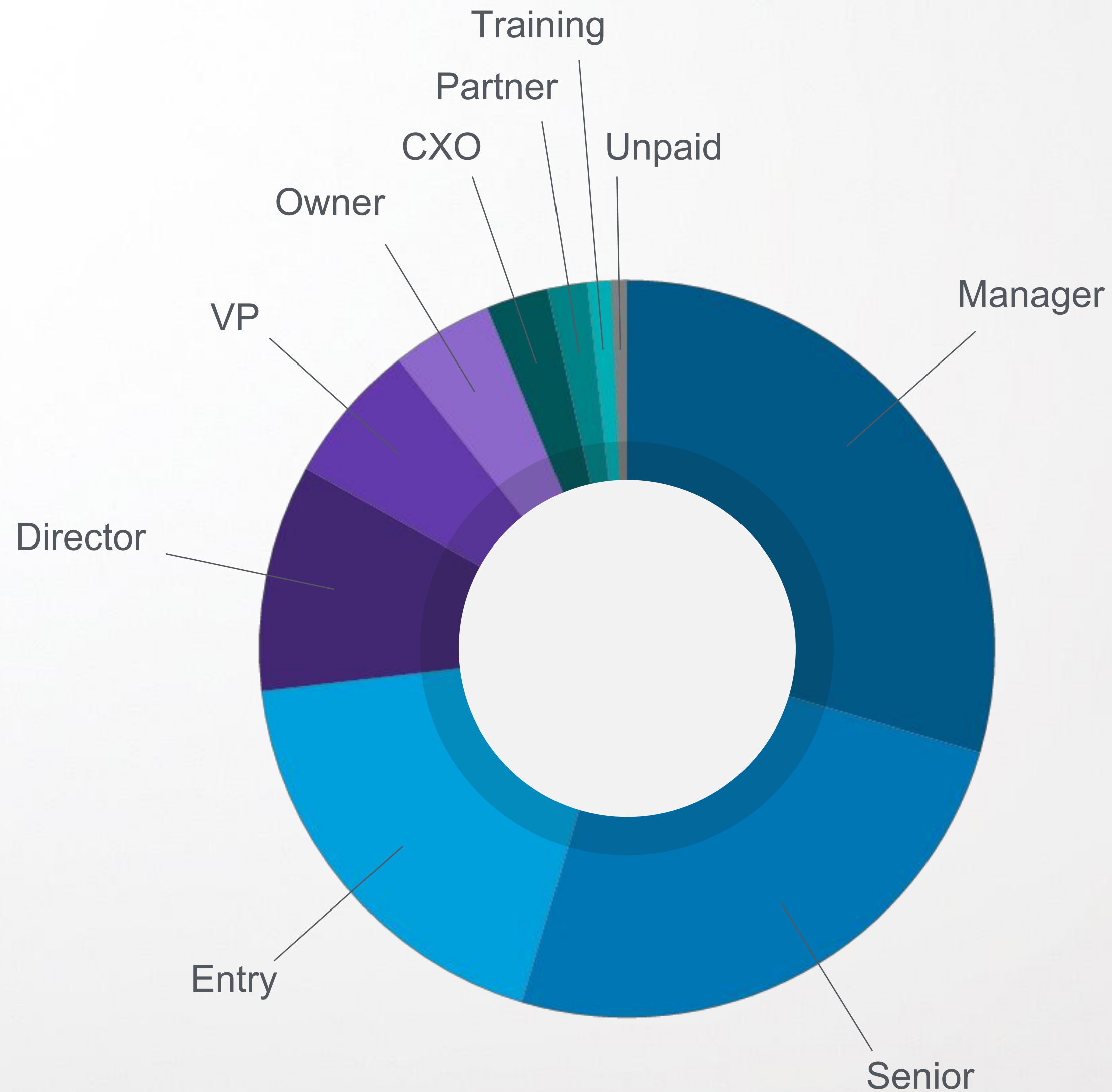
For example, if you have a
technical message, the sender
should be a director of IT or a
chief technology officer, and not
a VP of marketing.



The screenshot shows the LinkedIn Campaign Manager interface for creating a Sponsored InMail campaign. The breadcrumb trail indicates the path: Page (LMS Test Co) > Account (Marketing Q4 Campaigns) > Campaign (Create campaign). The campaign name is 'Marketing_Tips_USA'. The main heading is 'Let's begin creating your Sponsored InMail' with the subtext 'Configure who the sender of your InMail will be'. A progress bar shows the current step is selected. The 'Sponsored InMail ad name' field contains 'LMS Test Co InMail 1'. The 'Sender' section lists three options: Samantha Smith (YOU), Malcolm Jones, and Michael Tien. The 'Tips and best practices' section on the right provides guidance on sending from a person versus a company. Navigation buttons for '< Previous' and 'Next >' are at the bottom right.

Sender ?	
<input checked="" type="radio"/>	Samantha Smith YOU Junior Partner at LMS Test Co
<input type="radio"/>	Malcolm Jones VP of Product at LMS Test Co
<input type="radio"/>	Michael Tien Senior Marketing Dire

Targeting: Influence the influencer



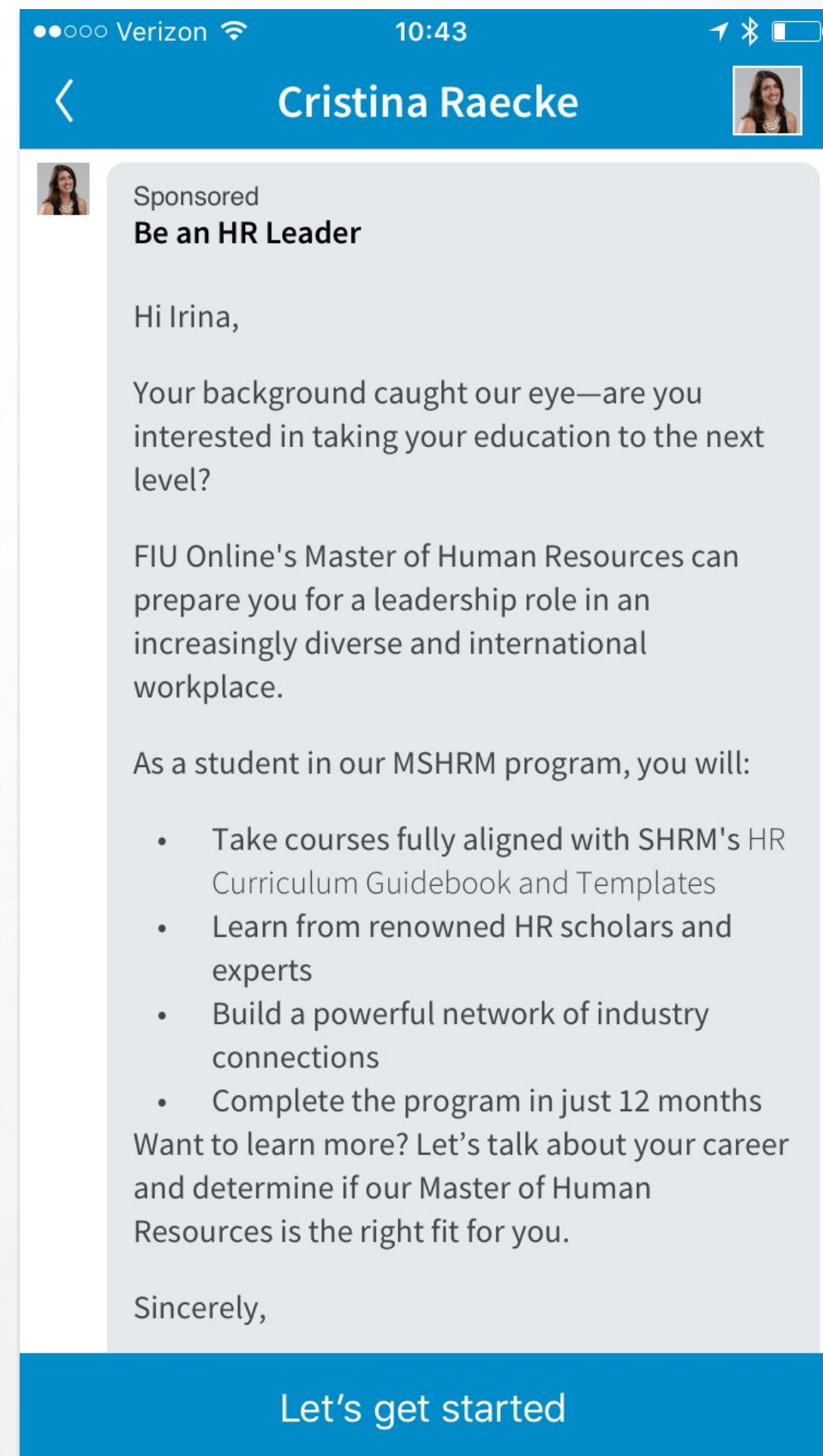
Focus on hands-on influencers

- Target senior individual contributors (ICs) as part of your audience
- Senior ICs test products and influence the purchase
- Senior ICs represent a much bigger audience than the person that will ultimately sign the contract

PRO TIP

Craft different messages for ICs versus Owners/Partners/CXOs.

