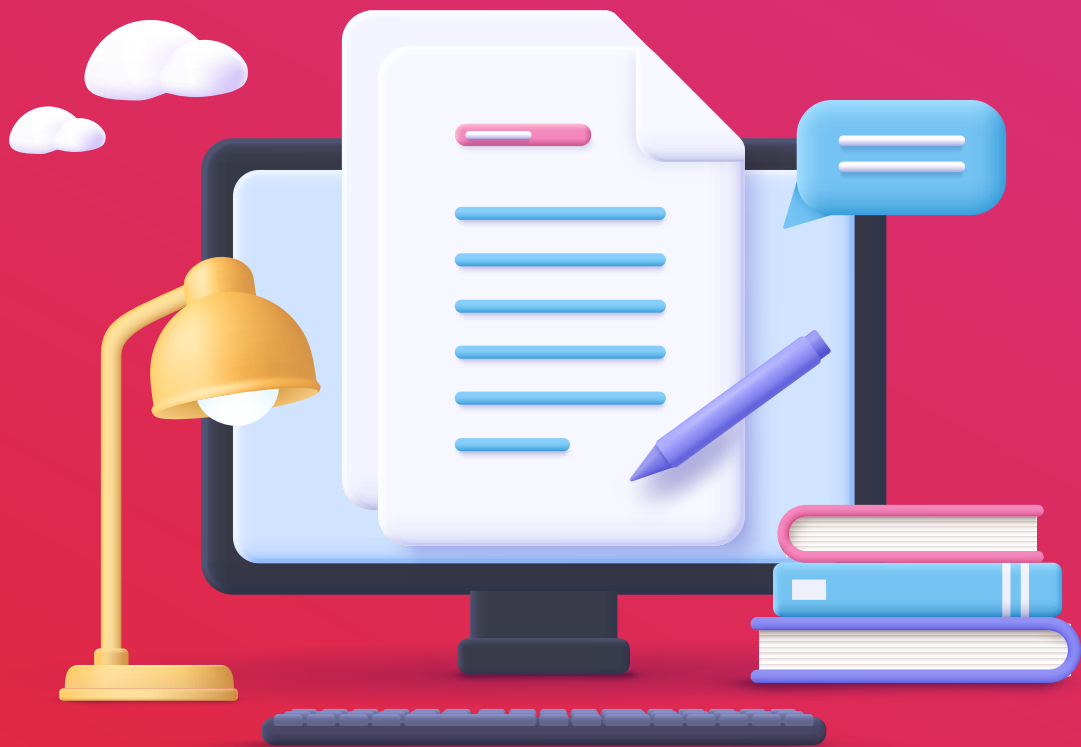


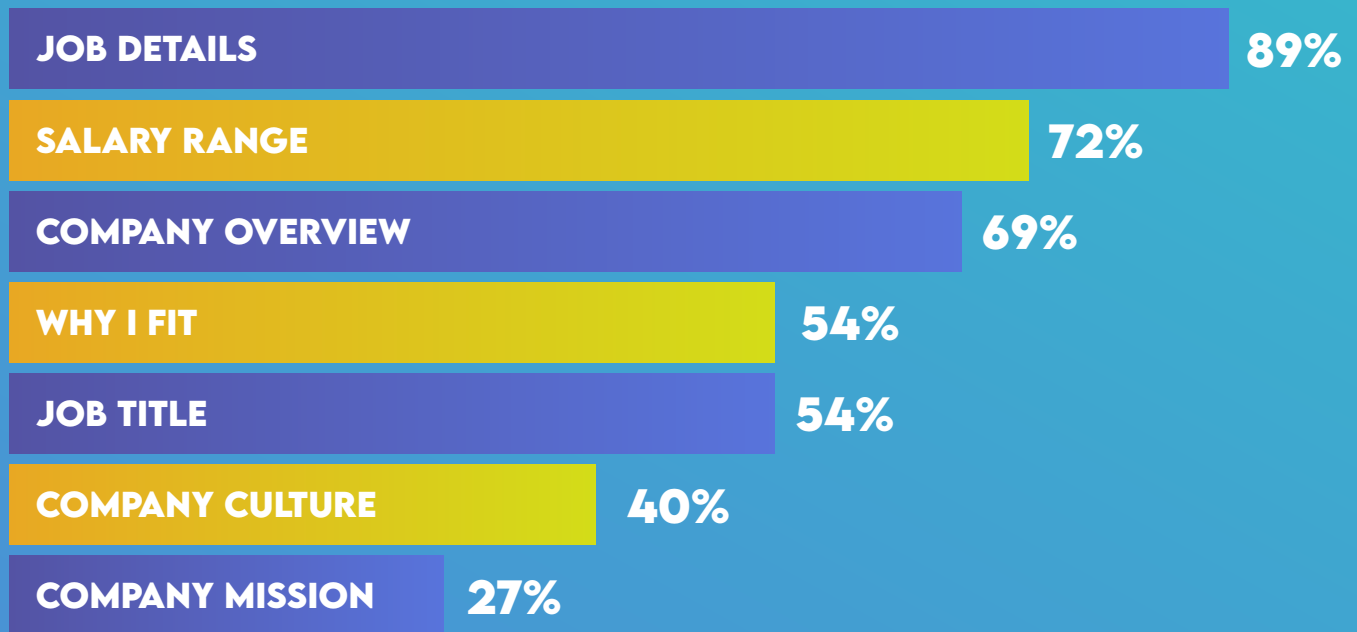
TIPS FOR INMAILS

ONLY FOR RECRUITERS

Linked **in**
RECBOND

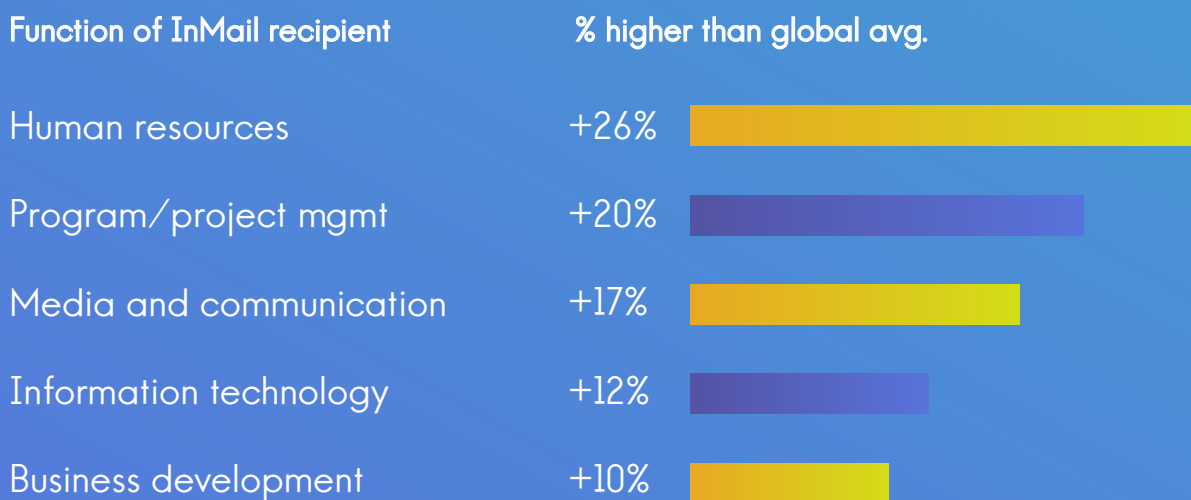


TOP INFO CANDIDATES WANT FROM A RECRUITER'S FIRST MESSAGE



WORKERS WHO RESPONDED TO INMAILS AT AN ABOVE-AVERAGE RATE

Functions of members who responded to recruiter InMails at above-average rates, as compared to the overall global average (May 2021 – April 2022).



