

## Effective InMail Example

*This LinkedIn InMail produced results.*

NOTE: Company and personal names have been changed to protect sender and recipient privacy.

### Who was the recipient?

A training video producer.

### Who sent it?

A social media marketing executive.

### Why was it successful?

This InMail message followed many of the best practices for crafting a message that gets a response:

- 1) Personalized: She called the recipient by name and mentioned specifically where she got his contact information.
- 2) Specifically addressed recipient's needs: She discovered what his needs were based on his profile information and immediately connected it with her solution.

Hi Kevin,

I came across your LinkedIn profile in the Social Media Marketing group, which we are both members of. I thought I'd reach out to you because I'm trying to connect with people and organizations that are implementing video into their current corporate training efforts.

I'm part of the executive team at KLB, and we help organizations transcribe their training videos, making them more accessible, searchable, useable and social. I am working with professionals like yourself to provide free consultations to assess your video usage and effectiveness.

Would you like to schedule a time to chat? If there is a colleague of yours that would be more appropriate to connect with about this, please let me know and I'll reach out to them personally.

I look forward to connecting,

Karen Johnson