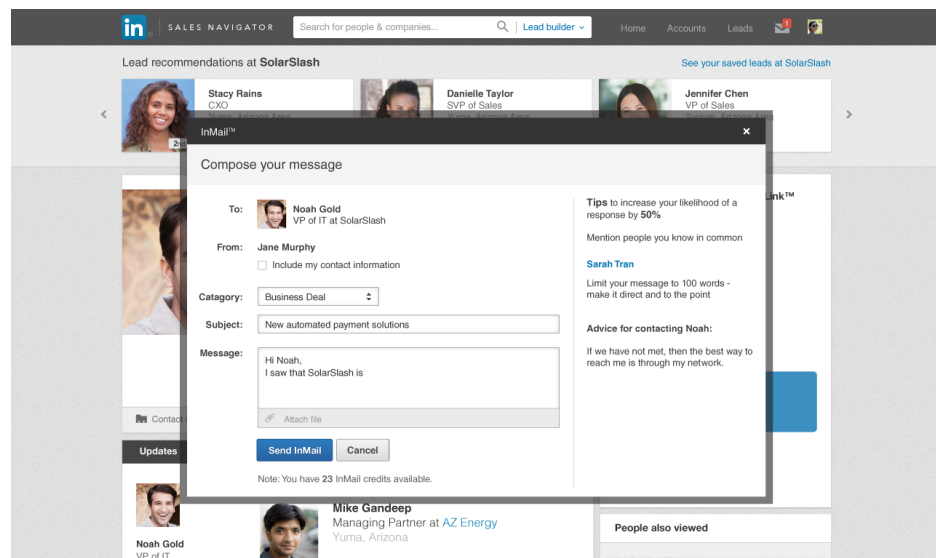


# Tips to improve your InMail response rate

Start meaningful conversations with insights

## What is an InMail?

InMail are private, direct messages that let you directly contact any LinkedIn user. InMail is the most credible way to communicate with anyone on LinkedIn if you don't have a path to an introduction allowing you to contact 2nd or 3rd degree connections as well as LinkedIn users who are not in your network.



## Why send an InMail?

When used correctly, InMail can generate a 12-15% response rate in comparison to a 3% response rate from a cold call or cold email. You can also use InMail to bypass gatekeepers and differentiate yourself.

## What is the goal of sending an InMail?

The goal of sending an InMail should be to start a conversation, then you can do what you do best—sell.

## Seven Tips to improve your InMail response rate

Use these guidelines to help craft a compelling InMail when you have no common connection to introduce you:



**Select recipients carefully:** The right message to the right person is more likely to elicit a response—you only get a limited number of InMail each month, so choose carefully.



**Personalize it:** Research their profile, look for common interests, common connections, work experience—use 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:** InMail should be used to start a conversation and build rapport. The goal is to get them on the phone or into a meeting where you can conduct a discovery and fully explain your solution.



**Be brief:** More than half of InMail messages are read on mobile. Keep your personalized message brief and to 150 words or less to increase your likelihood for response.



**Develop a clear call to action:** Your goal is to start the conversation, not seal the deal so use InMail to open the door, "Are you free for a 15 minute call on Thursday at 10am?"



**Have a strong profile:** the first place your InMail recipients will go after reading your message is to your profile. Position yourself and your company in the best light to build credibility and trust and increase the likelihood of response.

## InMail policy

\* Policies are in place to ensure our members receive high-quality InMail messages and to help our customers achieve the highest InMail response rates possible: You will get an InMail credit for every InMail message that receives a response within 90 days of the send date. A reply back or a "not interested" response will both result in a credit.

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