



**LinkedIn** Talent Solutions

# Getting started with Pipeline Builder

Search less and hire more



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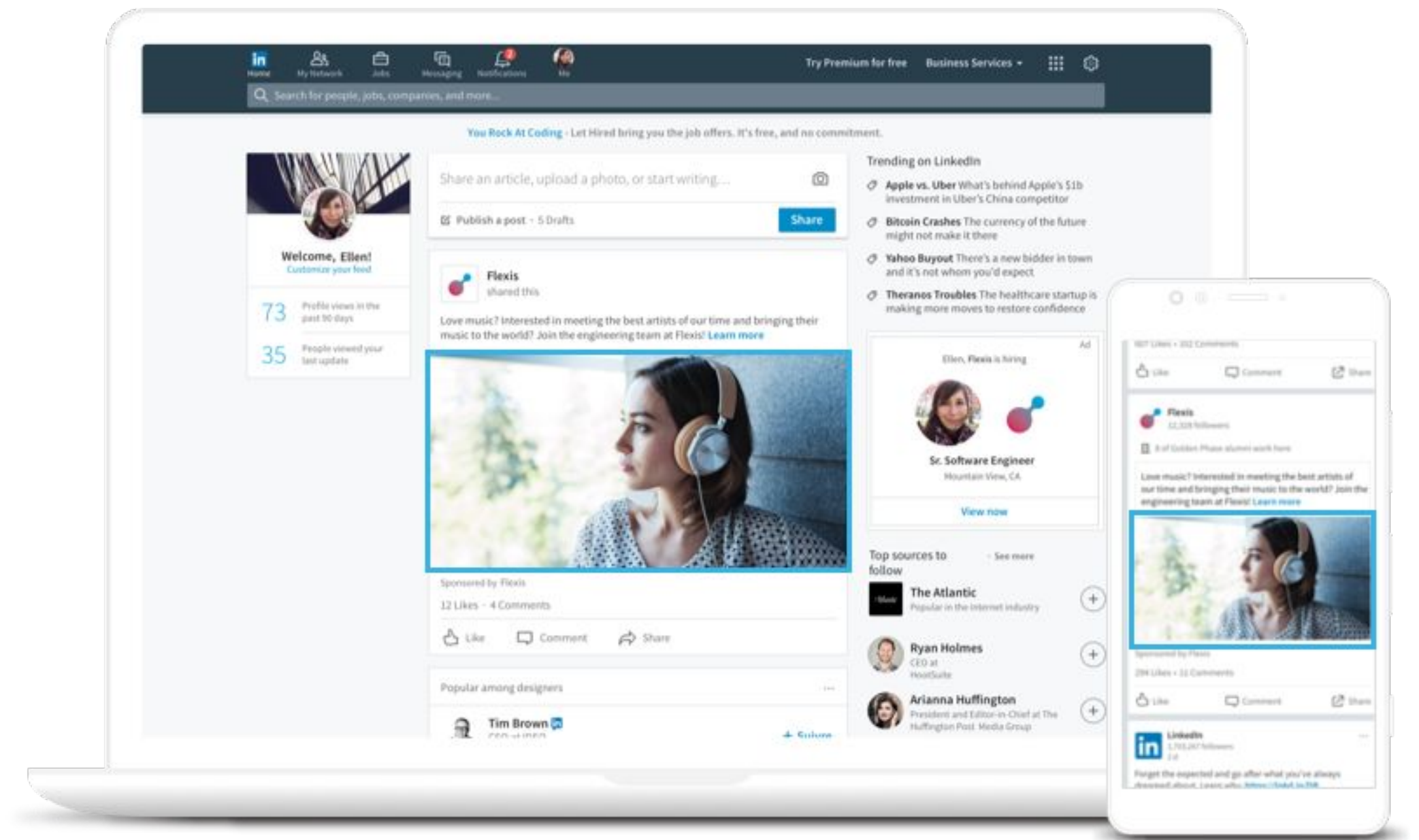
Following up on your Pipeline  
Builder leads in LinkedIn Recruiter™





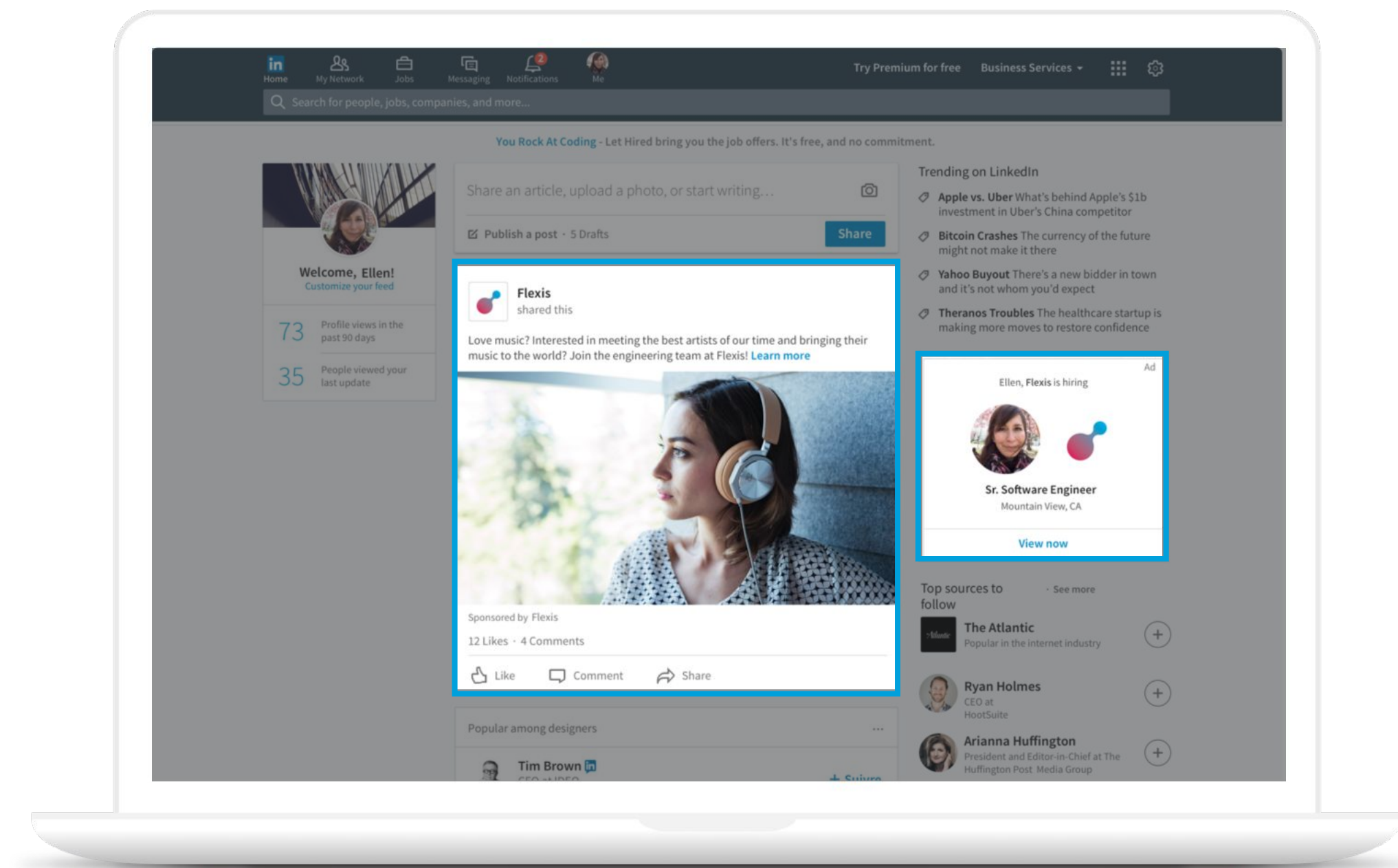
Pipeline Builder brings you a stream of targeted and interested talent in three steps:

