



Sponsored InMail Onboarding Guide

LinkedIn Marketing Solutions



Welcome

If your business benefits from building relationships with professionals, you're in the right place.

This guide introduces a unique channel to reach professional audiences in a personalized and impactful way with LinkedIn's Sponsored InMail.

In step-by-step guide, you will learn the basics of what you need to succeed launching your first Sponsored InMail campaign.

LinkedIn Sponsored InMail Onboarding

Setting up a Campaign

Manage Sender Permissions

Crafting Sponsored InMail Content

Selecting an Audience, Budget & Bid

The Campaign Launch Process



Navigate to
Campaign
Manager



Launch a
Sponsored
InMail
campaign



Set Senders



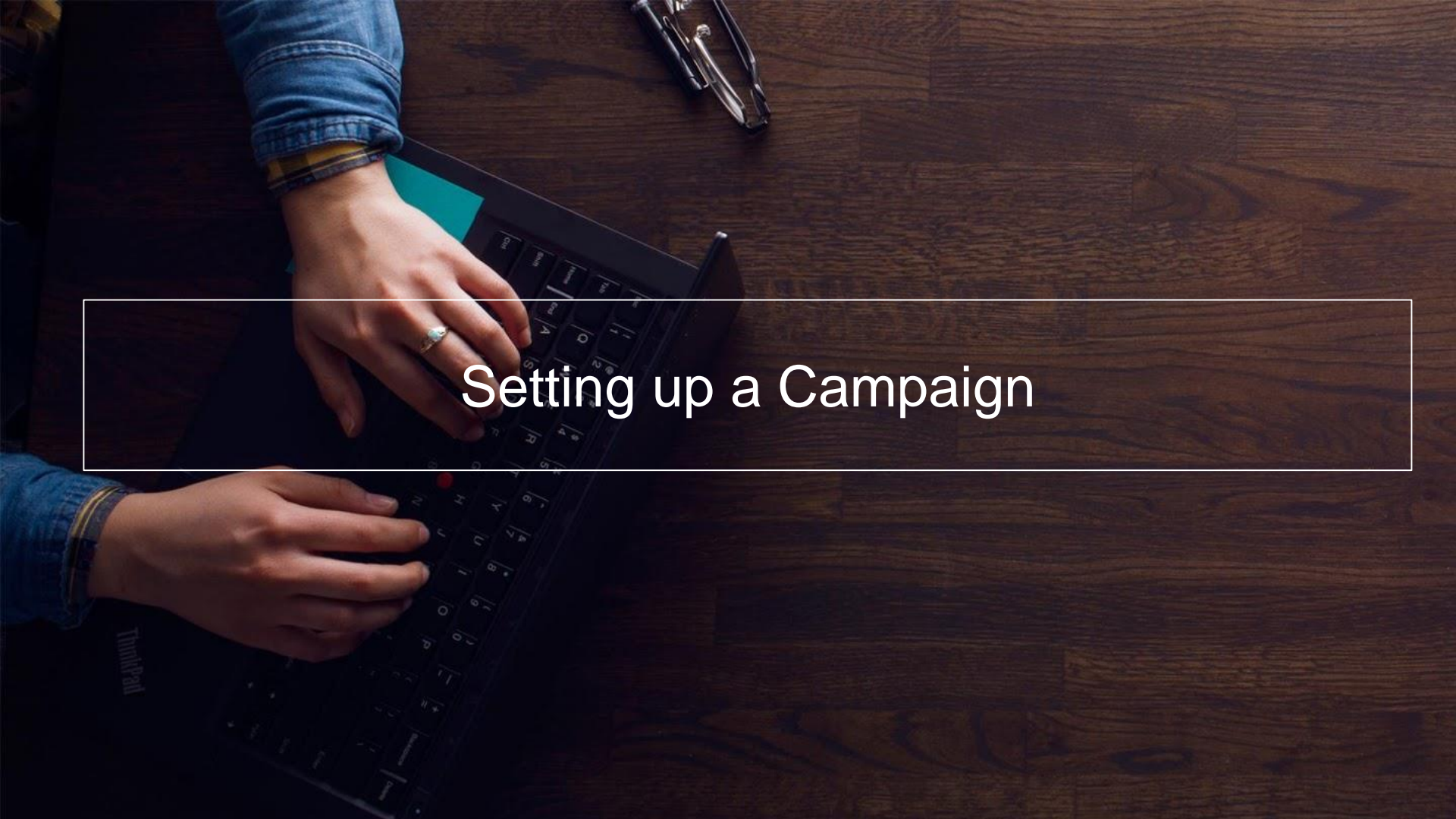
Draft content



Set
Target
Audience



Set Bid

A top-down view of a person's hands typing on a black laptop keyboard. The person is wearing a blue denim jacket and a ring on their left ring finger. The laptop is on a dark wooden desk. A pair of glasses is visible in the upper right corner. A white rectangular box is overlaid on the image, containing the text "Setting up a Campaign".

Setting up a Campaign

Navigate to Campaign Manager

Your hub for managing your campaigns, creatives, & budget

LinkedIn Ads More advertising and marketing solutions >

