Sponsored InMail Onboarding Guide

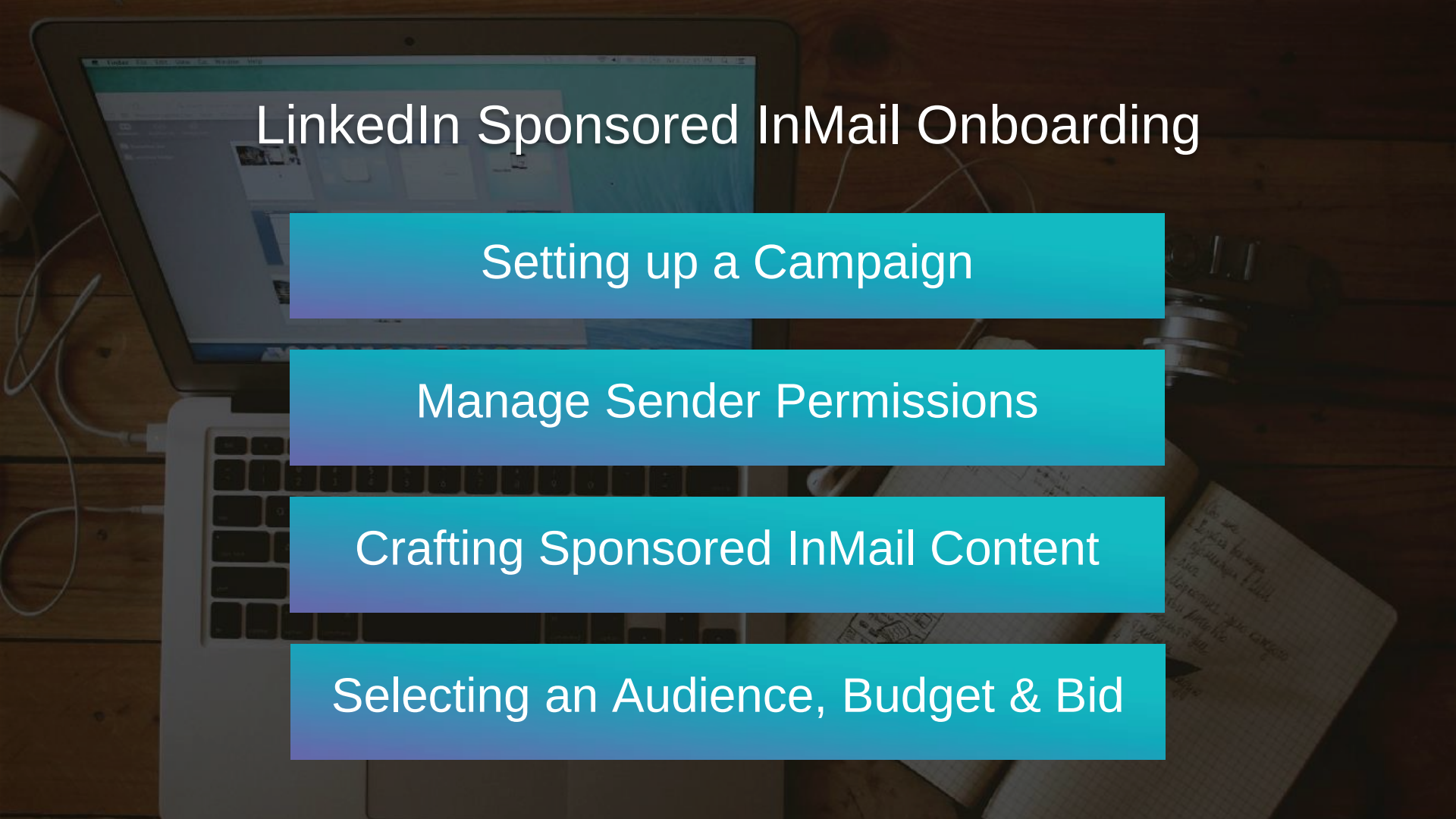
LinkedIn Marketing Solutions

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.

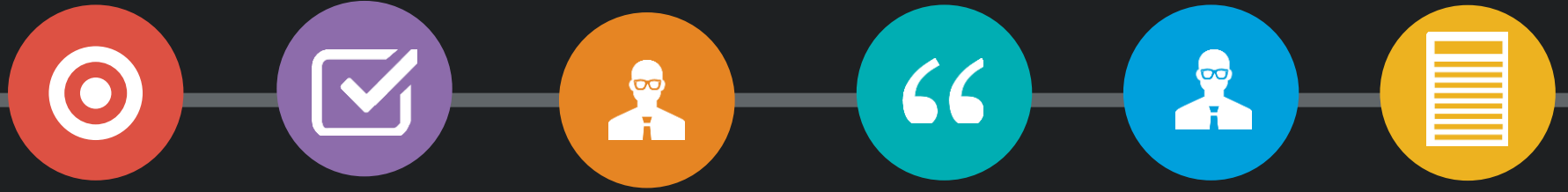
In step-by-step guide, you will learn the basics of what you need to succeed launching your first Sponsored InMail campaign.



