Create Personalized InMail Templates

When you reach out to a prospect with an InMail message, you're asking them to trust you with their career. The best way to establish this trust is to personalize the message, so that you establish a real connection with the recipient.

So what are some strategies for creating InMail message templates that feel personal and grab the attention of the recipient?

Identify Different Persona Types

Templates are a great time-saving tool for reaching out to candidates, but often they are created for individual roles and then never used again. However, most companies need to hire people who match similar profiles, characteristics, and attributes and fit into a certain culture.

If you know your overall business goals and culture, you can create personal InMail templates based on the types of people that need to be in the pipeline for your company and use them over and over again.

Examples of persona types include:

- New university graduates
- Background in a particular industry
- A certain amount of experience or seniority level
- Specific diversity initiatives
- A target region

When you create InMail templates around persona types, each member of your recruitment team only needs to make slight tweaks to the message to personalize it for the role and the recipient.

Get Personal

Message personalization increases your chances of getting a response. Personalization can be as simple as reviewing a recipient's profile to find something you both have in common, or something special about that person, and mentioning it in your message.

Personalization isn't limited to sending 1-to-1 InMail messages. You can also send personalized 1-to-many InMail messages. Simply use the refinement filters to find something personal that all the recipients have in common and then mention it in your message. This gives you a way to write personal InMail messages in bulk; you aren't writing to them individually, but it feels like you are because you have included something personal.

Some examples of personal things candidates may have in common include:

- School
- Past company
- Region or interest in relocation to your area
- Length of time in current role
- Open to new opportunities

Draft InMail Template Types

Action Item: With your recruitment team, discuss the different profiles of people your company needs. Remember, it's not just about the role; it's about what your company is trying to achieve and the types of people it will take to achieve it.

Use the table below to outline the different types of InMail message templates your team will create. List each persona type and an approach to message personalization.

Tip: Think about how you can use refinement filters to sort candidates and the search insights tool to understand the realities of the different talent pools.

Persona Type	Approach to InMail Template Personalization
Example: New university graduates	*Example:* *Use the search insights tool to see the schools your talent pool attends.* *Use the **Schools** filter to sort candidates.* *Identify themes you could mention to personalize a message to a recent graduate (i.e. school slogan).*

Next Steps

Action Item: After you understand your approach with each persona, use the information above to create meaningful and engaging InMail templates in LinkedIn Recruiter.