Optimize the content for mobile

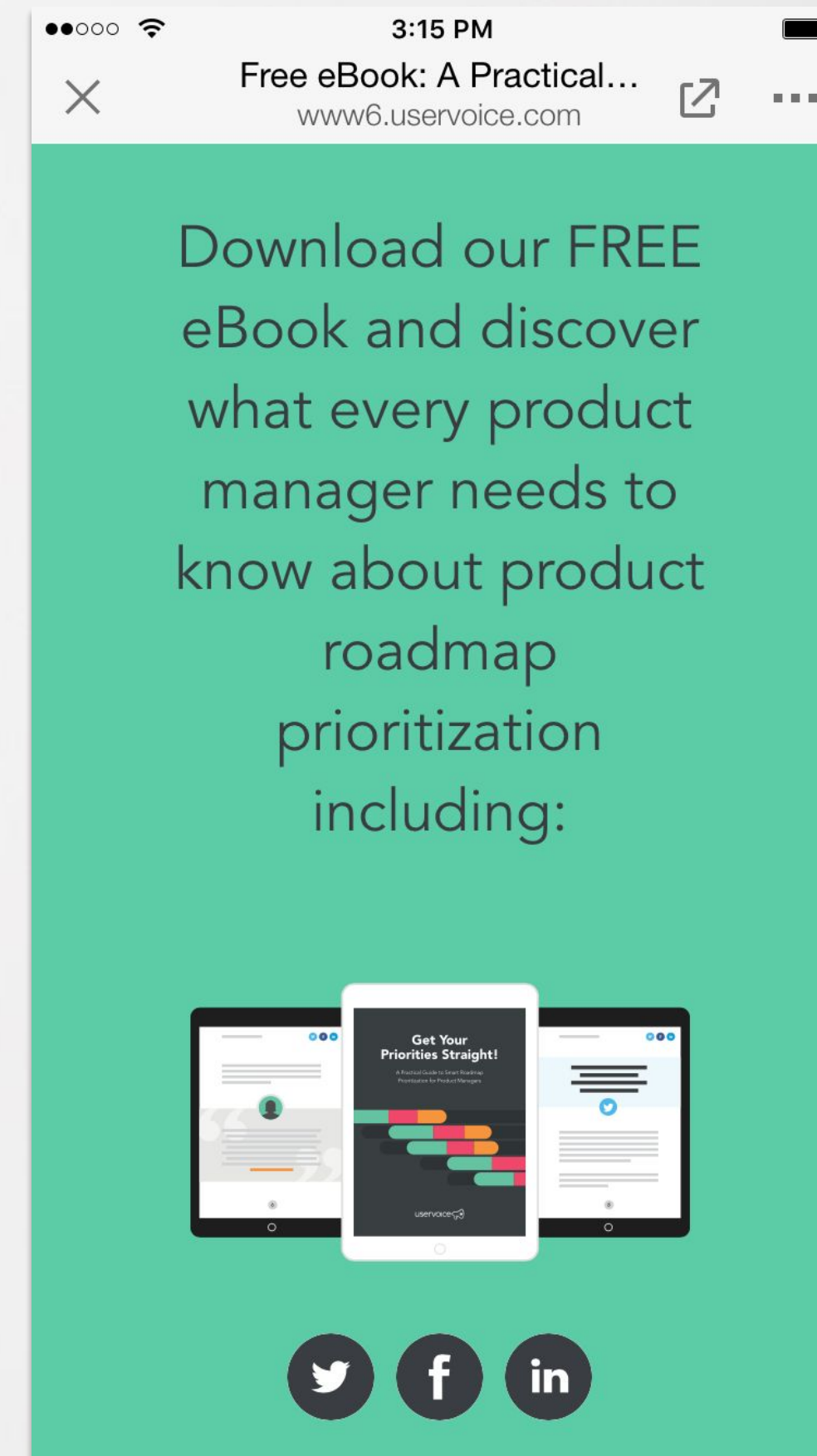


For best mobile performance make sure:

- The copy is fewer than 1,000 characters
- The CTA is clear
- The landing page is optimized for the small screen

Make your landing page shine on mobile

- Optimize your landing page for mobile.
- You have less than eight seconds to make a compelling offer and convince the reader that you have unique, relevant insights to share.
- More than 85% of LinkedIn engagement comes from mobile.



UserVoice.com makes its landing pages responsive and easy to navigate on all device sizes.

A mobile view of the UserVoice.com landing page. The page has a white background. At the top, there's a white header bar with a close button (X), the title "Free eBook: A Practical...", the URL "www6.uservoice.com", a share icon, and a menu icon (three dots). Below the header, there are four input fields for "FIRST NAME", "LAST NAME", "EMAIL", and "PHONE". At the bottom, there is a large green button with the text "GET IT!" in white.

Set up A/B tests to learn what resonates

Few campaigns succeed right out of the gate. Create multiple versions of your creative and test the heck out of them. Direct Sponsored Content enables you to personalize content for specific audiences and test it in real time.

Limit your variables.

A/B test a single variable at a time. First test two images. Then test two headlines. Then test two calls to action. Testing should go no longer than one week.

Use fresh creatives.

When A/B testing, build new creatives for a fresh start. Restarting creatives that have already run comes with baggage like past performance and a relevancy score, which could bias results.

Choose a clear objective.

When optimizing and refining ad copy, make increasing clickthrough rates your primary goal. If leads are your priority, make lead scoring and capturing your primary goal.

Incorporating Sponsored InMail into your content strategy

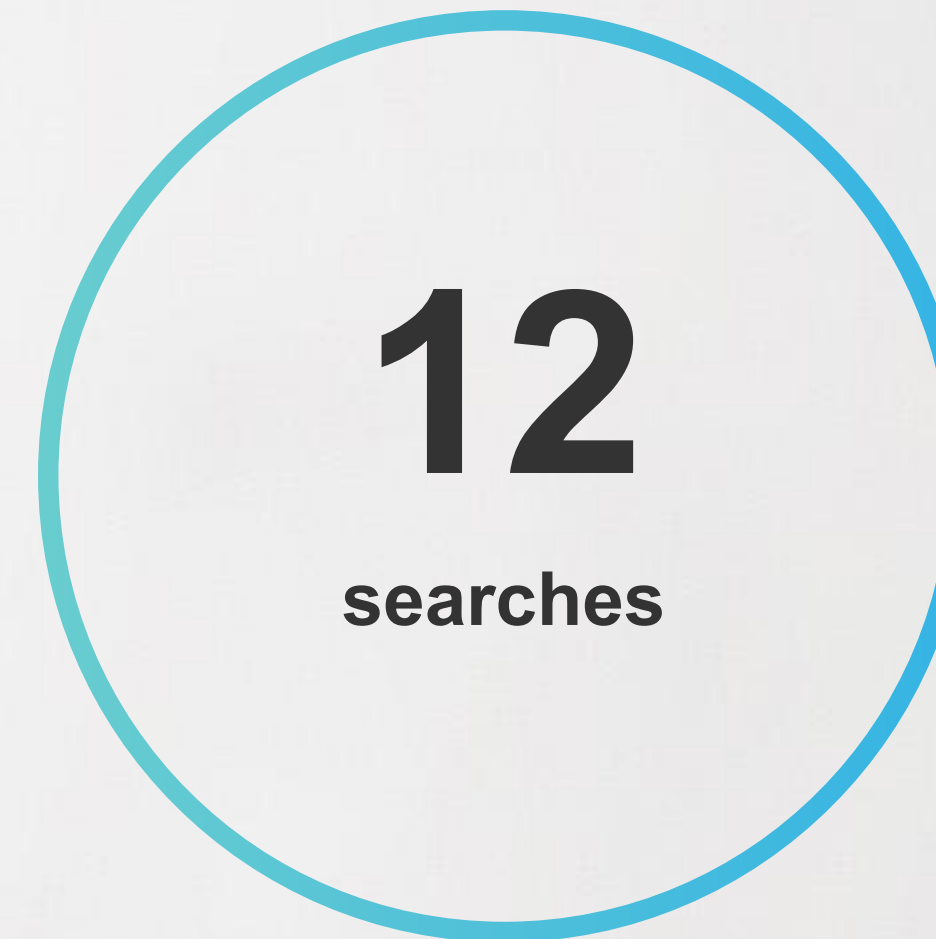


Boost engagement by adding Sponsored InMail

As a regular Sponsored Content user, you already know the value of distributing your content on the **world's only professional feed**.