LinkedIn Advertising

Reach your ideal customers on the world's largest professional network

Get started

Features

Professional audience

Connect with the world's largest audience of active, influential professionals. Launch your campaign in minutes. All you need is a LinkedIn account.

Precision B2B targeting

- By job title and function
- By industry and company size
- By seniority

How it works

Set your own budget

- Pay by clicks or impressions
- Stop your ads at any time
- No long-term contracts
- No commitments

Easy ad formats

- [Sponsored Content](#)
- [Text and image ads](#)

Sponsored Content

Boost your company's content across all devices

- Attract new followers to your Company or Showcase Page
- Reach just the right audience with our comprehensive targeting options
- Get your message out on every device: desktop, tablet, and mobile

Option 1:

LinkedIn.com/ads



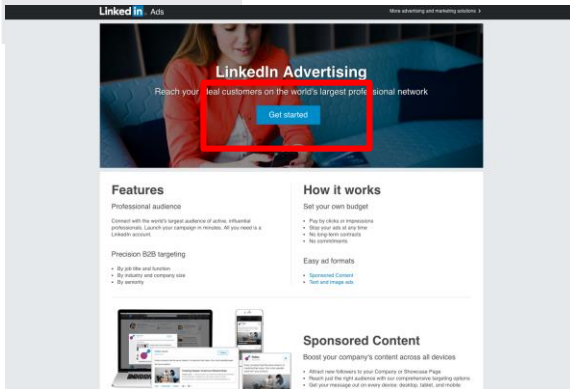
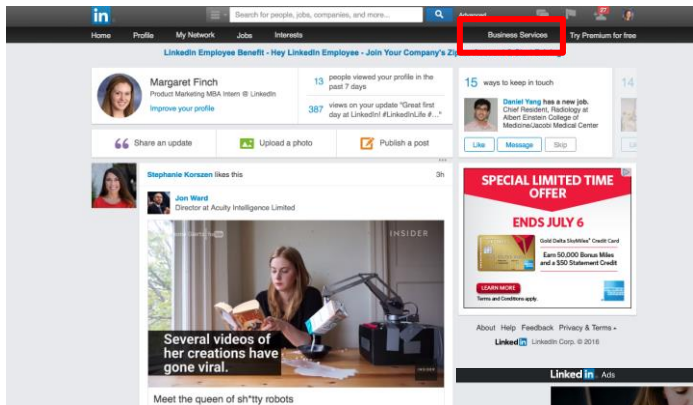
Click “Get Started”
(will read “Manage Ads” if you already
have campaigns set up)



Enter LinkedIn username & password

Navigate to Campaign Manager

Your hub for managing your campaigns, creatives, & budget



Option 2:

Navigate to LinkedIn Profile



Hover over “Business Services”



Click “Advertise”



Click “Get Started”

