

THE BASICS

WHAT IS INMAIL?



InMail is a credible, private, and customized messaging tool helping you contact any LinkedIn user, including 2nd and 3rd degree connections.

WHY SEND AN INMAIL?



When used well, InMail can generate a higher response rate, in comparison to low response rates from a cold call or cold email.

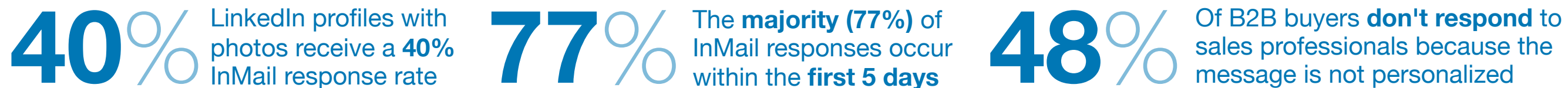
WHAT'S THE GOAL OF SENDING AN INMAIL?



To quickly and effectively start a warm conversation with insights, giving you more time and support to sell.

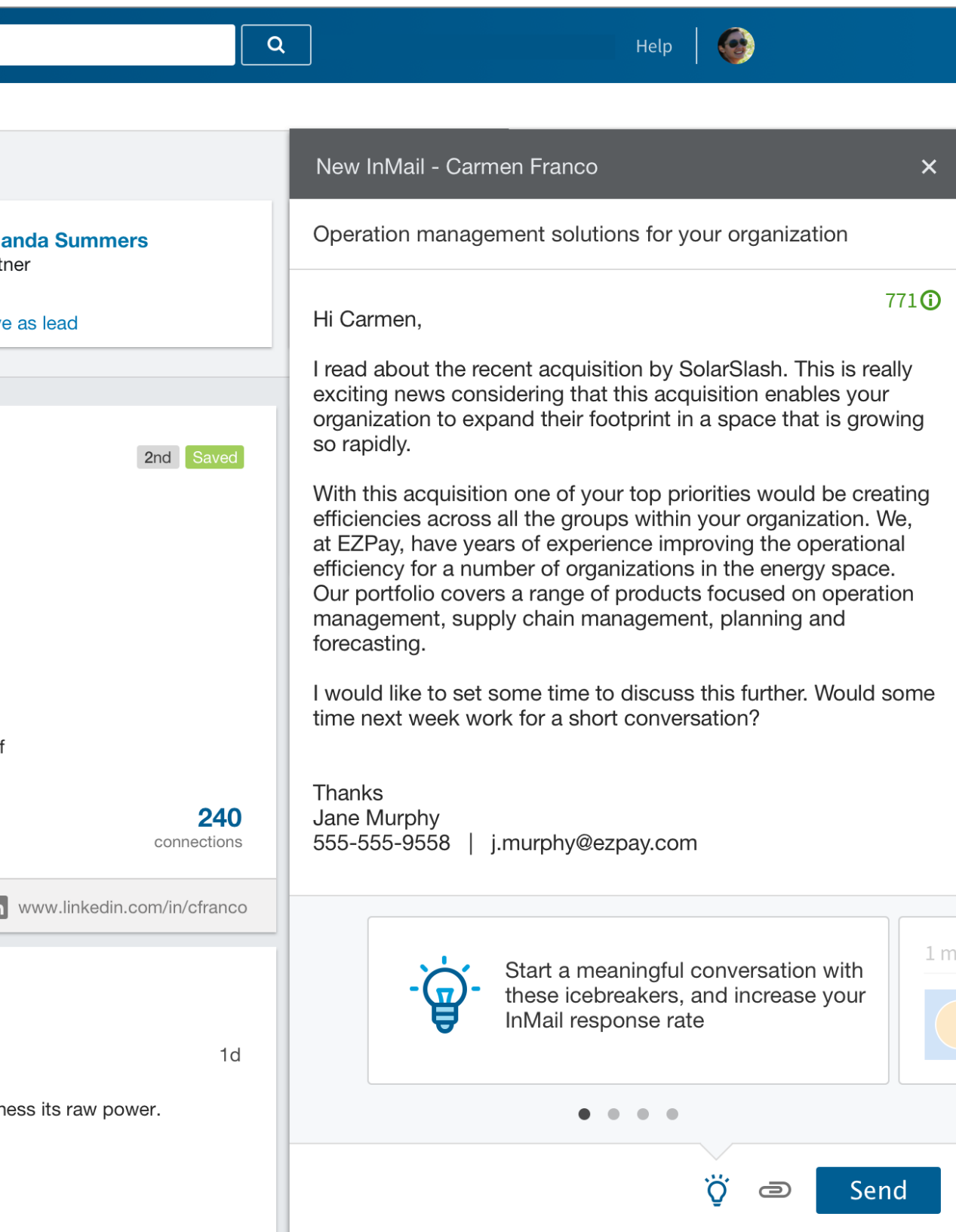
The screenshot displays the LinkedIn Sales Navigator interface. At the top, there's a navigation bar with 'HOME', 'LISTS', 'DISCOVER', and 'REPORTS'. Below this is a search bar with the text 'Search for leads or accounts'. The main content area is divided into two sections. On the left, there's a list of messages under the 'Inbox (2)' tab. The messages are from James Muller, Jenny Franco, Russell Silver, Carmen Franco, Steve Garcia, Ashley Maya, and Martha Shields. The message from Carmen Franco is highlighted. On the right, there's a detailed view of the conversation with Carmen Franco. The message content is: 'Hi Jane, Thanks for reaching out to...'. Below this, there's a response from Jane Murphy: 'I would like to set some time to discuss this further. Would some time next week work for a short conversation?'. At the bottom, there's a 'Send' button and a 'Click here to reply' link. On the far right, there's a sidebar with information about Carmen Franco, including her title 'VP of IT at SolarSlash', location 'Yuma, Arizona Area', and a 'Save as lead' button.

