

# 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 Sponsored Content or a Recruitment Ad to promote a specific opportunity at your company. Sponsored Content and Recruitment Ads automatically appear for your target audience (e.g., job function, region, seniority) on LinkedIn.

The screenshot shows a LinkedIn profile for Ellen. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, and Me. A search bar is located below the navigation. The main content area features a post from Flexis, which is a recruitment ad. The ad text reads: "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>". The ad includes a photo of a woman wearing headphones and a "Learn more" button. To the right of the ad, there is a "Sponsored Content" section with trending articles: "Apple vs. Uber", "Bitcoin Crashes", "Yahoo Buyout", and "Theranos Troubles". Below the ad, there is a "Top sources to follow" section featuring "The Atlantic".

Labels on the right side of the image point to specific elements:

- Sponsored Content**: Points to the trending articles on the right.
- Recruitment Ad**: Points to the Flexis recruitment ad in the center.

## Step 2: Attract

When the Sponsored Content or Recruitment Ad 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, along with their profile information automatically transfer into LinkedIn Recruiter.

**Join our band of rockstar coders**  
Flexis • Mountain View, CA  
Internet • 10,001+ employees • Public Company  
3 connections work here

**I'm interested** Let the recruiting team know you are interested in this career opportunity.

Only 8% of members with the **Software Engineer** title in **San Francisco** are invited to see this opportunity

**Roles we're hiring for**

- Back-end engineer
- Sr. back-end engineer
- Sr. front-end engineer

**Benefits and Perks**

- Competitive salary
- Stock Options
- Free Lunch and Snacks
- 401K Plan

**Featured employees**

- Blake Davis** • 3rd Engineering Manager
- Alexandre Dourish** • 3rd Senior Front-end Software Engineer
- Christina Ma** • 3rd Sr. Back-end Engineer

**About the company**

At Flexis, we're a unique collection of engineers, product managers, designers, marketers and top sellers with the same passion: enrich the world with music to make it a better place. We're music first and put the people (singers in the

Share contact info with  
**Jacob Welsh** • 2nd Sr. Recruiter at Flexis

Engineering at Flexis

Photos, videos, and slideshows engage prospective candidates and give a view from the inside

Personalized message with more information about the opportunity

Featured employees who prospective candidates may work with

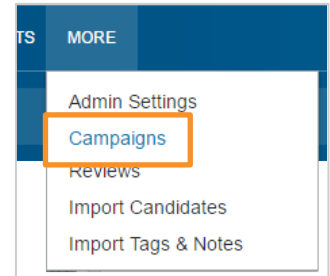
## Step 3: Engage

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 **Talent pool** tab of your campaign folder to the **Pipeline** tab of your campaign folder, directly follow up with each lead, and manage them through your usual recruiting process.

### Enable Email Notifications

If you want to be notified when members respond to your campaign, you can enable email notifications.

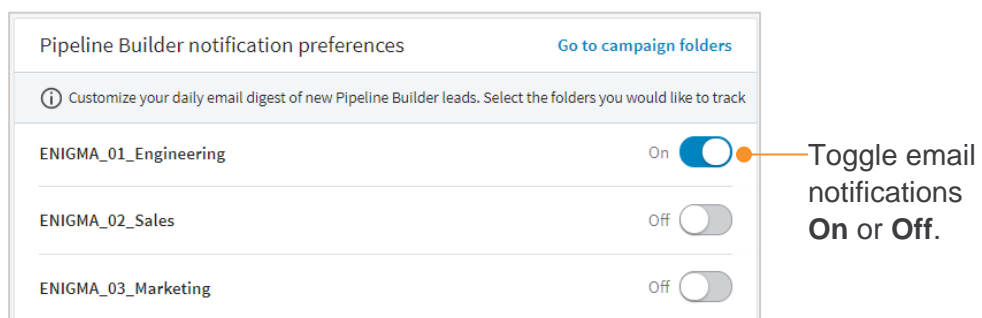
1. Place your cursor over **More** and click **Campaigns**.