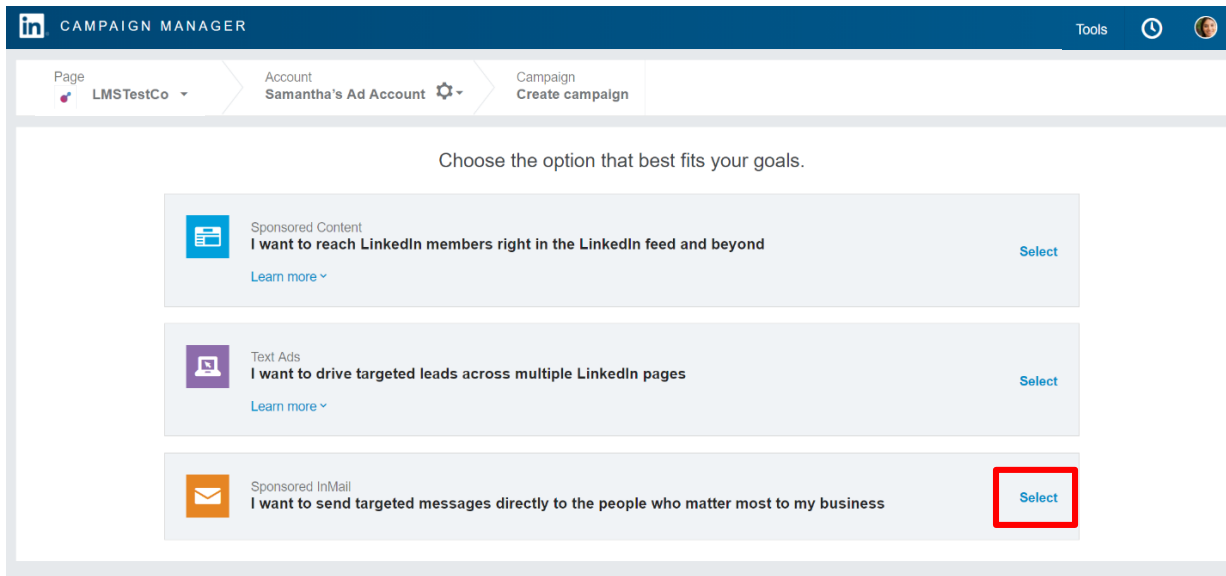
(will read “Manage Ads” if you already have campaigns set up)



Enter LinkedIn username & password

Navigate to Campaign Manager

Your hub for managing your campaigns, creatives, & budget



Select “Sponsored InMail”

Setting up your Campaign

Account Creation page

in CAMPAIGN MANAGER

Nice choice! Let's start by opening up a fresh ad account for your new campaign

How would you like to name this account? Currency

Samantha's Ad Account USD

Do you already have a Company or Showcase Page on LinkedIn? (optional) ☐ Yes ☒ No

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.

< Previous Next >

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Enter account name

↓

Select currency for account

↓

Select a Company page or a Showcase page (optional)

↓

Select "Next"

Pro-tip: A Company page is important to build your brand and presence on LinkedIn.

Setting up your Campaign

Campaign Manager page

The screenshot displays the LinkedIn Campaign Manager interface. At the top, the header shows the LinkedIn logo, 'CAMPAIGN MANAGER', and a user profile icon. Below the header, the page is set to 'LMS Test Co' and the account is 'Marketing Q4 Campaigns'. A 'Create campaign' button is visible, which has opened a dropdown menu. The dropdown menu contains three options: 'Create Sponsored Content campaign', 'Create Text Ad campaign', and 'Create Sponsored InMail campaign'. The 'Create Sponsored InMail campaign' option is highlighted with a red rectangular box. Below the dropdown, there are tabs for 'Impressions', 'Clicks', 'Social Clicks', and 'Spend'. The 'Clicks' tab is selected, showing a 'Time series' view with a line graph. The graph's y-axis represents 'Metric: Clicks' ranging from 0 to 25,000, and the x-axis shows dates from Nov 16 to Dec 16. A 'Download' button is located at the bottom right of the graph area. At the very bottom, there is a table with columns for 'Campaigns', 'Status', 'Impressions', 'Clicks', 'Avg. CTR', 'Social', 'Avg. Eng.', 'Avg. CPC', 'Avg. CPM', and 'Total Spent'.