INMAIL STATISTICS








HOW TO: write a successful LinkedIn InMail

Tips to help start a conversation

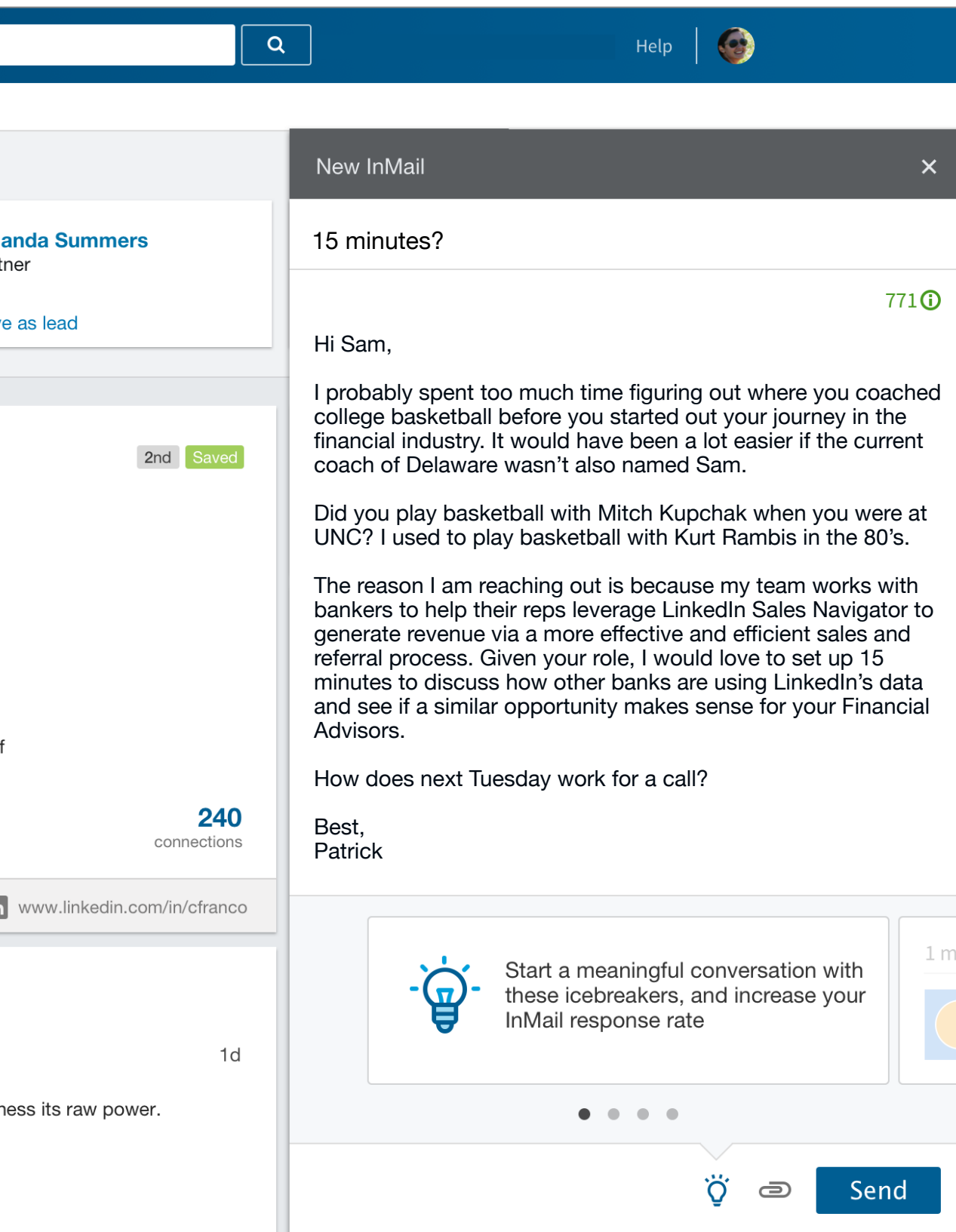


8 TRIED-AND-TRUE TIPS

-  **CHOOSE WISELY.** Do your research and engage with insights found on LinkedIn / LinkedIn Sales Navigator. You get a limited quantity of InMail each month, so make it count!
-  **PERSONALIZE IT.** Research their profile, and look for common interests, connections, or work experiences - use these insights to make it about them.
-  **WRITE A COMPELLING SUBJECT LINE.** Grab their attention immediately by including a business topic and/or a personal touch in the subject line.
-  **START A CONVERSATION.** Use InMail to start a conversation and build rapport.
-  **BE BRIEF.** More than half of InMails are read on mobile. Keep your personalized message brief - 150 words or less - to increase your likelihood for response.
-  **MAKE A CALL-TO-ACTION.** Use InMail to start the conversation, not seal the deal. Use InMail to open the door - "Are you free for a 15 minute call on Thursday at 10AM?"
-  **HAVE A STRONG PROFILE.** After viewing your InMail, prospects will jump to your profile. Position yourself and your company in the best light to build credibility and trust.
-  **LEVERAGE RELATIONSHIPS.** Prospects who share meaningful things in common with you, such as shared experiences or interests, are more likely to respond.

HOW TO: write a successful LinkedIn InMail

Tips to help start a conversation



INMAIL EXAMPLES

Scenario: Addressed to a Financial Professional
Goal: Increase book of business / new business

WHO WAS THE RECIPIENT?

A Financial Advisor Manager.

WHO SENT IT?

A LinkedIn Account Executive.

