

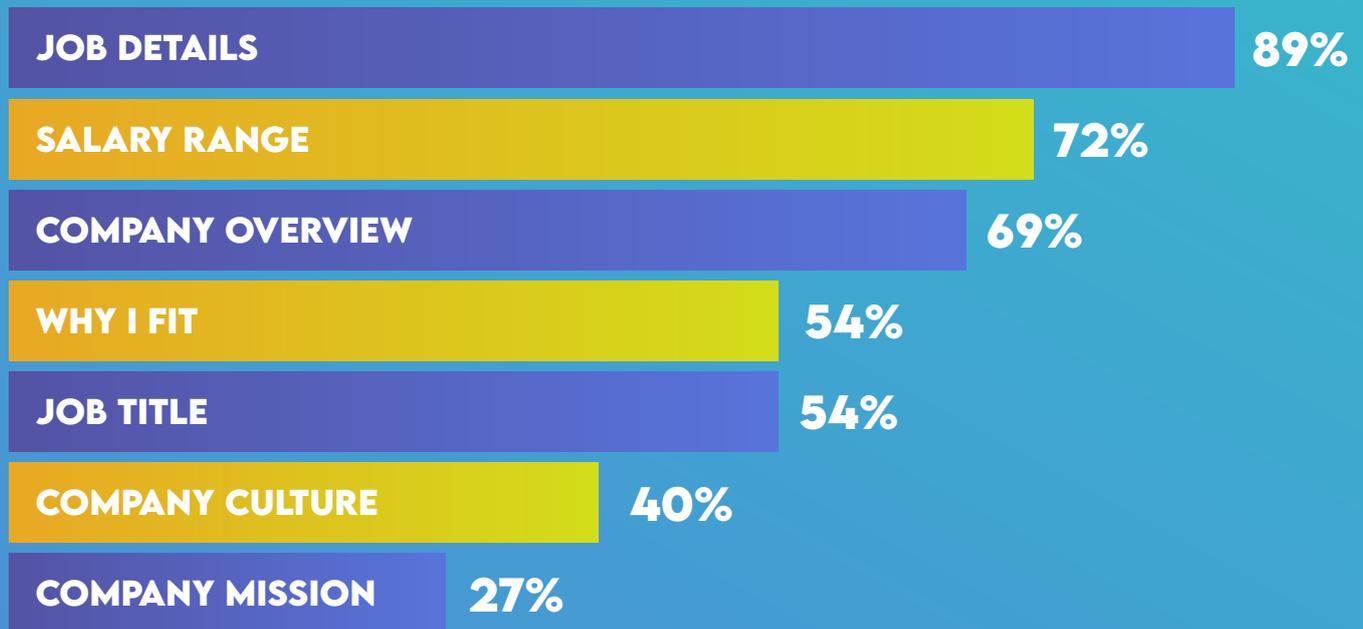
# TIPS FOR INMAILS

*ONLY FOR RECRUITERS*

Linked **in**  
RECBOND

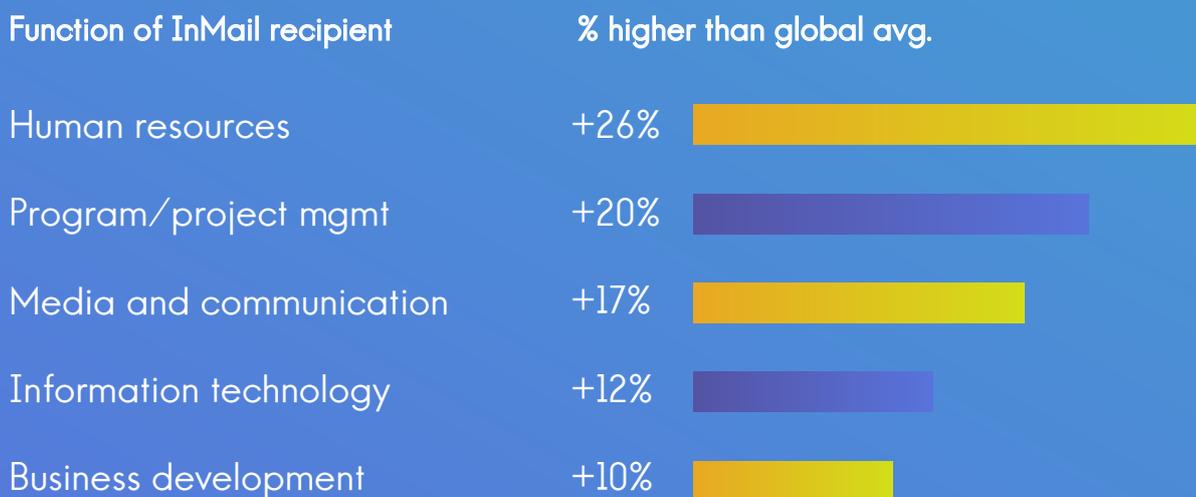


# TOP INFO CANDIDATES WANT FROM A RECRUITER'S FIRST MESSAGE



## 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

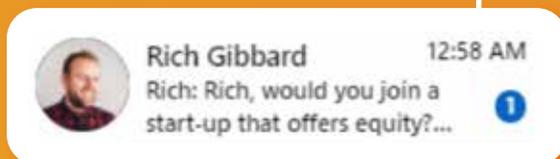
Industries in which corporate recruiters received below-average InMail response rates, as compared to overall global average (May 2021 – April 2022).

