

8 TIPS TO HOOK CANDIDATES WITH YOUR MESSAGE

When you've identified a great candidate, chances are you're not alone. Quality candidates are inundated with messages from recruiters. So how do you craft a message that converts?

LinkedIn can help

LinkedIn messages connect you to potential candidates in a professional environment.

Messages are a great place to nurture budding relationships and accelerate candidates along their journey to becoming your next placement. Send a message to anyone who applies to your open req, as well as candidates our team has matched to your role.

Those who have a subscription to [LinkedIn Recruiter](#) can send up to 100 messages a month to members outside of their network through InMail, LinkedIn's messaging platform.

See these tips in action:

[8 Best and Worst Recruiting InMail Examples](#)



1. PERSONALIZE IT

Start on a high note: Mention a shared interest or connection, or something that caught your eye in their profile, to take your message from templated to targeted.

References to a former common employer increase InMail response rate by 27%



2. START A CONVERSATION

Craft a message as if you were talking to an old friend – don't lead with the job description; focus on building a relationship instead.



3. TEASE - DON'T TELL

Strike a balance between providing just enough information to generate interest but not so much that you give away all the details. It'll entice them to follow up.



4. EXCITE AND INSPIRE

Avoid simply describing the open position – share all the potential growth opportunities available for the specific role, as well as within the company.

37% of employees switch roles for growth opportunities.



5. KEEP IT SHORT AND SWEET

52% of emails are opened on a smartphone, but people tend to respond from their desktops. Keep it simple so it's easy for a candidate to respond on the go.

75% of InMail messages are opened on a smartphone. InMail messages under 100 words do 13% better on average than those with 200+ words.



6. ASK A QUESTION

Rather than push for someone to apply right away, pose an open-ended question that allows the two of you to continue the conversation (ex: Are you available to chat tomorrow at 1 pm?).

A simple call to action makes it easier for a candidate to respond quickly.



7. GET THE HIRING MANAGER INVOLVED

Ask the hiring manager to reach out to the candidate as well, even if you have to draft the message yourself. It shows extra initiative.

56% of job-seekers are more likely to respond if the hiring manager reaches out.



8. BE PATIENT

Once you've sent your message, take a step back. Like email, any LinkedIn message that hasn't been viewed will remain unopened and at the top of a candidate's inbox.

InMail sends a reminder and notification to candidates if they don't respond within a few days.