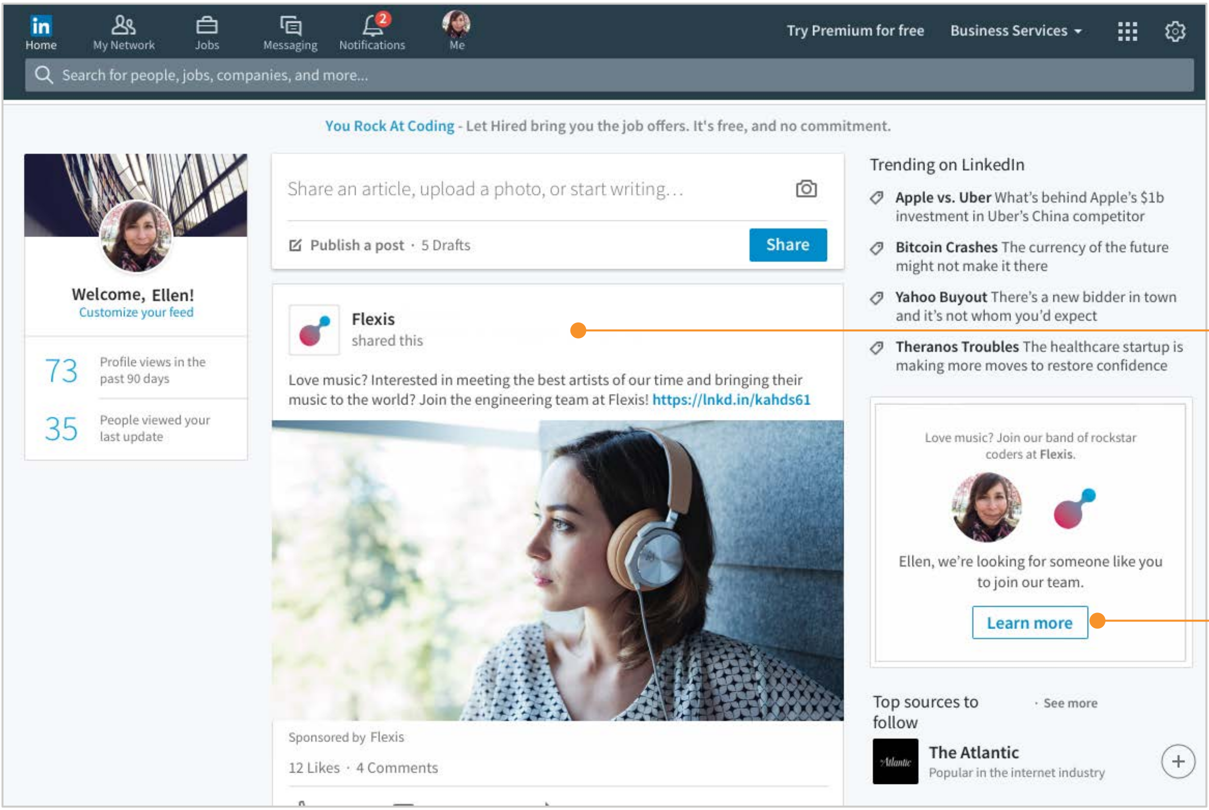
Manage Pipeline Builder Leads in Recruiter

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.

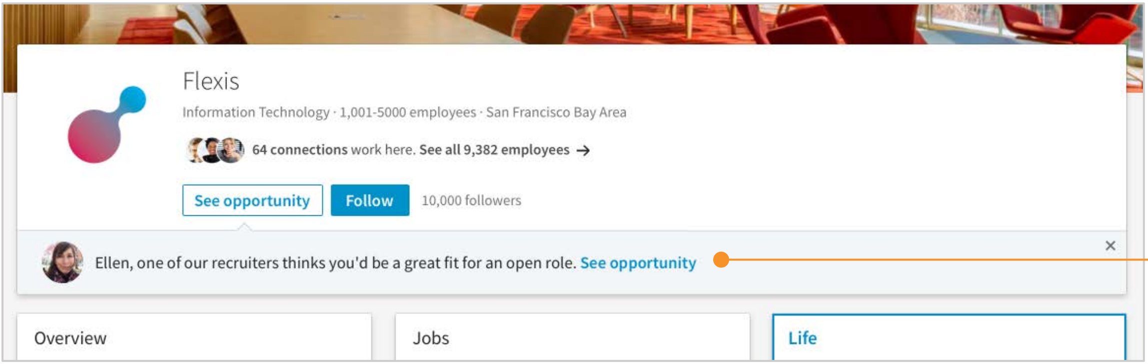
Step 1: Reach

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.