Select “Create Sponsored InMail campaign”

Setting up your Campaign

Campaign Name and Language

LinkedIn CAMPAIGN MANAGER

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

Create Sponsored InMail campaign

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.

Enter a campaign name: Marketing_Tips_USA

Choose language: English

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

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Enter a memorable, distinct
campaign name
↓
Enter language for campaign
↓
Select “Next”

***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 with the local language and the second with English.*

A top-down view of a person's hands typing on a black laptop keyboard. The person is wearing a blue denim jacket and a ring on their left ring finger. The laptop is on a dark wooden desk. A pair of glasses is visible in the upper right corner. A white rectangular box is overlaid on the image, containing the text "Manage Sender permissions".

Manage Sender permissions

Setting up sender permissions

The sender plays a big role in representing both your brand and the reader's experience with your InMail message

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 the navigation bar, the breadcrumb trail reads: 'Page LMS Test Co > Account Marketing Q4 Campaigns > Campaign Create campaign'. The main heading is 'Create Marketing_Tips_USA campaign'. A progress bar shows three steps, with the first step being the current one. The main content area has a blue circle icon with a camera and the text 'Let's begin creating your Sponsored InMail' and 'Configure who the sender of your InMail will be'. Below this, there are two columns. The left column has a red box around the 'Sponsored InMail ad name' field, which contains 'LMS Test Co InMail 1'. Below this is the 'Sender' section with a red box around the 'Add sender' button. The 'Sender' section lists three options: 'Samantha Smith' (YOU), 'Malcolm Jones', and 'Michael Tien'. The right column has a 'Tips and best practices' section with text about sending from a person or on behalf of a team or product, and a link to 'Check out Sponsored InMail examples'. At the bottom, there are two buttons: 'Cancel campaign' and 'Next >'. The footer says 'LinkedIn Corporation © 2016'.

Enter a name for your message



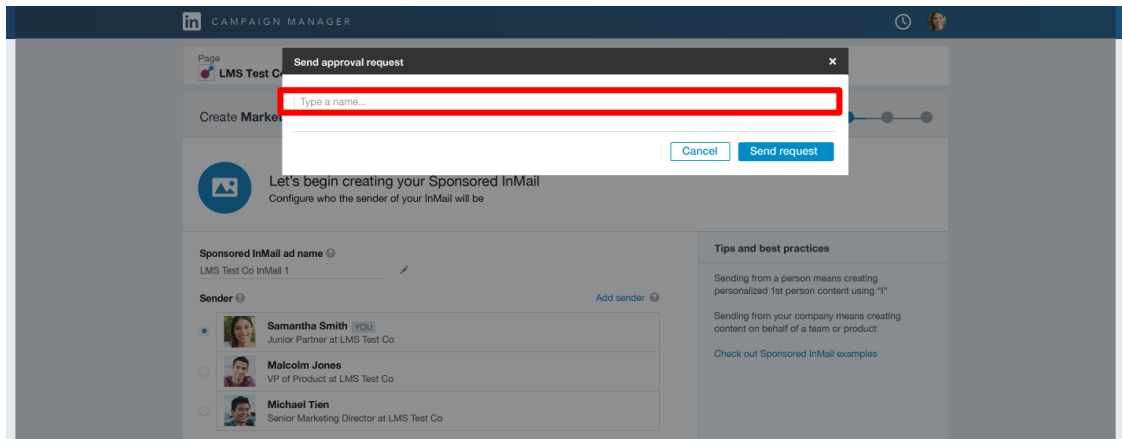
Select a sender

- By default, you can select yourself as a sender.
- To add a different LinkedIn member, click “Add Sender.”

Pro-tip: Having the Sponsored InMail come from a recognized/prominent or credible person will positively contribute to your campaign.

