

LinkedIn Sponsored InMail

Drive more leads by delivering relevant content in the most personal way possible on LinkedIn – right to our members' Inboxes.

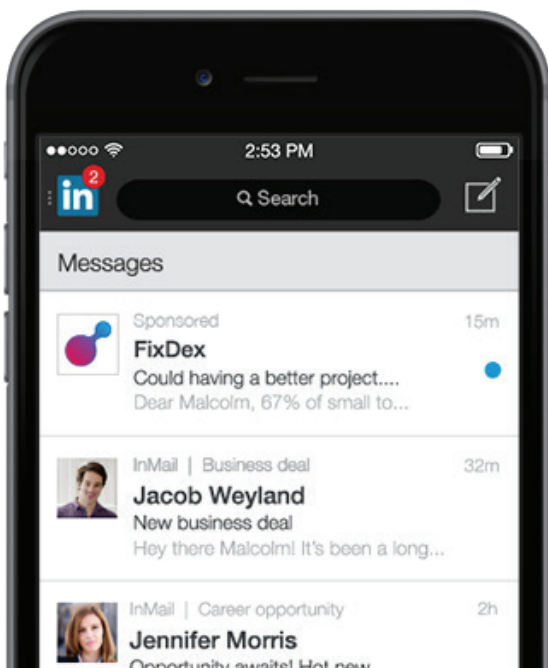
Traditional email marketing has its challenges

While email remains the dominant channel for marketers, list maintenance, content personalization, and mobile optimization remain among the top email marketing challenges.¹ Meanwhile, mobile devices are playing an increasingly important role in reaching prospects, despite mobile optimization hurdles.

Sponsored InMail: Break through the limitations of traditional email marketing

Discover a new way to increase the effectiveness of your email marketing effort and drive leads from LinkedIn.

- Reach members only when they are active on the LinkedIn site to boost engagement
- Engage your key target audiences across desktop and mobile
- Drive conversions by delivering personalized messages within the uncluttered LinkedIn Inbox environment



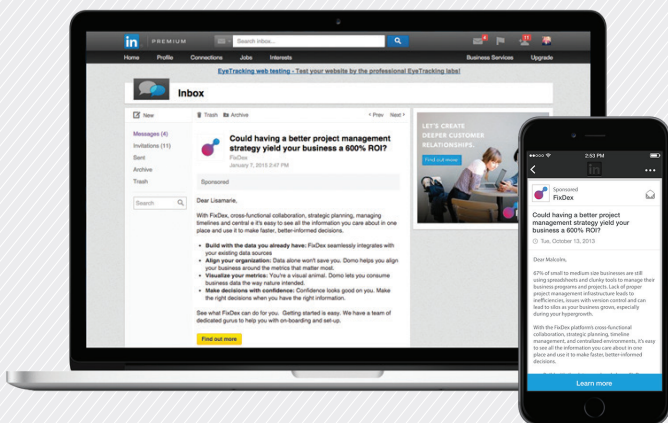
Turn recipients into highly qualified leads

Sponsored InMail is native to the LinkedIn experience, and our members seek and value the personalized content delivered to their LinkedIn Inboxes. Send highly targeted messages to the people that matter most to your business.

Reach the right prospects and convert them into customers

Sponsored InMail is the most direct way to engage your prospects on LinkedIn across desktop and mobile. Your Sponsored InMails **only get delivered when members are on LinkedIn**, which means you're reaching someone who is already engaged on the site. With Sponsored InMail, 100 percent of the messages you're sending are delivered to the LinkedIn Inbox of your target audience, avoiding bounce-backs or spam blockers.

¹ "Email Marketing Challenges According to US Publishing Professionals, Sep. 2014," eMarketer, 2014.



Achieve a wide range of objectives with Sponsored InMail

- Boost conversions with targeted product and service promotions.
- Send personalized invites to webinars or in-person events.
- Promote content downloads of infographics, white papers, eBooks, and more.

Deliver valuable content in the most personal way possible on LinkedIn – right to our members' Inboxes



1. Identify your key target audience by location, company, industry, title, skills, education, and more.



2. Estimate the total investment and price range based on the target audience available.



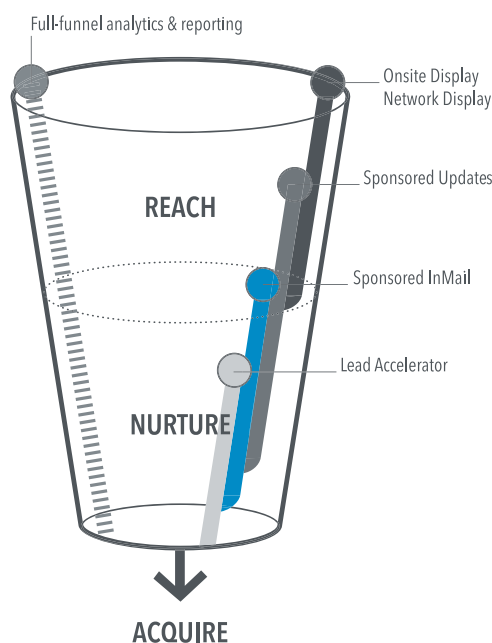
3. Tailor your personalized message to your target audience with a strong call to action.



4. Easy campaign launch: Let the LinkedIn team build, test, and deploy your Sponsored InMail campaign.



5. View analytics and measure program impact as early as three days into your campaign.



Sponsored InMail: Part of the LinkedIn Marketing Solutions Full-Funnel Platform

LinkedIn Marketing Solutions are designed to impact every stage of your funnel. Visit business.linkedin.com to learn how you can use LinkedIn to reach more of the right people and nurture them through the purchase process until they're ready to buy.

Ready to talk to someone?

Contact us at lnkd.in/lms-si.