Sponsored Update

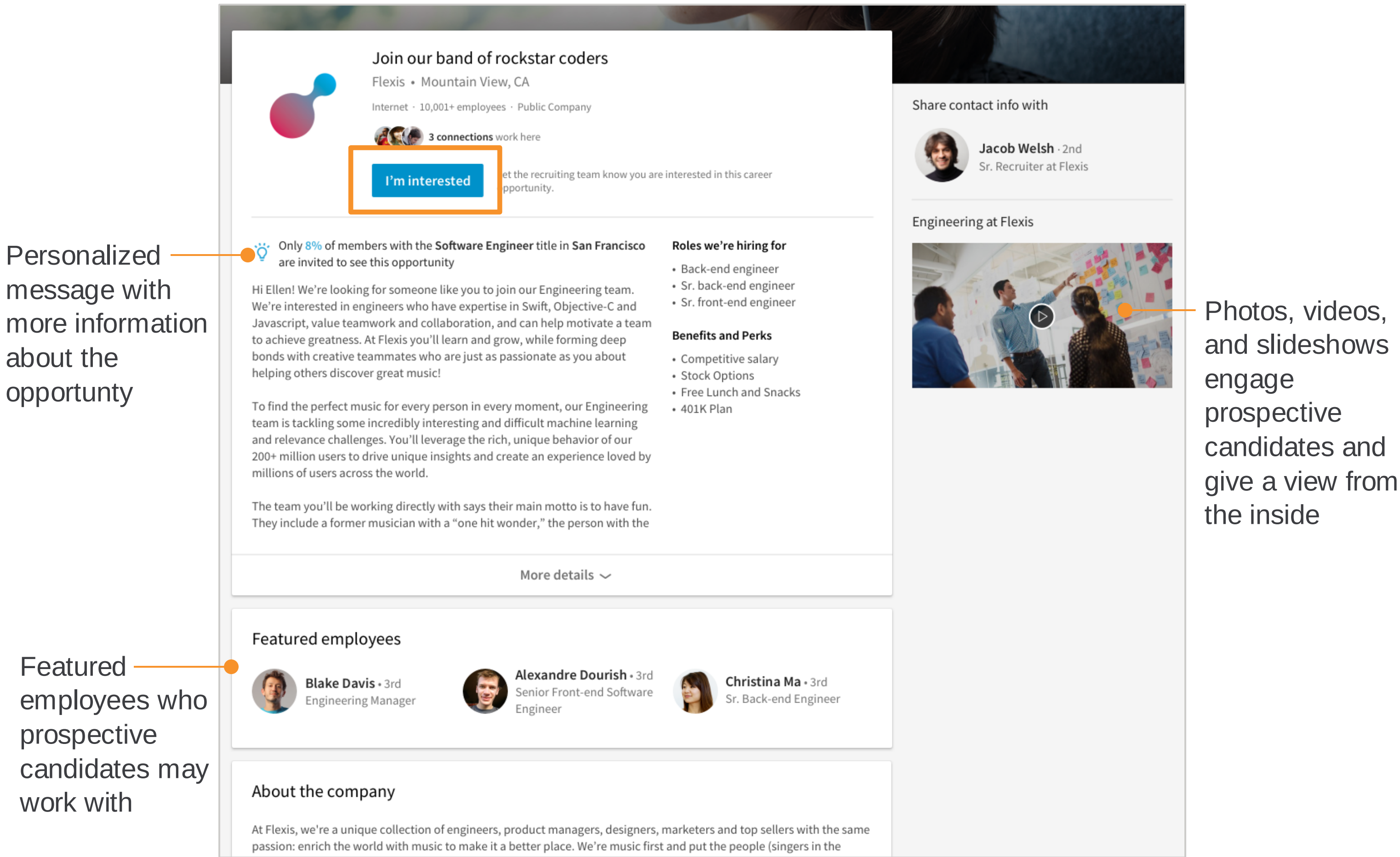
Recruitment Ad



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.



Step 3: Engage

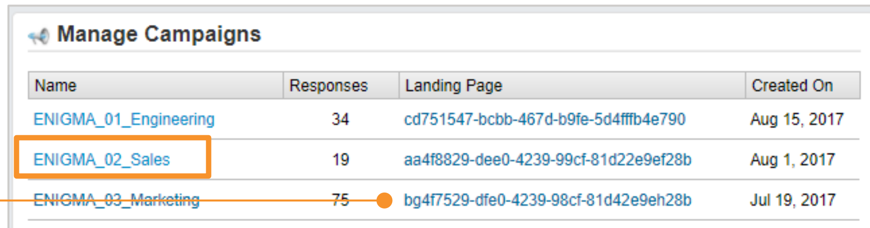
After a member responds with interest to an opportunity at your company, they become a warm lead in your recruiting pipeline. You can use Recruiter to move them from the Campaign to a Recruiter project, directly follow up with each lead, and manage them through your usual recruiting process.