Research shows that B2B buyers conduct an average of **12 searches** before ever going to a brand's site.

Participate early in your customer's research process — nurturing your audience at the right moment, with the right content. Sponsored InMail is a perfect tool for personalizing content for your target audience.

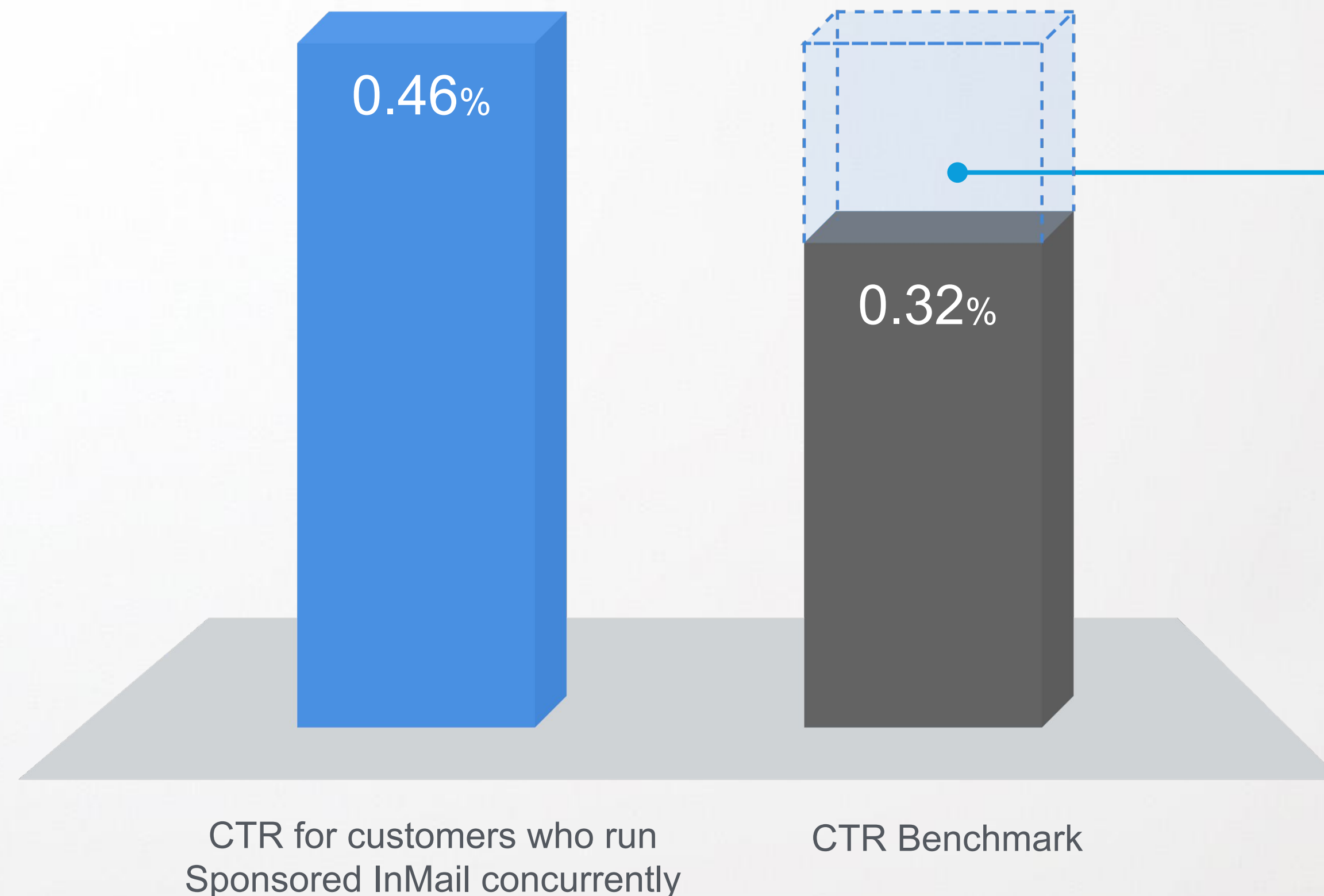


before ever visiting a brand's website



on their way to a purchase decision

Multiple LinkedIn products improve campaign results



Click-through rate from
Sponsored Content is

43%

higher than platform
benchmarks for
customers
who ran Sponsored InMail
concurrently for at least 2
weeks, targeting similar
audiences at sufficient scale.

Multi-Product Marketers gain performance synergistically with multiple full-funnel products

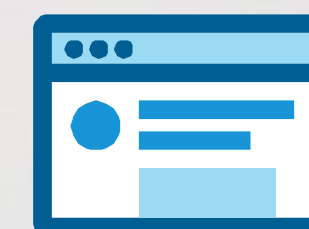


Infographics, blog posts, industry trends, influencer content, “behind the scenes” and exclusive content.

Best practice guides, case studies, product reviews, analyst reports, webinars, blog posts.

White papers, research briefs, product demos, trials, product reviews and comparisons, analyst reports.

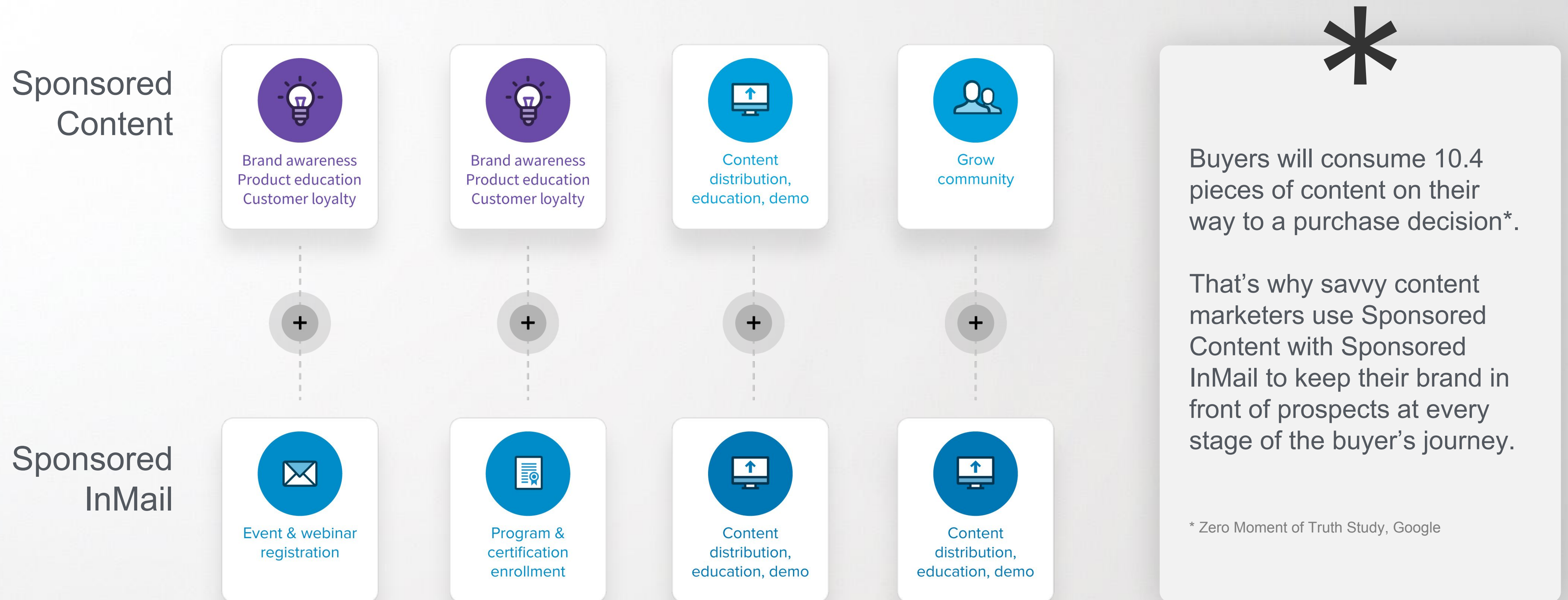
Newsletters, recommendations, case studies, product news, tutorials.



