

Getting Started with Sponsored InMail

10 Best Practice Tips



Send targeted messages directly to the people who matter most to your business.

Sponsored InMails should be addressed from a credible person that your target audience will trust. It's important that the sender be contextually relevant to your message.

When choosing your target audience, include influencers and decision makers to scale your campaign. Senior individual contributors* wield powerful influence over purchase decisions.

Campaigns with specific values and goals — such as event registration, content downloads, program enrollment, or community engagement — perform better than product pushing, generic, or salesy messages. Be authentic, and focus on delivering real value to your audience.

Ways to customize your Sponsored InMail:

- Include member's name in the greeting
- Tie in your audience's experience to the context of your message
- Be clear about why this your message is relevant to your audience

Subject lines with a clear value or opportunity to connect work best. Consider wording such as “Exclusive invitation,” “Opportunities,” and “Connect.”

The best Sponsored InMails are brief, relevant, and conversational. Keep your message copy under 1,000 characters, your content is now part of member's messaging experience. Avoid formatting overload.

A clear CTA gets clicks and conversions. Try top performing CTAs like “Try,” “Register,” “Reserve,” and “Join.” Additionally, always make sure to include a 300x250 companion banner with your InMail.

Test your message across at least two target audiences. A/B test to track which subject lines, CTAs, and target audiences perform best — and optimize over time.

LinkedIn Sponsored InMail is optimized for mobile users. Make sure that the delightful experience continues when users land on your pages.

Bid above target range to win auctions against your competition. Set a sensible budget cap to leave room for optimizations and expansions.

* **Senior individual contributors** are high-level specialists (not managers) such as doctors, senior developers, lawyers, engineers, and scientists.