



# *Market to who matters*

Sponsored InMail  
Best Practices & Gallery of Examples



**LinkedIn** Marketing Solutions

# 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”

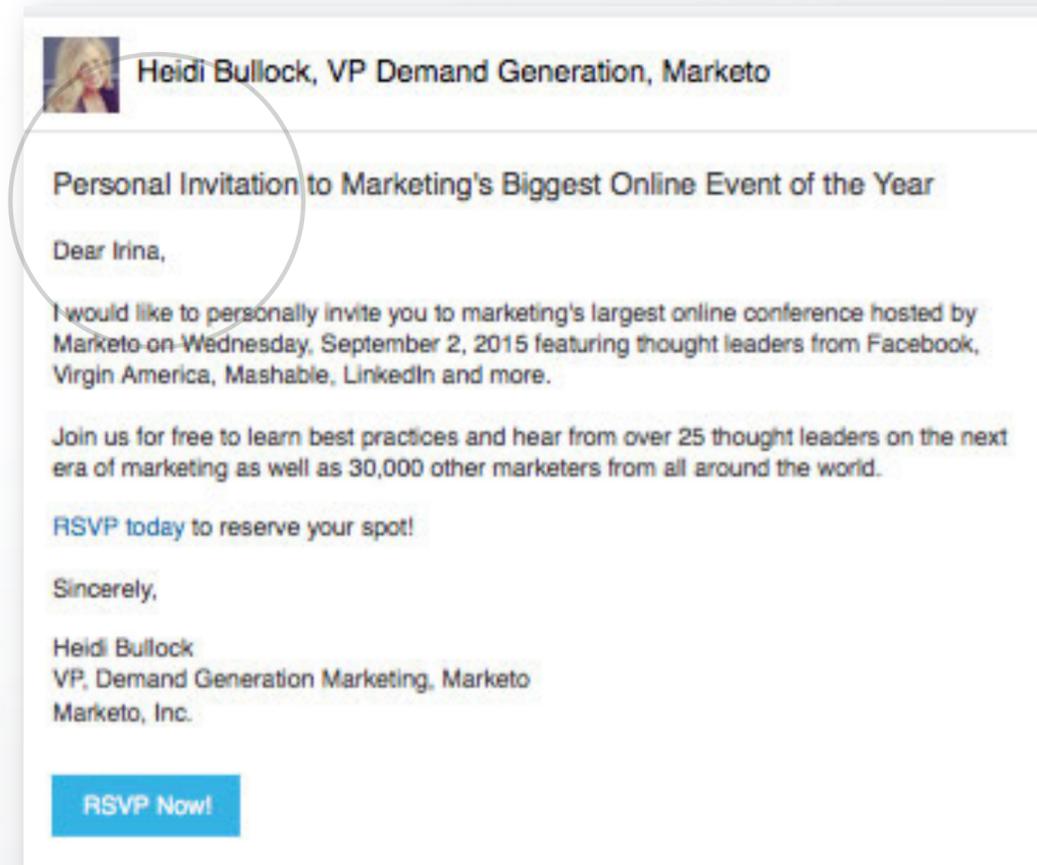
Sponsored Sept 17



**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.

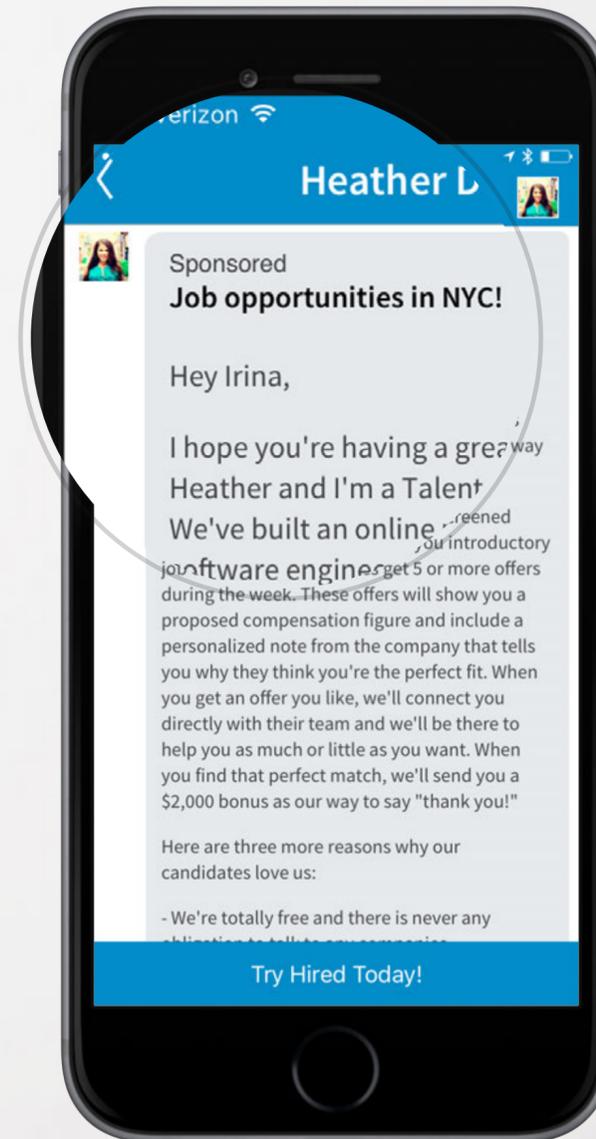
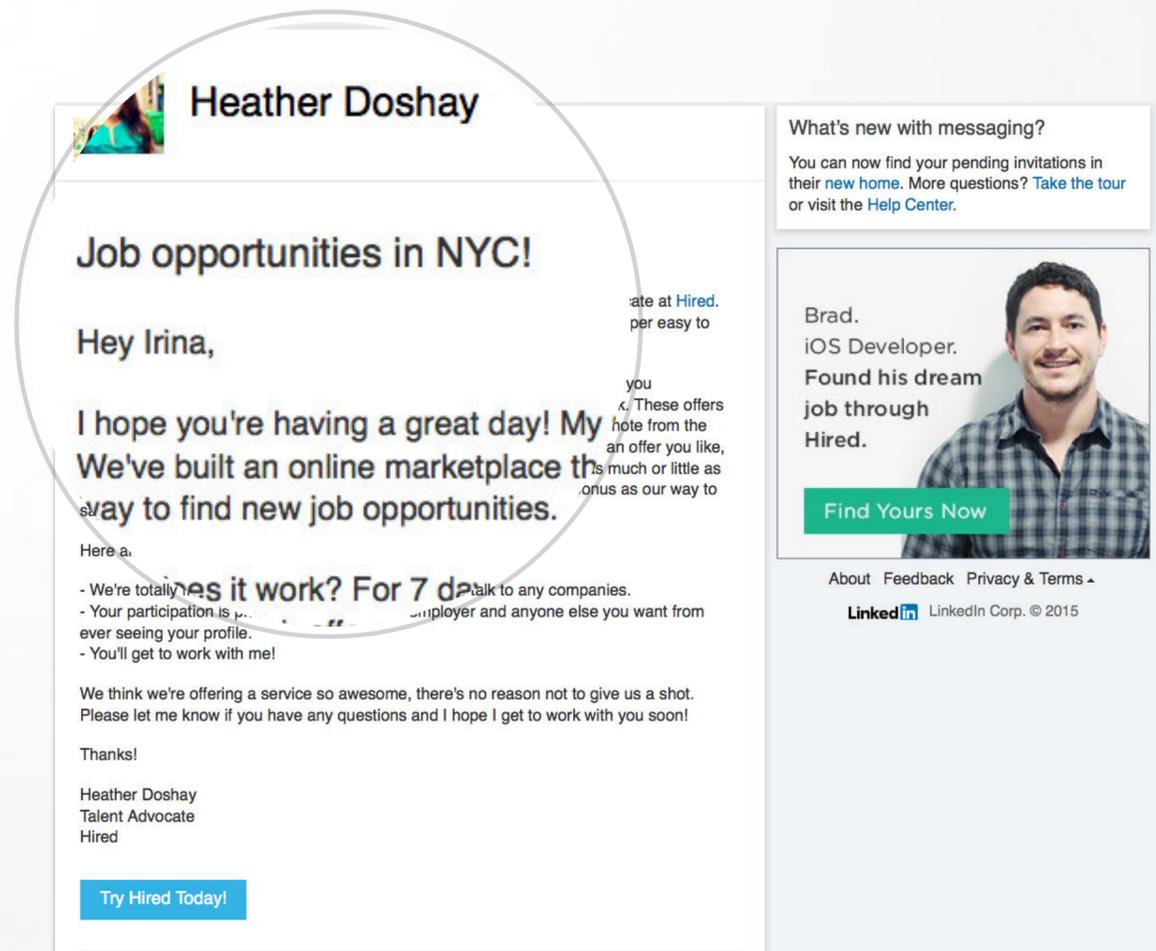
# Keep subject lines short and impactful



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?

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# LOYOLA

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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

**Drew Hansen**

**World's Largest CX Event**

Irina Skripnik,

It's almost May 11th, which means that CXWeek™ is right around the corner! As a fellow CX professional, I thought you'd be interested in joining the top customer experience brands, thought leaders, and practitioners from around the globe, including the likes of Ritz-Carlton, Zappos, UPS, Tempkin Group, Forrester, Bain & Co., and many more.

I'm really excited for the event and I know you'll find a lot of value in it. It's online and it's free. Register at [CXweek.com](http://CXweek.com) to get an all-access pass to daily webinars, best practices, and a ton of other customer experience tips...right from your desk.

CXWeek™ runs from May 11 - 15th. I hope to see you there!

