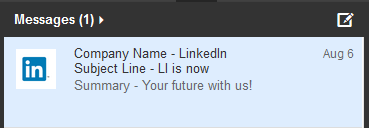
**INMAIL**

**TEMPLATE**

***Homepage Inbox Message Sample***

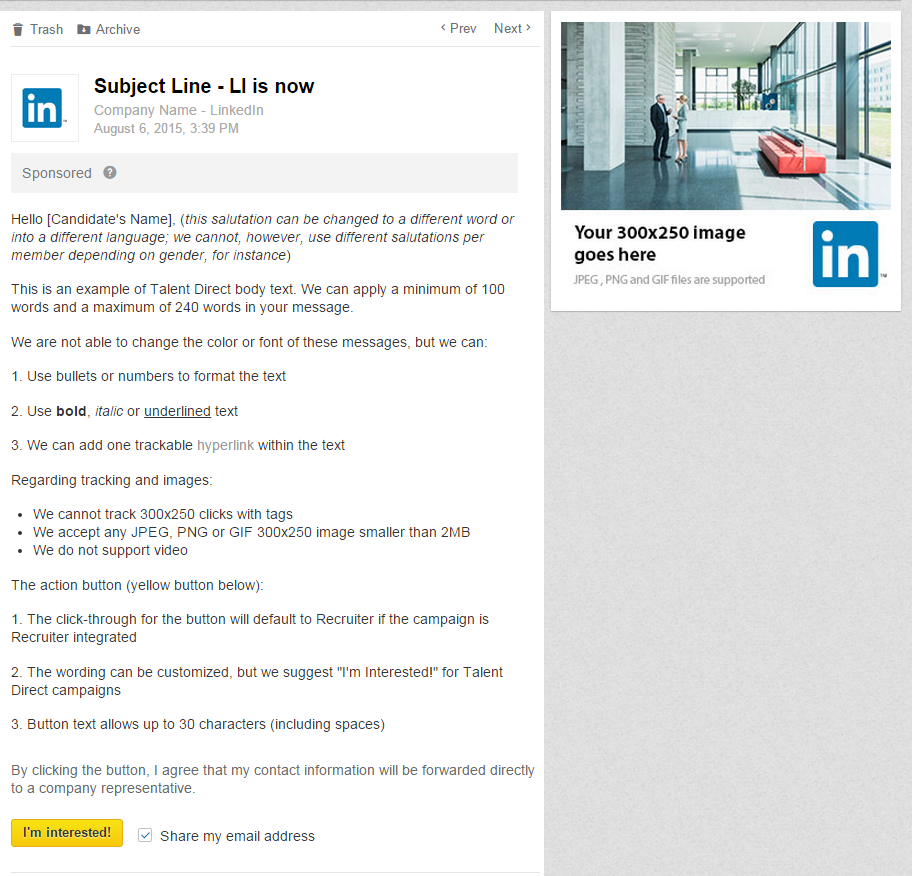


1

2

4

***Talent Direct Message Sample***

 **INMAIL ASSETS: Please Complete ALL Fields**

2

7

6

5

1

4

***Homepage Inbox Assets***

1

|  |  |
| --- | --- |
| **Company Name**  *Specify sender -* ***30 characters maximum, including spaces*** |  |
| **Subject Line**  *Tagline -* ***60 characters maximum, including spaces***  2  3 |  |
| 4 |  |
| **LinkedIn Company ID or Company Page URL**  *Provide LinkedIn Company ID or URL so your logo can be used for the icon box* |  |

***Talent Direct Message Assets***

5

|  |  |
| --- | --- |
| **InMail Salutation String**  *One word: Hi, Dear, Hola, Beste, etc.*  6 |  |
| **InMail Body Text**  *Simple, attention-grabbing messages work best - Minimum 100 words; Maximum 1500 characters*  6  *\*3 link max for clickable hyperlinks\** |  |
| **Action Button (yellow)** *Text default is “I’m Interested!”;* ***maximum 20 characters, including spaces***  7  7 | “I’m Interested!” |
| **Action Button URL** *The click-through URL for the Action Button -* ***not available for Recruiter integrated campaigns (including Lead Capture Landing Pages)*** | Responses flow into Recruiter |

***Recruiter Integrated Assets***

|  |  |
| --- | --- |
| **Recruiter Account Name/Contract ID**  *You may also provide the link to the profile of the person who is going to manage the Recruiter folder* |  |
| **Test Drop** **Recipients**  *For the test drop, please provide up to five member IDs/profile links to employees of your organization* |  | |
| **Recruiter Campaign Folder Name** *The default name will be the same as the subject line of the message. If you prefer to have a different name, please specify -* ***limit of 45 characters*** |  | |

**AD SPECS: Provide Image Separately from Template Doc**

|  |  |
| --- | --- |
| **300x250 Click-Through URL** *Destination link for your image –* ***not available for Recruiter integrated campaigns (including Lead Capture Landing Pages)*** |  |

**Dimensions: 300x250**

**File Types: GIF, JPG, PNG**

**Size Limit: 2MB**

**\*If no image is provided, another (unrelated) ad will appear in its place**

**Tips**

* We recommend keeping the message **direct**, **concise** and **conversational**.
* **Direct**: Members receive InMail for many reasons. Be explicit that this message is regarding a career opportunity.
* **Concise**: 2-3 brief paragraphs is about as much as someone is going to read. Provide an overview of the company, the opportunity, and why the member should be interested.
* **Conversational**: Try to avoid a message that reads like a press release. Since we're reaching someone in their inbox and addressing them by name, a slightly more casual tone is appropriate.