Setting up sender permissions

You must be a first degree connection with person you'd like to add as a sender

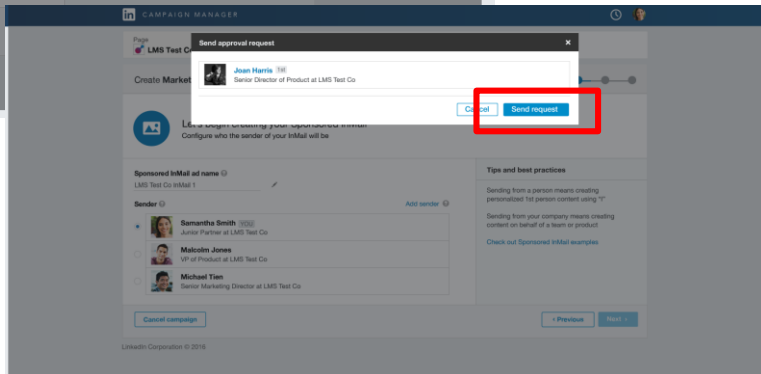
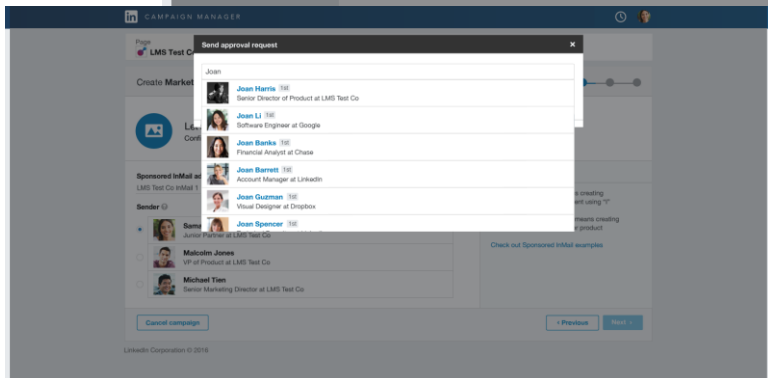


Enter name



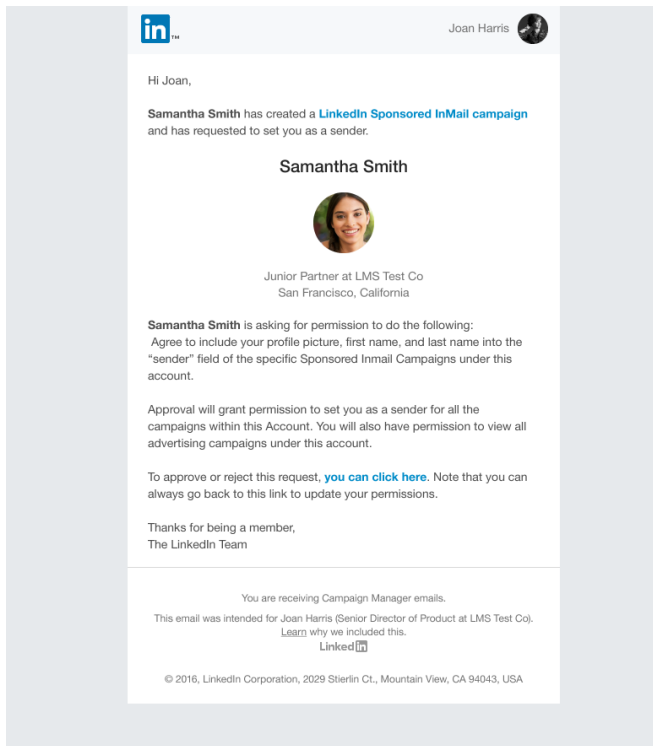
Select "Send Request"

This will trigger an email notification to the requested sender explaining what is requested of them with a prompt to accept or deny.