Sincerely,  
Drew Hansen  
Drew Hansen, Director of Client Success  
Helpdesk@qualtrics.com

**Register Free Now**

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Endless insights from the best CX brands.  
**THE RITZ-CARLTON**  
**BAIN & COMPANY**  
**Zappos** **ups**  
**#CXweek** **FREE ONLINE EVENT**  
PRESENTED BY **qualtrics**

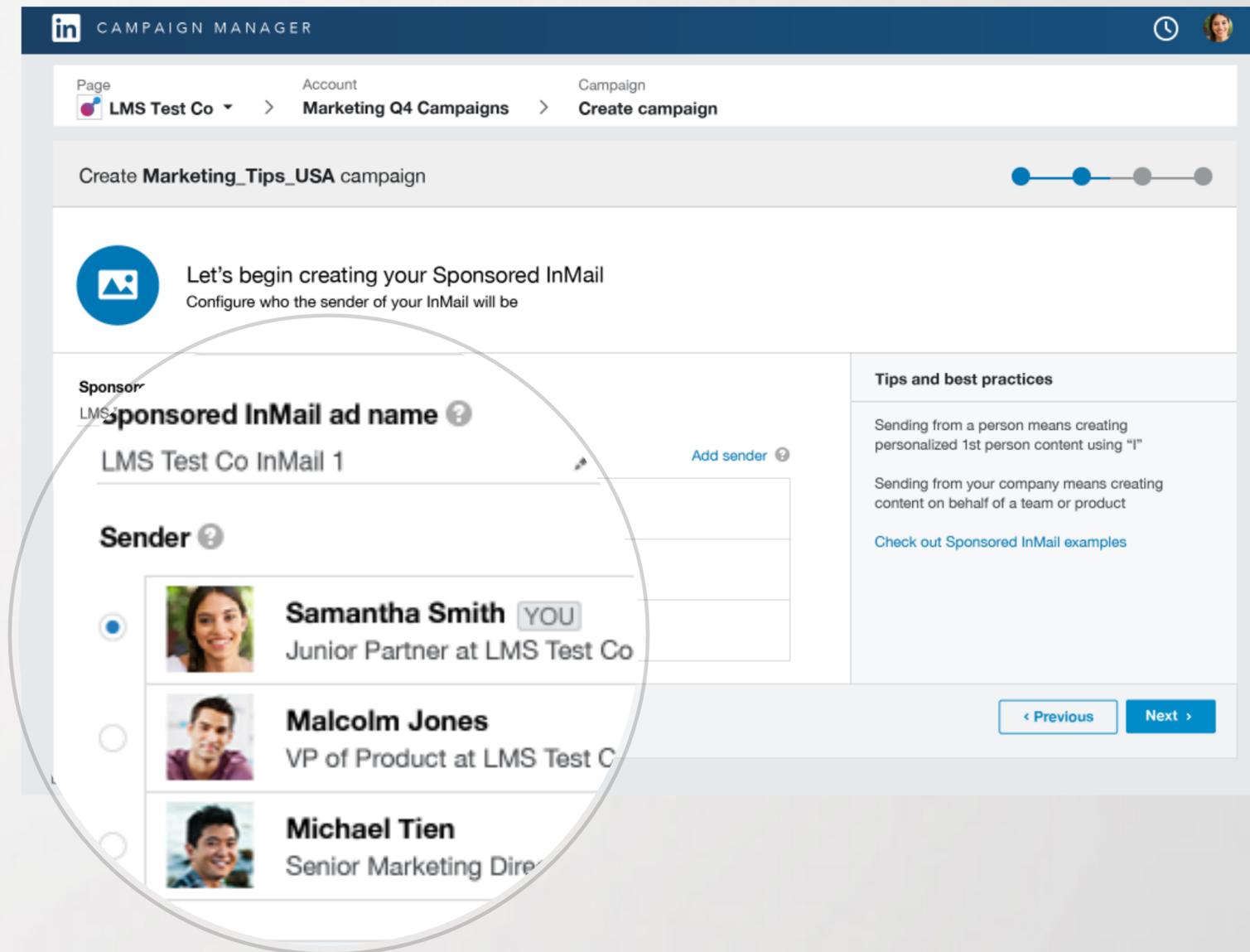
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# Select a sender who is credible with your audience