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

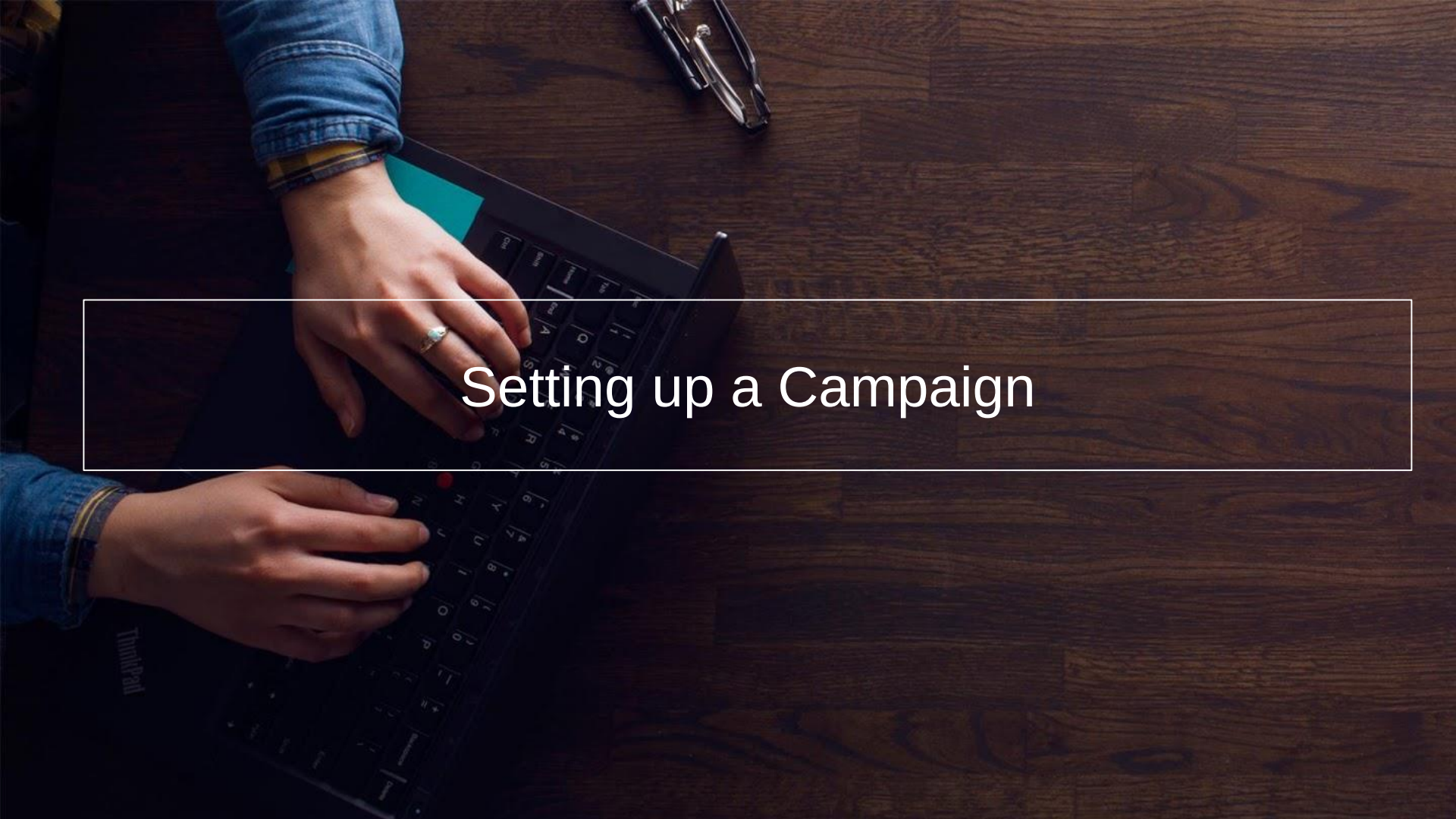
Launch a Sponsored InMail campaign

Set Senders

Draft content

Set Target Audience

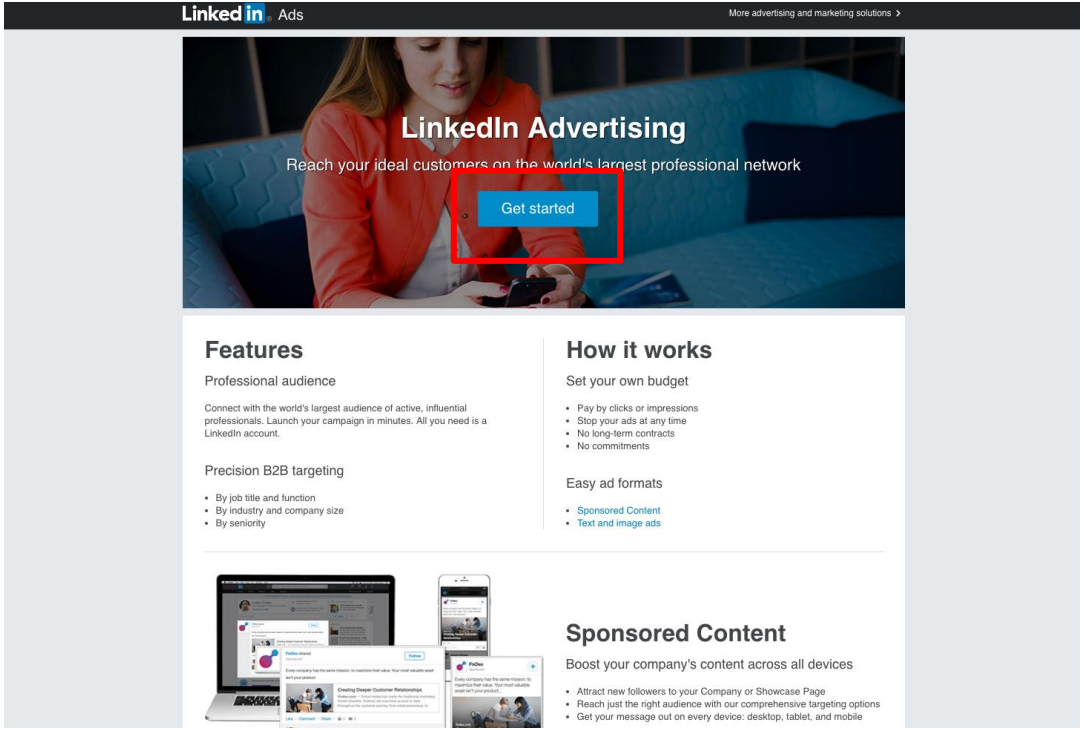
Set Bid



Setting up a Campaign

Navigate to Campaign Manager

Your hub for managing your campaigns, creatives, & budget



<u>Option 1:</u>

Linkedin.com/ads

↓

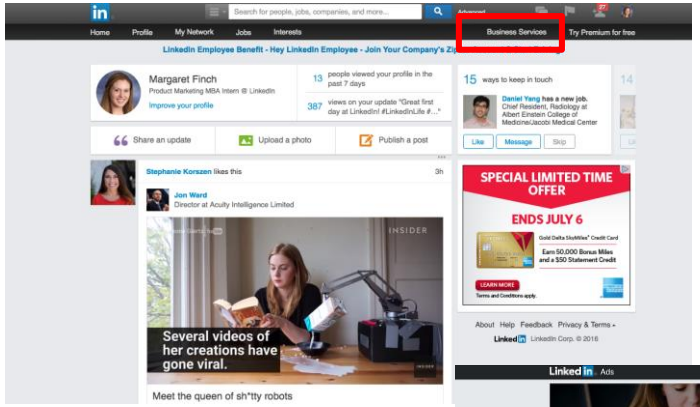
Click “Get Started”
(will read “Manage Ads” if you already have campaigns set up)

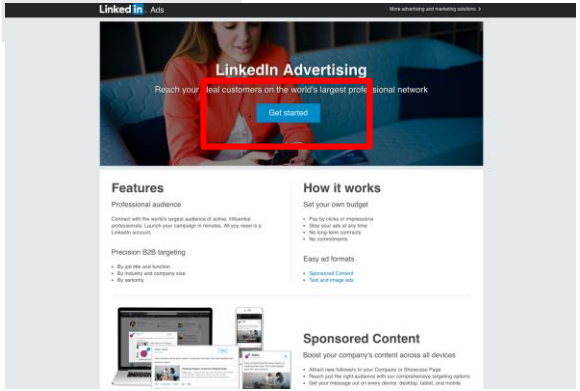
↓

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”

↓

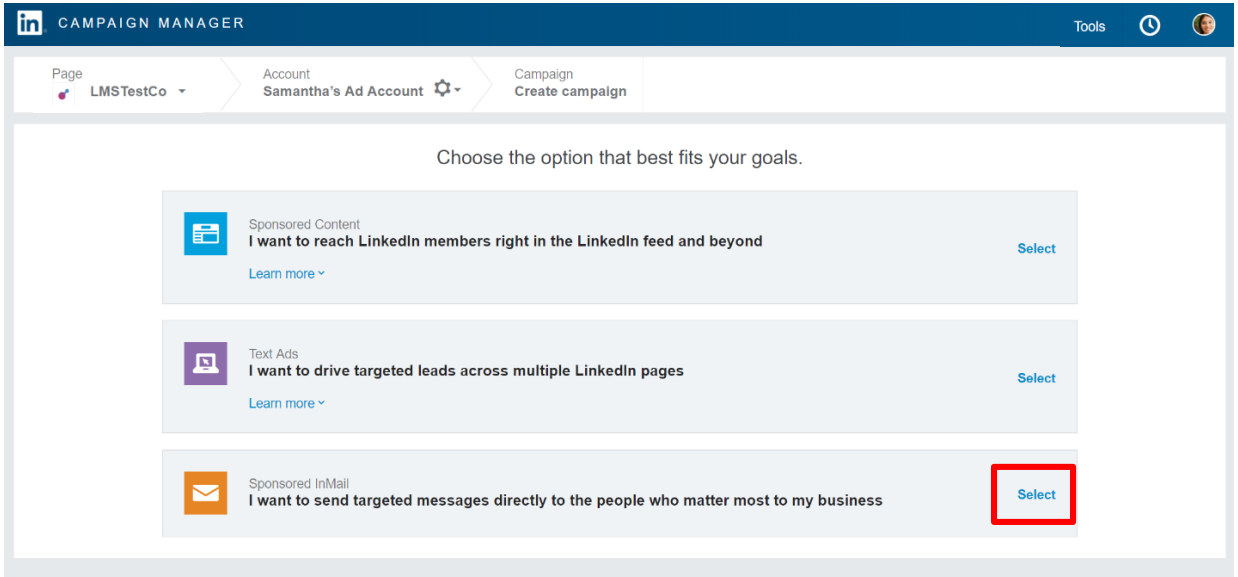
Click “Get Started”
(will read “Manage Ads” if you already have campaigns set up)