- 1 REACH
- 2 ATTRACT
- 3 ENGAGE



# 1 REACH

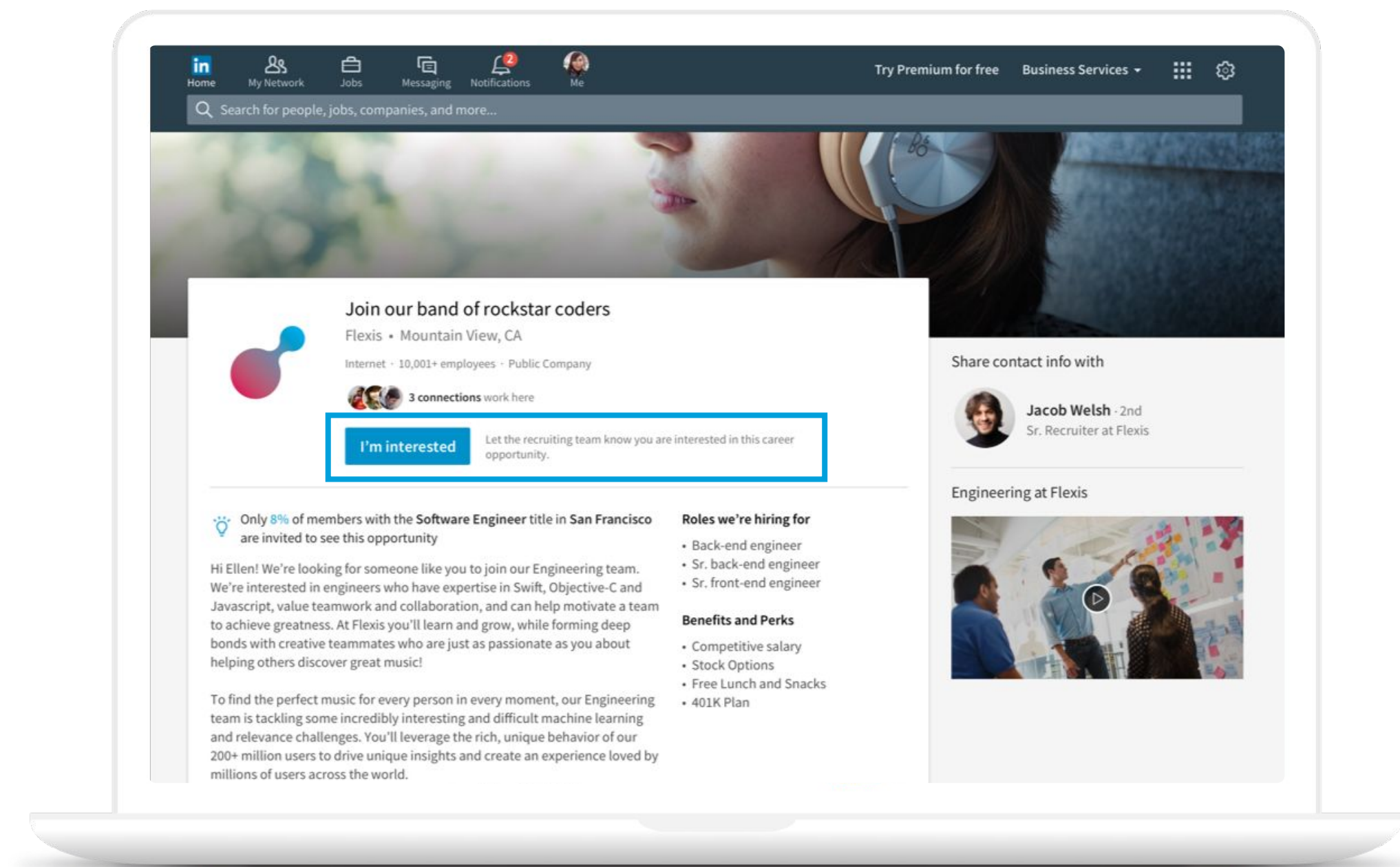
Use Sponsored Content and Recruitment Ads to target members based on criteria like job function, region, skills, and more. When members click your ads, they will be taken to your personalized landing page.





## ② ATTRACT

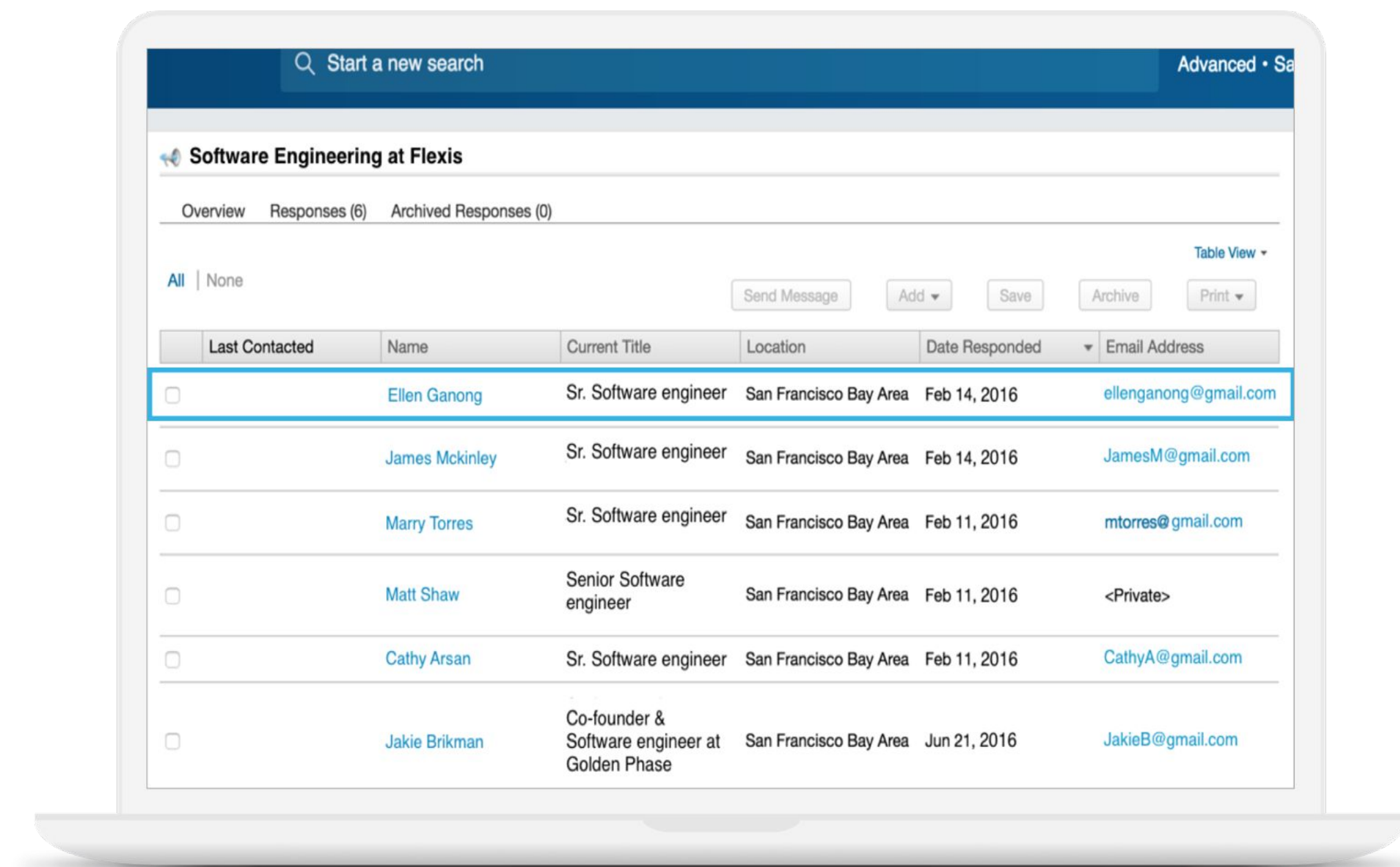
On your Pipeline Builder landing page, share a personalized message with more information about your company – and feature photos, a video, or slideshow. When members click the “I’m interested” button, their contact information is sent to your LinkedIn Recruiter account.