2. Click **Email settings**.



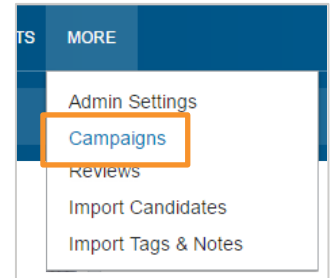
3. Select which campaigns you want to receive email notifications about when new leads respond.



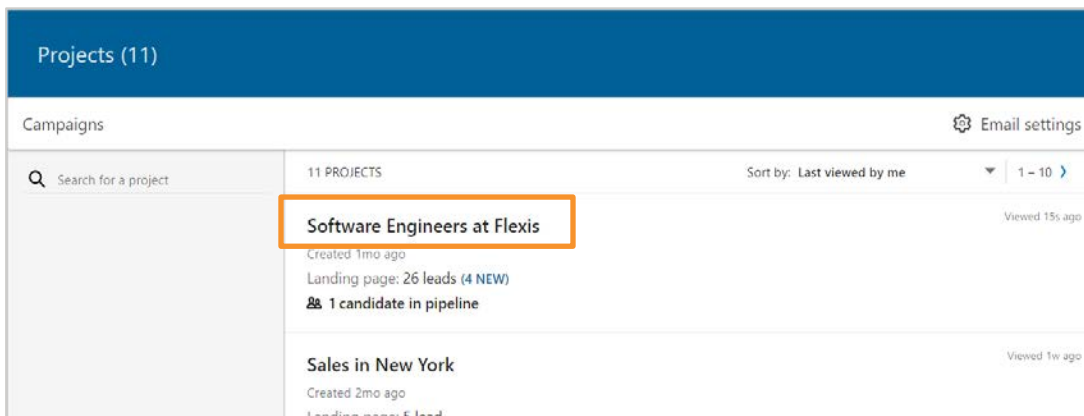
## Review Pipeline Builder Leads and Move to the Pipeline tab

Move leads from the **Talent pool** tab of your campaign folder to the **Pipeline** tab of your campaign folder, so that you can easily follow up with each person and manage them through your usual recruiting process.