↓

Enter LinkedIn username & password

Navigate to Campaign Manager

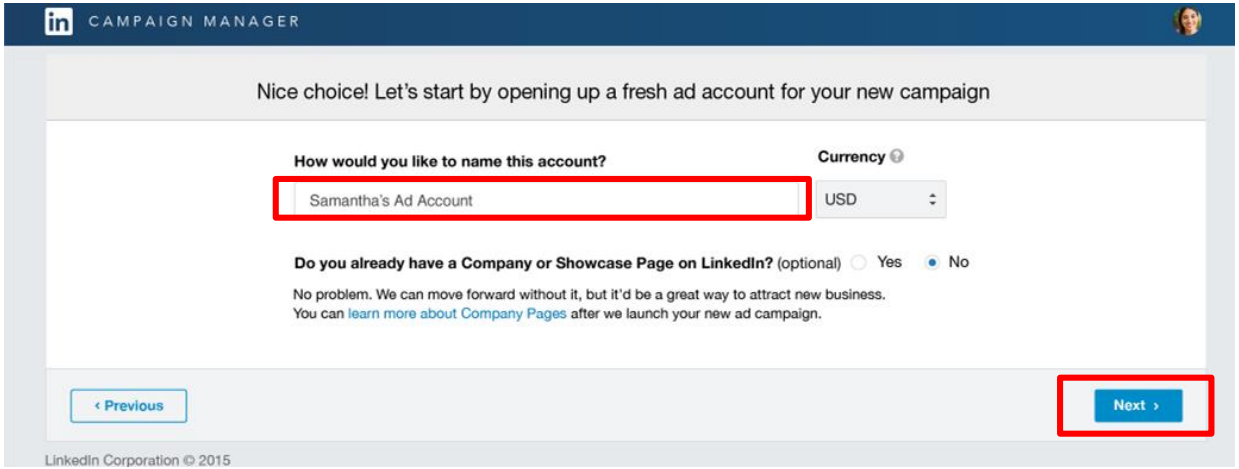
Your hub for managing your campaigns, creatives, & budget



Select “Sponsored InMail”

Setting up your Campaign

Account Creation page



Enter account name

↓

Select currency for account

↓

Select a Company page or a Showcase page (optional)

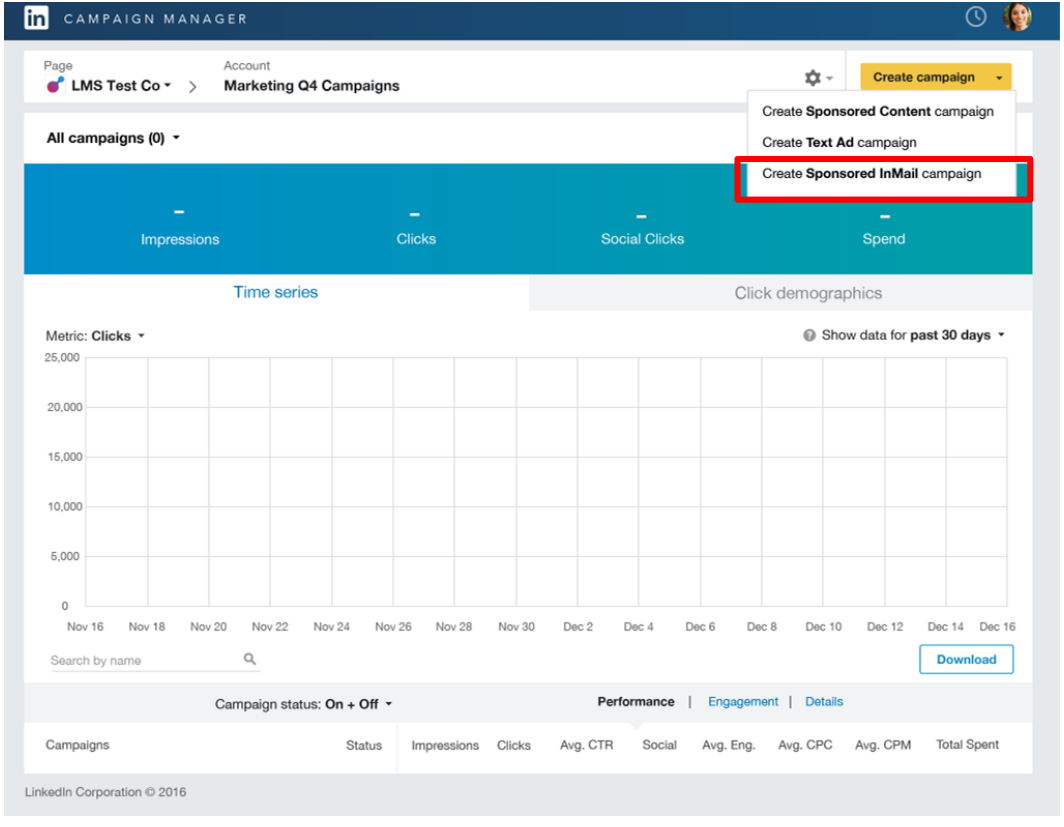
↓

Select "Next"

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

Setting up your Campaign

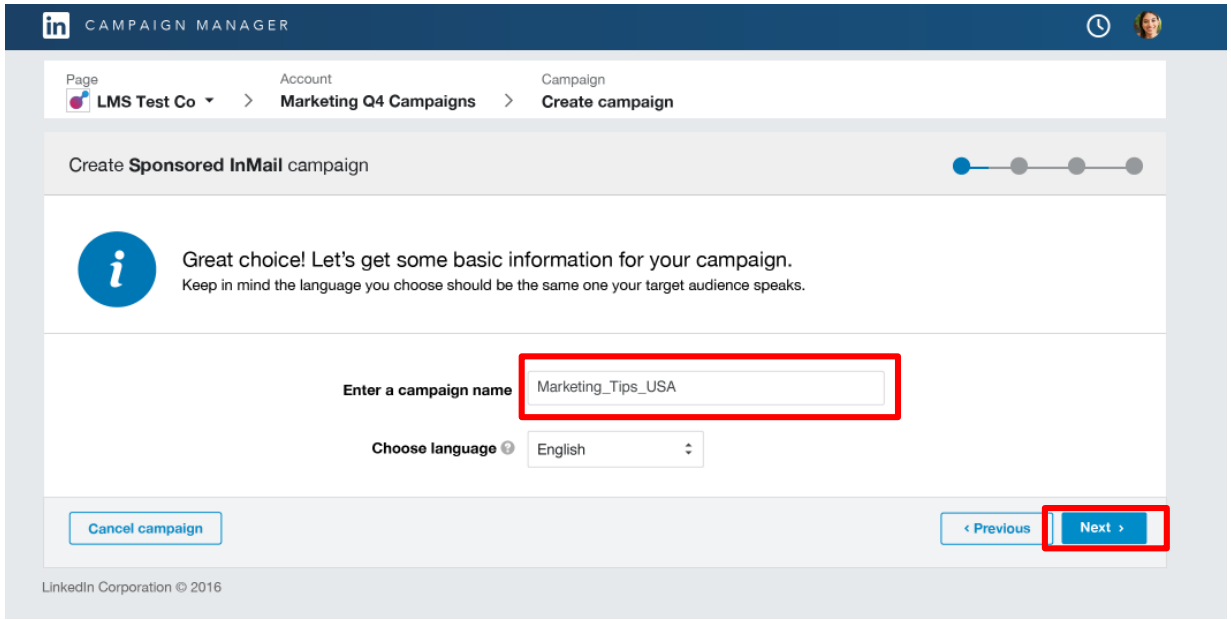
Campaign Manager page



Select “Create Sponsored InMail campaign”

