

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



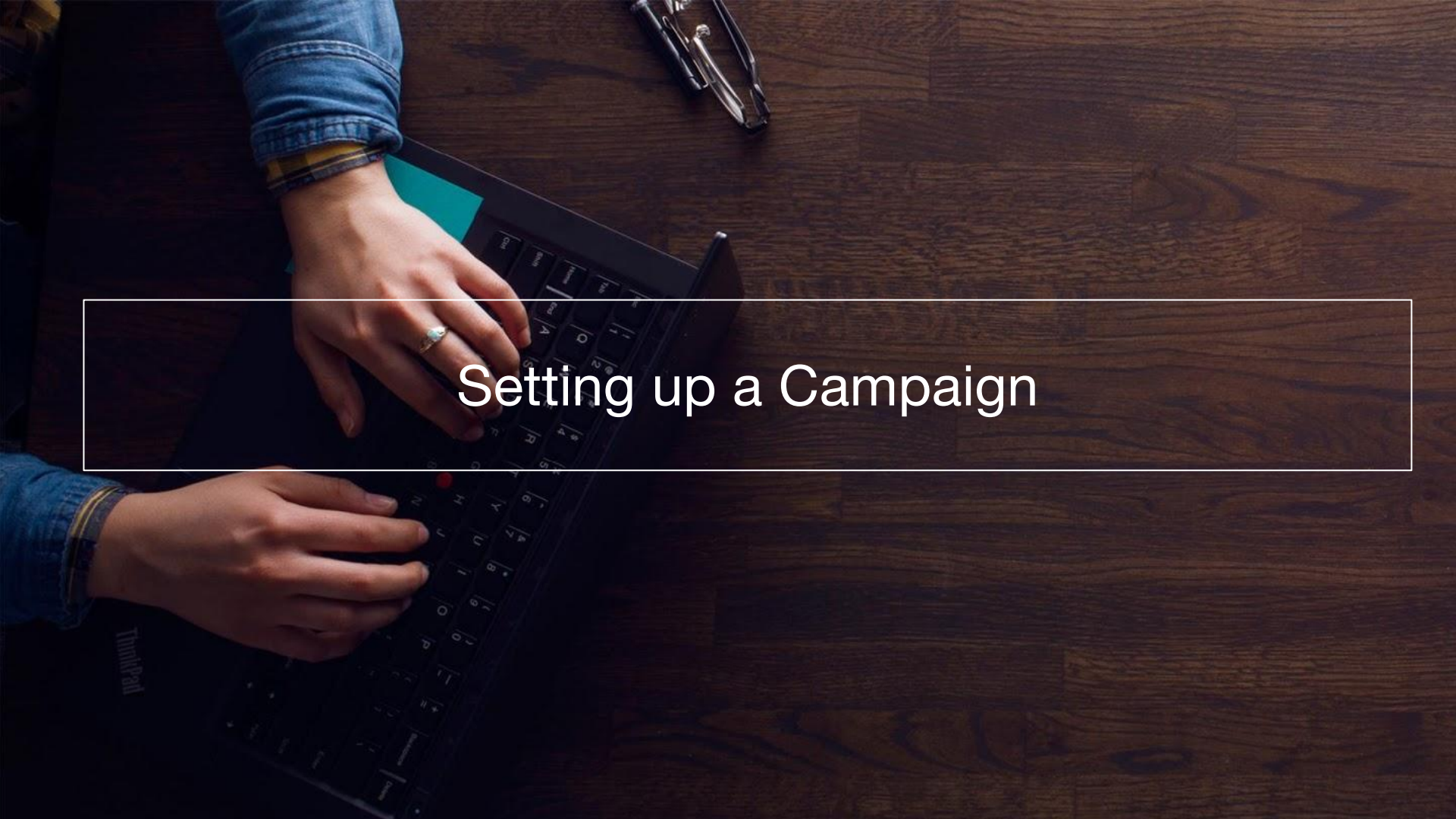
Draft content



Set
Target
Audience



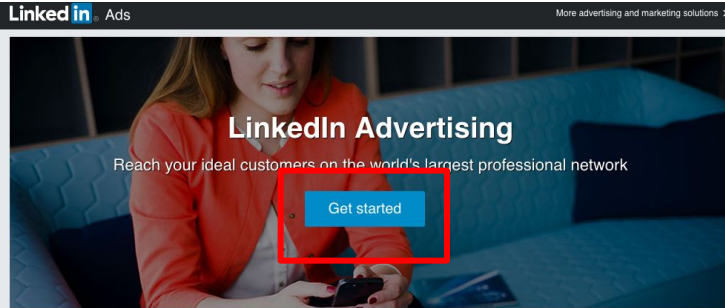
Set Bid



Setting up a Campaign

Navigate to Campaign Manager

Your hub for managing your campaigns, creatives, & budget



