

# Manage Pipeline Builder Leads in Recruiter

Pipeline Builder helps companies quickly build a targeted pipeline of interested talent in just three steps. Here's how it works and how you can manage these warm leads in LinkedIn Recruiter.

## Step 1: Reach

A Pipeline Builder campaign starts with the creation of a Sponsored Update, Recruitment Ad, or banner on your Company Page to promote a specific opportunity at your company. Sponsored Updates and Recruitment Ads automatically appear in front of your target audience (e.g., job function, region, seniority). If activated, a Company Page banner is also shown only to your target audience when they visit your Company Page.

The screenshot shows a LinkedIn feed for user Ellen. At the top, there's a navigation bar with 'Home', 'My Network', 'Jobs', 'Messaging', 'Notifications', and 'Me'. Below the navigation bar is a search bar. The main feed area shows a post from 'Flexis' with the text 'Love music? Interested in meeting the best artists of our time and bringing their music to the world? Join the engineering team at Flexis! https://lnkd.in/kaHds61'. This post is labeled as a 'Sponsored Update'. To the right of the post, there's a 'Trending on LinkedIn' section with three items: 'Apple vs. Uber', 'Bitcoin Crashes', and 'Theranos Troubles'. Below the trending section, there's a 'Recruitment Ad' for Flexis with the text 'Love music? Join our band of rockstar coders at Flexis. Ellen, we're looking for someone like you to join our team.' and a 'Learn more' button. At the bottom right, there's a 'Top sources to follow' section with 'The Atlantic' listed.

The screenshot shows the Flexis company page. The header includes the Flexis logo, the name 'Flexis', and the description 'Information Technology · 1,001-5000 employees · San Francisco Bay Area'. Below the header, there's a 'See opportunity' button and a 'Follow' button with '10,000 followers'. At the bottom, there's a 'Company Page banner' with the text 'Ellen, one of our recruiters thinks you'd be a great fit for an open role. See opportunity'. The banner is labeled as a 'Company Page banner'.

## Step 2: Attract

When the Sponsored Update, Recruitment Ad, or banner on your Company Page is clicked, the member is taken to a personalized landing page with information about the opportunity at your company. If the member is interested in the opportunity, they simply click the **I'm interested** button at the top of the page, share their contact information, and these details with their profile information automatically transfer into LinkedIn Recruiter.

The screenshot shows a LinkedIn job posting for Flexis. The main content area includes a header with the job title "Join our band of rockstar coders", location "Flexis • Mountain View, CA", and company information "Internet • 10,001+ employees • Public Company". A blue "I'm interested" button is highlighted with an orange box. Below this, a personalized message is shown: "Only 8% of members with the Software Engineer title in San Francisco are invited to see this opportunity". The message continues with a personalized greeting: "Hi Ellen! We're looking for someone like you to join our Engineering team. We're interested in engineers who have expertise in Swift, Objective-C and Javascript, value teamwork and collaboration, and can help motivate a team to achieve greatness. At Flexis you'll learn and grow, while forming deep bonds with creative teammates who are just as passionate as you about helping others discover great music!". The message also includes a list of roles they are hiring for: "Back-end engineer", "Sr. back-end engineer", and "Sr. front-end engineer". Below the roles, there is a section for "Benefits and Perks" which includes "Competitive salary", "Stock Options", "Free Lunch and Snacks", and "401K Plan". The message concludes with a note about the team's motto: "The team you'll be working directly with says their main motto is to have fun. They include a former musician with a 'one hit wonder,' the person with the".

Annotations on the right side of the screenshot include:

- "Share contact info with" section showing a profile for Jacob Welsh, Sr. Recruiter at Flexis.
- "Engineering at Flexis" section featuring a photo of three people in a meeting, with a play button icon overlaid.

Annotations on the left side of the screenshot include:

- "Personalized message with more information about the opportunity" pointing to the personalized message section.
- "Featured employees who prospective candidates may work with" pointing to a section titled "Featured employees" which lists three employees: Blake Davis (3rd Engineering Manager), Alexandre Dourish (3rd Senior Front-end Software Engineer), and Christina Ma (3rd Sr. Back-end Engineer).
- "About the company" section at the bottom, which states: "At Flexis, we're a unique collection of engineers, product managers, designers, marketers and top sellers with the same passion: enrich the world with music to make it a better place. We're music first and put the people (singers in the".

Personalized message with more information about the opportunity

Featured employees who prospective candidates may work with

Photos, videos, and slideshows engage prospective candidates and give a view from the inside

## Step 3: Engage

After a member responds with interest to an opportunity at your company, they become a warm lead in your recruiting pipeline. You can use Recruiter to move them from the Campaign to a Recruiter project, directly follow up with each lead, and manage them through your usual recruiting process.

### Review Pipeline Builder Leads and Move to a Project

1. Place your cursor over **More** and click **Campaigns**.



2. Click the title of the campaign you would like to manage.

Preview the member's view of the Pipeline Builder campaign

The screenshot shows the 'Manage Campaigns' interface with a table containing the following data:

Name	Responses	Landing Page	Created On
ENIGMA_01_Engineering	34	cd751547-bcbb-467d-b9fe-5d4fffb4e790	Aug 15, 2017
ENIGMA_02_Sales	19	aa4f8829-dee0-4239-99cf-81d22e9ef28b	Aug 1, 2017
ENIGMA_03_Marketing	75	bg4f7529-dfe0-4239-98cf-81d42e9eh28b	Jul 19, 2017

3. Confirm you are viewing the **Responses** tab and then review the profiles of LinkedIn members who have responded to your campaign.