Setting up your Campaign

Campaign Name and Language



Enter a memorable, distinct campaign name

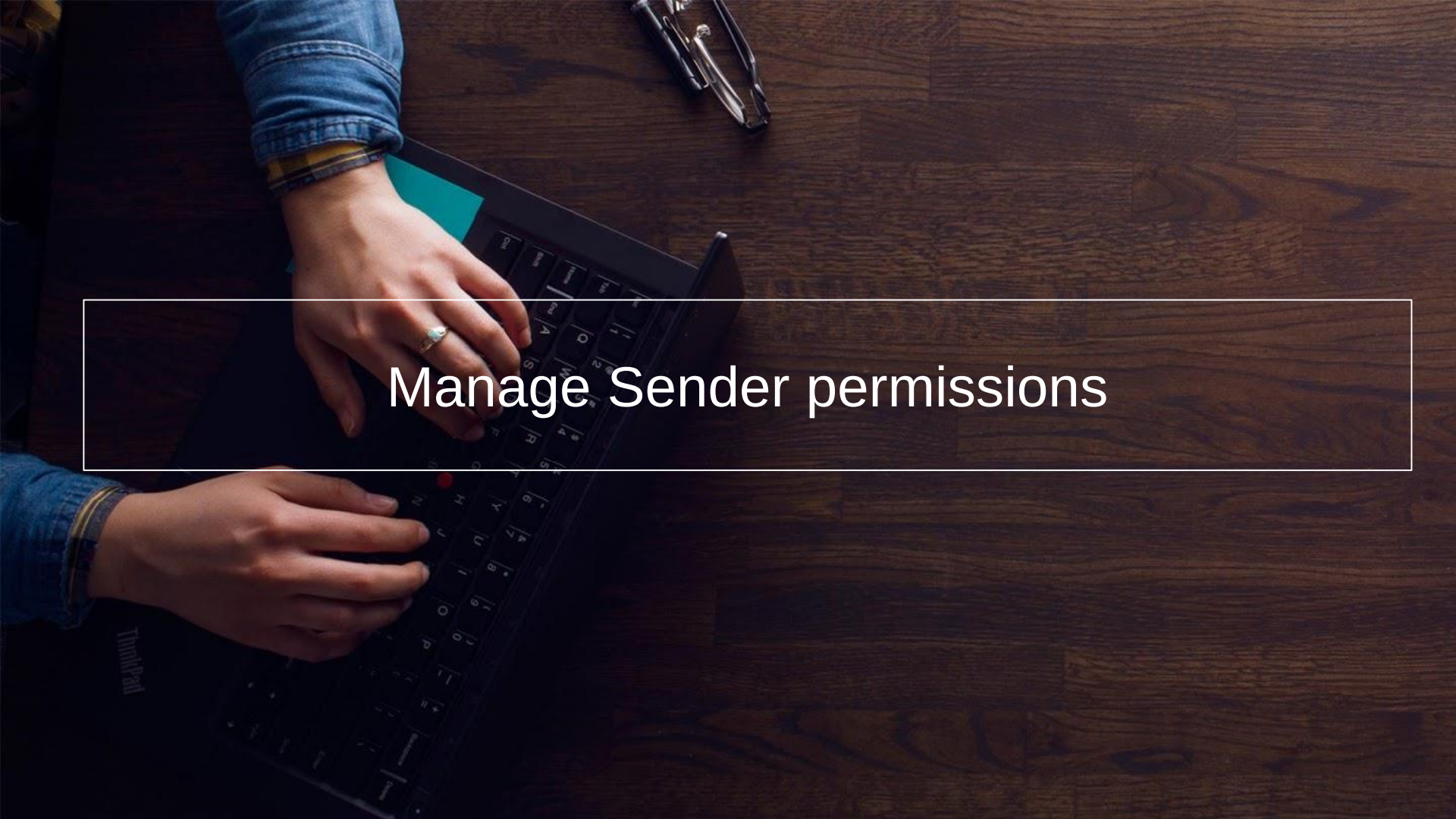
↓

Enter language for campaign

↓

Select “Next”

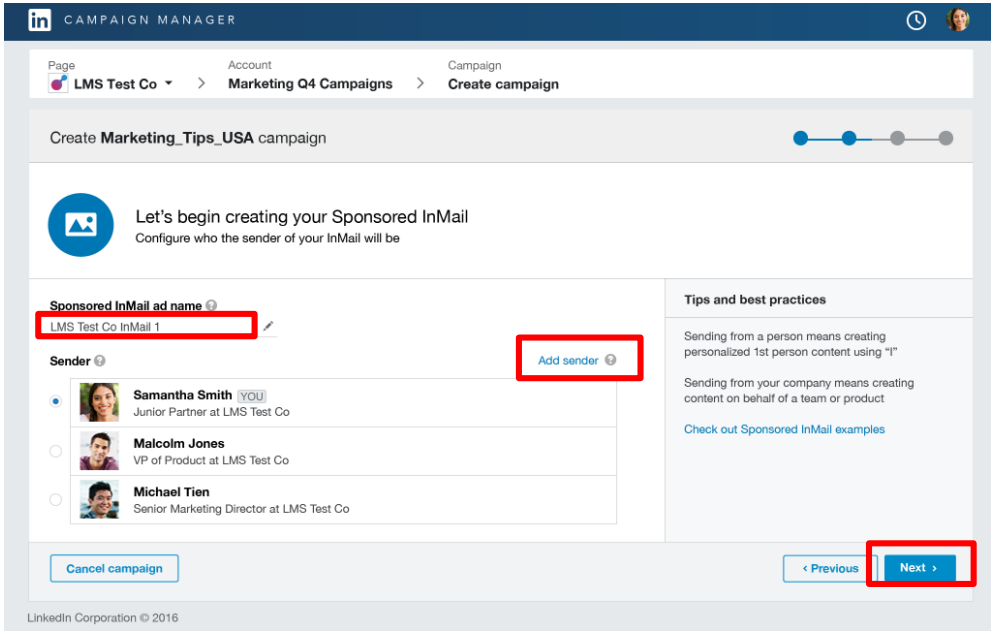
<u>Pro-tip</u>: Select the language of your target audience. For international markets, it’s best to either select English language to increase scale, or set up two campaigns – one with the local language and the second with English.



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



Enter a name for your message

↓

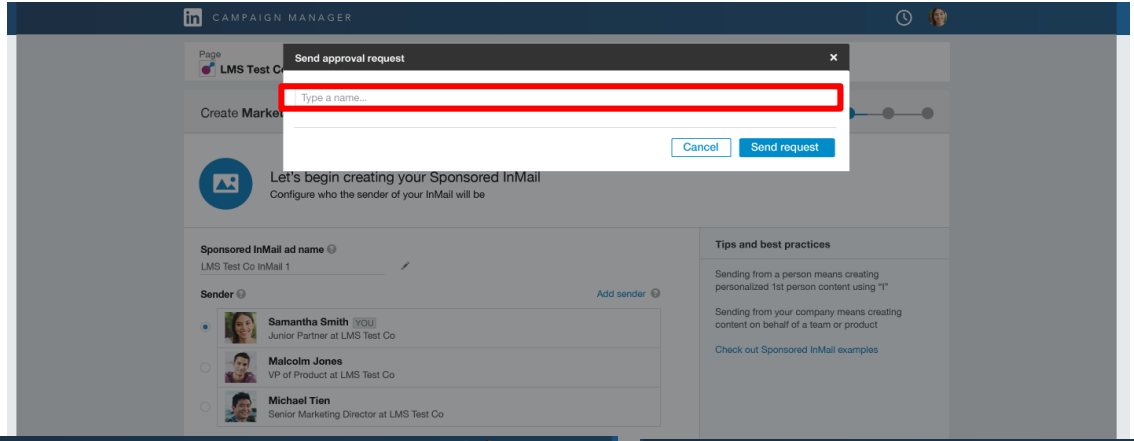
Select a sender

- 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

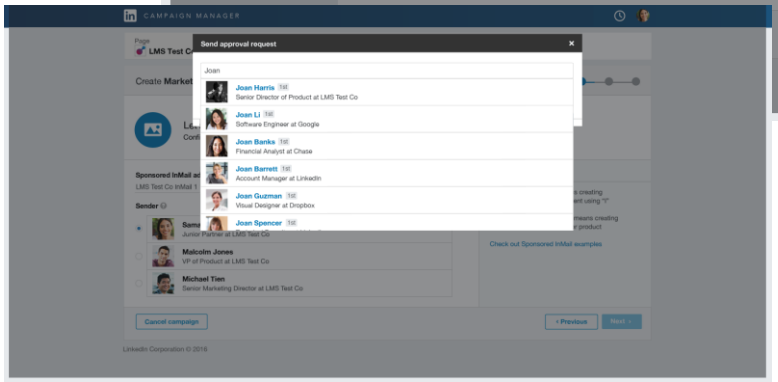


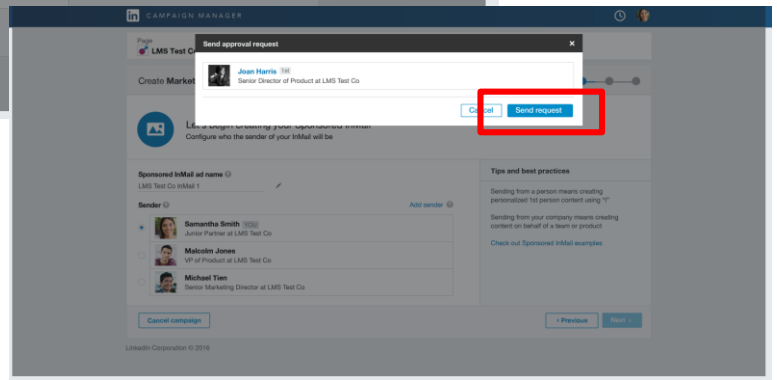
Enter name

↓

Select "Send Request"