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



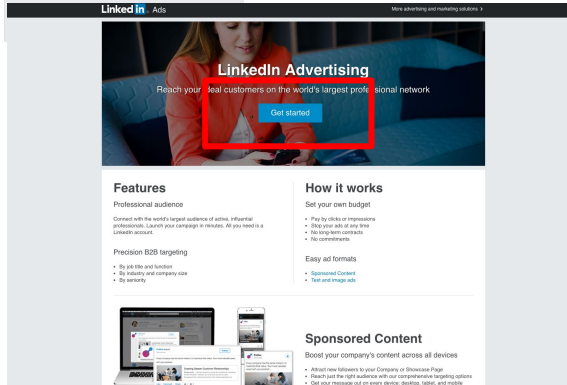
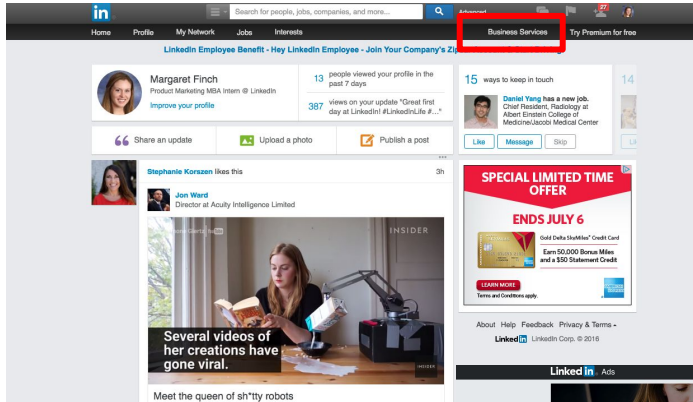
Click "Get Started"
(will read "Manage Ads" if you already
have campaigns set up)



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”