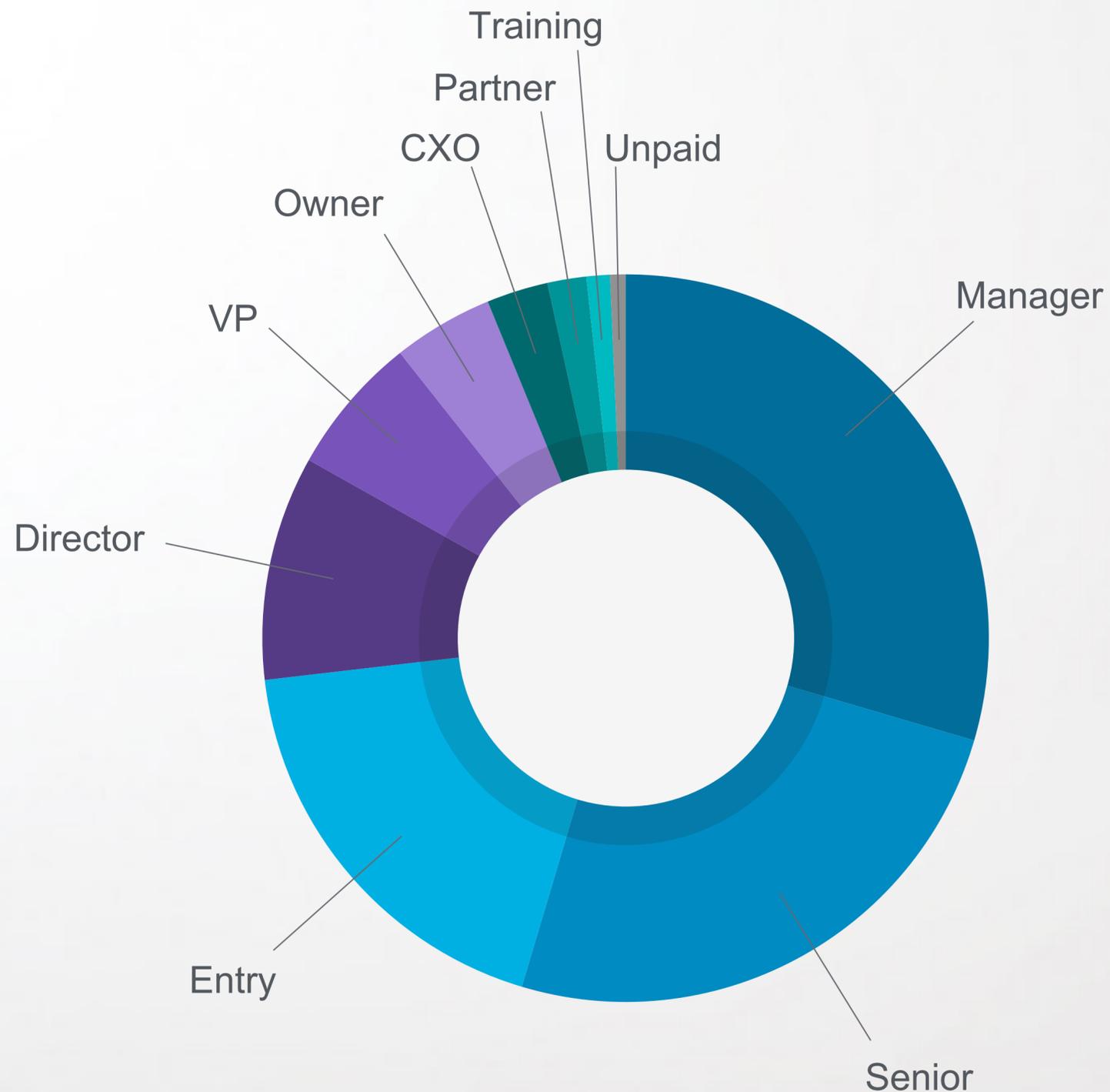
Pick a sender who's relevant to your message

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 navigation 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'. The 'Sponsor' is 'LMS Test Co'. The 'Sponsored InMail ad name' is 'LMS Test Co InMail 1'. The 'Sender' selection is highlighted with a circle and includes three options: Samantha Smith (YOU, Junior Partner at LMS Test Co), Malcolm Jones (VP of Product at LMS Test Co), and Michael Tien (Senior Marketing Dire). A '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 visible at the bottom right.