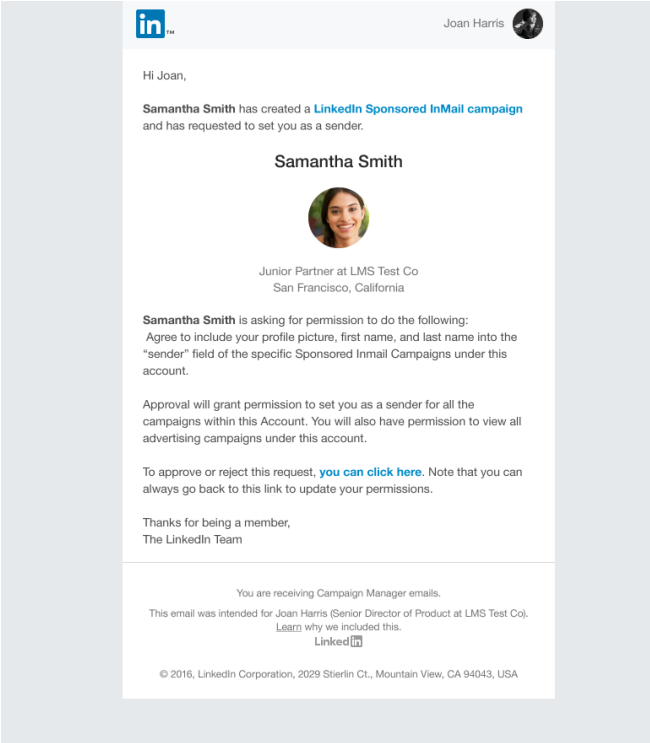
This will trigger an email notification to the requested sender explaining what is requested of them with a prompt to accept or deny.





Setting up sender permissions

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



Joan Harris

Hi Joan,

Samantha Smith has created a **LinkedIn Sponsored InMail campaign** and has requested to set you as a sender.

Samantha Smith

Junior Partner at LMS Test Co
San Francisco, California

Samantha Smith is asking for permission to do the following:
Agree to include your profile picture, first name, and last name into the "sender" field of the specific Sponsored Inmail Campaigns under this account.

Approval will grant permission to set you as a sender for all the campaigns within this Account. You will also have permission to view all advertising campaigns under this account.

To approve or reject this request, **you can click here**. Note that you can always go back to this link to update your permissions.

Thanks for being a member,
The LinkedIn Team

You are receiving Campaign Manager emails.

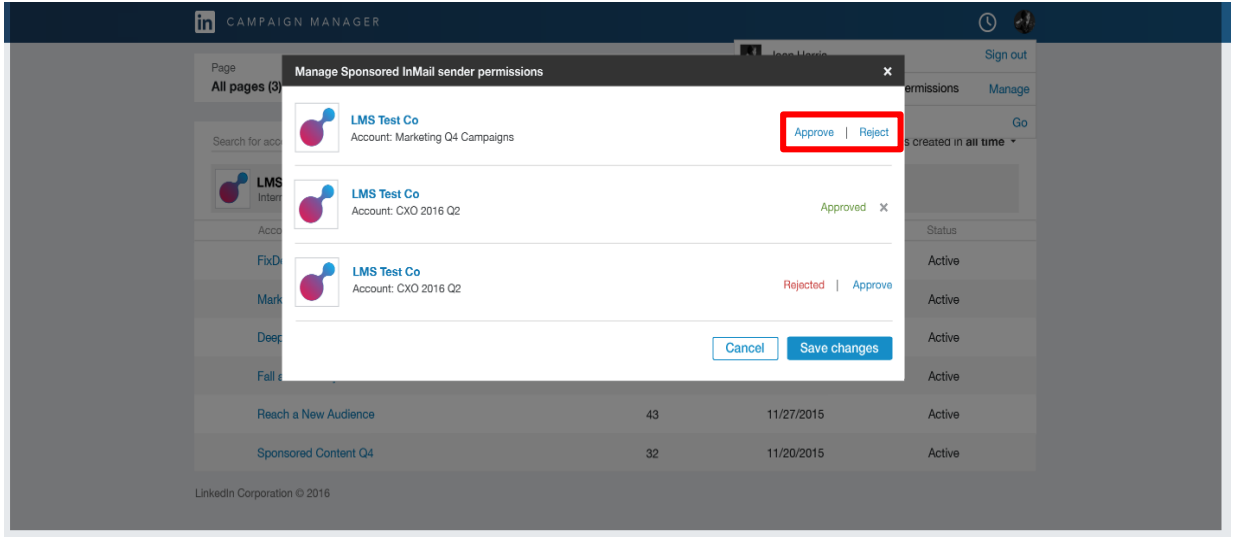
This email was intended for Joan Harris (Senior Director of Product at LMS Test Co). Learn why we included this.

LinkedIn

© 2016, LinkedIn Corporation, 2029 Stierlin Ct., Mountain View, CA 94043, USA

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

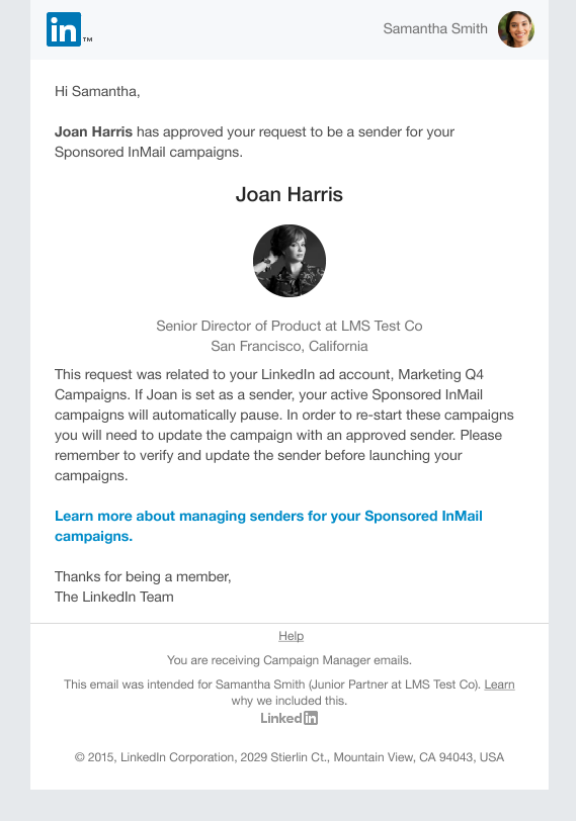
Setting up sender permissions



- 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



Samantha Smith

Hi Samantha,

Joan Harris has approved your request to be a sender for your Sponsored InMail campaigns.

Joan Harris

Senior Director of Product at LMS Test Co
San Francisco, California

This request was related to your LinkedIn ad account, Marketing Q4 Campaigns. If Joan is set as a sender, your active Sponsored InMail campaigns will automatically pause. In order to re-start these campaigns you will need to update the campaign with an approved sender. Please remember to verify and update the sender before launching your campaigns.

Learn more about managing senders for your Sponsored InMail campaigns.

Thanks for being a member,
The LinkedIn Team

Help

You are receiving Campaign Manager emails.

This email was intended for Samantha Smith (Junior Partner at LMS Test Co). Learn why we included this.

LinkedIn

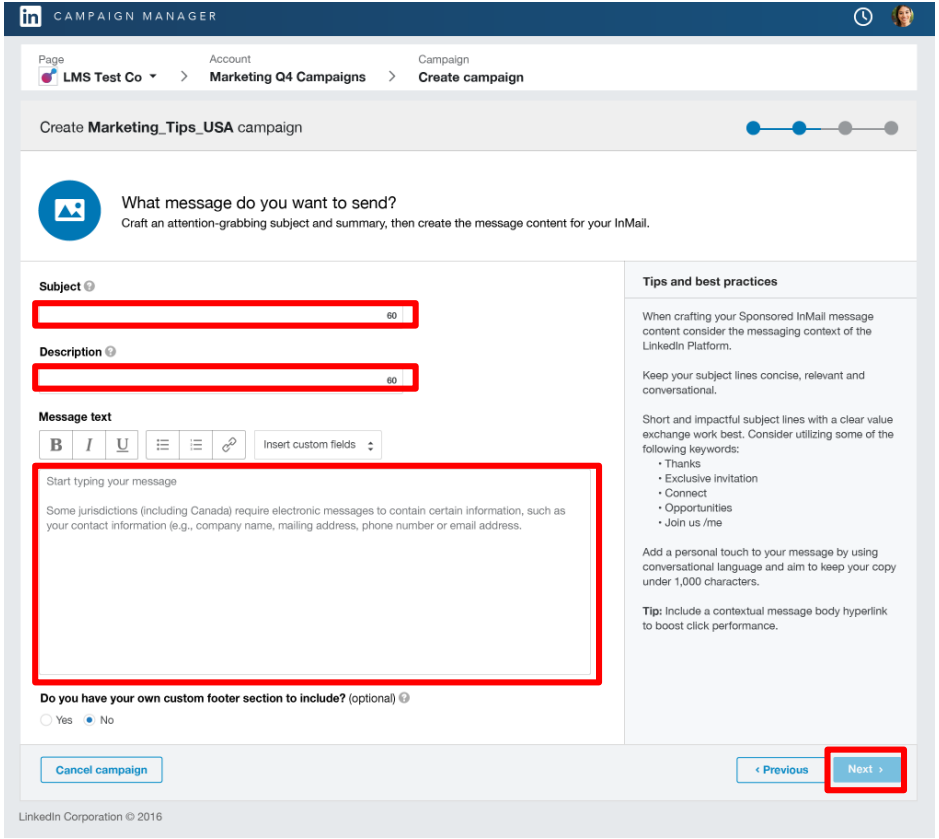
© 2015, LinkedIn Corporation, 2029 Stierlin Ct., Mountain View, CA 94043, USA