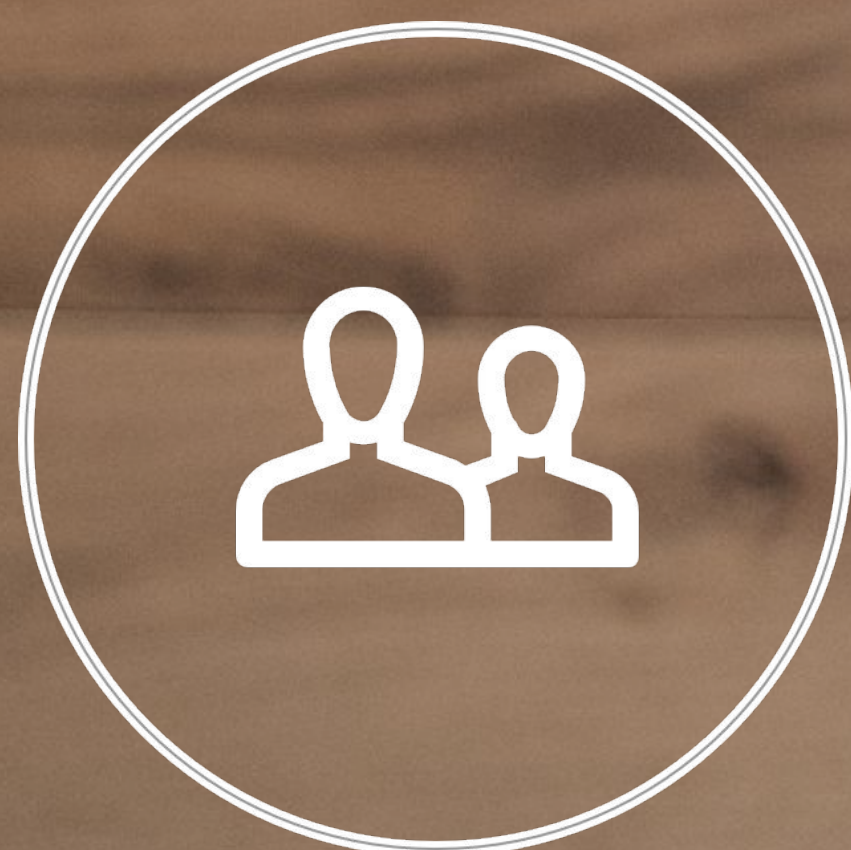
# 3 ENGAGE

Your recruiting team can follow up directly with the warm leads who have indicated their interest.





# Here's what you'll need to get started:



## **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:

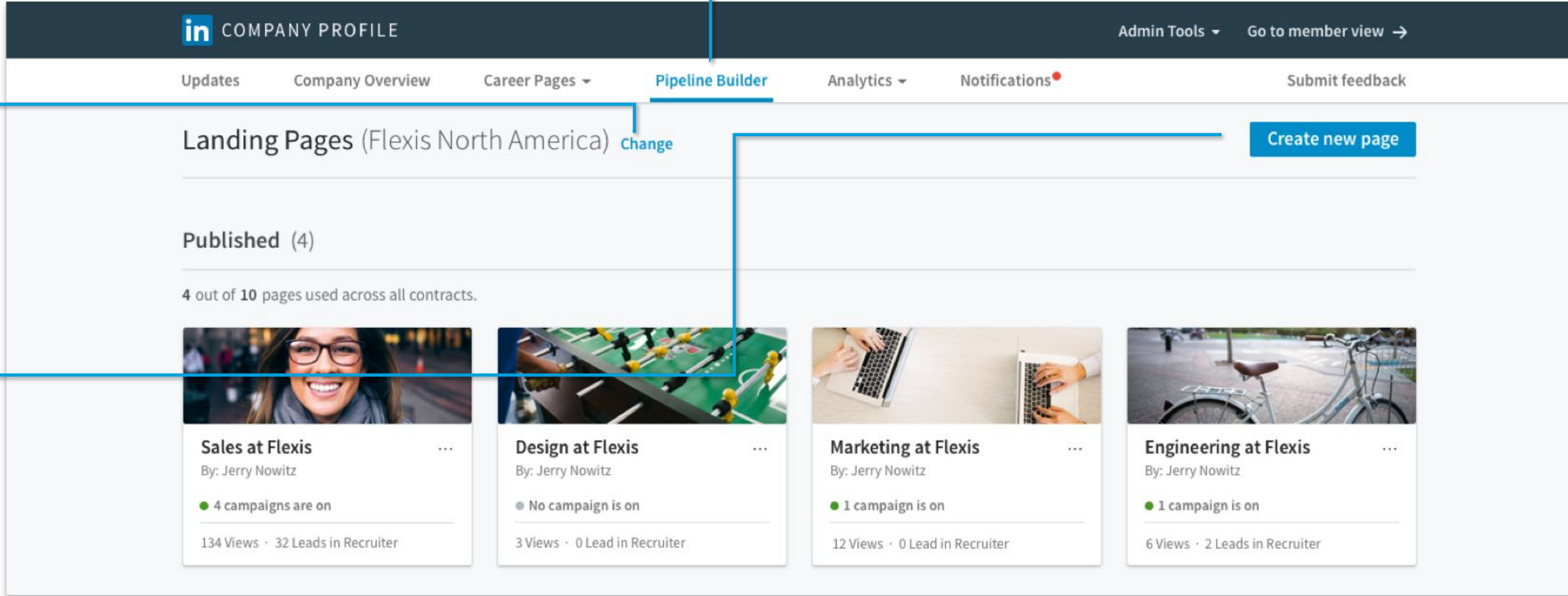
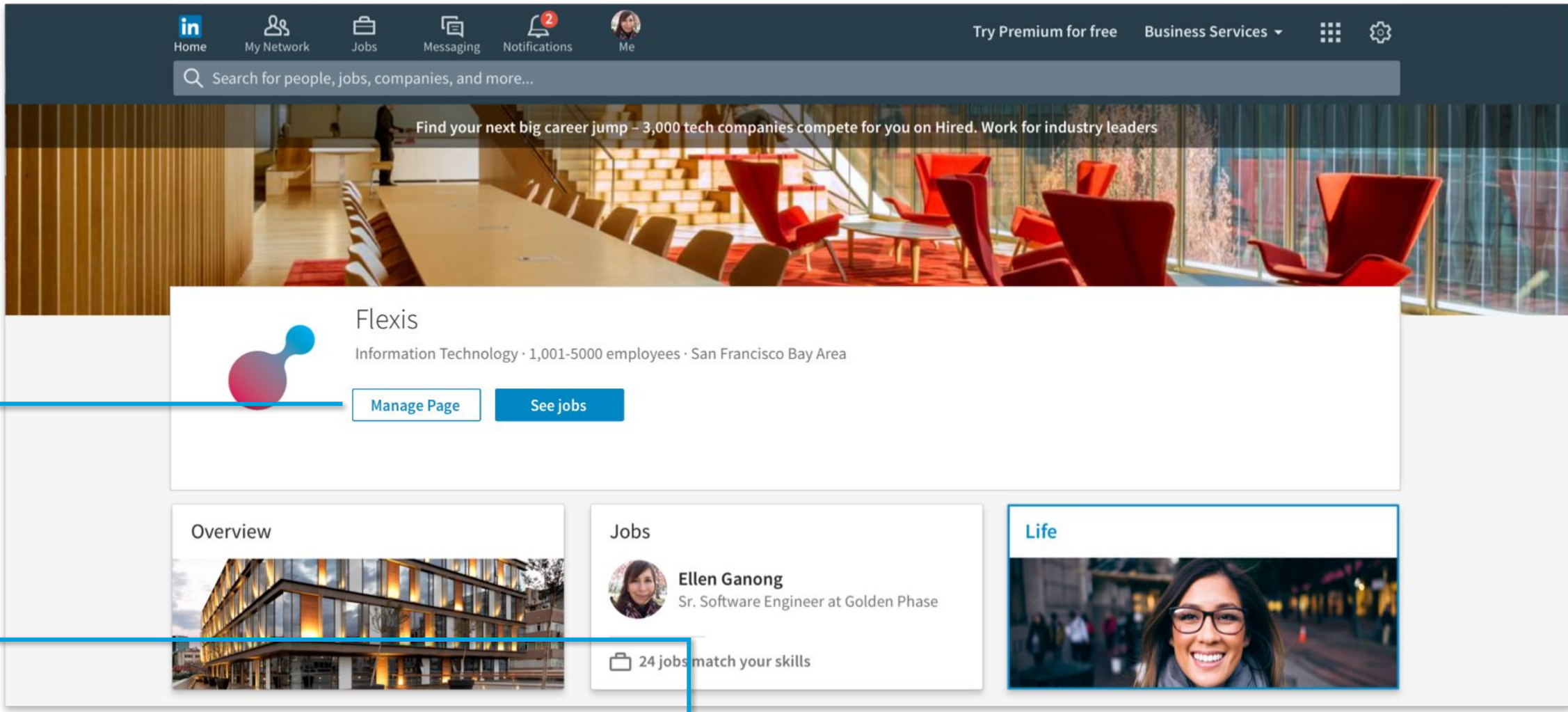
Building your  
Pipeline Builder Page