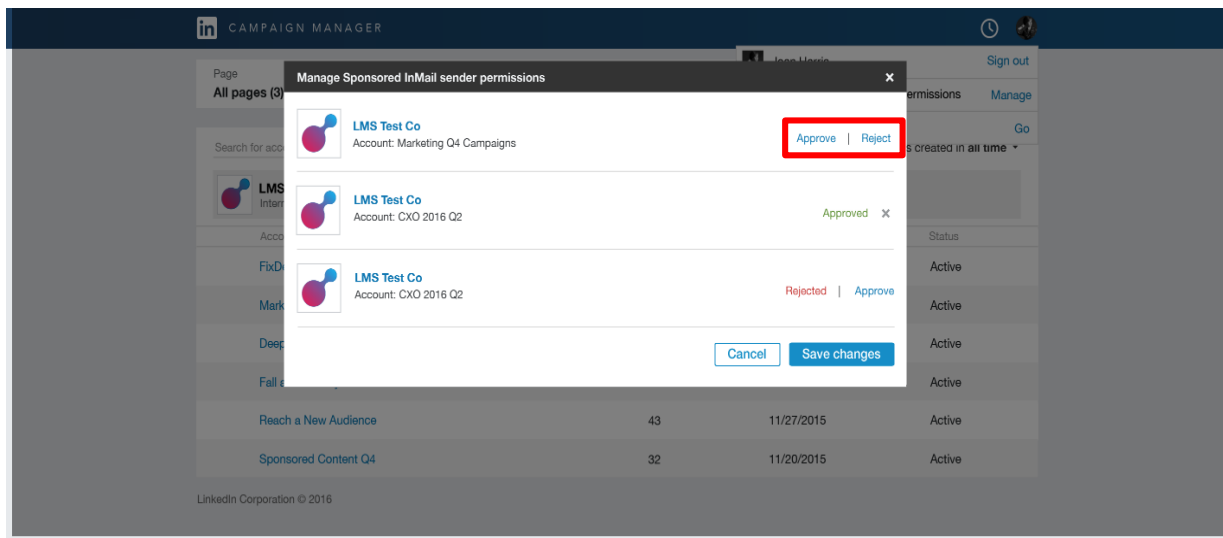
Setting up sender permissions

You must be a first degree connection with person you'd like to add as a sender



Email notification to the requested sender explaining what is requested of them with a prompt to accept or deny your request

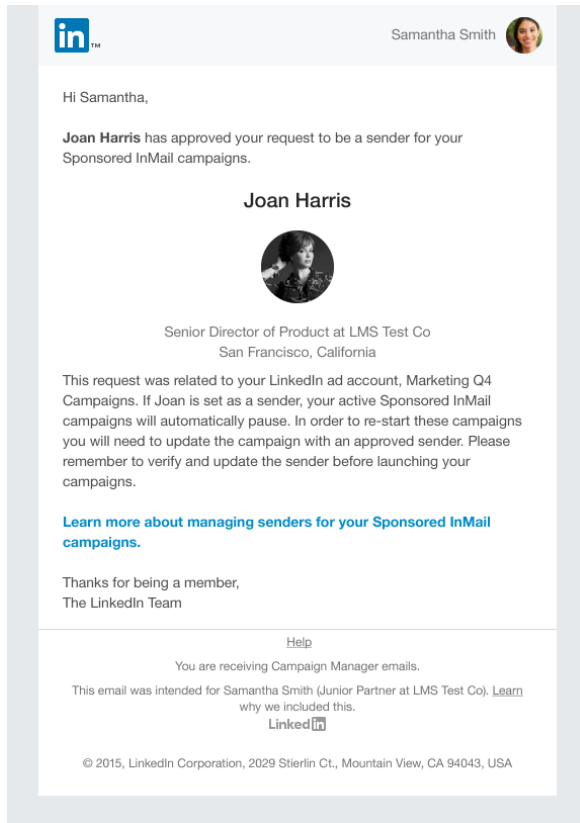
Setting up sender permissions



- User will be taken to their campaign manager account where they will see the “manage sender permissions” screen.
- Here the user can approve or reject new requests.
- Permissions are at the account level. Once their approval has been granted, you're able to assign them as a user to any campaign within this given account.