INDUSTRIES THAT RECEIVED BELOW-AVERAGE INMAIL RESPONSES RATE

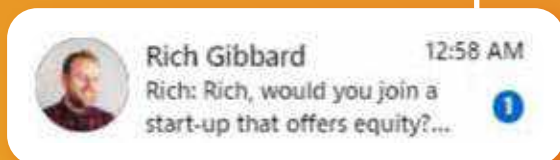
Industries in which corporate recruiters received below-average InMail response rates, as compared to overall global average (May 2021 – April 2022).

Industry of InMail sender	% lower than global avg.
Entertainment	-2%
Financial services	-2%
Tech and media	-6%
Real estate	-10%
Administrative services	-14%

HOW DO YOUR EMAILS LOOK ON DIFFERENT DEVICES?

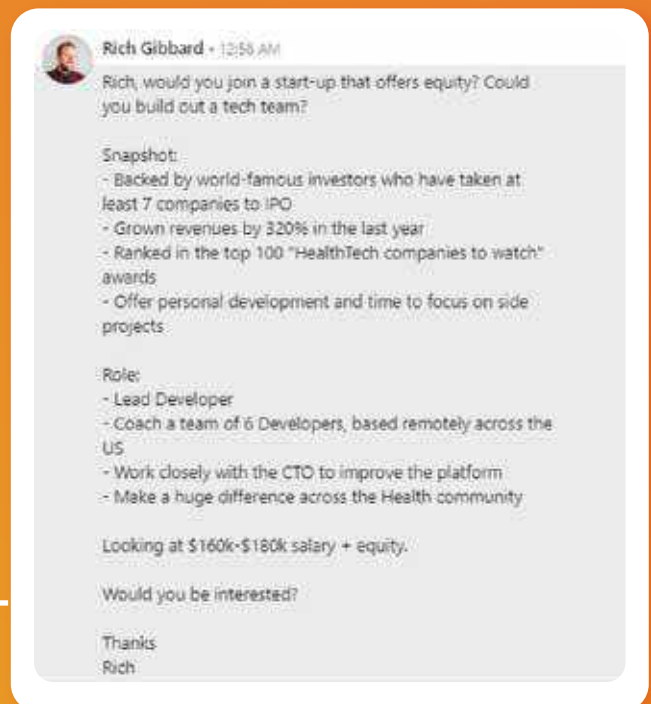
MESSAGE PREVIEW ON DESKTOP

Get to the point quickly



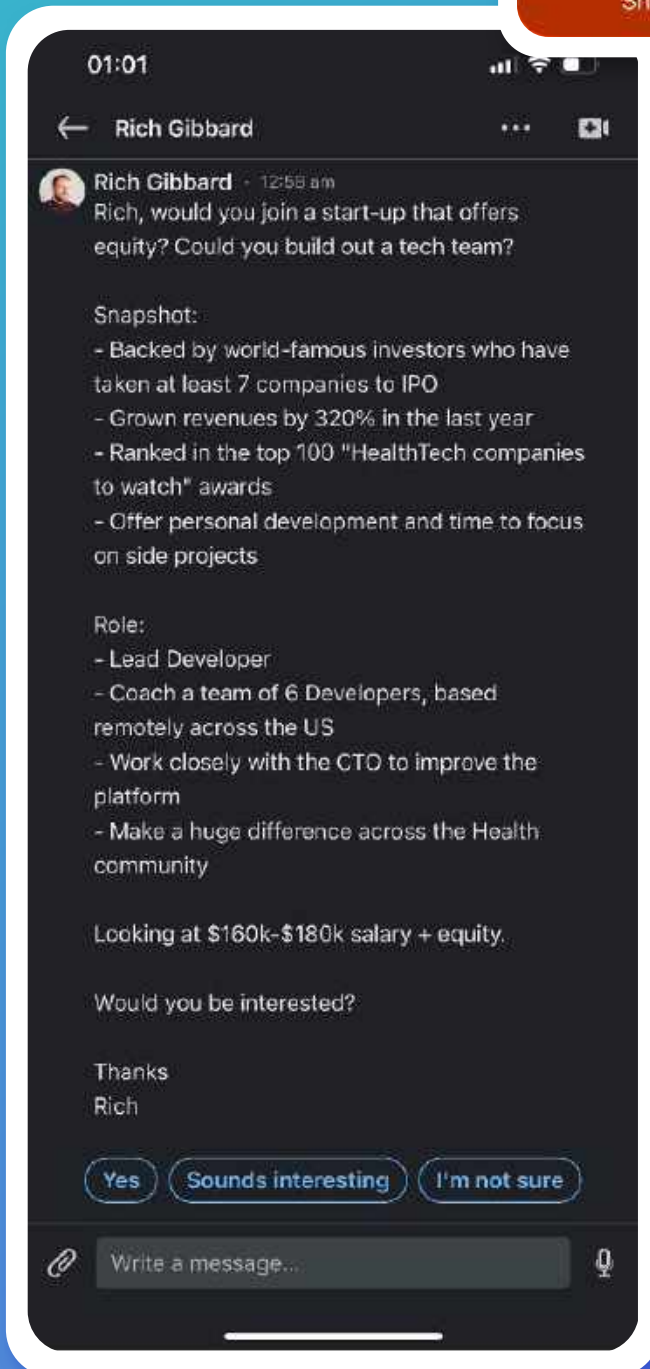
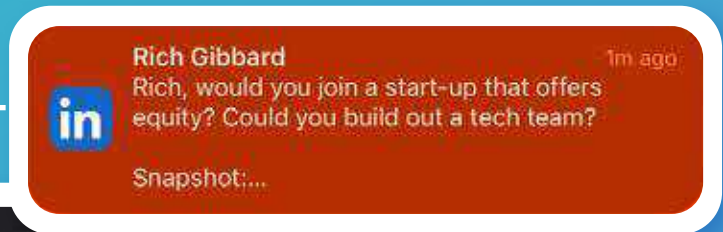
FULL MESSAGE ON DESKTOP

Sell the role and the opportunity!
And keep it brief.



MESSAGE PREVIEW ON MOBILE

Again, get to the point quickly



FULL MESSAGE ON DESKTOP

Keep it succinct so that it's easy to read



INMAIL TIPS



SUBJECTS SHOULD BE 2-4 WORDS, OR ONE SHORT SELLING POINT

e.g. For you <first name>, or
New <insert title> role?, or
Join a global vendor



GET TO THE POINT AS QUICKLY AS YOU CAN

The reality is, you've got a millisecond to get attention. Brevity is your friend for any cold outreach



AIM TO GET A "YES" OR A "NO"

Finish with a closed question. None of this "I'm free at 2pm next Tuesday if you are?" rubbish – people see right through it now



TRY AND STICK TO 100ISH WORDS MAX

Ideally it would fit on a phone screen



SELL THE OPPORTUNITY

What's in it for them?
Talk about the positives that they'll get if they join



USE THE INMAIL SIGNATURE TO GET MORE INFO ON

Create a BITLY link for your Calendly and encourage people to book time in your diary



MAKE SURE YOU FOLLOW UP

Just because they don't respond to the first message, doesn't mean they're not interested



MAKE IT PERSONAL

Look at their profile and reference something that is of interest



{{FIRST NAME}} MERGE TAGS AREN'T ALWAYS GREAT

If someone has an emoji, or purposely shortened name... it's a clear sign you're spamming



DO NOT SPAM

The damage this does to your reputation is horrendous. Just pick and choose before you take a gung-ho approach





LOOKING FOR HELP WITH YOUR MARKETING?

GET IN TOUCH

RECBOND