# SECTION 1: Building your Pipeline Builder Page

## 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

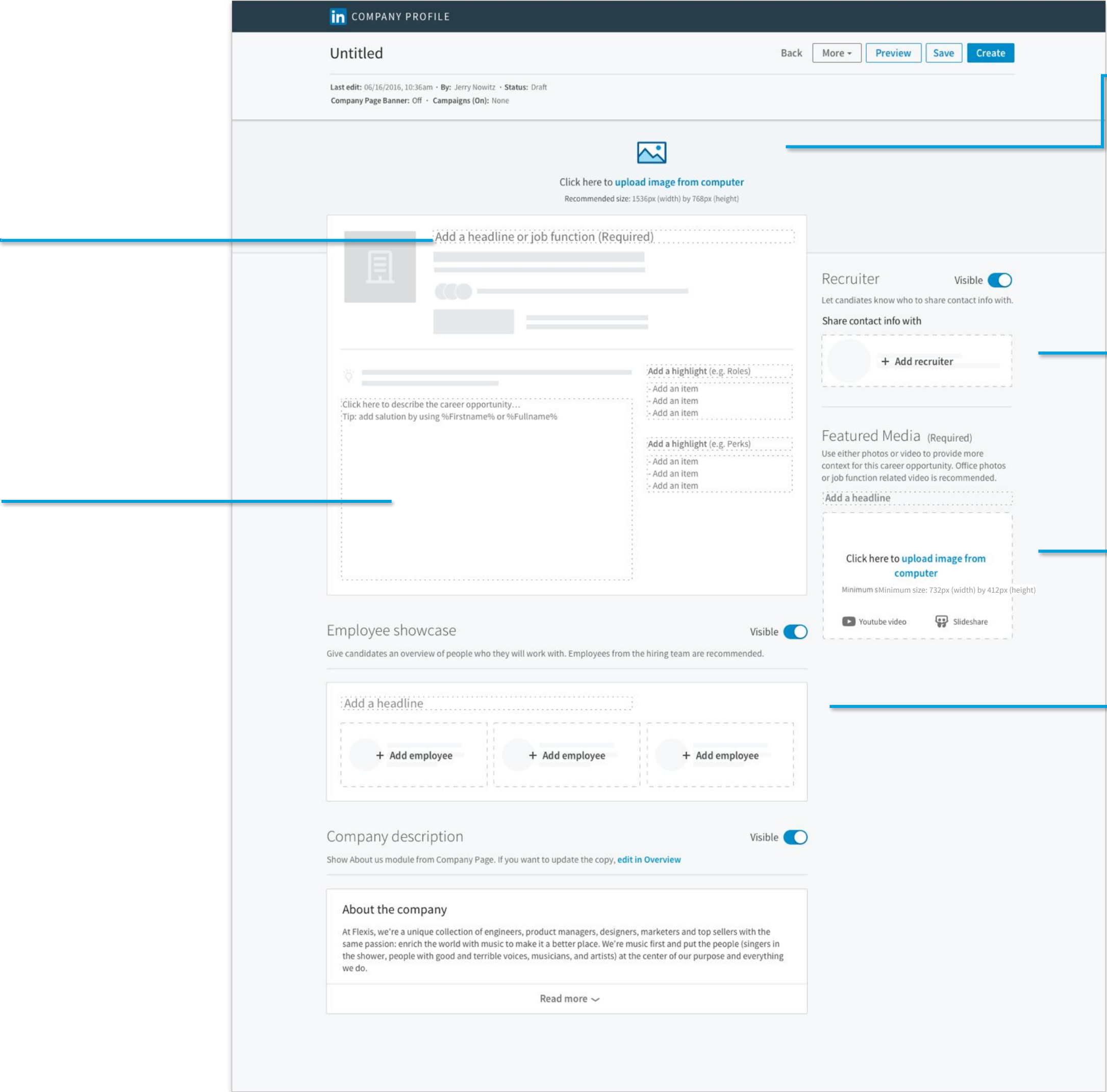
### Write a headline (required)

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<sup>1</sup>

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.<sup>2</sup>

<sup>1</sup>This contact must be associated with your company via their LinkedIn profile and privacy settings.

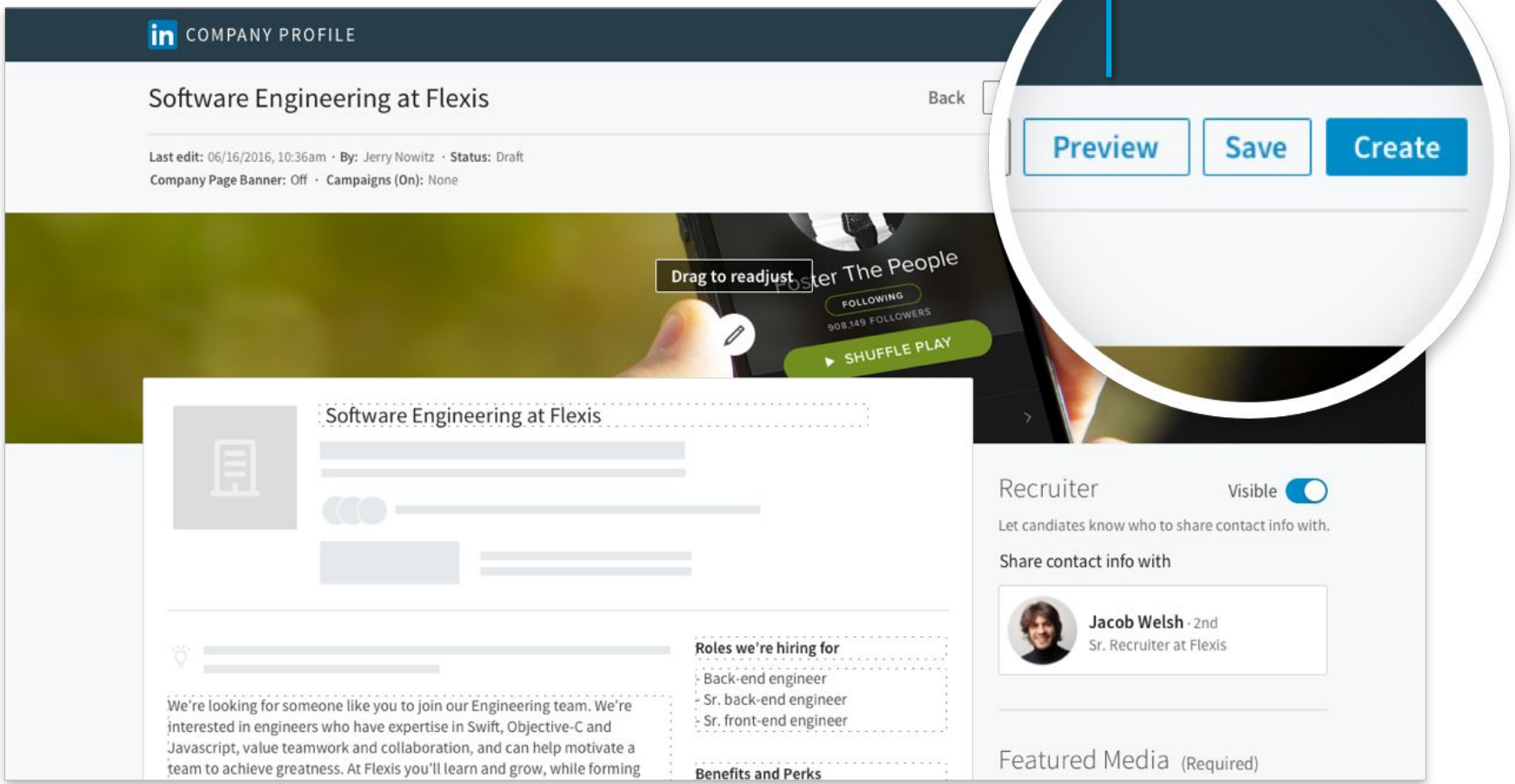
<sup>2</sup>Optional modules can be turned on or off using the blue toggle button.