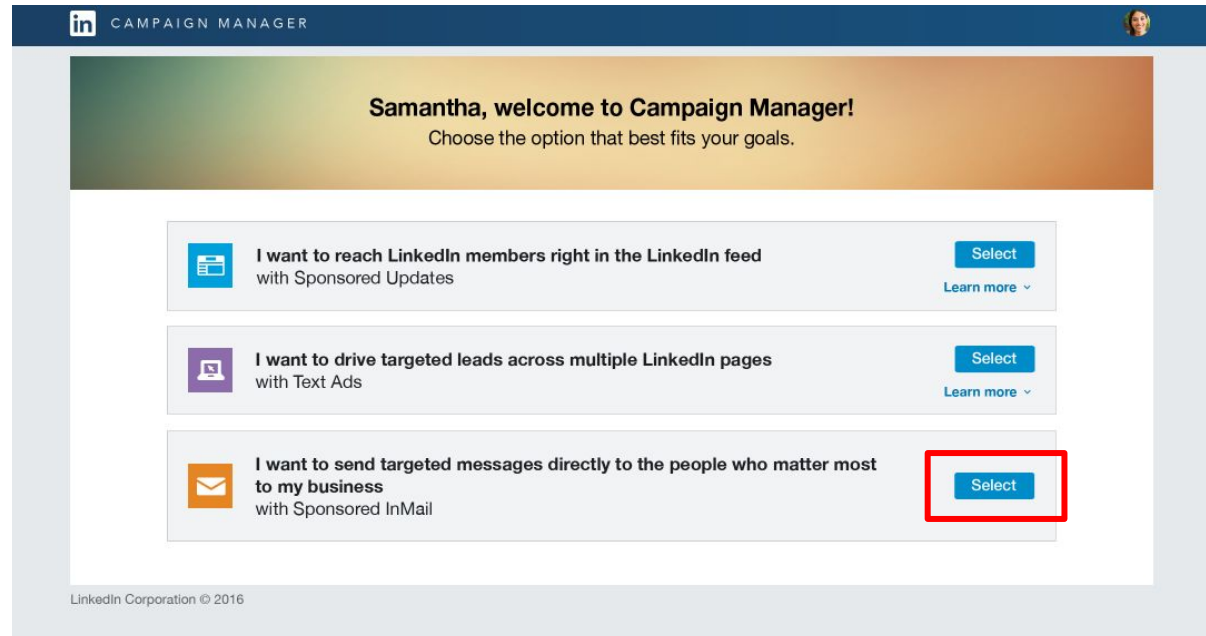
(will read “Manage Ads” if you already have campaigns set up)



Enter LinkedIn username & password

Navigate to Campaign Manager




Your hub for managing your campaigns, creatives, & budget



The screenshot shows the LinkedIn Campaign Manager interface. At the top, there is a dark blue header with the LinkedIn logo and the text "CAMPAIGN MANAGER". Below the header, a welcome message reads "Samantha, welcome to Campaign Manager!" followed by "Choose the option that best fits your goals." There are three campaign options listed, each with an icon, a description, and a "Select" button. The "Select" button for the third option, "I want to send targeted messages directly to the people who matter most to my business with Sponsored InMail", is highlighted with a red box.

LinkedIn CAMPAIGN MANAGER

Samantha, welcome to Campaign Manager!
Choose the option that best fits your goals.

-  I want to reach LinkedIn members right in the LinkedIn feed with Sponsored Updates [Select](#) [Learn more](#)
-  I want to drive targeted leads across multiple LinkedIn pages with Text Ads [Select](#) [Learn more](#)
-  I want to send targeted messages directly to the people who matter most to my business with Sponsored InMail [Select](#)

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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 ⓘ

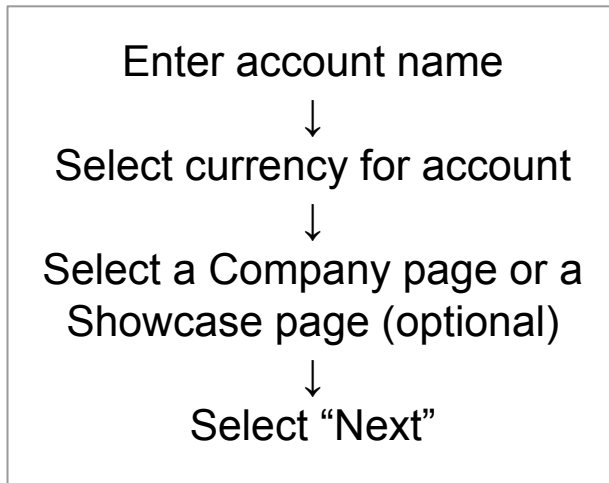
Samantha's Ad Account USD ▾

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 >](#)