128%

higher open rates
among those exposed to
Display and Sponsored
Content first

Powerful use case combinations



NYU

All Messages ▾

Isser Gallogly, Assistant Dean of Graduate Admissions

Be CPA ready in 10 months!

Dear Margaret,

Are you ready to jump-start your career in Accounting?

If so, I invite you to apply to the [NYU Stern Masters in Accounting](#) program by June 1.

Located in the heart of New York City, our 10-month program offers a thorough and well-rounded graduate Accounting education, preparing you to sit for the New York CPA upon completion.

With our NYC location, strong ties to the Big 4 accounting firms, top-ranked faculty who are leaders in their fields, and on-campus recruiting opportunities, NYU Stern offers unparalleled access to exciting career prospects.

If you are a US Citizen or Permanent Resident, you may apply by June 1 for consideration for the Fall 2016 start. Reach out today to take the next step in your career acceleration!

Learn More

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MS IN ACCOUNTING

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NYU

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NYU Stern School of Business shared:

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NYU Stern's Accounting Department is top-ranked by US News & World Report. The intensive 10-month program gives you access to top firms & jobs in NYC & satisfies requirements to sit for the NY State CPA.

Why should you pursue your MS in Accounting at NYU Stern?

w4.stern.nyu.edu • Be ready to sit for the CPA in 10 months with NYU Stern's new Masters in Accounting Pro...

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171

2

Program & certification enrollment

Sponsored InMail
Use Case: Program Enrollment

Brand awareness
Product education
Customer loyalty

Sponsored Content
Use Case: Awareness

44

Top “Do”s

1. Optimizing for relevance

- Ensure your message resonates with your target audience
- Always ask, “why would the audience read this?”
- Use a sender with credibility and relevance

2. Optimizing content

- Clearly outline benefits to the member for engaging with this message
- Use concise, compelling and conversational intros
- Include a concise call to action and be clear about what the member should do
- Make sure landing pages are optimized for mobile traffic

3. Amplify and personalize

- Test to see what works with the audience and then refine
- Be resourceful and use your existing content by reworking it to be conversational
- Be genuine

Top “Don’t”s

1. Pushy content

- Avoid content that sounds like a brochure or infomercial
- Don’t cast too wide of a net (e.g., “You or a colleague may benefit from this ...”)
- Avoid !!! and ALL CAPS
- Don’t overload message with multiple calls to action, focus on one action and building trust

2. Hard-to-navigate website

- Avoid mixed messaging. The landing page should match the call to action and message
- Your landing page should align with your goal (e.g., PDF is not ideal for conversions)

3. Too much or too vague

- Avoid getting all details into the message, your landing page should do the educating
- Don’t have a call to action that’s too long, it will get cut off on mobile
- Using a closing salutation if the message is coming from a company

Sponsored InMail Gallery of Examples



Programs & Courses



Dawn Kluber

Program for Project Managers

Irina,

My name is Dawn Kluber and I am in charge of Executive Education at the University of Iowa. Earlier this year we introduced a new program focused on [project management](#) and I thought it might be of interest to you.

People with formal project management training consistently earn more than those without, and employers around Iowa need people with project management skills. We've developed our courses to teach these skills that are in high demand. You'll walk away with practical tools you can apply the next day.

You can take individual courses in areas that are most relevant to you or complete five courses to earn the Project Management Certificate. Courses are short (1-3 days) and are offered in our downtown Des Moines and Cedar Rapids locations. You can sign up any time and there is no application required.

If you'd like me to follow up with you, please call me at 319-335-1043 or email me at dawn-kluber@uiowa.edu. Thanks and I hope to see you in one of our upcoming courses.

Best Regards,

[Dawn Kluber](#)
Assistant Dean, Executive Education

[See Upcoming Courses](#)

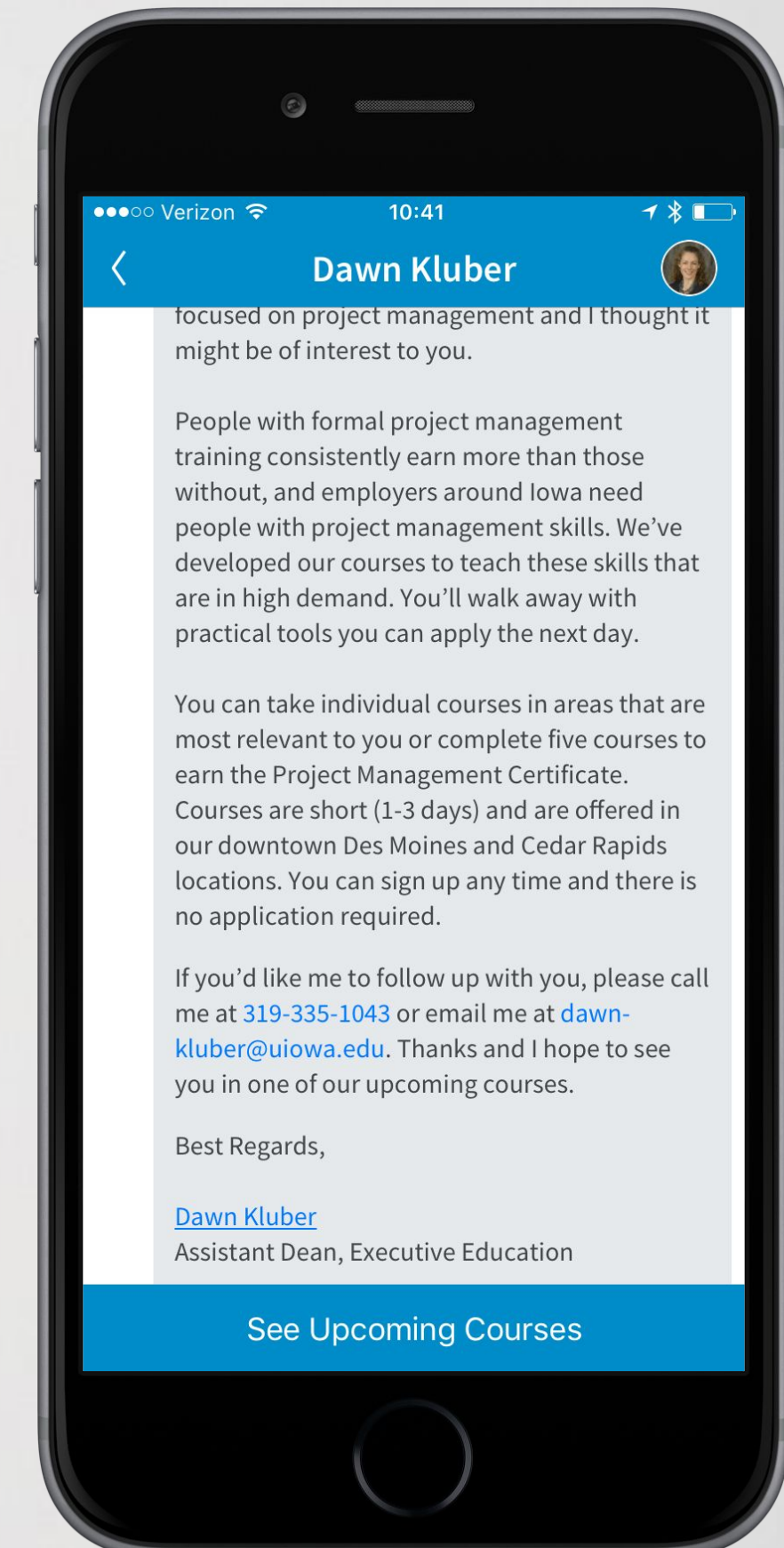
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Programs & Courses



Wendy Casey

HBX Disruptive Strategy

Dear Irina,

Given your role and the rapidly changing dynamics of the market, I thought you might be interested in learning about *Disruptive Strategy with Clayton Christensen*, a new course offered by Harvard Business School's new online learning initiative, HBX. The course is offered for both individual learners and organizational teams. It is designed to:

- Teach proven theories and frameworks that enhance strategic thinking
- Develop a common language for strategic planning, innovation, and disruption
- Build a toolkit to tackle your unique challenges for immediate impact
- Identify disruptive opportunities that will give you or your organization an innovative edge

Visit our website or contact me directly to learn how *Disruptive Strategy with Clayton Christensen* will provide the starting point from which you or your team can build an actionable approach to your strategic planning process and innovation development.

I hope to hear from you soon.