# SECTION 1: Building your Pipeline Builder Page

Once you've filled out your landing page

Click "Preview" to see your page, "Save Draft" to save and edit later, or "Create page" when you're ready to publish it.



**Step 1 of 2: Create Campaign Folder**

Please provide a unique name for the Campaign Folder in Recruiter (Contract: Flexis North America) to receive leads. Folder name can be changed later.

**Note: You don't have access to this Recruiter contract, so cannot view leads in this folder.**

Campaign Folder name\*

e.g. Sales - New York

Cancel Continue

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.

**Step 2 of 2: Page created**

✓

Your page has been created!

Start collecting leads by adding an ad campaign to reach your target audience. Your leads will be added to the Campaign Folder in Recruiter.

Landing Page URL

https://www.linkedin.com/mjobs/campaignLanding/AQEHssEmRJS Copy

Add Later Add a campaign

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



# SECTION 1: Building your Pipeline Builder 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.

The screenshot shows the LinkedIn Pipeline Builder interface for a campaign titled "Software Engineering at Flexis". The page is in a draft status, last edited on 06/16/2016. A circular callout highlights a "More" menu with the following options: "Copy Url", "Delete", "Edit Campaign Folder", and "Add/Edit ad campaign". The main content area includes a header for the campaign, a "Recruiter" section for Jacob Welsh, a "Featured Media" section with a video thumbnail, an "Employee showcase" section featuring three team members (Ruth Davis, Alexandre Dourish, and Christina Ma), and a "Company description" section with a "Read more" link.