LinkedIn Corporation © 2015



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 page is identified as 'LMS Test Co' and the account as 'Marketing Q4 Campaigns'. A 'Create campaign' button is visible, which has opened a dropdown menu. The menu options are '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 menu, there are tabs for 'Impressions', 'Clicks', 'Social Clicks', and 'Spend'. The main area features a 'Time series' chart for 'Clicks' over the period from Nov 16 to Dec 16. The chart shows a grid with no data points plotted. At the bottom, there is a table header for 'Campaigns' with columns for 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

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

Choose language

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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.*



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

LinkedIn Campaign Manager interface for creating a Sponsored InMail campaign. The page shows the campaign name 'Marketing_Tips_USA' and the current step 'Create Marketing_Tips_USA campaign'. The main heading is 'Let's begin creating your Sponsored InMail' with the subtext 'Configure who the sender of your InMail will be'. The 'Sponsored InMail ad name' field is highlighted with a red box and contains 'LMS Test Co InMail 1'. The 'Add sender' button is highlighted with a red box. Below it, a list of senders is shown, with 'Samantha Smith' selected. The 'Next >' button at the bottom right is also highlighted with a red box.

Enter a name for your message



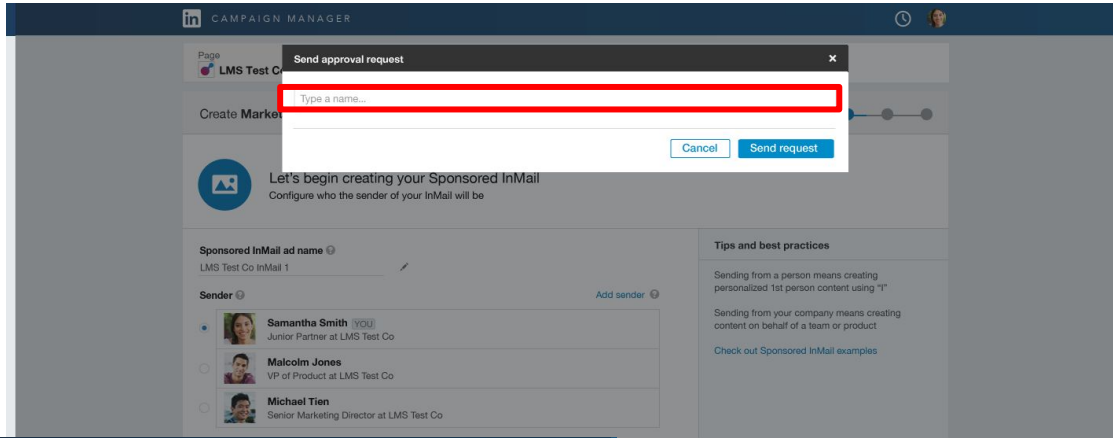
Select a sender

- 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

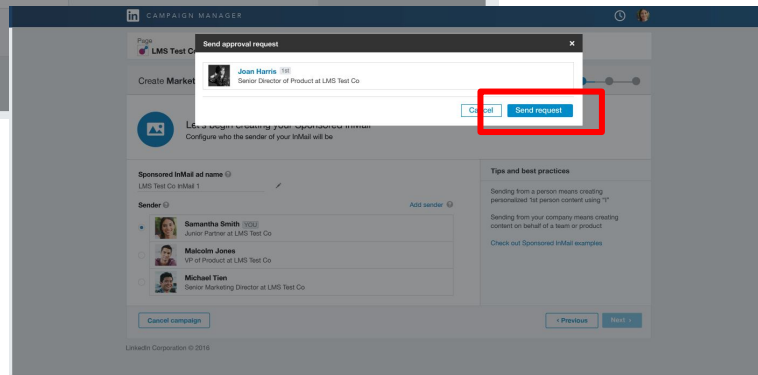
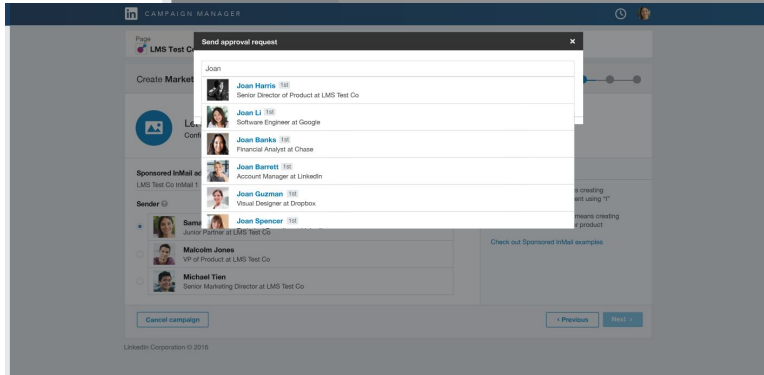