Regards,

Wendy Casey

HBX Disruptive Strategy
Email: wcasey@hbs.edu
Phone: (978) 460-2320

Visit HBX Online

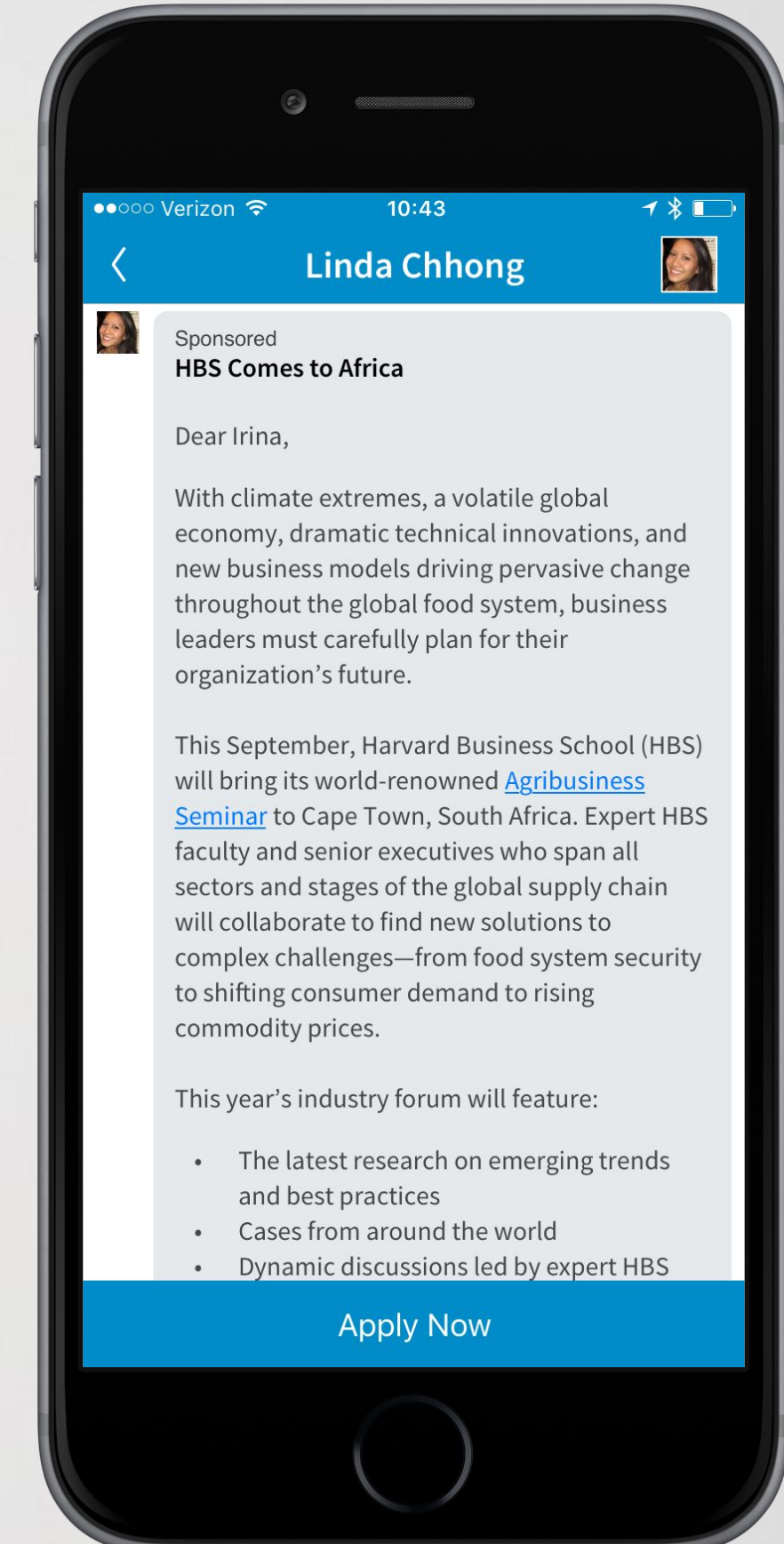
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Programs & Courses

**Cristina Raecke**

Be an HR Leader

Hi Irina,

Your background caught our eye—are you interested in taking your education to the next level?

FIU Online's Master of Human Resources can prepare you for a leadership role in an increasingly diverse and international workplace.

As a student in our MSHRM program, you will:

- Take courses fully aligned with SHRM's *HR Curriculum Guidebook and Templates*
- Learn from renowned HR scholars and experts
- Build a powerful network of industry connections
- Complete the program in just 12 months

Want to learn more? Let's talk about your career and determine if our Master of Human Resources is the right fit for you.


Sincerely,


Cristina Raecke
Executive Director, Marketing, Recruitment & Enrollment
FIU Online

[Let's get started](#)

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FLORIDA INTERNATIONAL UNIVERSITY




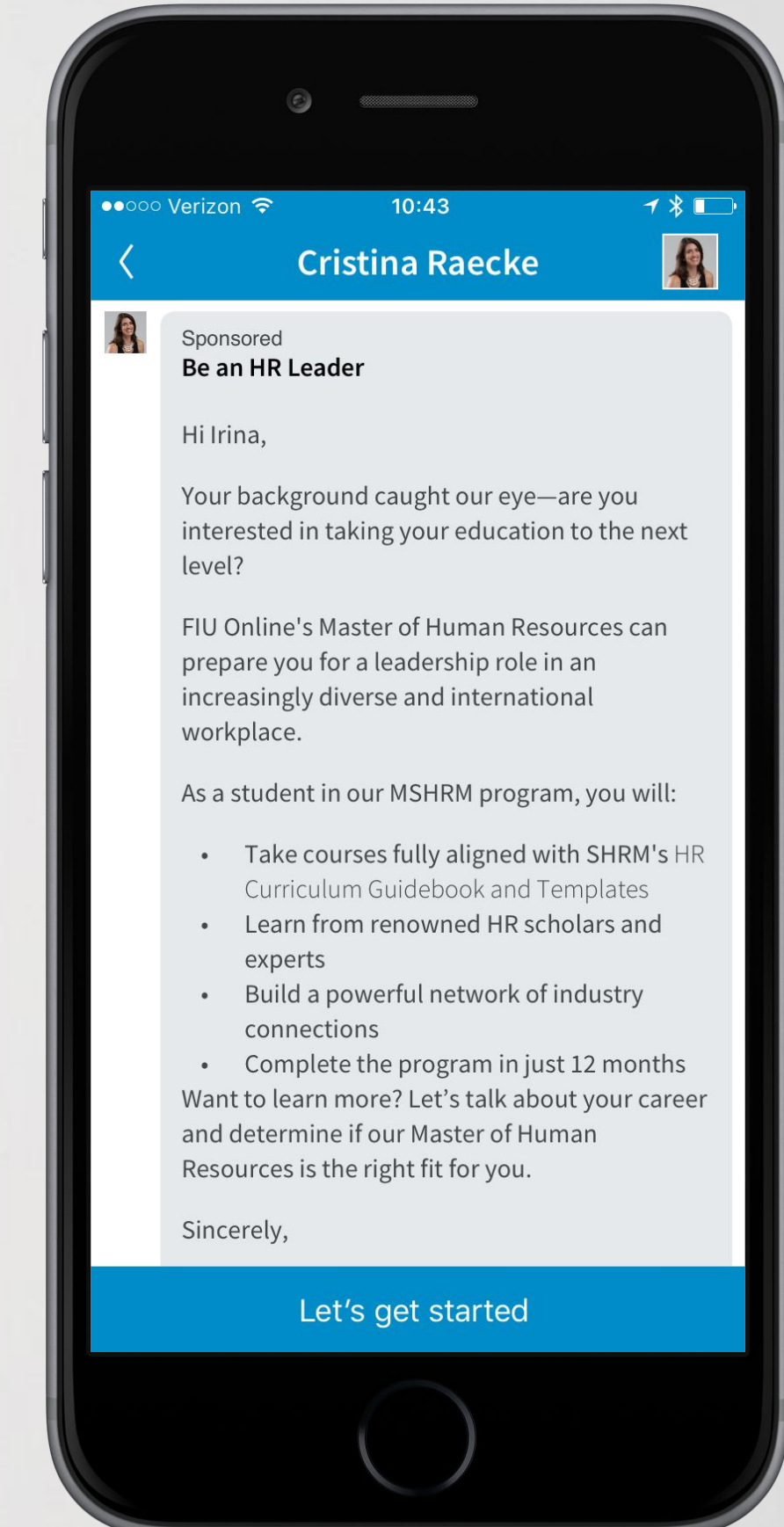
MS in Human Resource Management

12 months

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Programs & Courses



Elie Farhat

Georgetown EML Program

Irina,

My name is Elie Farhat and I am the Assistant Dean of Admissions for Georgetown University's Executive Degree Programs. I would like to invite you to learn more about our Executive Master's in Leadership program at a Lunch & Learn that we are hosting in Pentagon City on **Thursday, July 16, 2015 at 12:30 p.m.**

This will be a great opportunity to learn about our Executive Master's in Leadership Program and discover how it can equip you with the knowledge, skills, and global perspectives needed to manage and lead in today's volatile and complex market economies.