### 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

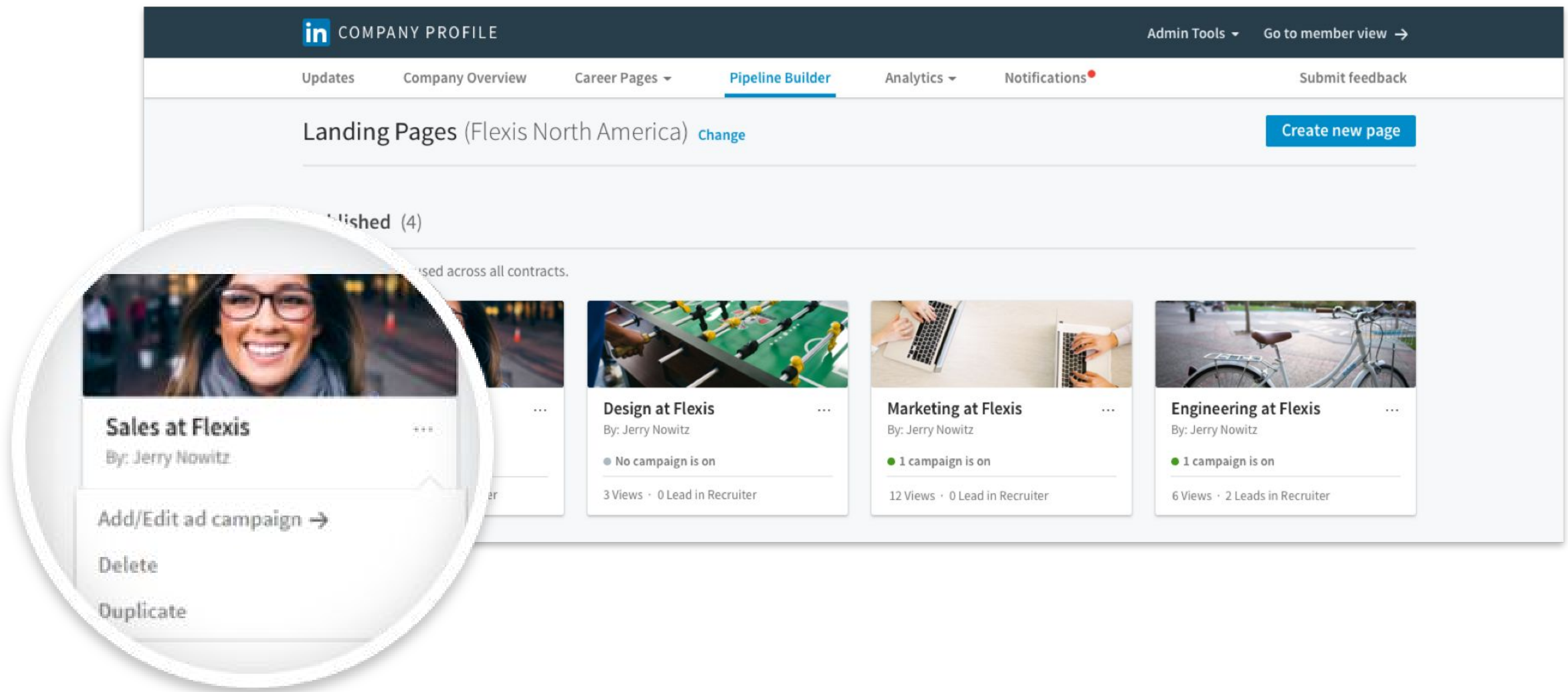


# SECTION 1: Building your Pipeline Builder Page

## 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.

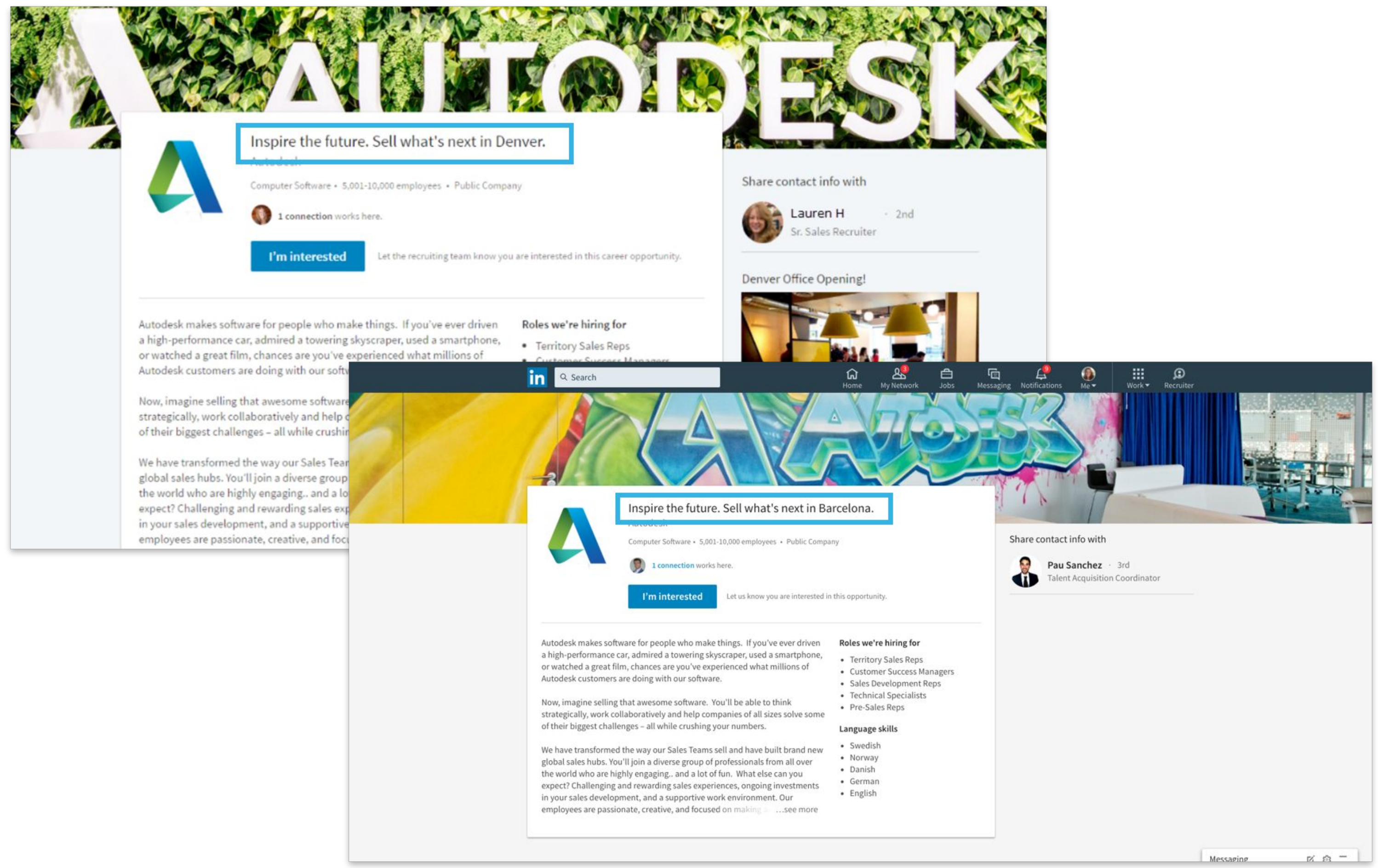




# SECTION 1: Building your Pipeline Builder Page

## Example: Autodesk

Autodesk uses Pipeline Builder to fill high-demand roles in multiple locations around the world. They created more than 10 pages, each with a captivating headline, that speak to career growth and are culture specific to region and job function so that they're as relevant as possible to the viewer. **They also leverage the highlight modules to feature perks, language skills they are looking for, and more to further target potential candidates.**

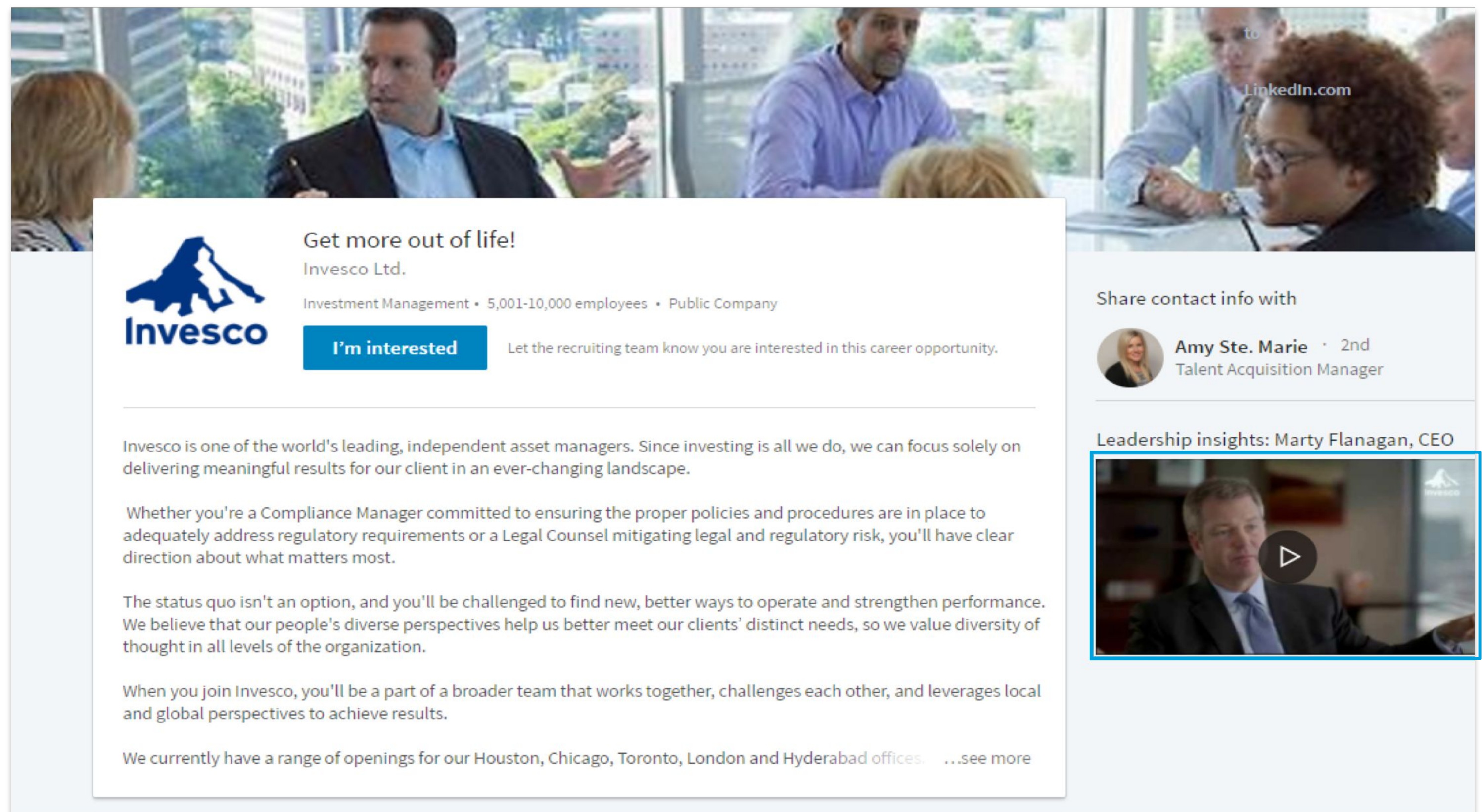




# SECTION 1: Building your Pipeline Builder Page

## Example: Invesco

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.**



**Get more out of life!**  
Invesco Ltd.  
Investment Management • 5,001-10,000 employees • Public Company

[I'm interested](#) Let the recruiting team know you are interested in this career opportunity.

Invesco is one of the world's leading, independent asset managers. Since investing is all we do, we can focus solely on delivering meaningful results for our client in an ever-changing landscape.

Whether you're a Compliance Manager committed to ensuring the proper policies and procedures are in place to adequately address regulatory requirements or a Legal Counsel mitigating legal and regulatory risk, you'll have clear direction about what matters most.

The status quo isn't an option, and you'll be challenged to find new, better ways to operate and strengthen performance. We believe that our people's diverse perspectives help us better meet our clients' distinct needs, so we value diversity of thought in all levels of the organization.

When you join Invesco, you'll be a part of a broader team that works together, challenges each other, and leverages local and global perspectives to achieve results.

We currently have a range of openings for our Houston, Chicago, Toronto, London and Hyderabad offices. ...see more

Share contact info with  
**Amy Ste. Marie** · 2nd  
Talent Acquisition Manager

Leadership insights: Marty Flanagan, CEO



SECTION 2:

Attracting talent to your  
Pipeline Builder Pages



# SECTION 2: Attracting talent to your Pipeline Builder Pages



## 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.

### Recruitment Ads

Ad


**Ellen, Flexis is hiring**




**Join our rockstar band of coders**

[View now](#)