Enter name



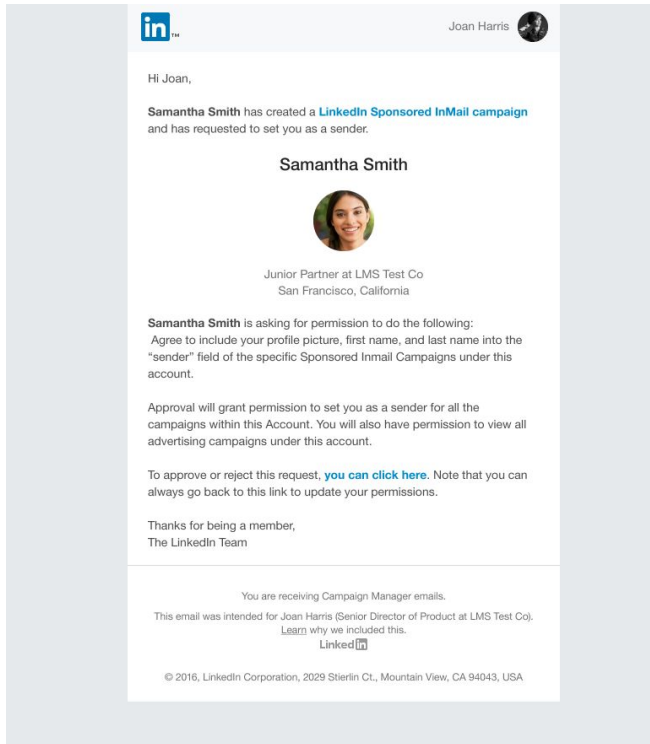
Select "Send Request"

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

The screenshot shows the LinkedIn Campaign Manager interface. At the top right, the user's name 'Joan Harris' and a 'Sign out' link are visible. Below this, a red box highlights the 'Sponsored InMail sender permissions' link, with a 'Manage' link next to it. The main content area shows a search bar and a list of accounts for 'LMS Test Co'.

Account name	Campaigns	Created Date	Status
FixDex-Text Ads	7	12/11/2015	Active
Marketing Q4 Campaigns	12	12/10/2015	Active
Deeper Customer Relationships	17	12/1/2015	Active
Fall and Holidays 2014	24	11/30/2015	Active
Reach a New Audience	43	11/27/2015	Active
Sponsored Content Q4	32	11/20/2015	Active

- User will be taken to their campaign manager Account where they can manage sender permissions in the top right.
- 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.