Setting up sender permissions

You will receive an email confirmation once they either approve or reject your request



- It may take some time for them 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.
- 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.
- When considering who to use as a sender, the person should be relevant to your campaign and credible with the target audience

Crafting Sponsored InMail Content



SAMSUNG



Crafting Sponsored InMail Content

Consider the mindset of your target audience when you craft your content

The screenshot shows the LinkedIn Campaign Manager interface for creating a Sponsored InMail campaign. The breadcrumb trail is: Page > LMS Test Co > Account > Marketing Q4 Campaigns > Campaign > Create campaign. The campaign name is 'Marketing_Tips_USA'. The main heading is 'What message do you want to send?' with a subtext: 'Craft an attention-grabbing subject and summary, then create the message content for your InMail.' The form has three main sections: 'Subject' (60 characters), 'Description' (60 characters), and 'Message text'. The 'Message text' section includes a rich text editor with bold, italic, underline, bulleted list, numbered list, and link buttons, and a 'Start typing your message' placeholder. A legal disclaimer is present: 'Some jurisdictions (including Canada) require electronic messages to contain certain information, such as your contact information (e.g., company name, mailing address, phone number or email address).' At the bottom, there is a question 'Do you have your own custom footer section to include? (optional)' with 'Yes' and 'No' radio buttons. The 'Next >' button is highlighted with a red box.

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Enter a Subject for your message



Enter a description



Enter message text



Select "Next"

Crafting Sponsored InMail Content

Consider the mindset of your target audience when you craft your 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, the breadcrumb trail reads: 'Page LMS Test Co > Account Marketing Q4 Campaigns > Campaign Create campaign'. The main heading is 'Create Marketing_Tips_USA campaign'. A progress bar shows four steps, with the first step being active. The main content area is titled 'What message do you want to send?' with the instruction 'Craft an attention-grabbing subject and summary, then create the message content for your InMail.' The form is divided into two columns. The left column contains fields for 'Subject' (with a character count of 17), 'Description' (with a character count of 28), and 'Message text'. The 'Message text' field includes a rich text editor with bold, italic, underline, bulleted list, numbered list, and link icons, as well as an 'Insert custom fields' button. The right column is titled 'Tips and best practices' and contains several paragraphs of advice on crafting Sponsored InMail messages, including a list of keywords to consider. At the bottom of the form, there is a checkbox for 'Do you have your own custom footer section to include? (optional)' with 'Yes' selected. The bottom navigation bar includes a 'Cancel campaign' button and a 'Next >' button, which is highlighted with a red rectangle.

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Pro-tip: Be sure to check out [this link](#) where you'll find latest Sponsored InMail case studies and resources like best practices and customer examples.



Sponsored InMail Content Best Practices

Subject line

Personable

Think members first. Hook the member so they want to open.

Concise

Make it short and to the point.

Interesting & friendly

What value does your message bring to our members?

Description

Optional field

This will only appear in the desktop sidebar preview

Sneak-peak

Use this space to add more context

Concise

Make it short and to the point.

Message Text

Start with personal introduction

Speak specifically to your target.

Concise

Generally under 1,000 characters is best practice.

Keep formatting simple

You're in a conversational space.

Helpful & relevant content perform best

Terms and Conditions

LinkedIn CAMPAIGN MANAGER

Page: **LMS Test Co** > Account: **Marketing Q4 Campaigns** > Campaign: **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 [List Icon] [List Icon] [Link Icon]

Enter your terms and conditions

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](#)

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- Terms and Conditions is an optional field and not required unless you need it.
- Once you are ready to move to the next step, click “Next.”

Terms and Conditions

 CAMPAIGN MANAGER

Page

LMS Test Co

>

Account


Marketing Q4 Campaigns

>

Campaign

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

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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 >

- On the right hand side there are some tips and best practices already included.
- Here's an example of promotional terms that can be added to a custom footer.