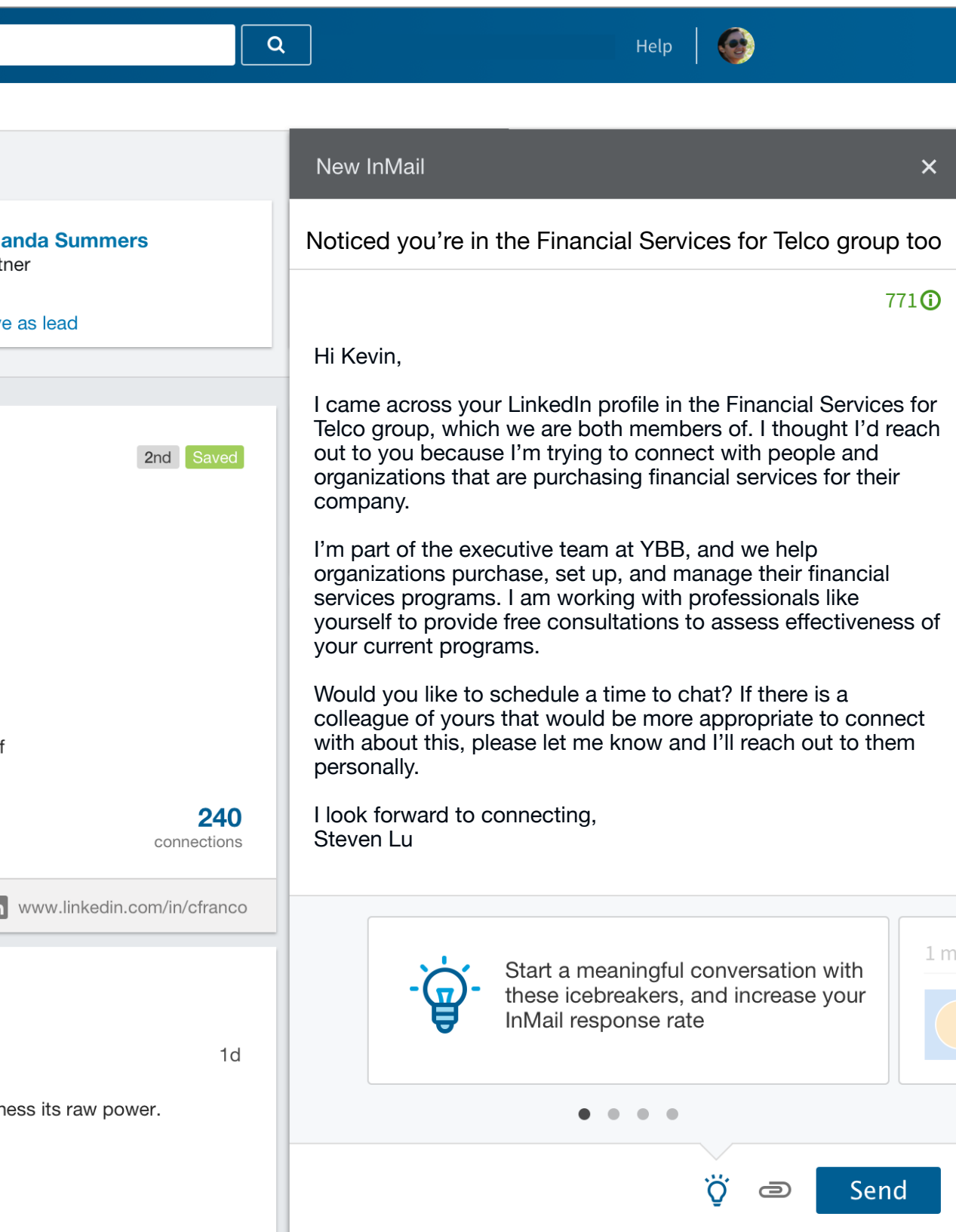
WHY WAS IT SUCCESSFUL?

This InMail message followed many of the best practices, such as:

- 1. Personalization:** He called the recipient by name and mentioned basketball which was clearly a big part of the recipient's life.
- 2. Specifically addressed recipient's needs by:**
 - Mentioned that there is a team at LinkedIn that specifically helps banks use Sales Navigator to prospect.
 - Gave examples of how Sales Navigator would potentially help his Financial Advisors.
- 3. Having a clear call to action:** The recipient has a clear understanding of next steps.

HOW TO: write a successful LinkedIn InMail

Tips to help start a conversation



INMAIL EXAMPLES

Scenario: Addressed to a Fellow Group Member

Goal: Increase book of business / new business

WHO WAS THE RECIPIENT?

A buyer for financial services in telecommunications

WHO SENT IT?

A corporate financial services executive.