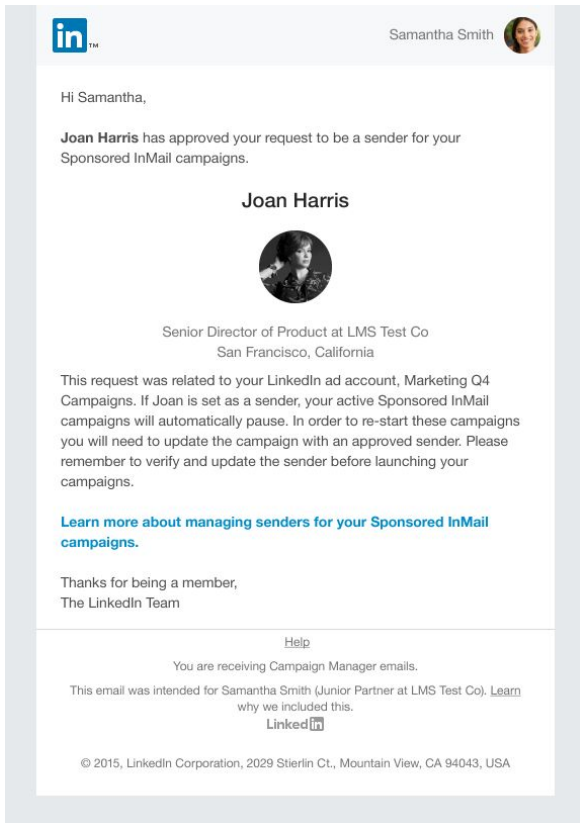
The screenshot shows a dialog box titled 'Manage Sponsored InMail sender permissions'. It lists three accounts for 'LMS Test Co' with their respective statuses and actions.

Account Name	Account	Status	Actions
LMS Test Co	Account: Marketing Q4 Campaigns	Approved	Approve Reject
LMS Test Co	Account: CXO 2016 Q2	Approved	Approved x
LMS Test Co	Account: CXO 2016 Q2	Rejected	Rejected Approve

Buttons: Cancel, Save changes

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.
- If your sender does not have a profile picture, you'll not be able to add them as a sender and move on to the next step.
- 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

The screenshot shows the LinkedIn Campaign Manager interface for creating a Sponsored InMail message. The page title is "Create Marketing_Tips_USA campaign". The main heading is "What message do you want to send?" with the subtext "Craft an attention-grabbing subject and summary, then create the message content for your InMail." The form is divided into several sections:

- Subject:** A text input field with a character count of 60.
- Description:** A text input field with a character count of 60.
- Message text:** A large text area with a character count of 60. It includes a rich text editor with bold, italic, underline, and list icons, and a "Start typing your message" prompt. Below the text area, there is a note: "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 of this section, there is a question: "Do you have your own custom footer section to include? (optional)" with radio buttons for "Yes" and "No".
- Tips and best practices:** A sidebar on the right containing several tips:
 - "When crafting your Sponsored InMail message content consider the messaging context of the LinkedIn Platform."
 - "Keep your subject lines concise, relevant and conversational."
 - "Short and impactful subject lines with a clear value exchange work best. Consider utilizing some of the following keywords:
 - Thanks
 - Exclusive invitation
 - Connect
 - Opportunities
 - Join us /me
 - "Add a personal touch to your message by using conversational language and aim to keep your copy under 1,000 characters."
 - "Tip: Include a contextual message body hyperlink to boost click performance."

At the bottom of the form, there are two buttons: "Cancel campaign" and "Next >". The "Next >" button is highlighted with a red box.

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 breadcrumb trail is: Page > LMS Test Co > Account > Marketing Q4 Campaigns > Campaign > Create campaign. The campaign name is "Marketing_Tips_USA".

What message do you want to send?
Craft an attention-grabbing subject and summary, then create the message content for your InMail.

Subject ⓘ
Idea for better project management strategy 17

Description ⓘ
See how we increased ROI by 600% 28

Message text

B I U [List icons] [Link icon] Insert custom fields

Dear "[FNNAME]"

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, sign up for a free trial. We have a team of dedicated

Do you have your own custom footer section to include? (optional) ⓘ
 Yes No

Tips and best practices

When crafting your Sponsored InMail message content consider the messaging context of the LinkedIn Platform.

Keep your subject lines concise, relevant and conversational.

Short and impactful subject lines with a clear value exchange work best. Consider utilizing some of the following keywords:

- Thanks
- Exclusive invitation
- Connect
- Opportunities
- Join us /me

Add a personal touch to your message by using conversational language and aim to keep your copy under 1,000 characters.