# Targeting: Influence the influencer



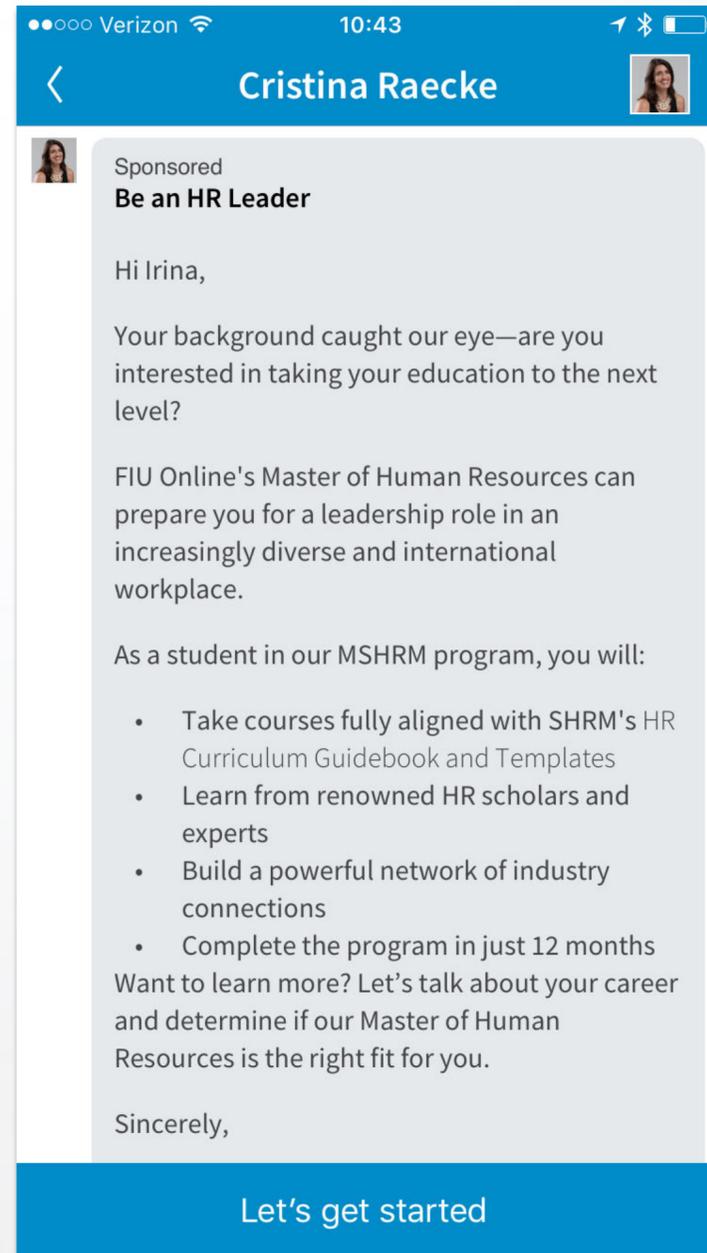
## Focus on hands-on influencers

- 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

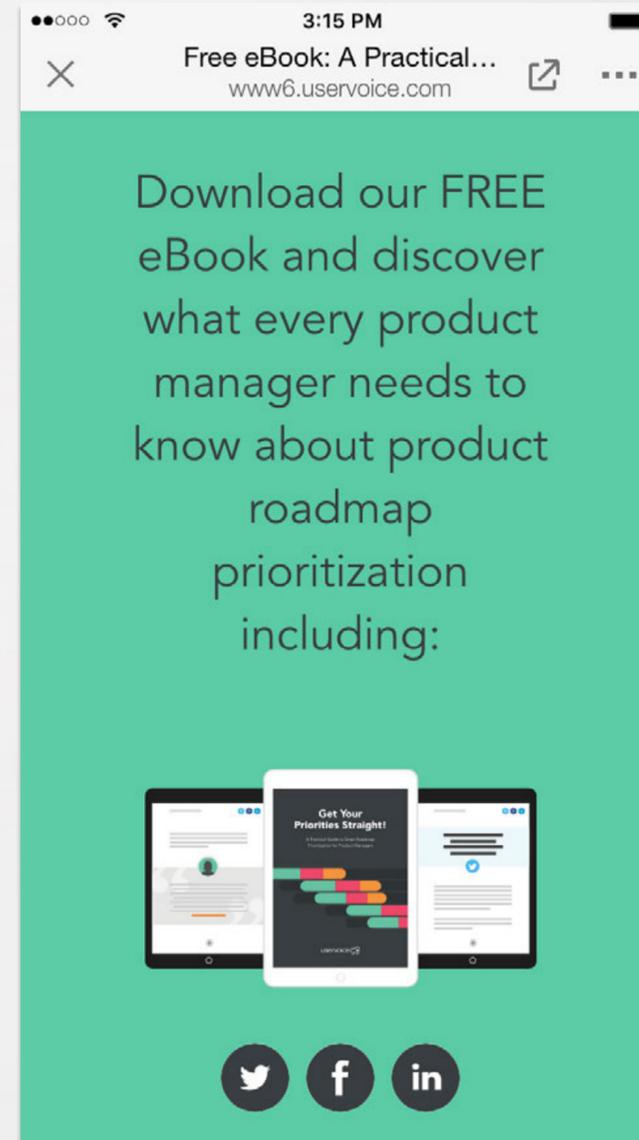


## For best mobile performance make sure:

- 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 form for downloading the eBook. The form is white with a green border. It has four input fields: "FIRST NAME", "LAST NAME", "EMAIL", and "PHONE". At the bottom, there is a large green button with the text "GET IT!".

# 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.

# 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](mailto: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](#)

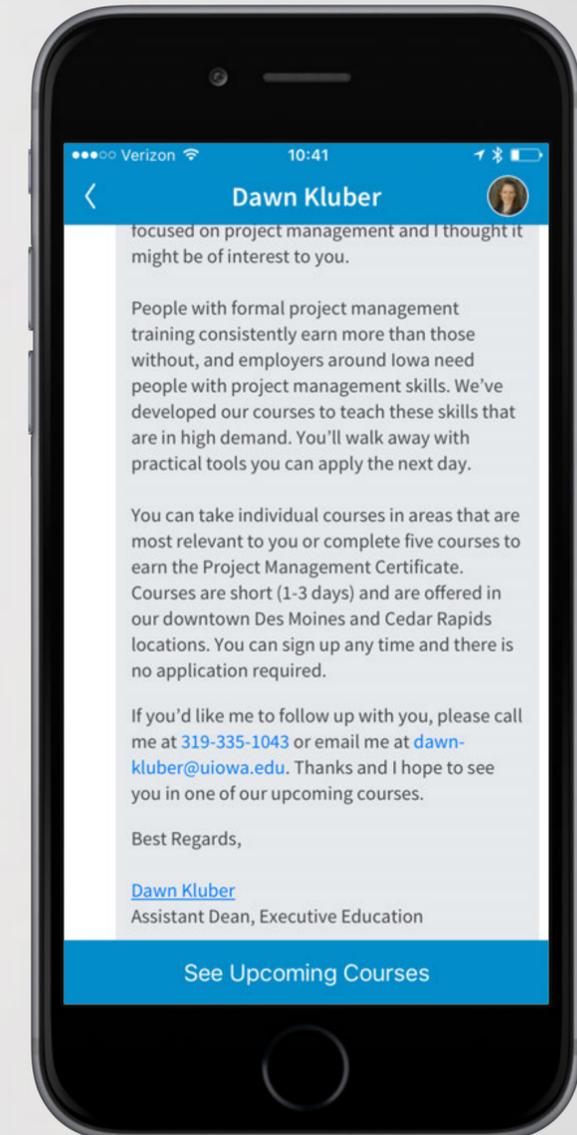
## What's new with messaging?