- 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

Crafting Sponsored InMail Content

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



Enter a Subject for your message

↓

Enter a description

↓

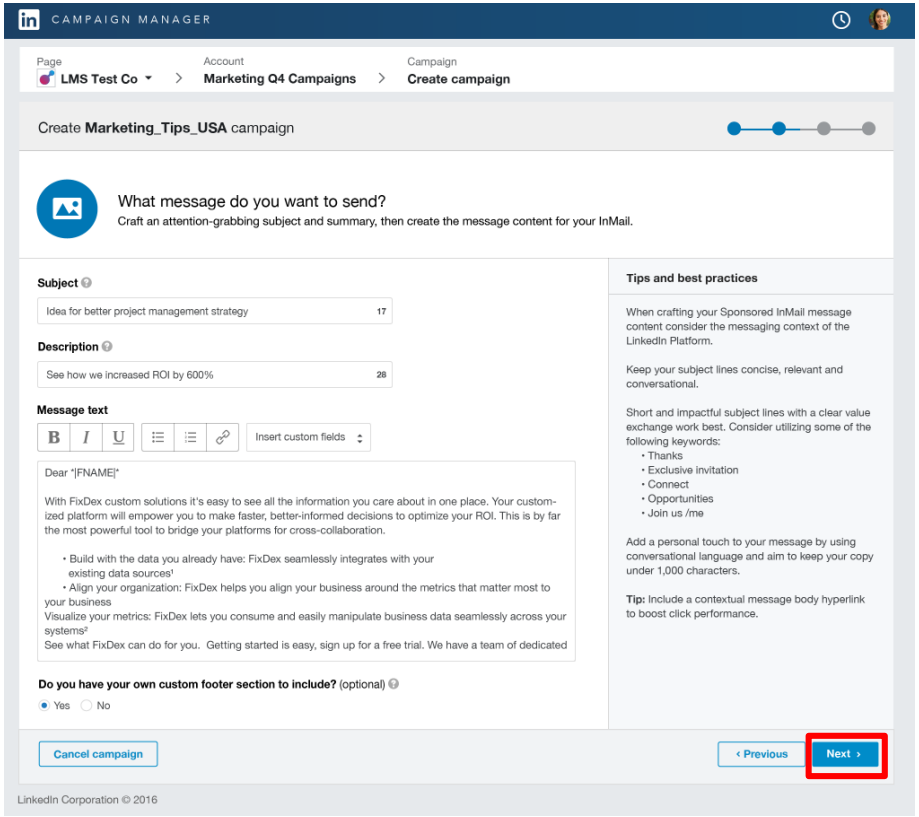
Enter message text

↓

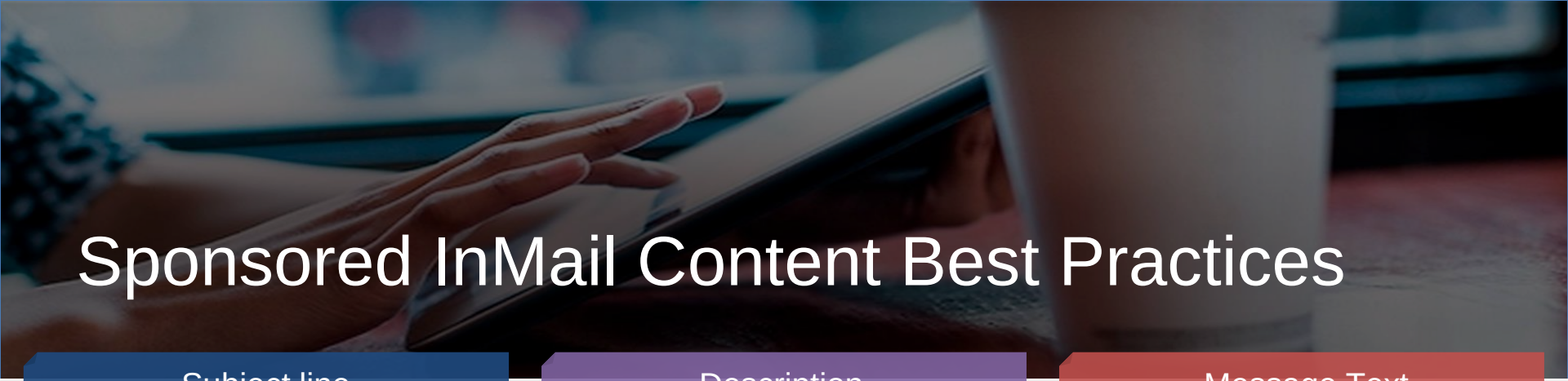
Select “Next”

Crafting Sponsored InMail Content

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



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

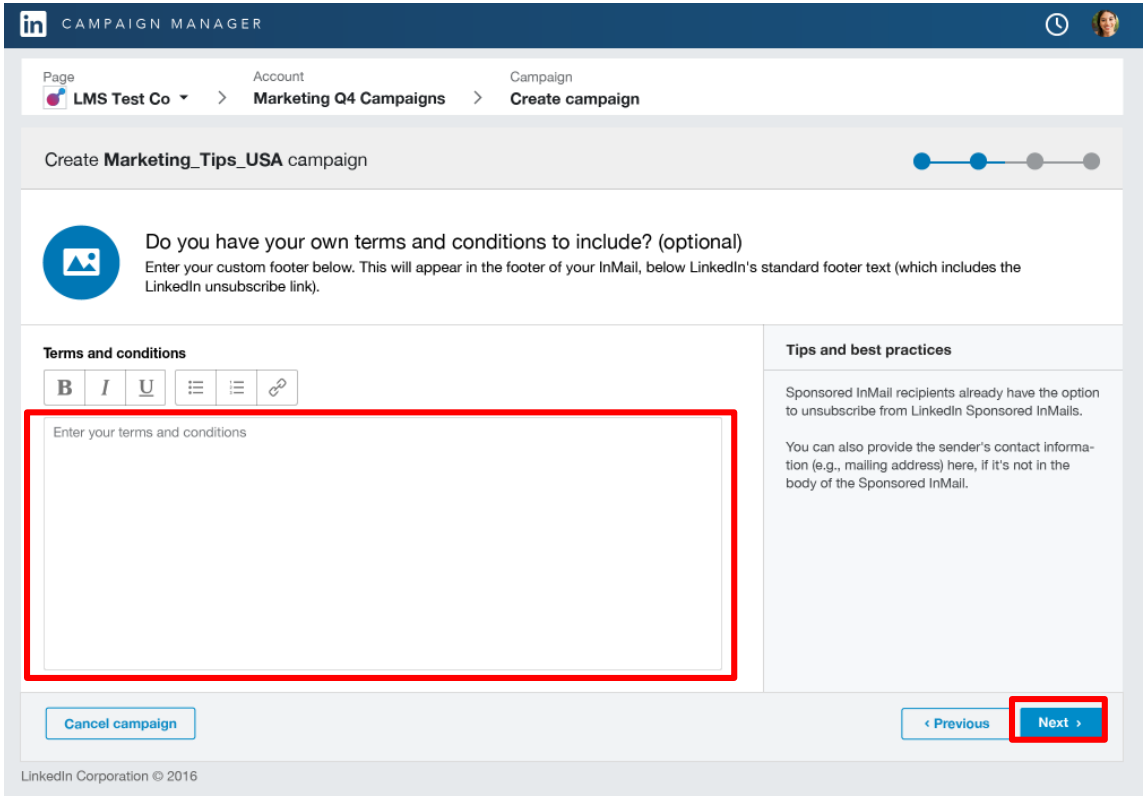
Start with personal introduction
Speak specifically to your target.