Tip: Include a contextual message body hyperlink to boost click performance.

Buttons: Cancel campaign, < Previous, Next >

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

The screenshot shows the LinkedIn Campaign Manager interface for creating a campaign. The breadcrumb trail is: Page > LMS Test Co > Account > Marketing Q4 Campaigns > Campaign > Create campaign. The current step is 'Create Marketing_Tips_USA campaign', indicated by a progress bar with three steps, the second of which is active. Below the progress bar, there is a question: 'Do you have your own terms and conditions to include? (optional)'. A subtext reads: '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)'. Below this is a rich text editor for 'Terms and conditions' with a red border around it. To the right is a 'Tips and best practices' section. At the bottom, there are two buttons: 'Cancel campaign' and 'Next >', with the 'Next >' button highlighted with a red border. The footer of the page reads 'LinkedIn Corporation © 2016'.

- 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

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 icons] [Link icon]

This offer (the "New 30-Days Free Trial Offer"), which is made to you by FixDex entitles you access to the FixDex Custom Solutions for a period of thirty (30) days from the moment that you activate such trial period by submitting your payment details (the "Free Trial Period"). If you decide that you do not want to become a paying user of FixDex Custom Solutions upon the lapse of the Free Trial Period, you have to terminate your service by the end of the Free Trial Period. FixDex reserves the right, in its absolute discretion, to withdraw or to modify this trial offer at any time without prior notice and with no liability.

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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.

Managing Creative Assets

The screenshot shows the LinkedIn Campaign Manager interface for creating a Sponsored InMail campaign. The breadcrumb trail is: Page > FixDex > Account > Marketing Q4 Campaigns > Campaign > Create campaign. The main heading is "Create CXO Tech Sponsored InMail campaign". Below this is a question: "Where do you want people to go after clicking your InMail? Edit your landing page, button text, and even upload a display ad." The form includes a "Landing page URL" field with "http://www.example.com", a "Button text" field with "Learn more" and a character count of 10, and an "Upload a banner creative (optional)" section with a camera icon and instructions: "Required size: 300x250 pixels Accepted formats: png, jpg, jpeg". On the right, a "Tips and best practices" sidebar provides advice: "Keep the call to action short and direct. It should be clear what the next steps are." and lists "Top InMail CTA keywords" such as Try, Register, Reserve, Join, Confirm, and Download. At the bottom, there are buttons for "Send a test to yourself to review your Sponsored InMail", "Cancel campaign", "Previous", and "Next".

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

The screenshot shows the 'Create Marketing_Tips_USA campaign' interface. At the top, it asks 'Where do you want people to go after clicking your InMail?' with a subtext 'Edit your landing page, button text, and even upload a display ad.' Below this, there are three main sections: 'Landing page URL' with a text input field containing 'http://www.fixdex.com/products'; 'Button text' with a text input field containing 'Get started' and a blue 'Get started' button; and 'Upload a banner creative (optional)' with a grid of image thumbnails. On the right side, there is a 'Tips and best practices' section with advice on CTA keywords and visual strength. At the bottom, there are two buttons: 'Cancel campaign' and 'Next >', which is highlighted with a red box.

- 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 ad details:

Name	Marketing_Tips_USA_A
Subject	Test
Summary	Test

Below the table is a red-bordered box containing three icons: a pencil (edit), a square with a plus sign (duplicate), and an envelope (send). To the right of the table is a large grey area 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 this area is the question 'Should I create multiple ad versions?'. At the bottom of the page, there are three buttons: 'Cancel campaign', 'Save as draft' (highlighted with a red box), and '< Previous' and 'Next >'.


- 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. The laptop is on a dark wooden desk. A pair of glasses is visible in the upper right corner. A white rectangular box with a thin border is centered over the keyboard area, containing the text "Selecting an audience, budget, and bid".

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

What location do you want to target? (required)

include [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](#)

