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

LinkedIn Sponsored InMail

Idea for better project management strategy

Dear Victor,

With FedEx 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: FedEx seamlessly integrates with your existing data sources.
• Align your organization: FedEx helps you align your business around the metrics that matter most to your business.
• Visualize your metrics: FedEx lets you consume and easily manipulate business data seamlessly across your systems.

See what FedEx can do for you. Get started today. Sign up for a free trial. We have a team of dedicated people to help you with onboarding and set up.

Check out our results
Unique product. Uncluttered environment. Effective results.

- Mobile-optimized design for easy clicks
- Real-time delivery ensures timely reach
- Uncluttered professional context
- Flexibility to tailor your content

Persistent call-to-action button remains on top of content while user scrolls
Sponsored InMail messages are delivered only when members are on LinkedIn
Strict delivery frequency caps ensure your message gets maximum mindshare
Send a personalized message that will resonate most with your target audience
Choose a specific use case to anchor your message

**Brand**

- **Awareness**
  - Brand awareness
  - Product education
  - Customer loyalty
  - Luxury goods & services
  - Automotive & marine
  - Airline & special clubs
  - Financial services
  - Real estate

**Event & webinar registration**
- VIP Invitations
- Dinner socials
- Industry events
- Webinars & webcasts
- Fund raisers

**Program & certification enrollment**
- MBA, Post-grad, executive education
- Interview, online course, certifications

**Content distribution, education, demo**
- Whitepaper download
- Webinar/podcast recording
- Demos
- Trials
- Infographics

**Direct Response**

- Grow community
- Network or society member growth
- LinkedIn Group
- Knowledge sharing communities
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

Seattle, Washington USA

Boston University
Communication
Bachelor of Science
2011, 25-34

Simply Measured
51-200 employees
Internet

Senior Marketing Manager
Marketing, Senior IC
CMA, LEWIS, Social Tools
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
Set up your Campaign

Select “Sponsored InMail”

Enter an account name and currency

PRO TIP
A Company Page is important to build your brand and presence on LinkedIn.
Enter a memorable, distinct campaign name

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.

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

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

“Terms and conditions” is an optional field.

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

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.
Click the PENCIL icon to edit.

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

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

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

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

Define your target audience
Increase your audience size by broadening your criteria.

Audience expansion: Enabled

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

Cancel campaign
Save as draft
Previous
Next
Managing bid and budget

Second price auction
You’re competing with others who want to reach a similar target audience.
Create helpful, informative and entertaining content

The “Helpful Advisor”

• 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”

• 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”

• 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

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

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—not 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
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.
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.
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.

- 12 searches before ever visiting a brand’s website
- 10.4 pieces of content 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.

Source: LinkedIn internal data. Based on 6-months of data. Feb 2016.
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

Sponsored Content
- Brand awareness
- Product education
- Customer loyalty

Sponsored InMail
- Event & webinar registration
- Program & certification enrollment
- Content distribution, education, demo
- Grow community

Buyers will consume 10.4 pieces of content on their way to a purchase decision*.

That’s why savvy content marketers use Sponsored Content with Sponsored InMail to keep their brand in front of prospects at every stage of the buyer’s journey.

* Zero Moment of Truth Study, Google
Sponsored InMail
Use Case: Program Enrollment

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 Bachelor 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 and alumni leaders in their fields, and comprehensive job referral opportunities, NYU Stern offers unparalleled access to exciting career prospects.

If you are a U.S. Citizen or Permanent Resident, you may apply by June 1 for consideration for the Fall 2019 start. Reach out today to take the next step in your career acceleration!

Learn More

NYU Stern School of Business shared:

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?

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

Like · Comment · Share · 171 · 2

Sponsored Content
Use Case: Awareness
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

Best Practices Cheat Sheet
Top “Do”s
## Best Practices Cheat Sheet

### 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

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

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.

PROJECT MANAGEMENT COURSES

Cedar Rapids and Des Moines

About Feedback Privacy & Terms - LinkedIn Corp. © 2015

See Upcoming 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
Programs & Courses

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
Programs & Courses

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!

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

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.

About Feedback Privacy & Terms -
LinkedIn® LinkedIn Corp. © 2015

Register for Lunch to Learn about EML
Events & Webinars

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

Why did I receive this message? This sponsored email was sent to you based on non-personal information, such as your function, your primary industry or your region. For more privacy details, your name and e-mail address have not been disclosed. You have choices about the email LinkedIn sends you. Edit your sponsored email consent settings.
Events & Webinars

Dear [Name],

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 300 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.

[Link to RSVP]

Why did I receive this message? This Sponsored Email was sent to you based on non-personal information, such as your function, your primary industry or your region. For more information, your name and a real address have not been disclosed. You can change your email LinkedIn settings or edit your profile’s email contact settings.

If you opt-in to share your information with the advertisers, this information will be subject to the advertisers’ privacy policy.

© 2015 LinkedIn Corporation, 2029 Shields Court, Mountain View, CA, USA. All rights reserved.

Marketo
Address: 081 Markoe Island Blvd, Suite 405, San Mateo, CA 94404
Telephone: 6502931757
Kevin Williams

Relevant Analyst Research

Hi Colleen,

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™: 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 define 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.