Concise
Generally under 1,000 characters is best practice.

Keep formatting simple
You're in a conversational space.

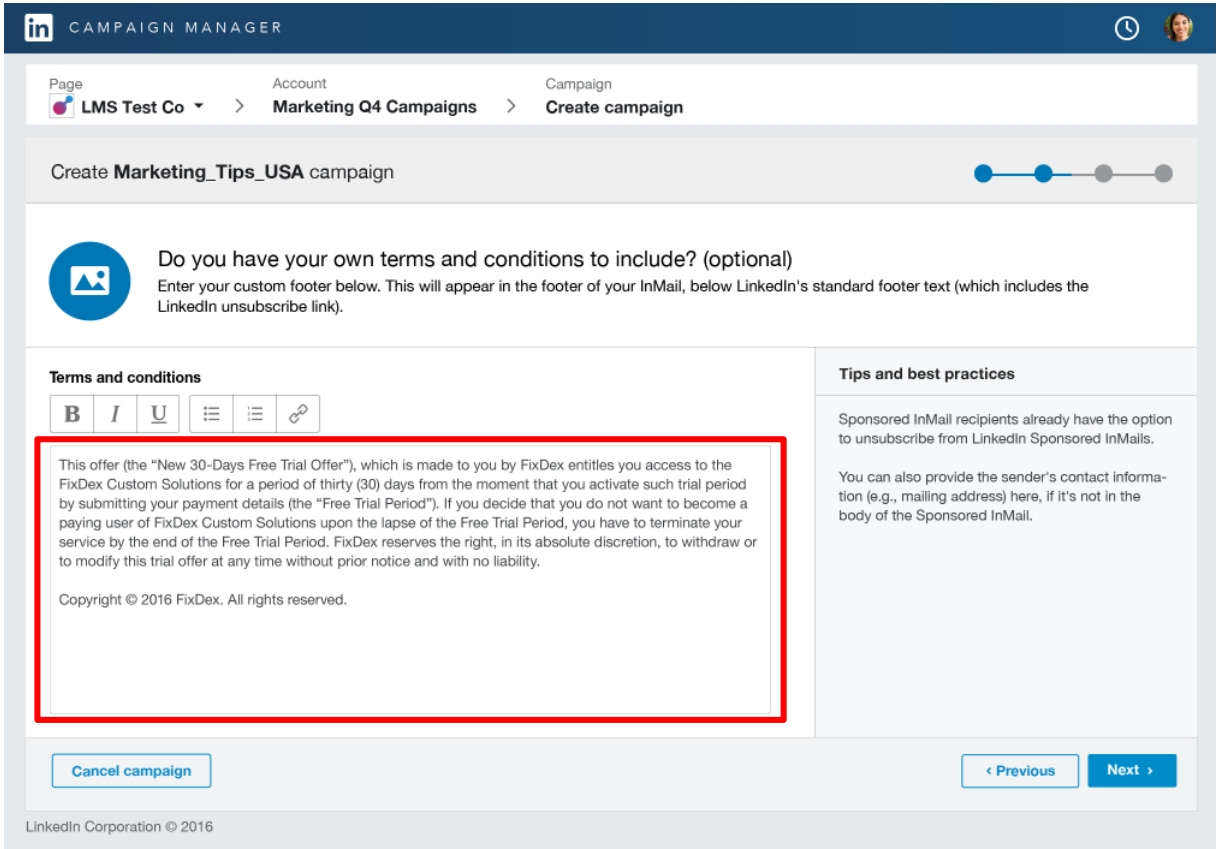
Helpful & relevant content perform best

Terms and Conditions



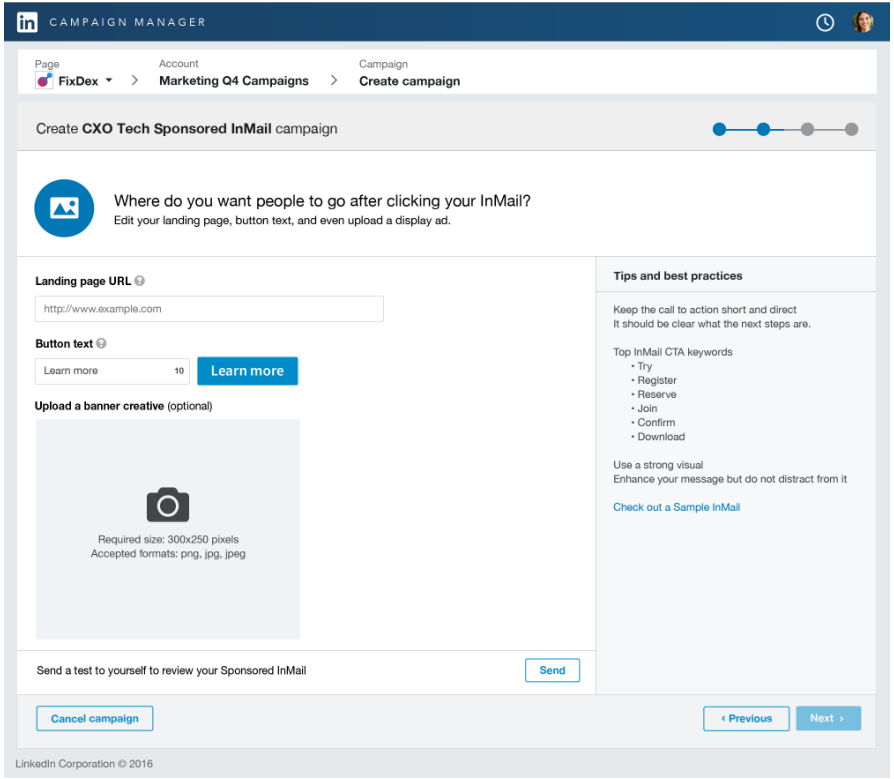
- Terms and Conditions is an optional field and not required unless you need it.
- Once you are ready to move to the next step, click “Next.”

Terms and Conditions



- 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.

Managing Creative Assets



Type or paste the link for your call to action button

↓

Enter text for the CTA button

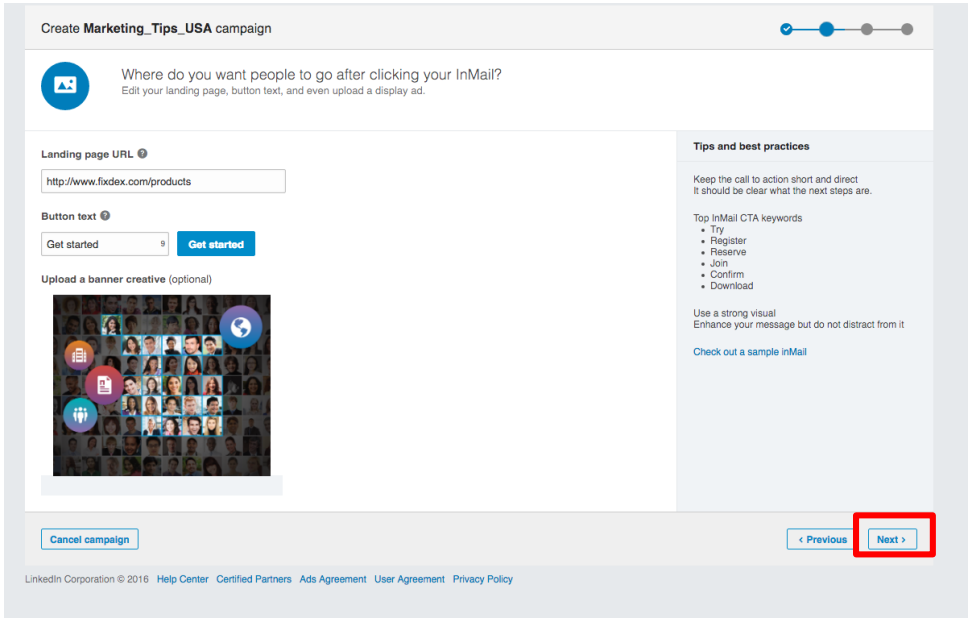
↓

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.