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?

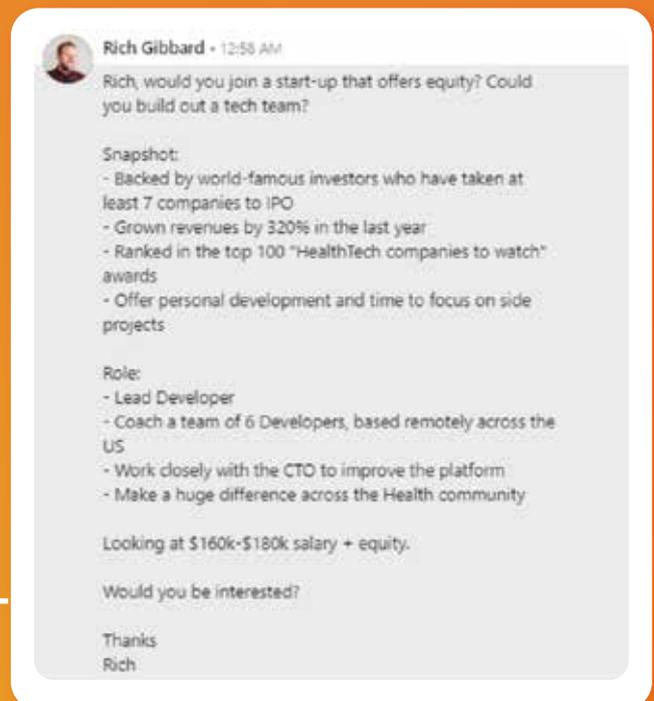
### MESSAGE PREVIEW ON DESKTOP

Get to the point quickly



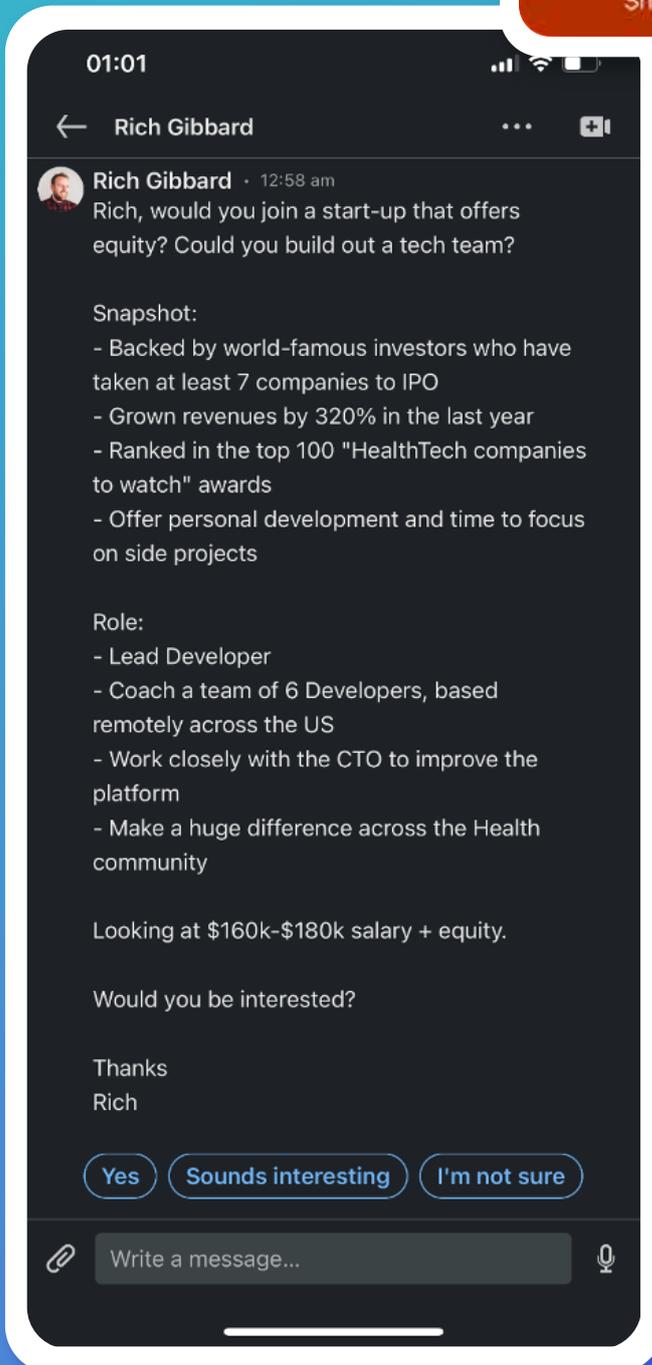
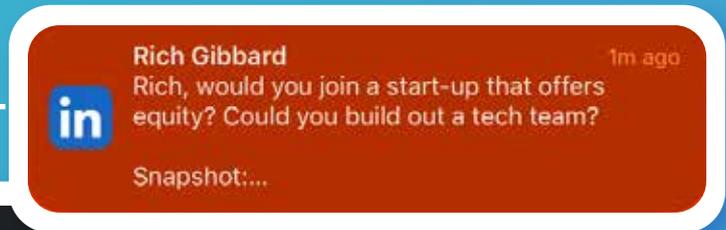
### FULL MESSAGE ON DESKTOP

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**