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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](mailto:wcasey@hbs.edu)  
Phone: (978) 460-2320

[Visit HBX Online](#)

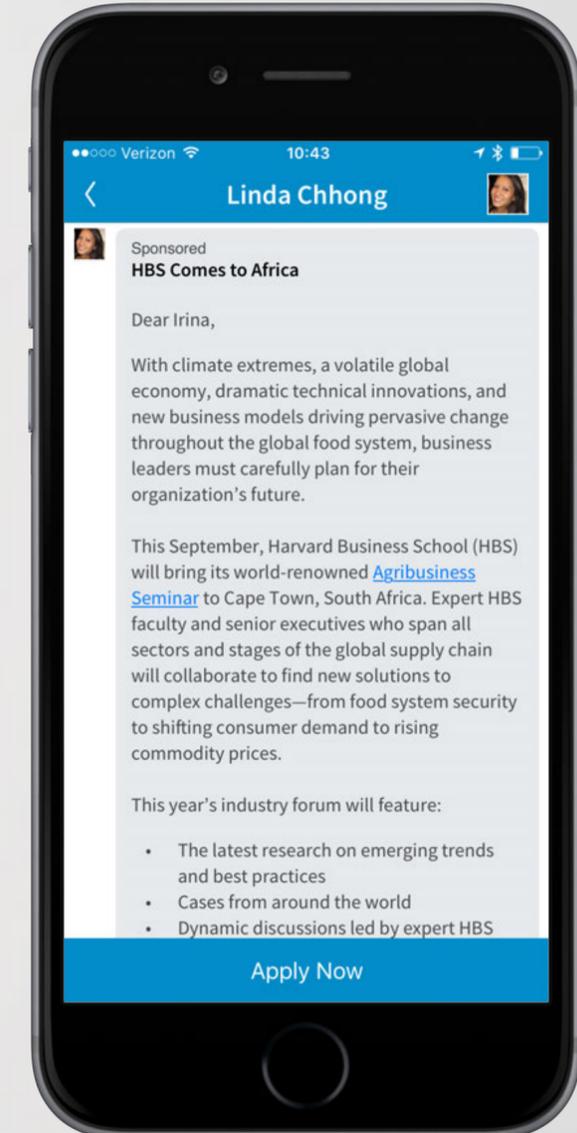
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# Programs & Courses



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

## What's new with messaging?

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**FIU** | Online  
FLORIDA INTERNATIONAL UNIVERSITY

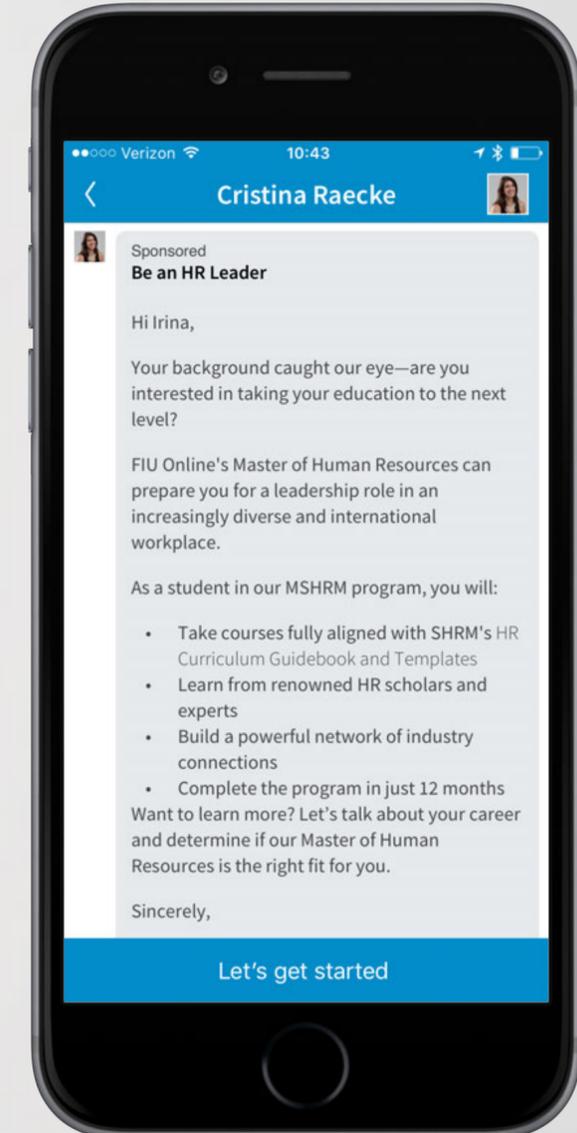
 MS in Human  
Resource  
Management

12 months

START NOW

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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](http://www.msb.georgetown.edu/executive/masters-leadership)