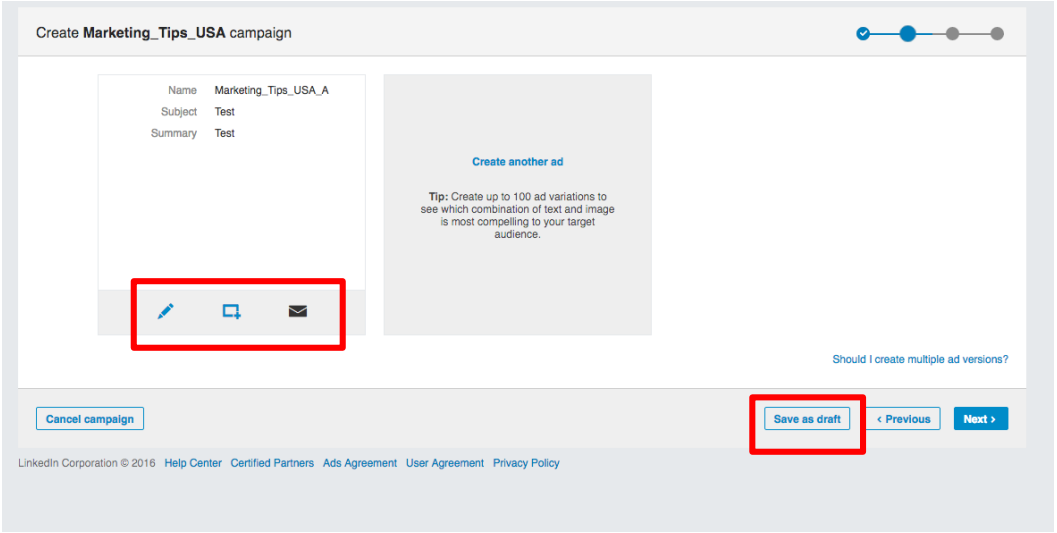
Managing Creative Assets

After you click “Next,” you will see a page with all messages set up under this campaign



- 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

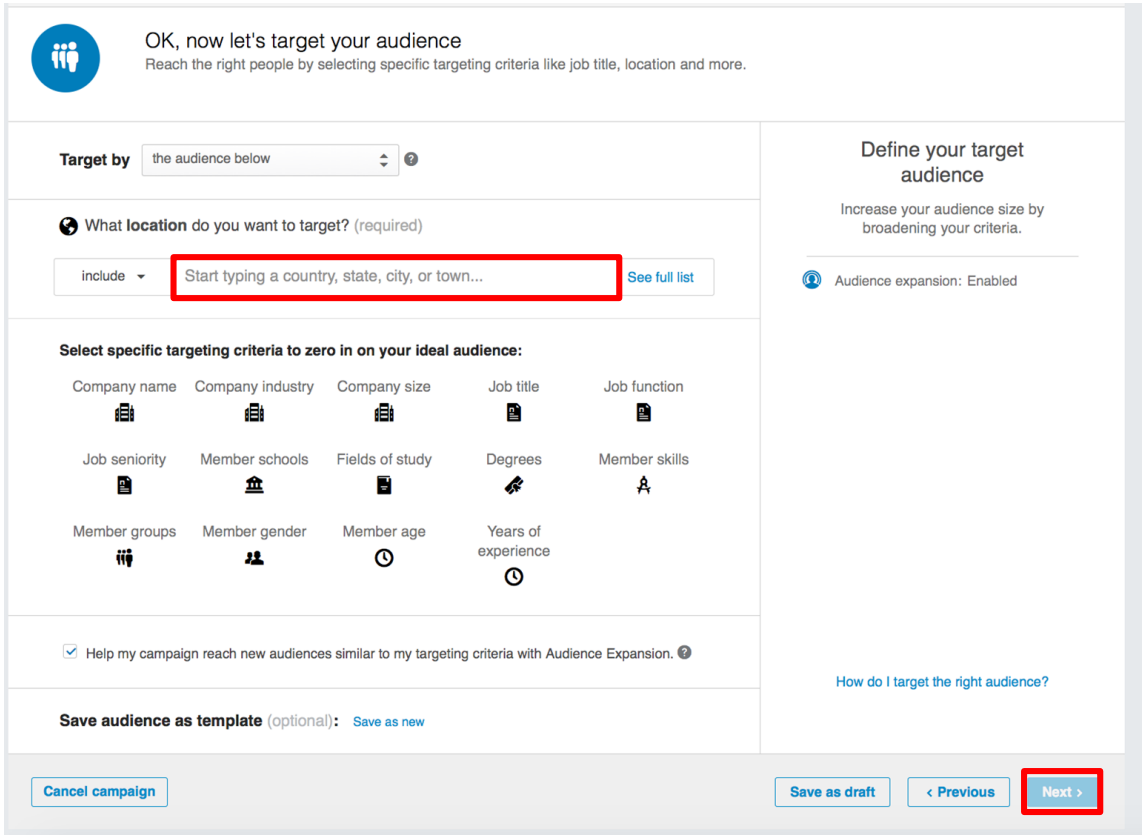


- Page shows each creative under the parent campaign.
- Pencil allows you to edit
- Box with the plus icon will duplicate this message, so you can easily set up an A/B test
- The message icon allows you to send a preview to yourself before the campaign goes live
- When ready to move forward, click “Next”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

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



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

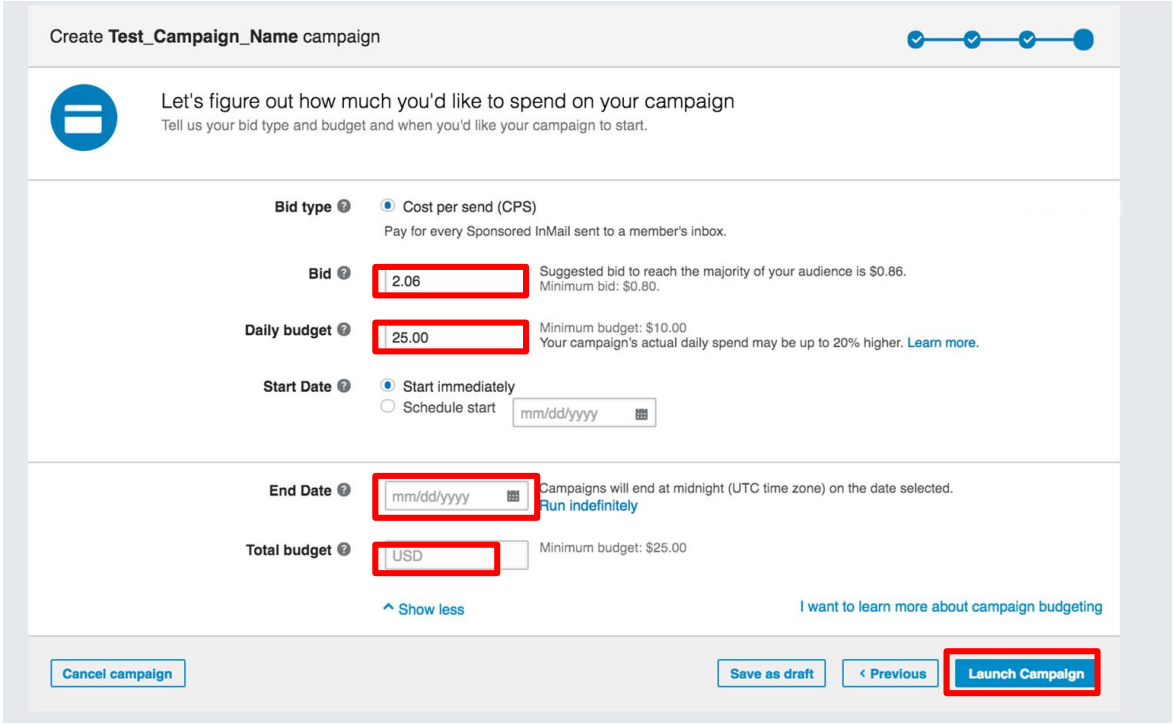
Testing Targeting Facets
A/B test to see which audience is engaged
- Titles vs. Function + Seniority
- Group members + Seniority
- Skills & Seniority

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)



Add your bid

↓

Select daily budget (helps pace campaign)

↓

Enter total budget

↓

Select Campaign Start and End Date

©2015 LinkedIn Corporation. All Rights Reserved.