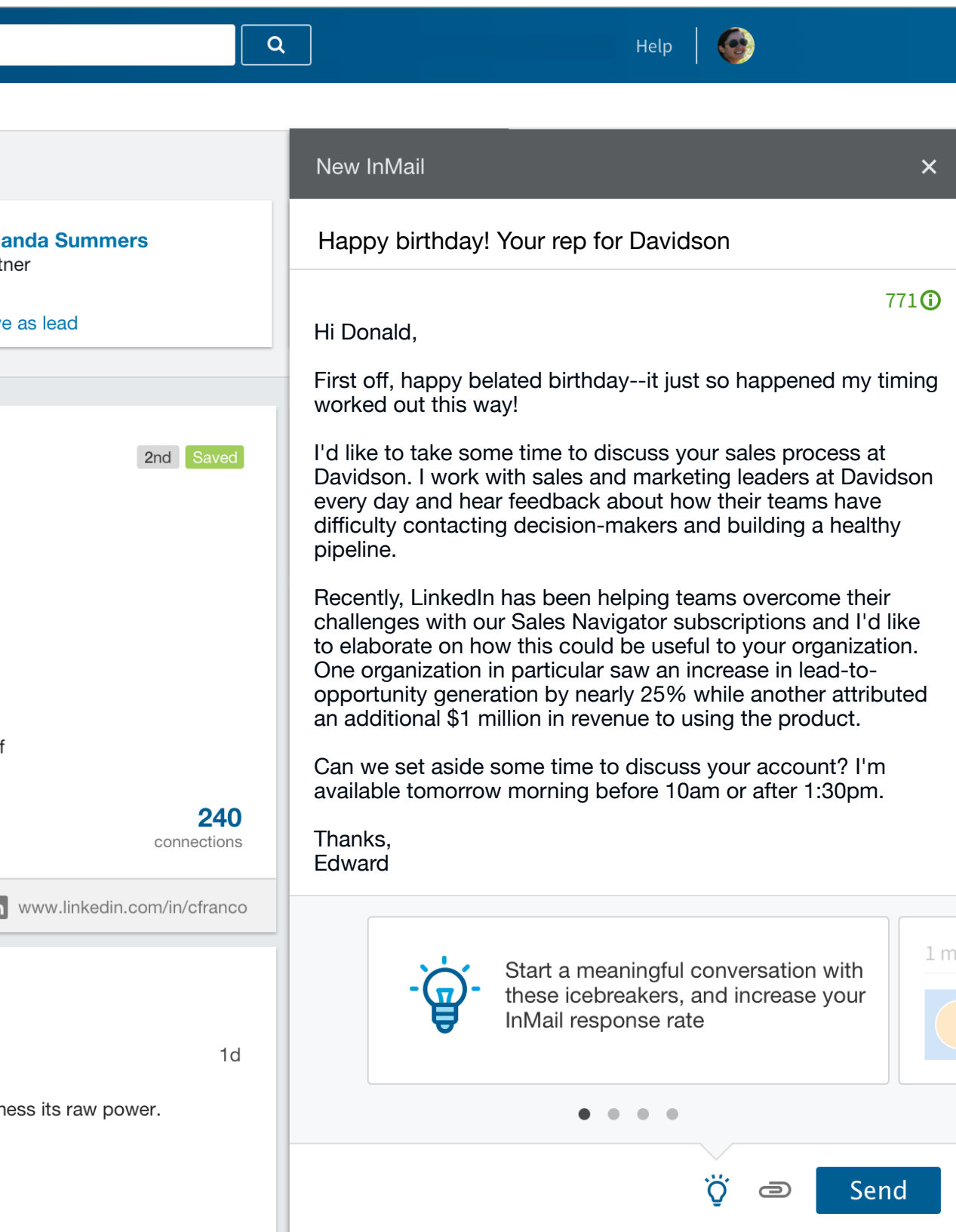
WHY WAS IT SUCCESSFUL?

This InMail message followed many of the best practices, such as:

1. **Personalization:** He called the recipient by name and mentioned specifically where she got his contact information.
2. **Specifically addressed recipient's needs by:**
 - Discovering what his needs were based on his profile information.
 - Immediately connecting it with his solution.
3. **Having a clear call to action:** The recipient has a clear understanding of next steps.

HOW TO: write a successful LinkedIn InMail

Tips to help start a conversation



INMAIL EXAMPLES

Scenario: Addressed to a Business Development VP

Goal: Increase customer engagement / up-sell

WHO WAS THE RECIPIENT?

Vice President of Business Development for a construction company

WHO SENT IT?

An account manager.

WHY WAS IT SUCCESSFUL?

This InMail message followed many of the best practices, such as being:

1. **Personalized:** Called the recipient by name and started the message with a note about the recipient's birthday.
2. **Specifically addressed recipient's needs by:**
 - Related the recipient's situation to one that he's solved in the past.
 - Gave specific statistics about the end result.
3. **Having a clear call to action:** If the recipient was interested, clear steps to follow for engagement were provided.