If you cannot make the lunch but would like a one-on-one meeting (over the phone or in-person) please [click here to schedule](#) a time which is most convenient for you.

Georgetown's Executive Master's in Leadership curriculum capitalizes on our location at the center of global business and policy in Washington, D.C. This program offers courses that specifically prepare executives to identify their organizations position in a rapidly changing business world, implement a plan to prepare them for that future and influence others to help move them in the right direction.

We hope you can join us next week in Pentagon City!

Kindest Regards,

Elie Farhat
Assistant Dean of Admissions & Outreach
www.msb.georgetown.edu/executive/masters-leadership

[Register for Lunch to Learn about EML](#)

What's new with messaging?

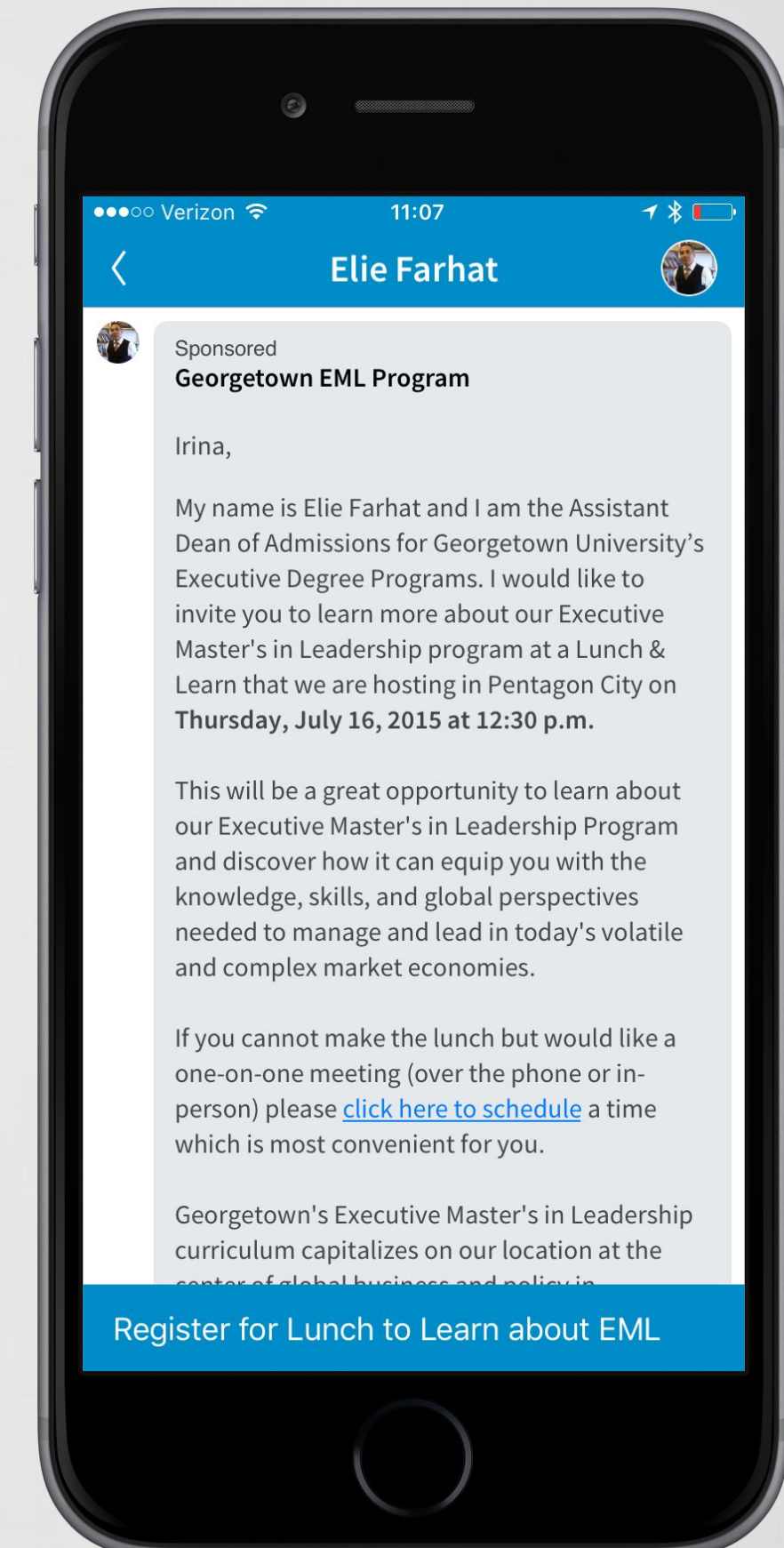
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GEORGETOWN McDONOUGH

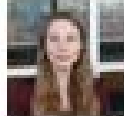


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Events & Webinars

**Diana Kaluza**

Able to join for dinner?

Hi Irina,

Sorry to message you out of the blue like this, but I was hoping to connect with you and see if you'd be interested in joining our Information Security Executive Dinner this month.

Given your background, I thought you would be a great addition to the group. I'm hoping to bring together senior InfoSec leaders to enjoy a meal together and have a chance to discuss the changes we're seeing in the security space. Our CTO, Dan Hubbard, will kick off the evening by sharing some critical trends in the attacker landscape and how security approaches are adapting.

We're starting with these 3 cities and hope to add more soon:

- [Seattle, WA - March 10](#)
- [Los Angeles, CA - March 12](#)
- [Minneapolis, MN - March 19](#)

Please let me know if you're able to join us!

Diana Kaluza
Manager, Marketing
OpenDNS

[RSVP HERE](#)

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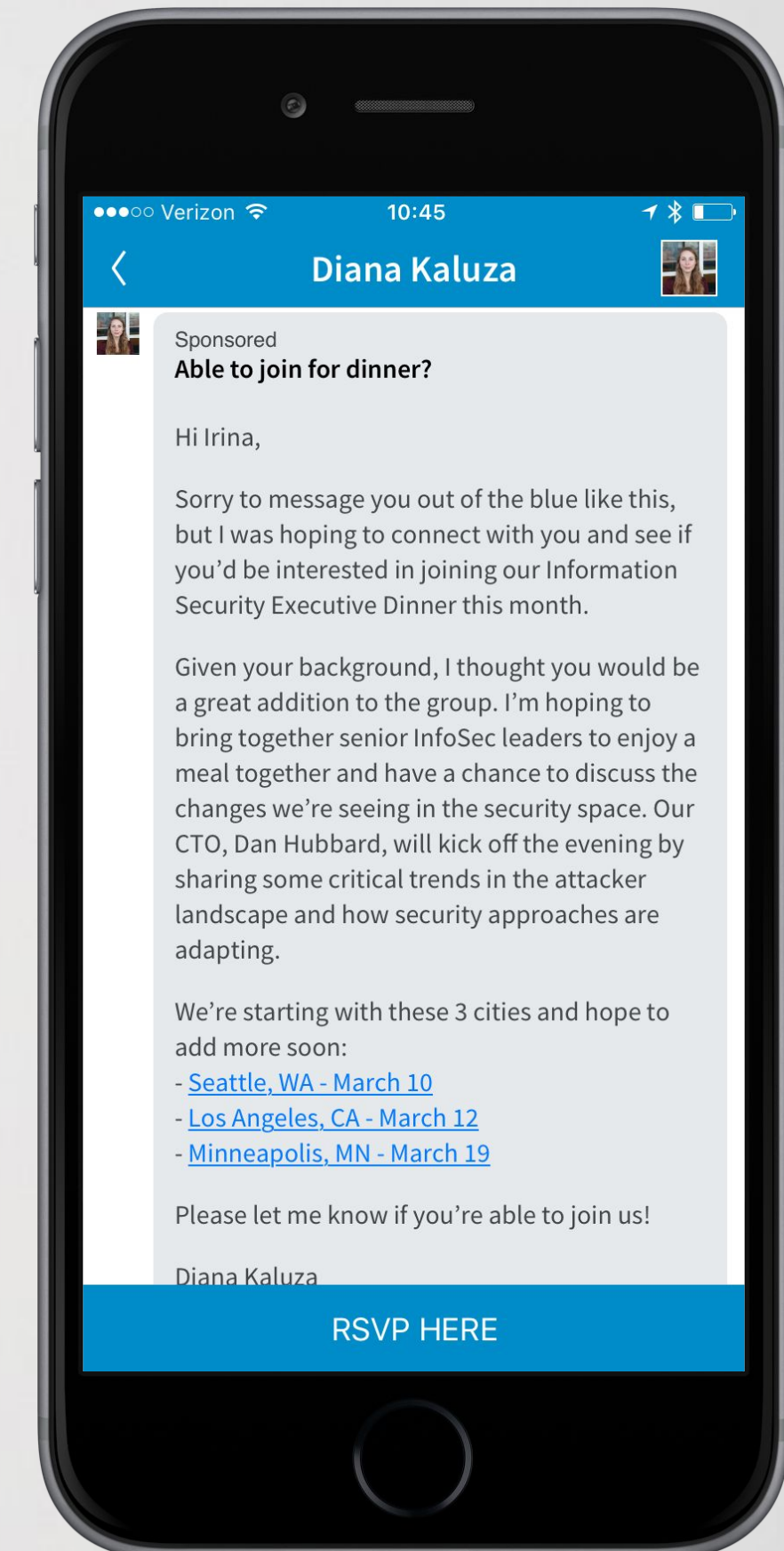