Review Pipeline Builder Leads and Move to a Project

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

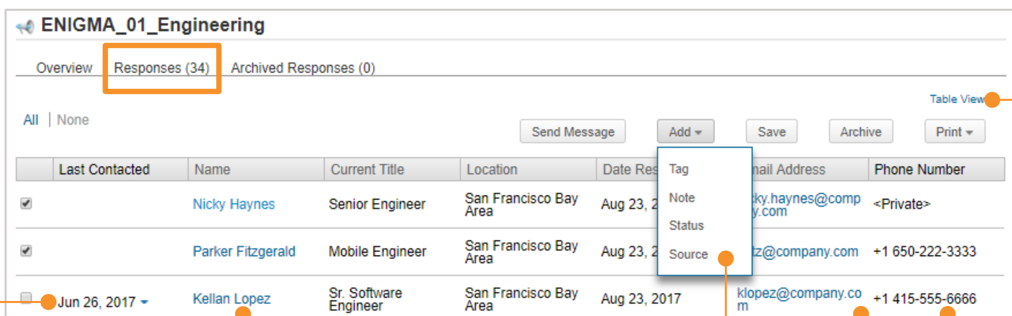
2. Click the title of the campaign you would like to manage.

Preview the member's view of the Pipeline Builder campaign



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



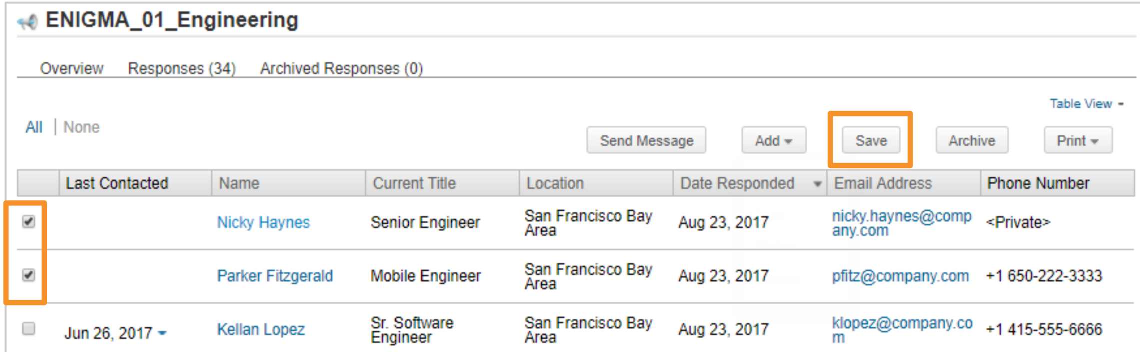
Change to **List View** to see more information about leads and to use filtering tools

Click a lead's name to see their full profile

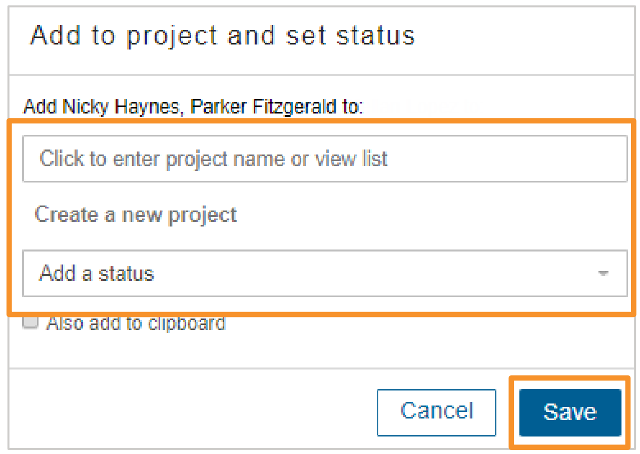
Follow your team's best practices and add a tag, note, or source to help track leads that are generated from a Pipeline Builder

View additional contact information

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



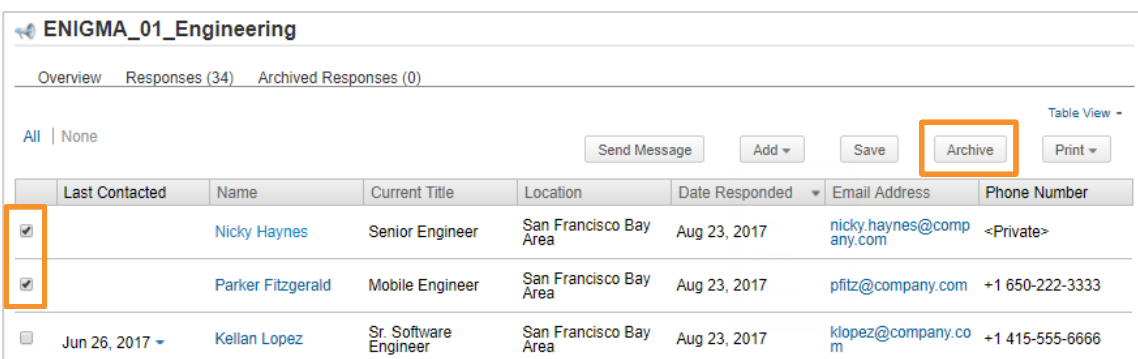
6. Add leads to an existing project or create a new project.
7. Add a status.
8. Click **Save**.



Archive Campaign Respondents

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

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



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 interesting 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.