### Sponsored Update




 **Flexis** shared this

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>



Sponsored by Flexis

12 Likes · 4 Comments

 Like    Comment    Share

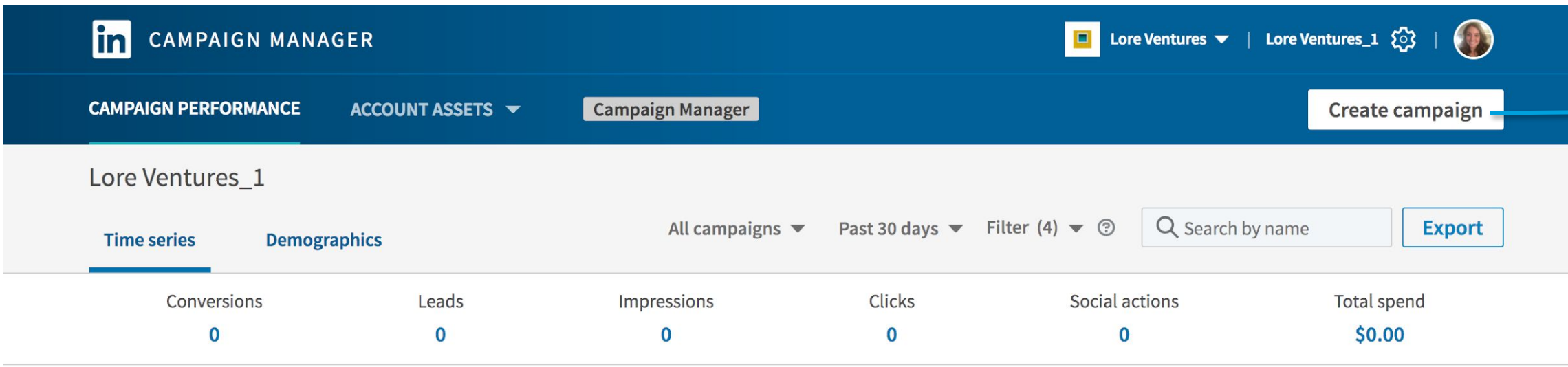


# SECTION 2: Attracting talent to your Pipeline Builder Pages

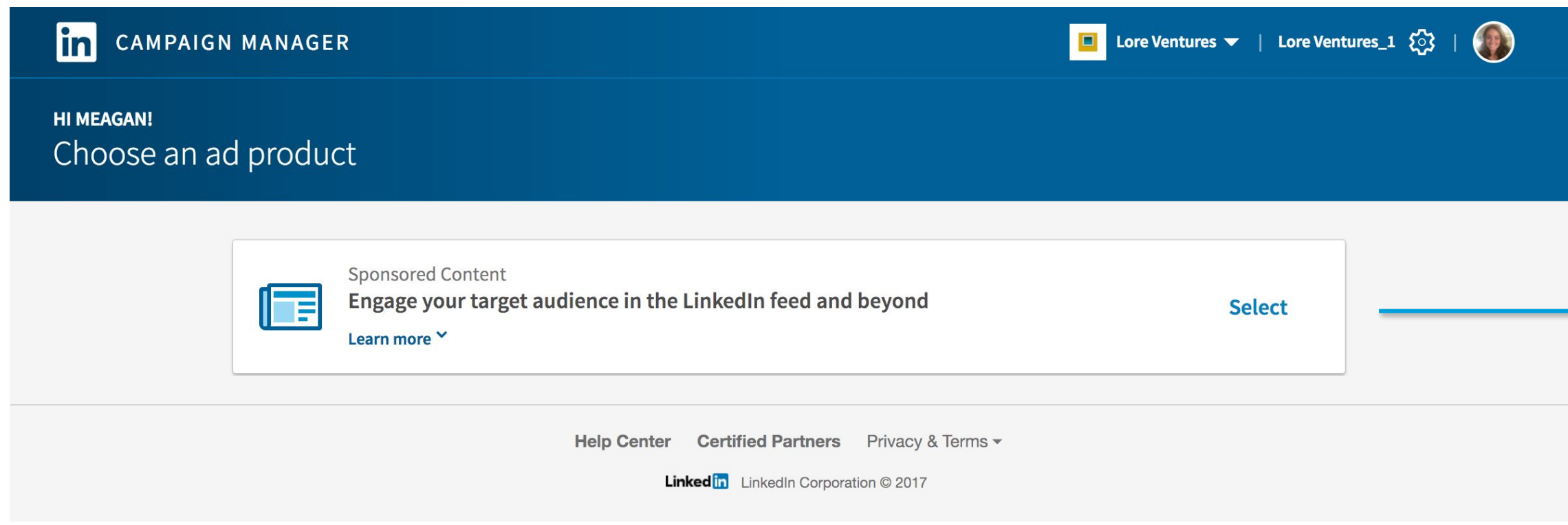
## Creating your Sponsored Updates

Sponsored Updates drive candidates to your landing page. To create Sponsored Updates, visit [linkedin.com/ads](https://www.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.

Learn more about [Sponsored Updates.](#)



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.



# SECTION 2: Attracting talent to your Pipeline Builder Pages

## 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.

The screenshot shows the LinkedIn Campaign Manager interface for naming a campaign. At the top, it says 'STEP 1 OF 4: CAMPAIGN INFORMATION' and 'Name your campaign'. Below this, there are several input fields: 'Campaign name' with the value 'My Sponsored Content Campaign', 'SFDC Line Item ID' with the value 'Required', and 'Target audience language' set to 'English'. A section titled 'What do you want to happen after members click on your ads?' contains three radio button options: 'Send people to your website or content', 'Build a pipeline of talent using LinkedIn Pipeline Builder' (which is selected), and 'Collect leads using LinkedIn Lead Gen Forms'. A callout box titled 'Getting Started with Sponsored Content' points to the selected option. At the bottom, there are 'Delete campaign' and 'Save as draft' buttons.

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.

The screenshot shows a LinkedIn Company Page for 'Golden Phase'. A sponsored update is displayed at the top, featuring a profile picture of Ellen Ganong and the text: 'Ellen, one of our recruiters thinks you'd be a great fit for an open role. See opportunity'. Below the update, there are sections for 'Overview', 'Jobs' (listing Ellen Ganong as Sr. Software Engineer at Golden Phase), and 'Life'. A search bar at the bottom is set to 'Discover Golden Phase: Engineering'.



# SECTION 2: Attracting talent to your Pipeline Builder Pages

## Creating your Sponsored Updates

The screenshot shows the LinkedIn Campaign Manager interface. At the top, it says 'CAMPAIGN MANAGER' and 'Lore Ventures'. Below that, it says 'STEP 2 OF 4: AD CONTENT' and 'Select existing content or create new Sponsored Content'. There are two buttons: 'Sponsor selected content' and 'Create Sponsored Content'. Below these is a table with columns: Select, Ad, Likes, Comments, Created, and Actions. The table contains one row with the ad 'Lore ventures is about to get big, watch this space.' and 4 likes, 0 comments, and created 6 months ago. A callout box is overlaid on the 'More' menu of the table, showing options: Cancel, Copy Url, Delete, Edit Campaign Folder, and Add/Edit ad campaign.

- 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.

The screenshot shows the LinkedIn Campaign Manager interface for 'STEP 3 OF 5: AUDIENCE CREATION'. The main heading is 'Define who you want to see your ads'. Below this, there's a message: 'OK, now let's target your audience. Reach the right people by selecting specific targeting criteria like job title, location and more.' There are two main paths: 'Use a matched audience (optional)' and 'Define your target audience'. The 'Define your target audience' path is highlighted with a blue line. Under 'Define your target audience', there's a 'Target by' dropdown set to 'the audience below'. Below that is a section for 'What location do you want to target? (required)' with a search box and a 'See full list' link. The next section is 'Select specific targeting criteria to zero in on your ideal audience:' with a grid of filters: Company name, Company industry, Company size, Job title, Job function, Job seniority, Member schools, Fields of study, Degrees, Member skills, Member groups, Member gender, Member age, Years of experience, Company followers, and Company connections. At the bottom, there are checkboxes for 'Help my campaign reach more people in my target audience with the LinkedIn Audience Network' and 'Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion'. At the very bottom, there are buttons for 'Delete campaign', 'Save as draft', 'Previous', and 'Next'.

Complete this form to set up your targeting.



# SECTION 2: Attracting talent to your Pipeline Builder Pages

## Set your budget and bid for your target audience

You can choose to deduct from your Sponsored Updates budget on a cost-per-click for lead and engagement campaigns (recommended) or cost per impressions for branding and awareness campaigns.

1 Set your total budget.

3 Now click “Launch Campaign” to start your campaign.

2

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.