**INFORMATION SECURITY
EXECUTIVE DINNER**
Seattle, WA • Los Angeles, CA • Minneapolis, MN


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OpenDNS Discuss emerging security trends with your peers.

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Events & Webinars

**Heidi Bullock**, VP Demand Generation, Marketo

Personal Invitation to Marketing's Biggest Online Event of the Year

Dear Irina,

I would like to personally invite you to marketing's largest online conference hosted by Marketo on Wednesday, September 2, 2015 featuring thought leaders from Facebook, Virgin America, Mashable, LinkedIn and more.

Join us for free to learn best practices and hear from over 25 thought leaders on the next era of marketing as well as 30,000 other marketers from all around the world.

[RSVP today](#) to reserve your spot!


Sincerely,

Heidi Bullock
VP, Demand Generation Marketing, Marketo
Marketo, Inc.

[RSVP Now!](#)

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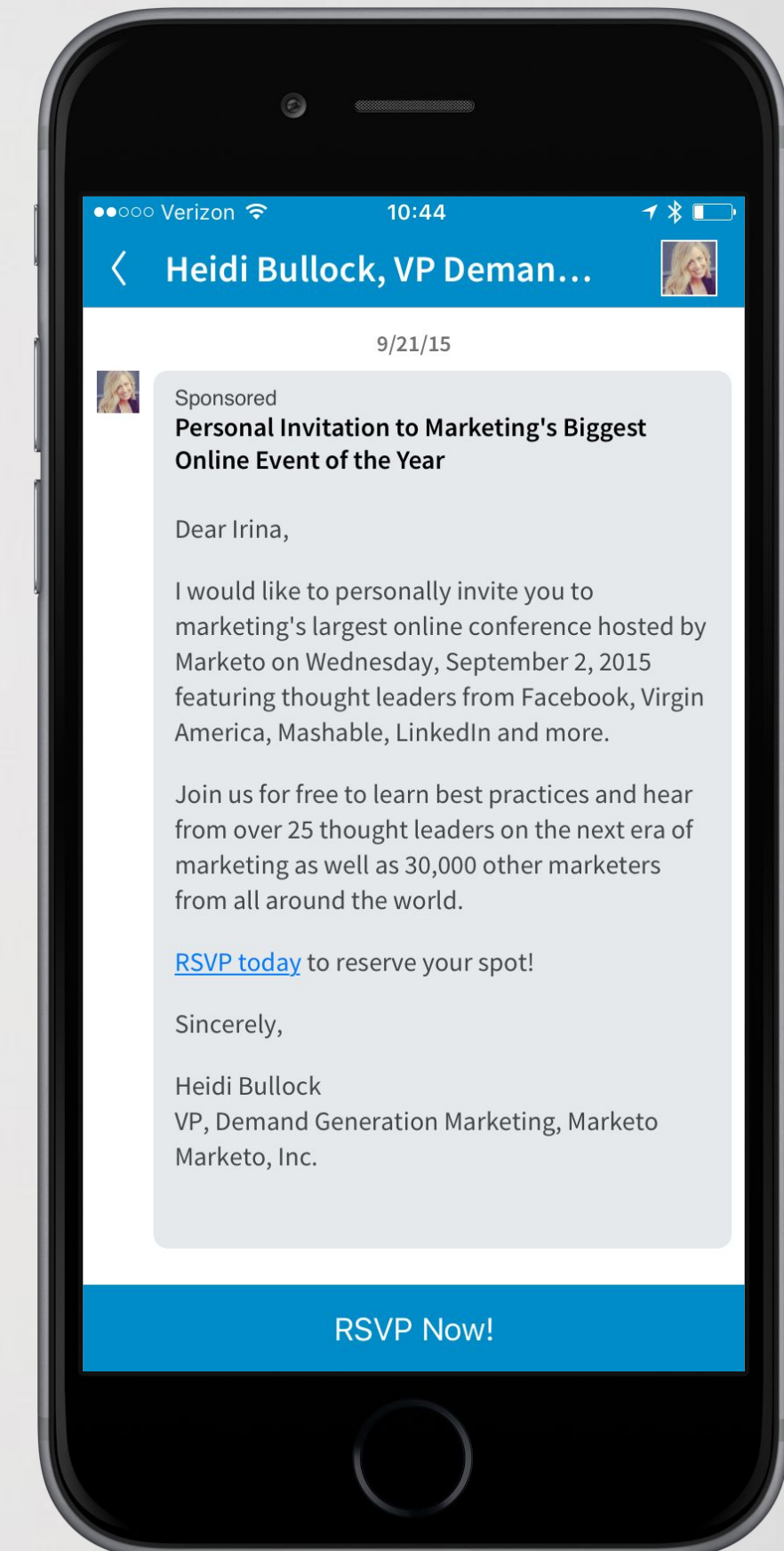
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Carmen Yu from eFolder
 Join us for a steak lunch
 Complimentary lunch seminar from eFolder

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9:37 AM

Heidi Bullock, VP Demand G...
 Personal Invitation to Marketing's Biggest Online Event of the Year Reserve Your Spot Today

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9:07 AM

Travelers
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eBay
 Lunch with Warren Buffett
 You're cordially invited!

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Sep 17

Sébastien Marotte
 Join us for Atmosphere
 Google's digital event, June 2

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Heather Doshay
 Job opportunities in NYC!
 Get 5+ job offers in one week!

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Sep 17

Carmen Yu from eFolder

Join us for a steak lunch

Irina,

I'd like to invite you to an upcoming lunch seminar that eFolder will be hosting for IT professionals in your city. The topic of this lunch is the **Top 5 Sources of Cloud Data Loss & Prevention**. During this lunch, we will be discussing the most common ways cloud application data loss happens and what you can do to safeguard your organization's vital data.

Please join us for delicious food and an informational presentation. Feel free to invite your colleagues as well.

The lunch seminar dates are as follows:

- Seattle- August 18 at McCormick & Schmick's
- Denver- August 18 at Morton's Steakhouse
- Bellevue- August 19 at Ruth's Chris Steakhouse
- Salt Lake City- August 19 at Ruth's Chris Steakhouse
- Portland- August 20 at Morton's Steakhouse
- Boise- August 20 at Ruth's Chris Steakhouse
- Houston- September 15 at Ruth's Chris Steakhouse
- Austin- September 16 at Ruth's Chris Steakhouse
- Dallas- September 17 at Ruth's Chris Steakhouse

Please do not hesitate to contact me with any questions. We hope to see you at lunch!