See if a lead has been previously contacted and who they engaged with on your team

The screenshot shows the 'ENIGMA\_01\_Engineering' Responses tab. The 'Responses (34)' tab is highlighted with an orange box. Below the tabs is a table with columns: Last Contacted, Name, Current Title, Location, Date Res, Tag, Email Address, and Phone Number. A dropdown menu is open over the 'Tag' column, showing options: Tag, Note, Status, and Source. The table contains the following data:

Last Contacted	Name	Current Title	Location	Date Res	Tag	Email Address	Phone Number
Jun 26, 2017	Nicky Haynes	Senior Engineer	San Francisco Bay Area	Aug 23, 2017		nicky.haynes@company.com	<Private>
	Parker Fitzgerald	Mobile Engineer	San Francisco Bay Area	Aug 23, 2017		pfitz@company.com	+1 650-222-3333
	Kellan Lopez	Sr. Software Engineer	San Francisco Bay Area	Aug 23, 2017		klopez@company.com	+1 415-555-6666

Click a lead's name to see their full profile

Follow your team's best practices and add a tag, note, or source to help track leads that are generated from a Pipeline Builder

View additional contact information

Change to **List View** to see more information about leads and to use filtering tools

- Select the leads you would like to add to a project.
- Click **Save**.

ENIGMA\_01\_Engineering

Overview Responses (34) Archived Responses (0)

All | None

Send Message Add Save Archive Print

	Last Contacted	Name	Current Title	Location	Date Responded	Email Address	Phone Number
<input checked="" type="checkbox"/>		Nicky Haynes	Senior Engineer	San Francisco Bay Area	Aug 23, 2017	nicky.haynes@company.com	<Private>
<input checked="" type="checkbox"/>		Parker Fitzgerald	Mobile Engineer	San Francisco Bay Area	Aug 23, 2017	pfitz@company.com	+1 650-222-3333
<input type="checkbox"/>	Jun 26, 2017	Kellan Lopez	Sr. Software Engineer	San Francisco Bay Area	Aug 23, 2017	klopez@company.com	+1 415-555-6666

- Add leads to an existing project or create a new project.
- Add a status.
- Click **Save**.

Add to project and set status

Add Nicky Haynes, Parker Fitzgerald to:

Click to enter project name or view list

Create a new project

Add a status

Also add to clipboard

Cancel Save

## Archive Campaign Respondents

Once you've added leads to a project, stay organized by archiving them from your campaign.

- Select the leads you added to a project.
- Click **Archive**.

ENIGMA\_01\_Engineering

Overview Responses (34) Archived Responses (0)

All | None

Send Message Add Save Archive Print

	Last Contacted	Name	Current Title	Location	Date Responded	Email Address	Phone Number
<input checked="" type="checkbox"/>		Nicky Haynes	Senior Engineer	San Francisco Bay Area	Aug 23, 2017	nicky.haynes@company.com	<Private>
<input checked="" type="checkbox"/>		Parker Fitzgerald	Mobile Engineer	San Francisco Bay Area	Aug 23, 2017	pfitz@company.com	+1 650-222-3333
<input type="checkbox"/>	Jun 26, 2017	Kellan Lopez	Sr. Software Engineer	San Francisco Bay Area	Aug 23, 2017	klopez@company.com	+1 415-555-6666

## Best Practices for Communicating with Leads Generated from a Pipeline Builder Campaign

- Respond within one week to everyone who expresses interest, regardless of whether they are a fit for an open position, to capitalize on the momentum.
- Even if a candidate is not a fit, and you do not anticipate that he or she will be a fit in the future, a polite decline note will keep the candidate warm and close the loop on the process. Failure to do so risks creating a negative brand perception / experience with your company.
- Drive leads to take action – this is the key of every response. If there is an open role, drive them to have a discussion or complete an application. If there is no open role at the present time, drive them to follow your company on LinkedIn or read a thought leadership article published by an employee at your company.
- Follow up a few times and use both InMail and the member's email and phone contact information, if provided.
- Create and use InMail templates to speed up your response process.

### Example Templates for Responding to Every Lead

#### YES, FIT FOR ROLE OPEN TODAY

Example template: Thank you for expressing interest in *[insert company name]*. We'd love to set up a time to connect and see how we can work together to *[insert some language from the campaign message]*! We are interested in learning more about your career goals and finding out about the important work you have been doing in the *[insert function]* space. Please give us your availability over the next two weeks to connect directly with one of our recruiters. In the meantime, feel free to follow us on LinkedIn and get the latest *[insert company]* news, see company updates, and view employment opportunities.

#### NO, POTENTIAL FIT IN FUTURE

Example template: Thank you for expressing interest in *[insert company name]*. While we don't have an opportunity right now for which you would be a strong match, we'd love to keep you in mind should the right fit open. In the meanwhile, please take a look at *[insert link to article or white paper]* to learn more about *[insert company's functional focus]*. If you are interested in learning more, please follow us on LinkedIn to be part of our conversation.

#### NO, NOT A MATCH

Example template: Thank you for expressing interest in *[insert company name]*. There currently aren't any opportunities that are a strong match. We encourage you to stay up-to-date on what our company is doing. Please follow us on LinkedIn to be part of our conversation.