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

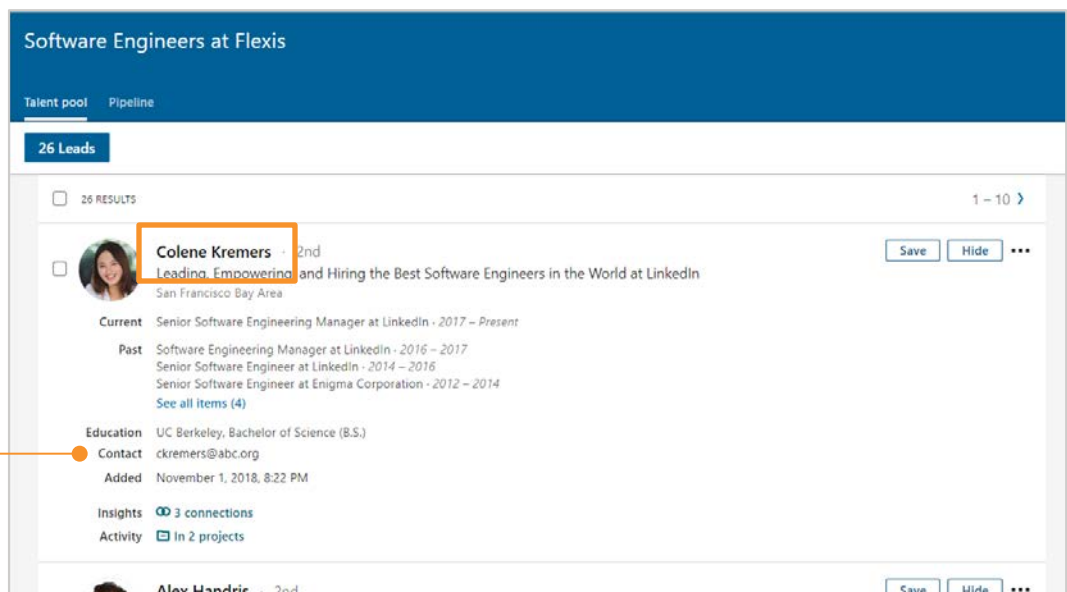


2. Click the title of the campaign you would like to manage.

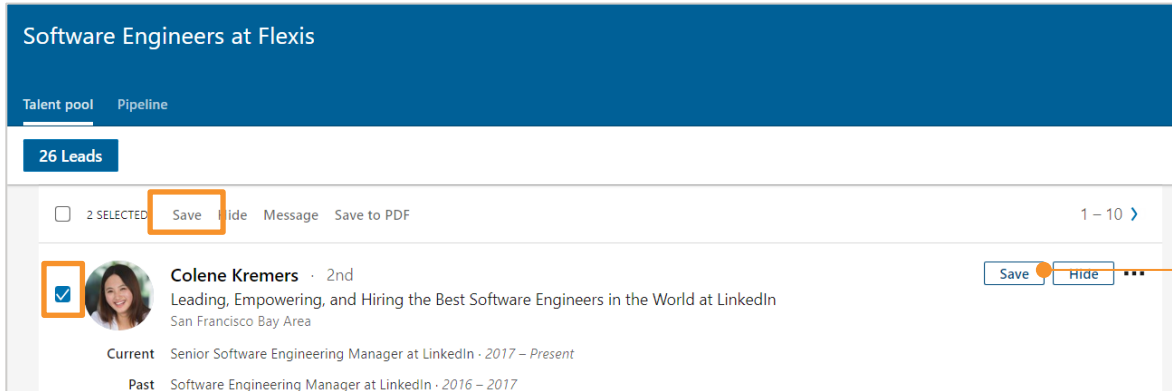


3. From the **Talent pool** tab, click each lead's name to view their full LinkedIn profile and decide if they are a good fit for your current or future opportunities.
4. As you review each profile, follow your team's best practices for adding tags, notes, or a source to help track leads that are generated from a Pipeline Builder campaign.

View additional contact information



5. Select the leads you are interested in following up with and would like to move to the **Pipeline** tab.
6. Click **Save**.

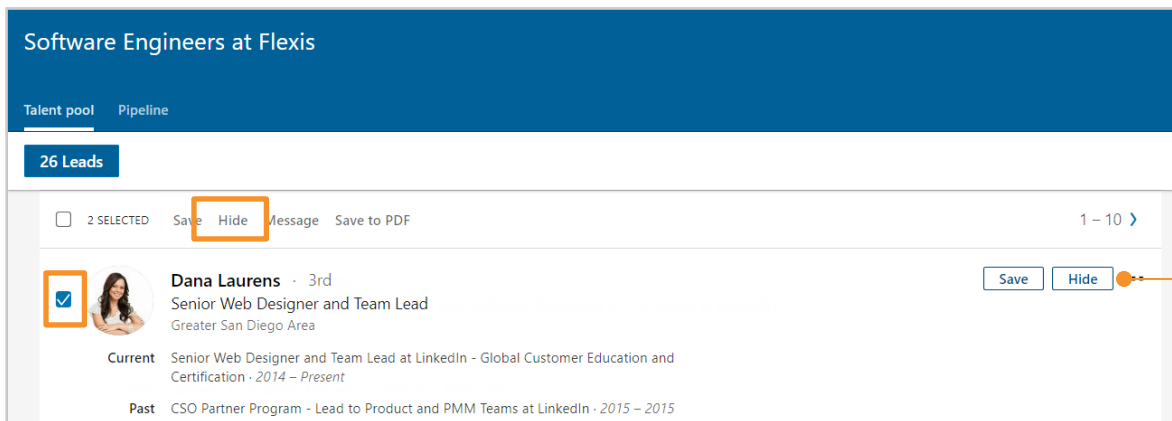


Use the one-click **Save** button next to each profile to move leads one at a time to the **Pipeline** tab.

### Archive Campaign Respondents

Once you've added the leads you are interested in following up with to the **Pipeline** tab, stay organized by archiving all leads that you are not interested in, so you don't duplicate work in the future.

1. Select the remaining leads in the **Talent pool** tab.
2. Click **Hide**.



Use the one-click **Hide** button next to each profile to archive leads one at a time.

## 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 key to every response. If there is an open role, drive them to have a discussion or complete an application. If there is currently no open role, 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.