Best,
Carmen Yu
Marketing Coordinator, eFolder
cyu@efolder.net
(415)541-9002 x230

Register Now

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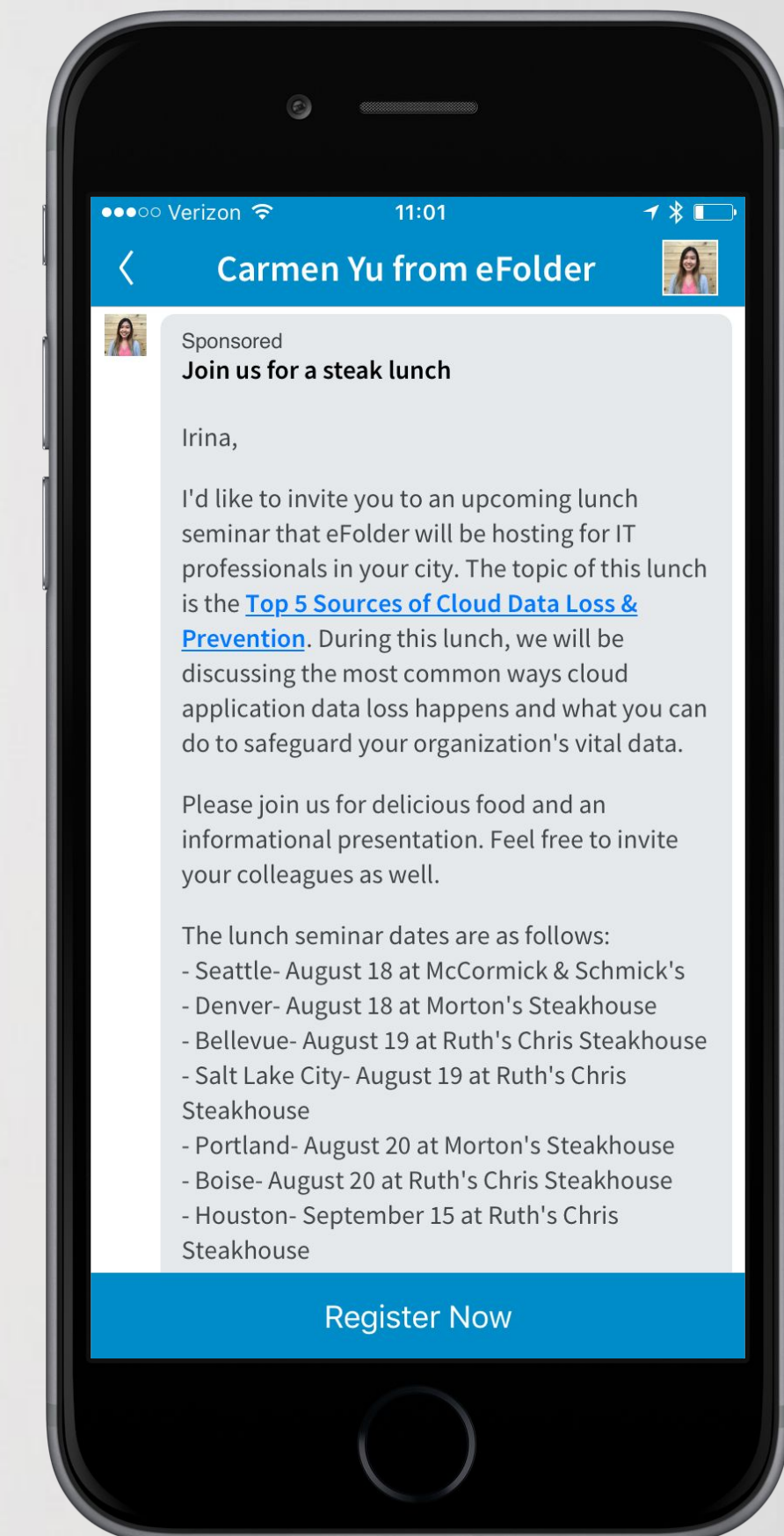
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You're invited! Join us for a steak lunch with eFolder

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Content Downloads

**Kevin Williams**

Relevant Analyst Research

Hi Carissa,

As a fellow customer success professional, I thought you'd be interested in the latest Forrester Research report on community and social experiences providers, "[The Forrester Wave\(TM\): Social Depth Platforms, Q2 2015](#)." I'm excited to share it with you, not only because Jive was named a Leader, but because Forrester hasn't released a new Wave evaluation in this space since 2013. This update signals to me the increasing importance of communities in meeting real-time customer needs in the age of the customer.

Please take a look, whether you are actively researching vendors or are simply staying informed about how customer and support leaders deflect calls, cut costs and increase customer satisfaction through community.

I'd be happy to connect if you're interested in a conversation about Jive specifically -- we're proud that of the four leaders identified by Forrester in this report, Jive had the highest score in the 'current offering' category.

Sincerely,

Kevin Williams
Vice President of Global Support
Jive Software

Download the Report


What's new with messaging?

You can now find your pending invitations in their [new home](#). More questions? [Take the tour](#) or visit the [Help Center](#).

Want a Community of Happy Customers?


Learn why Forrester named Jive a Social Depth Platform Leader

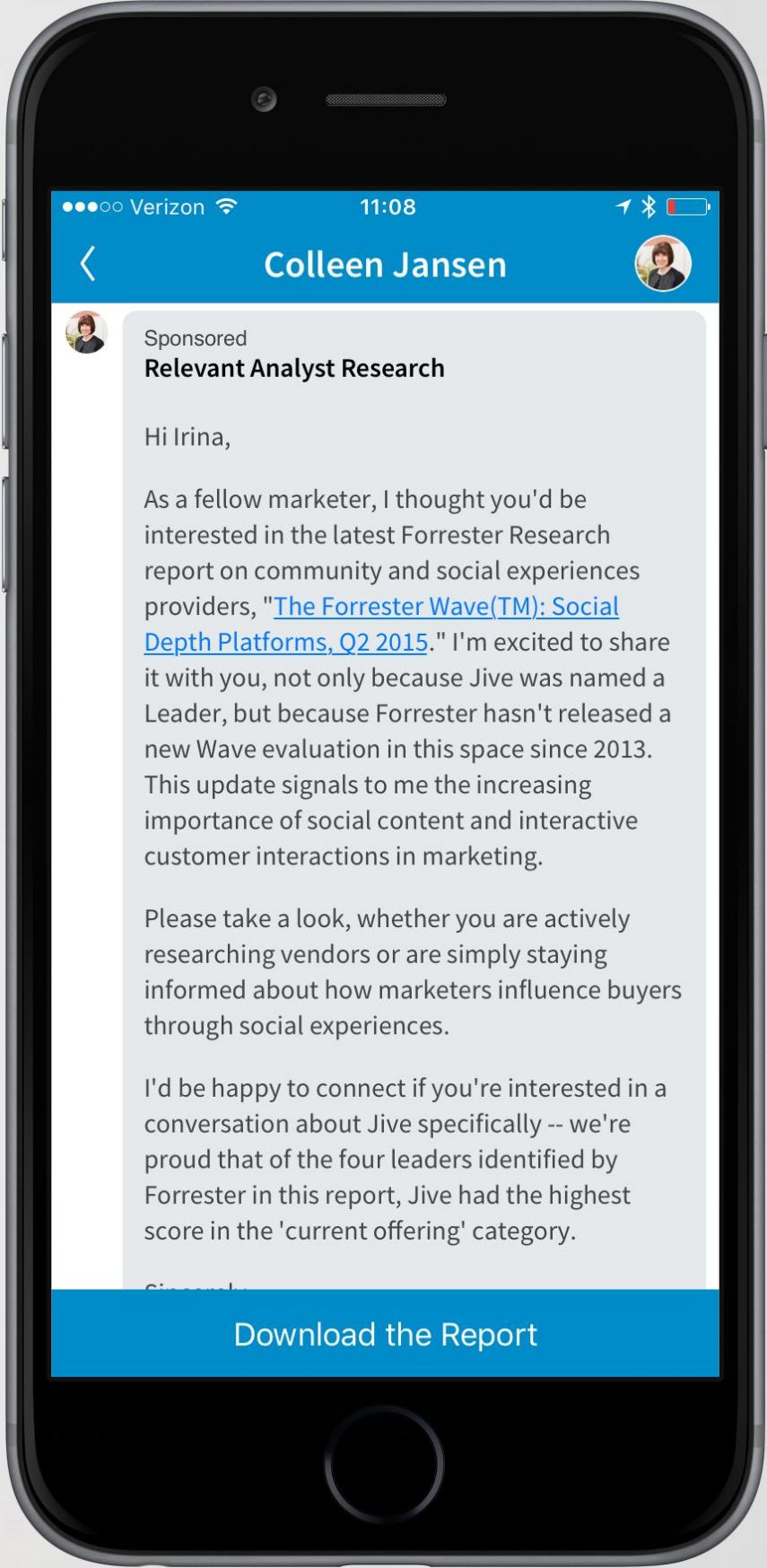
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