



HOW TO   
**OPTIMISE**  
INMAILS FOR  
**SALES SUCCESS**

Part 5 of LinkedIn's INside Sales Series



InMail allows you to directly message leads and prospects on LinkedIn even if you aren't connected to them. This eBook explains how to structure your InMail messages and what to include in them for the warmest reaction possible.

## THE OBJECTIVE

Craft InMail messages that elicit positive reactions and potential sales interest from your prospects.



## WHY IT MATTERS

InMails have a 10-25% hit rate when it comes to getting a response from prospects - that's **300% higher than emails** with the exact same content. This has to do with how InMails are received: they come optimised for mobile within the LinkedIn app, they trigger immediate notifications on mobile, and they go to a dedicated inbox (in LinkedIn) as well as standard email. All this means that InMail targets three touch-points with the prospect, instead of just one - which automatically benefits your chances of a positive reception.

The best social sellers will use InMail only if there isn't a referral who can put you in front of the prospect. Personal introductions still give the highest success rates - up to 500% higher than an unsolicited approach. If a common connection doesn't exist, don't simply send an invitation to connect. An InMail that's tailored to the prospect's personal and shared interests will offer much more context about your intentions and raise the likelihood of a good response.

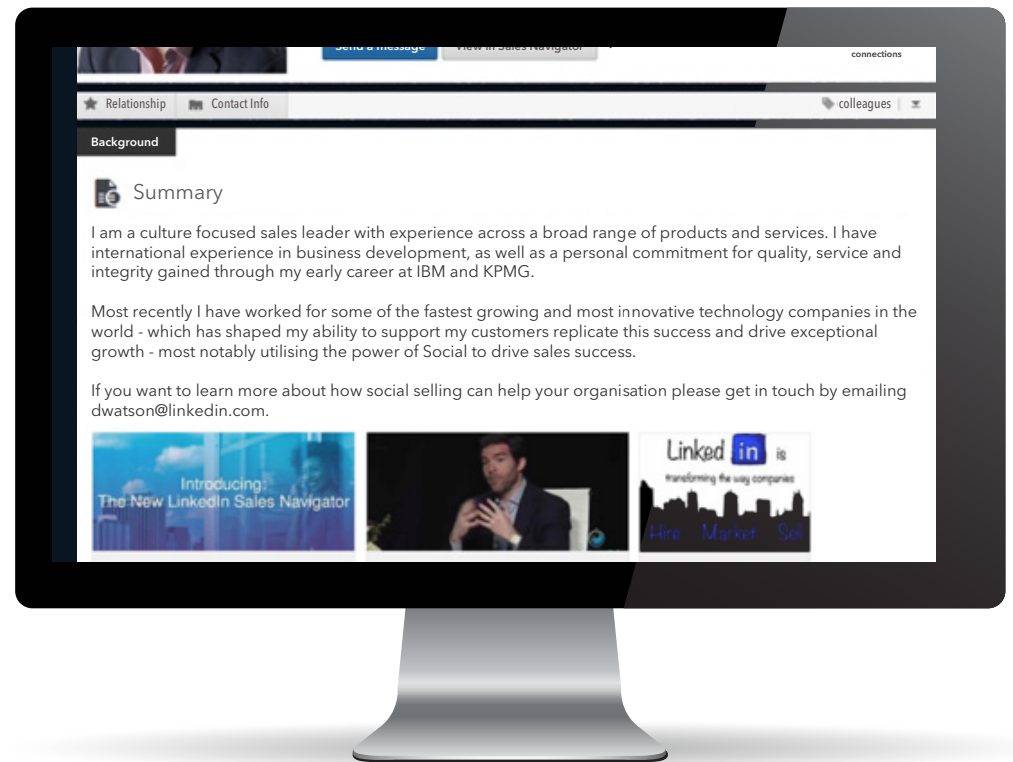
# HOW TO WRITE A STAND-OUT INMAIL

Many social sellers, including those at LinkedIn itself, use this three-paragraph format for every single InMail they craft:

## 1

### START SOCIALLY

Look at your prospect's profile for a common connection or an interesting talking point. Leading with this will demonstrate an interest in them as a person, and make them far more receptive than if they were to receive a straight-up sales pitch. [Sales Navigator](#) can be a valuable tool here, as it allows you to "unlock" and view in full up to 25 profiles that aren't in your network. Remember: be authentic about your interest. It's easy to detect fake enthusiasm on social media.





## 2

### PITCH QUICK

Briefly state why you've reached out to this particular person, and what you or your business can do to help. Prospects expect to do business via LinkedIn, so this sort of subject matter is more than acceptable. However, be sure to phrase this in terms of the benefit you can bring to the prospect: the more specific or accurate your analysis of their challenges, the better.

## 3


### CALL TO ACTION

Always close with an action - either requesting a meeting or providing your availability for a conversation. This is the best way to ensure a response and start building the relationship further.



### Pro Tip:

Try using InMail to extend the conversation with people who've already engaged with your Longform posts. The second tab on "Who's Viewed My Profile" will show you the profiles of who's Liked or commented on your posts.



