Getting started with Pipeline Builder
Search less and hire more
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Pipeline Builder brings you a stream of targeted and interested talent in three steps:

1. **REACH**
2. **ATTRACT**
3. **ENGAGE**
1. REACH

Use Sponsored Content and Recruitment Ads to target members based on criteria like job function, region, skills, and more. When members click your ads, they will be taken to your personalized landing page.
2. ATTRACT

On your Pipeline Builder landing page, share a personalized message with more information about your company – and feature photos, a video, or slideshow. When members click the “I’m interested” button, their contact information is sent to your LinkedIn Recruiter account.
**ENGAGE**

Your recruiting team can follow up directly with the warm leads who have indicated their interest.
Know your target audience. Work with your recruiting team to select criteria (regions, companies, job functions, etc.) that you’d like to target.

Gather content that you’re ready to share on your Pipeline Builder Page and Sponsored Updates ads, if applicable. Get all specs here.

Be ready to follow up with the warm leads generated from your campaigns in a timely manner via LinkedIn Recruiter.
SECTION 1: Building your Pipeline Builder Page
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Create your page

1. Visit your LinkedIn Company Page and click “Manage Page”.

2. Click the Pipeline Builder text at the top of the page.

3. Select your LinkedIn Recruiter contract by clicking “Change”. You’ll only need to do this step if your account is associated with multiple contracts.

4. Click “Create new page” at the top right to build out your Pipeline Builder page.

* Only Pipeline Builder administrators have access to this button. Ask your Company Page administrator for access.
SECTION 1: Building your Pipeline Builder Page

Add content to your page

Write a headline (required)
Choose something that is brief but engaging and action oriented. Ex. “Join our Engineering Team” or “We’re hiring data ninjas like you.”

Write your body paragraph (required)
Include details on the type of person you’re looking for and what the role and your company offers. Use the Highlights section to include bullet points that make text easier to skim.

See complete specs here.

Upload a banner image

Identify a recruiter or hiring manager for the “Share contact info with” module
Let candidates know who is managing the hiring process. Please note that this is not a clickable section for the candidate.

Add rich media and an accompanying headline (required)
Use images, video, or slides to advertise your brand and culture.

Identify up to three employees to highlight in Employee showcase.
Include people whose backgrounds are relevant for the target audience. At least two employees must be featured for the module to show.²

²This contact must be associated with your company via their LinkedIn profile and privacy settings.

²Optional modules can be turned on or off using the blue toggle button.
**SECTION 1: Building your Pipeline Builder Page**

Once you’ve filled out your landing page

1. **Name your Campaign Folder** where your leads will be accessible in LinkedIn Recruiter.*
   
   *Only those with a LinkedIn Recruiter Seat on your organization’s dashboard will have access to the leads.

2. **Get your new landing page link.** This link will sit behind any campaigns you use to drive candidates to this page.
Tips and helpful administrative commands

Tips

- You can personalize your message by using the command “%FIRSTNAME%”. This will pull in the member’s first name from their LinkedIn profile and make content more relevant to viewers, increasing click-through rate.

- Always put the most important information (ex: job title, location) toward the beginning of your content.

- When using Sponsored Updates, copy your landing page link and sponsor a post by clicking the “Add a campaign” link.

- When using Recruitment Ads, reach out to your LinkedIn Media Account Manager to let them know your page is now live.

- As with all content, quality is key. Make sure your text is easy to understand and engaging.

Commands:

Select “More” at the top of the screen to:

- Copy your landing page URL
- Delete your landing page
- Edit your campaign folder name
- Add/Edit ad campaign
SECTION 1: Building your Pipeline Builder Page

Unpublish and republish Pipeline Builder Pages

Since hiring needs could change, you may want to unpublish an existing page, but republish it at a later date. Follow these steps to unpublish a live page and save its content for future use.

1. Make a duplicate of the page you would like to unpublish by clicking the three dots and selecting Duplicate.

2. Delete the landing page you would like to “unpublish.”

3. Republish your landing page at a later date or leverage the existing content for a new project.
They also leverage the highlight modules to feature perks, language skills they are looking for, and more to further target potential candidates.
Invesco uses Pipeline Builder to target hard-to-fill roles in compliance and legal counsel and build general awareness across multiple regions to support long-term hiring needs. Their landing pages feature a video of their CEO speaking about the company’s strong outlook and the importance of their unique company culture.
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Attracting talent to your Pipeline Builder Pages
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Recruitment Ads and Sponsored Updates

Recruitment Ads and Sponsored Updates are designed to drive potential candidates to your Pipeline Builder pages. If your Pipeline Builder package only includes Recruitment Ads, talk with your Account Manager to set targeting. To create Sponsored Updates, follow the steps on the next slides.
SECTION 2: Attracting talent to your Pipeline Builder Pages

Creating your Sponsored Updates

Sponsored Updates drive candidates to your landing page. To create Sponsored Updates, visit linkedin.com/ads and click on “Manage ads” to access your account. Alternatively, you can access your Sponsored Updates account directly from your Pipeline Builder page.

1. Click into your Sponsored Updates account which begins with “SU_ LTS” and then select “Create campaign.”

2. Select “Sponsored Content.” Then click “next” and get ready to sponsor some content.

Learn more about Sponsored Updates.
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Creating your Sponsored Updates

3. Name your campaign, preferably after the job title you’re hiring for, or give it the same name as the LinkedIn Recruiter folder in the dashboard.