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Managing Creative Assets

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there's a navigation bar with 'Page' (FixDex), 'Account' (Marketing Q4 Campaigns), and 'Campaign' (Create campaign). Below this, a progress bar indicates the current step: 'Create CXO Tech Sponsored InMail campaign'. The main content area is titled 'Where do you want people to go after clicking your InMail?' and includes a subtext: 'Edit your landing page, button text, and even upload a display ad.' The form is divided into two columns. The left column contains: 'Landing page URL' with a text input field containing 'http://www.example.com'; 'Button text' with a text input field containing 'Learn more' and a 'Learn more' button; and 'Upload a banner creative (optional)' with a camera icon and a note: 'Required size: 300x250 pixels. Accepted formats: png, jpg, jpeg'. The right column contains: 'Tips and best practices' with advice to keep the call to action short and direct; 'Top InMail CTA keywords' with a list: Try, Register, Reserve, Join, Confirm, Download; and a note to 'Use a strong visual' and 'Enhance your message but do not distract from it'. At the bottom, there's a 'Send a test to yourself to review your Sponsored InMail' button and a 'Send' button. The footer shows 'LinkedIn Corporation © 2016'.

Type or paste the link for your call
to action button



Enter text for the CTA button



Click photo icon and upload banner
image

Pro-tip: As a reminder, don't forget to add unique click trackers if you're using them to track website traffic, clicks and conversions.

Managing Creative Assets

After you click “Next,” you will see a page with all messages set up under this 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 ⓘ
 [Get started](#)

Upload a banner creative (optional)

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

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](#)

- Here's what it looks like when all fields are filled out and photo has been selected.
- 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, as an alternative consider using a stock photo or a product screenshot.
- Once you complete this creative steps you can either click next to move on to the target audience set-up or you can click “Save Draft” and you will be able to access your drafts in the future.

Summary page of ad variations

The screenshot shows the 'Create Marketing_Tips_USA campaign' interface. On the left, a table lists the campaign details:

Name	Marketing_Tips_USA_A
Subject	Test
Summary	Test

Below the table is a red box containing three icons: a pencil (edit), a square with a plus sign (duplicate), and an envelope (preview). To the right of the table is a large grey box with the text 'Create another ad' and a tip: 'Tip: Create up to 100 ad variations to see which combination of text and image is most compelling to your target audience.' At the bottom right of the main content area is the text 'Should I create multiple ad versions?'. At the bottom left is a 'Cancel campaign' button. At the bottom right is a 'Save as draft' button (highlighted with a red box), a '< Previous' button, and a 'Next >' button.

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- Page shows each creative under the parent campaign.
- Pencil allows you to edit
- Box with the plus icon will duplicate this message, so you can easily set up an A/B test
- The message icon allows you to send a preview to yourself before the campaign goes live
- When ready to move forward, click “Next” in the bottom right corner.

A top-down view of a person's hands typing on a black laptop keyboard. The person is wearing a blue denim jacket and a ring on their left ring finger. The laptop is on a dark wooden desk. A pair of glasses is visible in the upper right corner. A white text box is overlaid on the image.

Selecting an audience, budget, and bid

Managing Your Target Audience

Target your message to a specific location, employment experience such as 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.

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](#)

[Cancel campaign](#) [Save as draft](#) [< Previous](#) [Next >](#)

Select target audience
location



Target based on company,
job title, degree, etc.



Once target audience is
defined, select "Next"



Guiding Targeting Principles

Influence the Influencer

Define your audience

Think members first. Who would find the content relevant?

Establish your goals

What does success mean for this campaign?

Resist temptation to hyper target

Hyper targeting significantly reduces your scale and ability to optimize

Not All Products are Equal

Need brand exposure?

Consider broader targeting with products that are designed for branding and advocacy

Need Leads?

Drive net new traffic to your site while staying focused on a more specific targeting audience

Want to be granular?

Consider products designed for a highly personalized outreach

A/B Test and Test Again

Testing Targeting Facets

A/B test to see which audience is engaged

- Titles vs. Function + Seniority
- Group members + Seniority
- Skills & Seniority

Testing Creative

Use one audiences with multiple creative assets to see what content works best

Use a Consistent Measurement

Your measurement should align with your campaign goals

Managing Bid and Budget

You're competing with others who want to reach a similar target audience (aka a second price auction)

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](#)

Add your bid



Select daily budget (helps
pace campaign)



Enter total budget



Select Campaign Start and
End Date