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

## What's new with messaging?

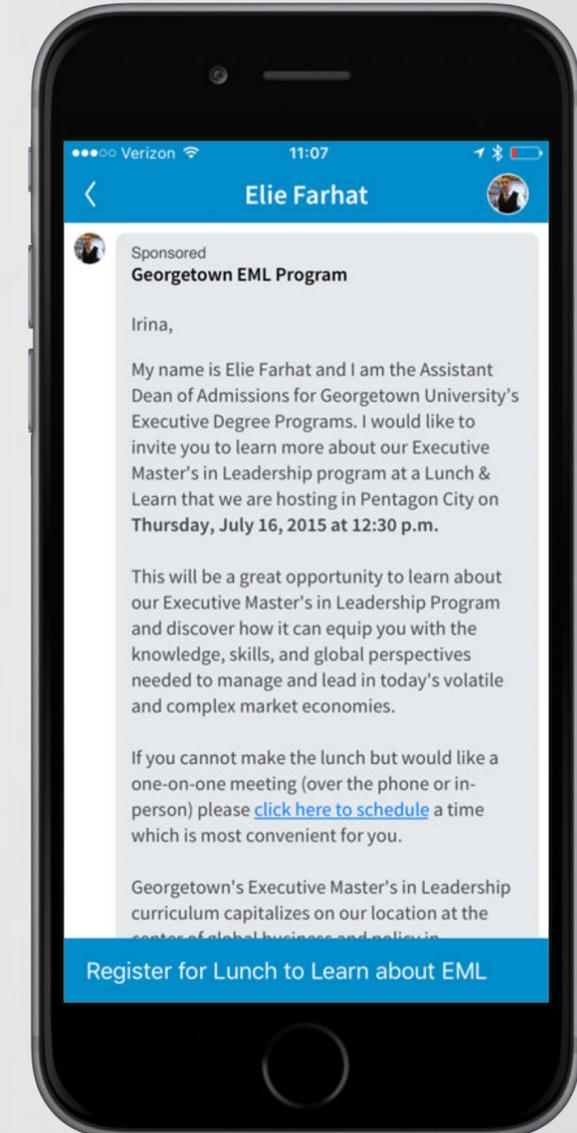
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# Events & Webinars



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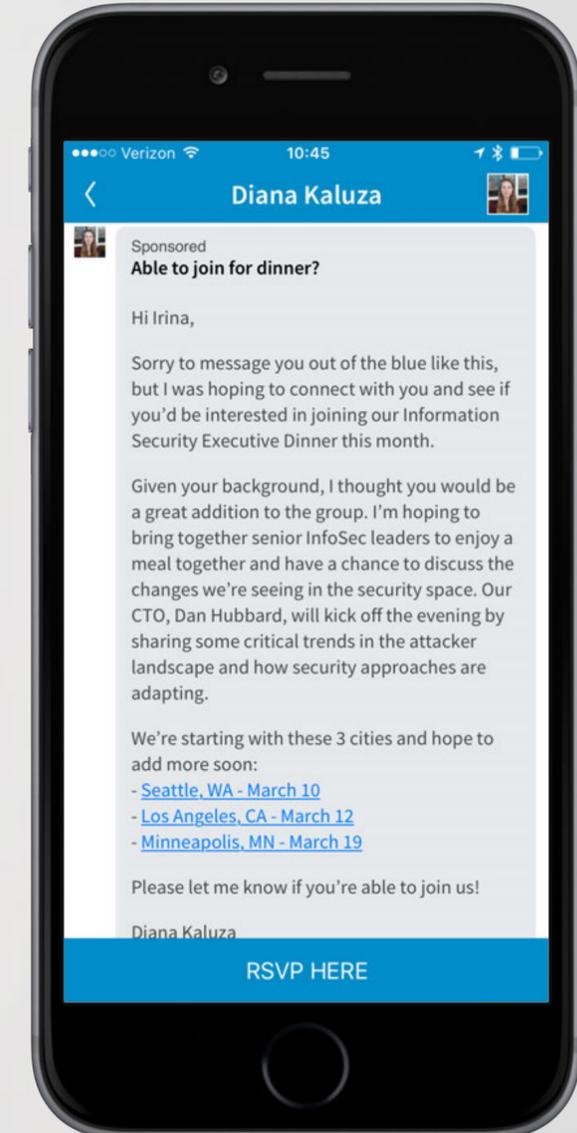
**INFORMATION SECURITY EXECUTIVE DINNER**  
Seattle, WA • Los Angeles, CA • Minneapolis, MN

**REGISTER NOW!**

**OpenDNS** Discuss emerging security trends with your peers.

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# Events & Webinars



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

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### 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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Marketo  
Address: 901 Mariners Island Blvd, Suite 500, San Mateo, CA 94404  
Telephone: 6505333757