4. Choose the language of the post. This will only show the post to members who have set that language in their profile settings. You will need to make sure your post is written in the appropriate language.

5. Select “Build a pipeline of talent using LinkedIn Pipeline Builder.” By selecting this, you are activating the free banner that will appear on your Company Page to your target audience. Then click “next” and get ready to sponsor some content.

Ellen, one of our recruiters thinks you’d be a great fit for an open role. See opportunity
SECTION 2: Attracting talent to your Pipeline Builder Pages

Creating your Sponsored Updates

6. Click “Create Sponsored Content.” If this button is not activated for you, please reach out to your Company Page administrator.

7. Click “Sponsor selected content” when your posts are ready to publish.

During this step, you will need to have your Pipeline Builder page link handy to put it into your Sponsored Update. As a reminder, you can copy it by going to your Pipeline Builder Page, select More, and then Copy URL.
SECTION 2: Attracting talent to your Pipeline Builder Pages

Set targeting for Sponsored Updates

Tip
Clients have seen success by leveraging filters such as job titles, companies, skills, groups, and more. Keep in mind that you want to make your audience sizable enough to generate the lead volume necessary to build your pipeline.

Complete this form to set up your targeting.
Set your total budget.

Now click “Launch Campaign” to start your campaign.

For a deeper dive on Sponsored Updates, watch this video.

Set your own “Daily budget” if you would like to pace the campaign and set your own bid.

We'll provide a bid recommendation based on the demand for the audience. We recommend bidding in the mid to upper range of the suggested bid we list. If you have questions on our auction model, click here.

The bid you enter won't necessarily be what you pay. You'll only pay 1 cent USD more than the next highest bid on that audience – up until the maximum bid that you enter. Your final cost per click takes into account how well your content resonates with your audience, because we reward clients for strong content.
SECTION 2: Attracting talent to your Pipeline Builder Pages

Content ideas include:

- A quote from your employees or leaders
- Why your organization is a great place to work
- Exciting projects these candidates would be working on
- Career development and/or growth opportunities
- Accolades or awards your organization have received
- The growth your organization is experiencing and why
- Showcasing an employee from a team you’re hiring for

Sponsored Updates best practices

- Keep your content short. We see higher engagement on posts of 150 characters or less.
- Be visual. Always include some type of rich media in your post, since this will make your content engaging. Our size recommendation is 1200x627 given our platform.
- The only link in your post should go directly to the relevant Pipeline Builder Page.
- Include a call to action in your post (ex: Click here, Learn more), so members know what your request is.
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Accessing your Pipeline Builder leads

1. Sign in to LinkedIn Recruiter
2. Go to the “More” menu in the top navigation bar
3. Click “Campaigns”
4. Click the name of the campaign you want to see
**SECTION 3: Following up on your Pipeline Builder leads in LinkedIn Recruiter**

**Accessing your Pipeline Builder leads**

5. Click the “Responses” tab to see your leads.

**Tips**

**Toggle between different views of a candidate’s information:**
- Click “Table View” to see a list of candidates with basic contact information.
- Click “List View” for a detailed list of a candidate’s information.

**Organize leads into project folders:**
- Hover over “Projects” on the navigation bar, and then click “+” to add a new project.
- Create project folders for each position you’re pipelining for (e.g., “Medical Research Director – NY” or “Marketing Manager – UK”).

**Add leads to a project folder:**
- Return to the campaign folder by clicking on “More” and then “Campaigns.”
- Select profiles and click “Save” – you’ll be prompted to select a folder and the status of your leads.
SECTION 3: Following up on your Pipeline Builder leads in LinkedIn Recruiter

Create a best-practice checklist

- Drive leads to take action – this is the key of every response. If there is an open role, drive leads to a discussion or application. If there’s no current open role, drive leads to follow your company on LinkedIn or read your content.

- If the candidate is not a fit, a polite decline note will keep the candidate warm and close the loop on the process. Failure to follow up risks a negative brand perception and experience.

- Keep in mind that you may have to follow up a few times and you can leverage both InMail™ and the member’s email and phone contact information (if provided) to do so.

- Respond ASAP (within a week) of the lead to capitalize on momentum.

- Respond to everyone who expresses interest, regardless of whether or not they are a fit.

- Leverage InMail templates to speed up your response process.
Start building your pipeline today

LinkedIn Talent Solutions

Have questions? Get in touch with your LinkedIn Account team.
**APPENDIX: Specs to create Pipeline Builder Page**

Specs to create Pipeline Builder Page content

**Headline**

Text limit of 50 characters.

To create bulleted lists in the Highlights modules, use hyphens (-) in place of bullets.

**Banner image**

Recommended size is 1336 pixels wide by 768 pixels high. However, the image is cropped depending on the device and screen/browser size, so recommend avoiding images where text or a specific part of the image needs to be exactly positioned.

- Vertically, the middle ½ (approximately) on desktop and the middle ⅓ (approximately) on mobile will be shown.
- Horizontally, as much of the image as possible will be shown and anchored on the left side.

**Add rich media**

- Featured media: Headlines are required and have a 50 character limit.
- Image: Recommended size of 732 pixels wide by 412 pixels high
- YouTube video: Copy and paste the video URL into the textbox. Push Enter to embed the video.
- SlideShare presentation: Copy and paste URL into the textbox. Push Enter to embed the video.