When it comes to composing your InMail, remember these best-practice copywriting tips:

- **Use a compelling subject line.** Be different. Referencing common interests or a specific challenge the prospect's facing are good starting points. Try to elicit the curiosity of the prospect.
- **Make it about them.** Focus on benefits to the prospect, discuss their interests, and refer to their awards or achievements on their LinkedIn profile to build rapport. Using inclusive language ("we" versus "I") can also help.
- **Start a conversation.** Asking questions or sharing common details about your experience not only encourages a response, but also proves that you know what you're talking about - whether it's solutions architecture or sports.
- **Keep it short.** The average online reader's attention span is about eight seconds, so your messages should be no more than 100 words or so.

- **Offer next steps.** This turns the message into something actionable and encourages at least some sort of response to take things further.



## Pro Tip:

Only follow up at most once after your initial InMail. Remember that your InMail goes to three separate channels - app, LinkedIn inbox, and email. A better solution is to test the waters with other individuals, such as direct reports or peers.

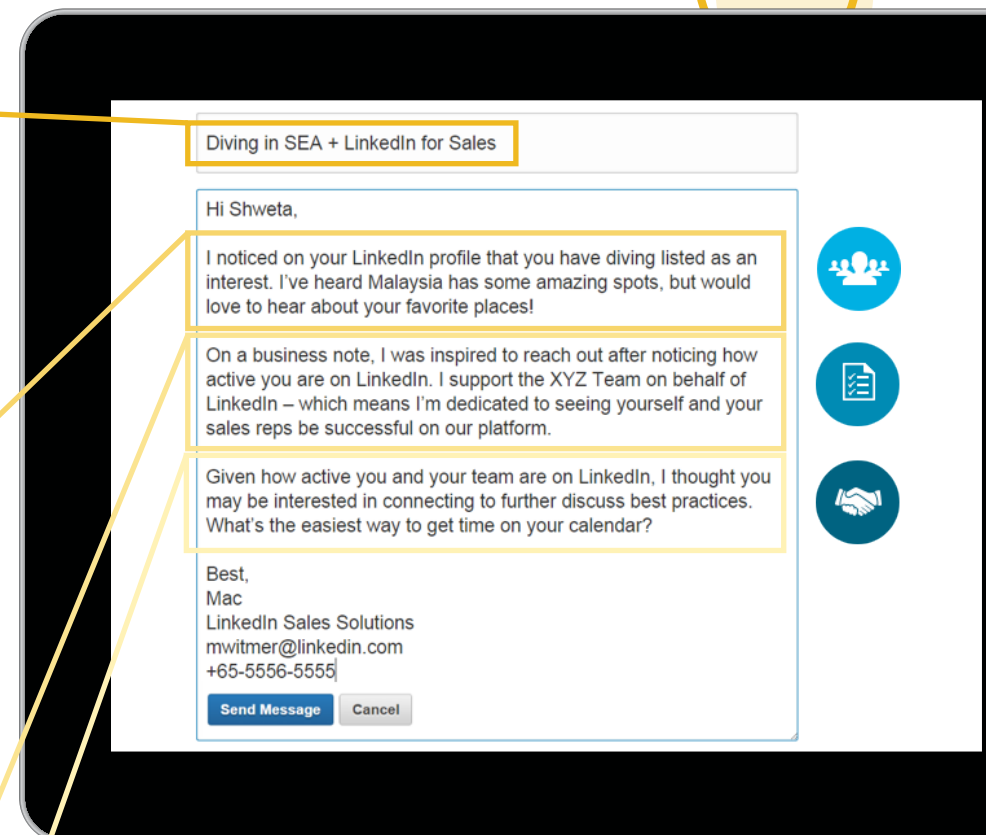
# Breaking it Down

An InMail is more likely to work if you lead with something that the prospect is interested in or passionate about. Notice how Mac puts this first in both the subject line and the paragraph structure of her InMail to Shweta to immediately catch her attention.

It's fine to state openly that you've learnt about this more personal subject matter from the prospect's LinkedIn profile - this is, after all, information they've freely shared in a business context. However, Mac also does a good job of naturally incorporating aspects of Shweta's profile into her opening icebreaker, such as the fact that she lives in Malaysia.

When it comes to the business-end of the InMail, Mac's language is all about her prospect Shweta. Using phrases like "given how active you are" and "dedicated to seeing yourself" can clearly frame the prospect's situation and tie it into the seller's skills or services.

Mac also avoids any language that could be construed as too forceful or sales-y. Rather than assume that she can book time in Shweta's diary, she asks "what's the easiest way" to demonstrate a willingness to accommodate her preferences. Give the prospect as much control over next steps as possible, but do include a specific call to action (in this case, a phone call or meeting).





## About Us

LinkedIn Sales Navigator makes it simple to establish and grow relationships with prospects and customers by helping you tap into the power of LinkedIn, the world's largest professional network of 414M+ members. Designed for sales professionals, LinkedIn Sales Navigator combines LinkedIn's network data, relevant news sources, and your accounts, leads, and preferences to produce customized recommendations and insights.

With LinkedIn Sales Navigator, you can focus on the right people and companies, stay up-to-date on what's happening with your accounts, and build trust with your prospects and customers.

For more information, please visit our [Sales Solutions](#) site.