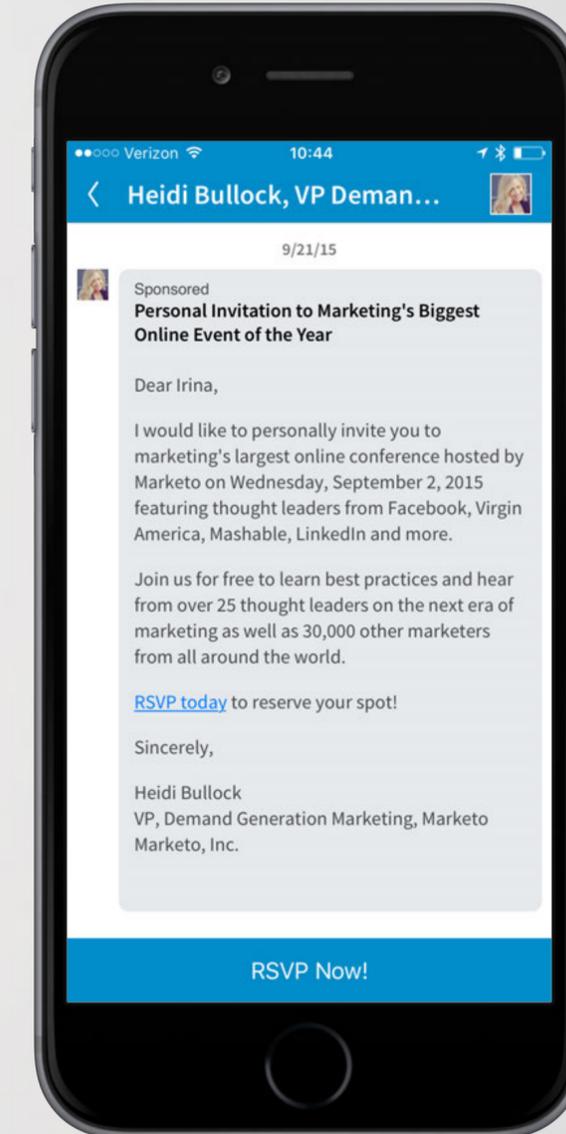
Looking for your invites?  
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Have more questions about the messaging experience? Visit the [Help Center](#).



SEPT 2<sup>ND</sup>  
MARKETING NATION ONLINE  
JOIN 30,000 OTHER MARKETERS FOR THE LARGEST ONLINE CONFERENCE  
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# Events & Webinars

LinkedIn desktop interface showing a sponsored message from Carmen Yu from eFolder. The message is titled "Join us for a steak lunch" and includes the following text:

Looking for your invites?  
You can now find your pending invitations here. Have more questions about the messaging experience? Visit the Help Center.

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

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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Mobile view of the LinkedIn message from Carmen Yu from eFolder. The message content is the same as the desktop view, including the invitation to a steak lunch seminar and the list of dates and locations. The "Register Now" button is prominently displayed at the bottom of the message.

# Content Downloads

**Kevin Williams**

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**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](#)

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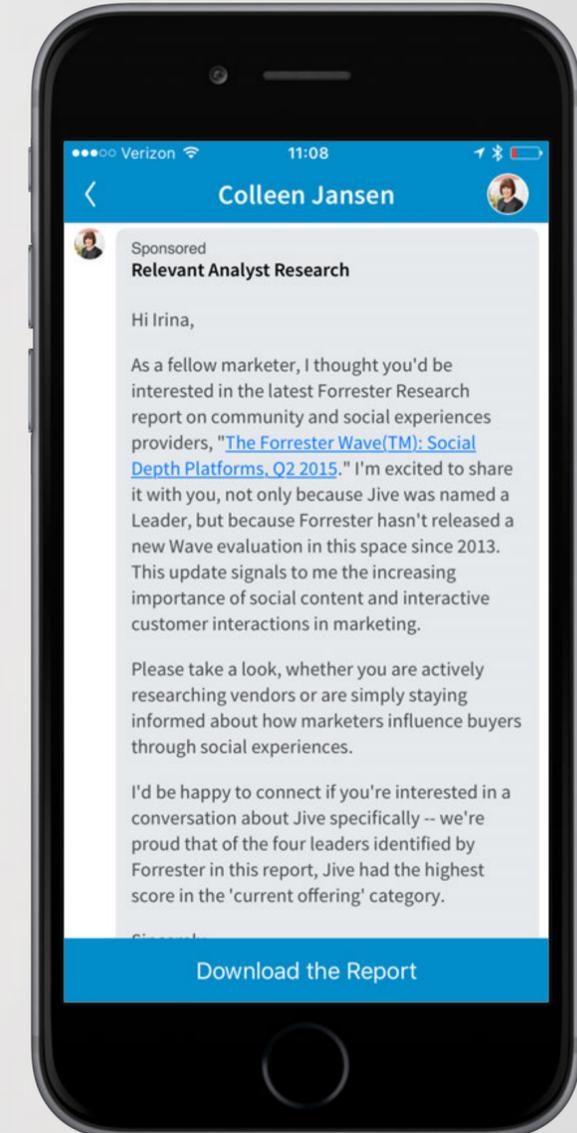
Want a Community of Happy Customers?  
Learn why Forrester named Jive a Social Depth Platform Leader

[GET THE REPORT >](#)

The Forrester Wave™ Social Depth Platforms, Q2 2015

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