Market to who matters

Sponsored InMail Overview

LinkedIn Marketing Solutions
Contents

1. Sponsored InMail overview
2. Sponsored InMail Self-Service walkthrough
Sponsored InMail Overview
Engage your target audiences with personalized content delivered through LinkedIn messenger.

LinkedIn Sponsored InMail
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

Craft personalized messages without the limitations of restrictive character counts.
Choose a specific use case to anchor your message

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
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

Dear Vivian,

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. Click [here](#) to sign up for a free trial. We have a team of experts waiting to help.

Check out our results
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.
“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.
Managing bid and budget

Second price auction
You’re competing with others who want to reach a similar target audience.