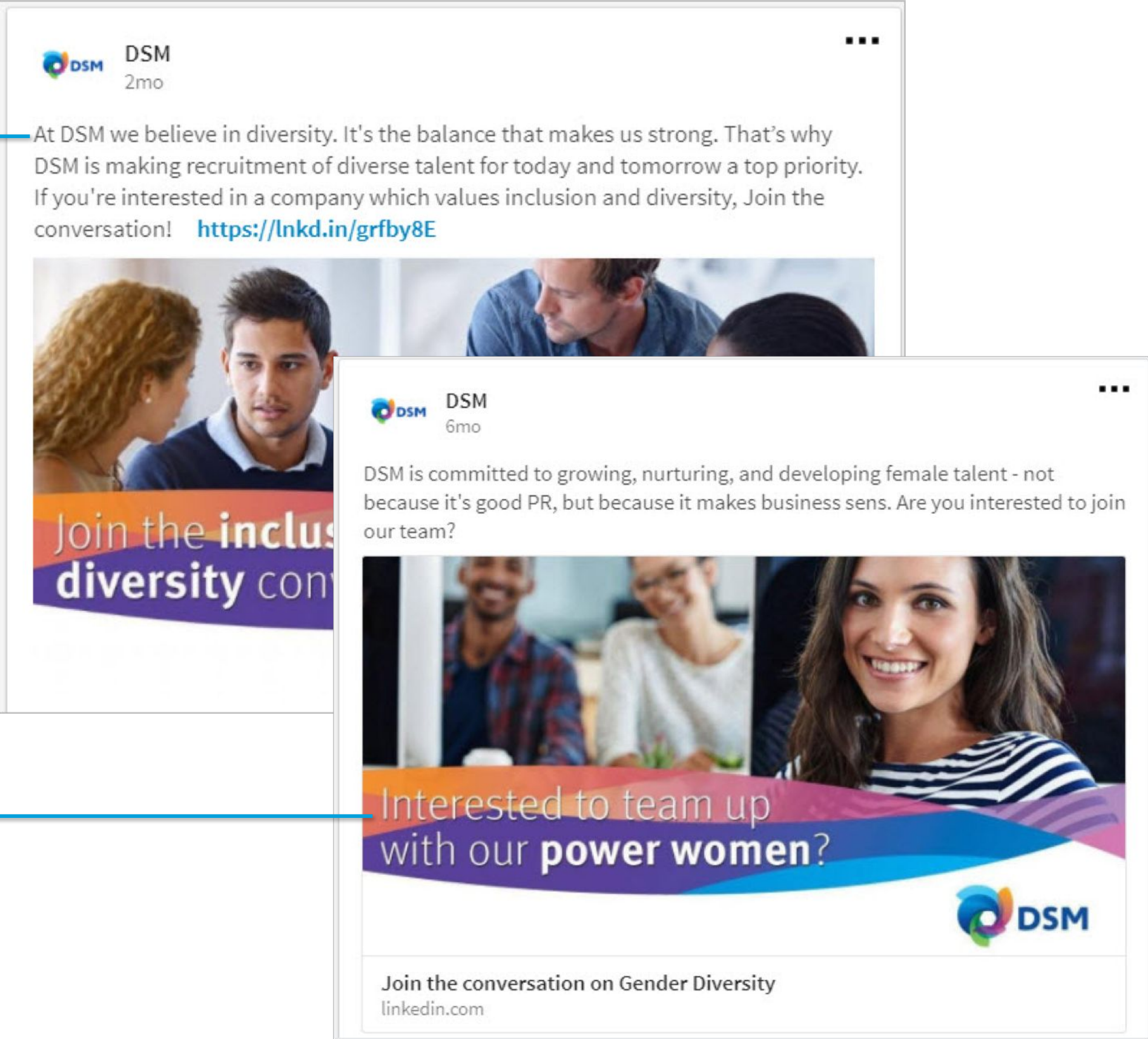
For a deeper dive on Sponsored Updates, [watch this video](#).



# 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.



## SECTION 3:

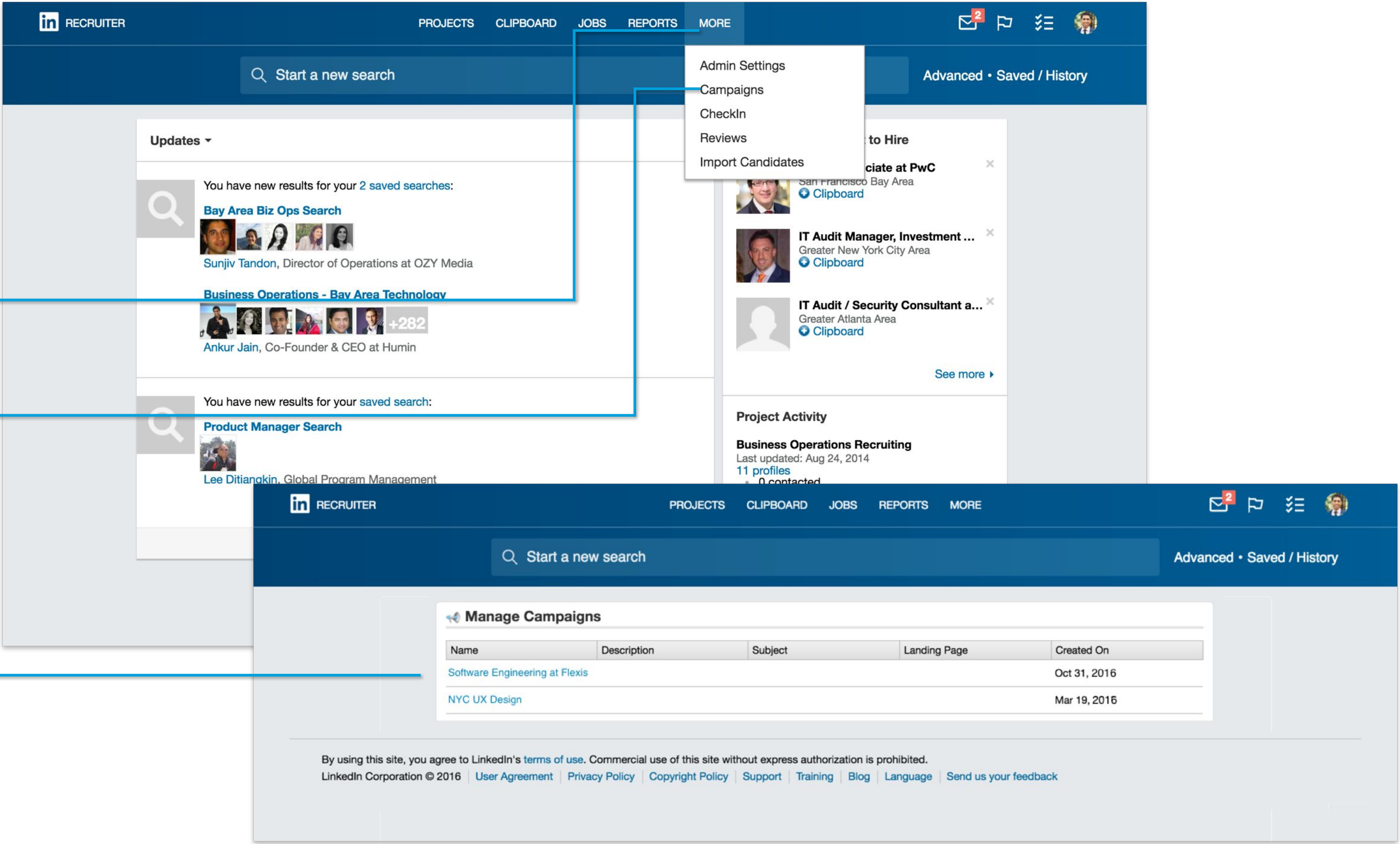
# Following up on your Pipeline Builder leads in LinkedIn Recruiter



# SECTION 3: Following up on your Pipeline Builder leads in LinkedIn Recruiter

## 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

Last Contacted	Name	Current Title	Location	Date Responded	Email Address
	Ellen Ganong	Sr. Software engineer	San Francisco Bay Area	Feb 14, 2016	ellenganong@gmail.com
	James Mckinley	Sr. Software engineer	San Francisco Bay Area	Feb 14, 2016	JamesM@gmail.com
	Marry Torres	Sr. Software engineer	San Francisco Bay Area	Feb 11, 2016	mtorres@gmail.com
	Matt Shaw	Senior Software engineer	San Francisco Bay Area	Feb 11, 2016	<Private>
	Cathy Arsan	Sr. Software engineer	San Francisco Bay Area	Feb 11, 2016	CathyA@gmail.com
	Jakie Brikman	Co-founder & Software engineer at Golden Phase	San Francisco Bay Area	Jun 21, 2016	JakieB@gmail.com

### 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 (ex: “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 1536 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  $\frac{1}{3}$  (approximately) on desktop and the middle  $\frac{2}{3}$  (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.