

# Ultimate Guide to LinkedIn Inmail to Increase your Response Rate



Demand.Cloud

by Adjobble

## Table Of Contents

Table Of Contents	2
What is a LinkedIn InMail?	3
Free InMails	4
Paid InMails	8
What is a Sponsored InMail?	8
LinkedIn InMail Credits According To Your Subscription	10
How To Check InMail Credits According To Your Subscription	12
LinkedIn Premium	12
Sales Navigator	13
Recruiter Lite	15
LinkedIn InMail Cost: How To Purchase Additional InMails	16
Why Should You Send InMails On LinkedIn?	18
Multichannel Outreach Example That Uses “InMail Message” Step	19
What Makes A Good LinkedIn InMail?	20
How To Send An InMail On LinkedIn	22
LinkedIn InMail Examples: 9 Templates That Get Responses	26
Summary	43

LinkedIn InMail is a direct private message to or from a LinkedIn member who is not part of your network. That is, your 2nd and 3rd-degree connection. Namely, InMail is LinkedIn's version of the email, and it has the characteristics of one, such as subject line and higher character limit reserved for the body copy.

When composing an InMail in Demand.Cloud, in addition to the previously-mentioned characteristics, you'll also have a designated area to set up your signature.

As simple as it sounds, many people struggle to understand what LinkedIn InMail is and how to use it effectively. That's quite a shame, as the correct (and smart) usage of a LinkedIn InMail increases your response rates and positively impacts your lead generation results.

That was exactly what LinkedIn had in mind when coming up with InMails.

## What is a LinkedIn InMail?

As mentioned before, a LinkedIn InMail is a free or paid direct message on LinkedIn that you can send to members that are not part of your network, contrary to a regular LinkedIn message.

Statistics show that getting a response from a 2nd or 3rd-degree connection is 3 times more likely if you use a LinkedIn InMail in comparison to a regular cold emailing.

However, it is important to emphasize using your LinkedIn InMail credits wisely. Not only because you get only so many of them in your plan (we'll talk about it further down in detail), but also because InMails should be aimed at the ones who receive a lot of connection requests and are hard to get in touch with.

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Those people are often more likely to click “I don’t know this person” if trying to connect via **Connection Request Message**, which will eventually make you end up in **LinkedIn jail**.

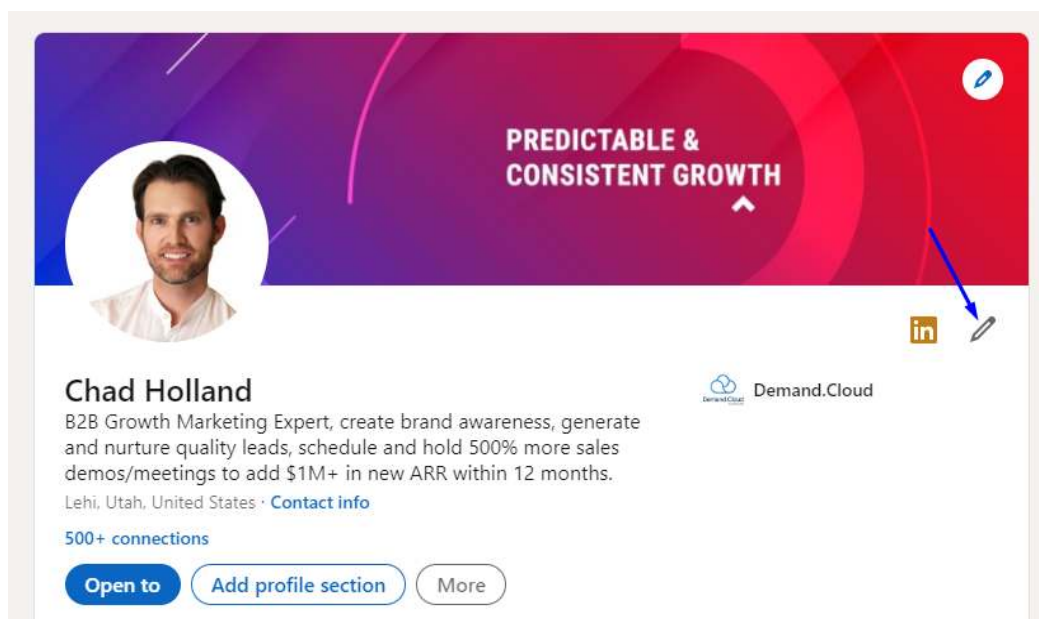
There are two types of InMails:

## Free InMails

If you want to be able to receive free InMails, you need to set up your LinkedIn profile for it. Have in mind that only paid LinkedIn plans (any plan but for the LinkedIn basic) can receive free InMails. LinkedIn basic accounts can only receive paid InMails. However, a user of a LinkedIn basic account can contact other LinkedIn members via LinkedIn message (if connected) or via free InMail if the LinkedIn member has set their profile to “open for free InMails”.

This is how you set up your LinkedIn account to receive free InMails. There are two ways to do so.

#1 Go to your home page and click the “Edit Profile” icon.



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Then the “Premium” icon.



Edit intro

in

\* Indicates required

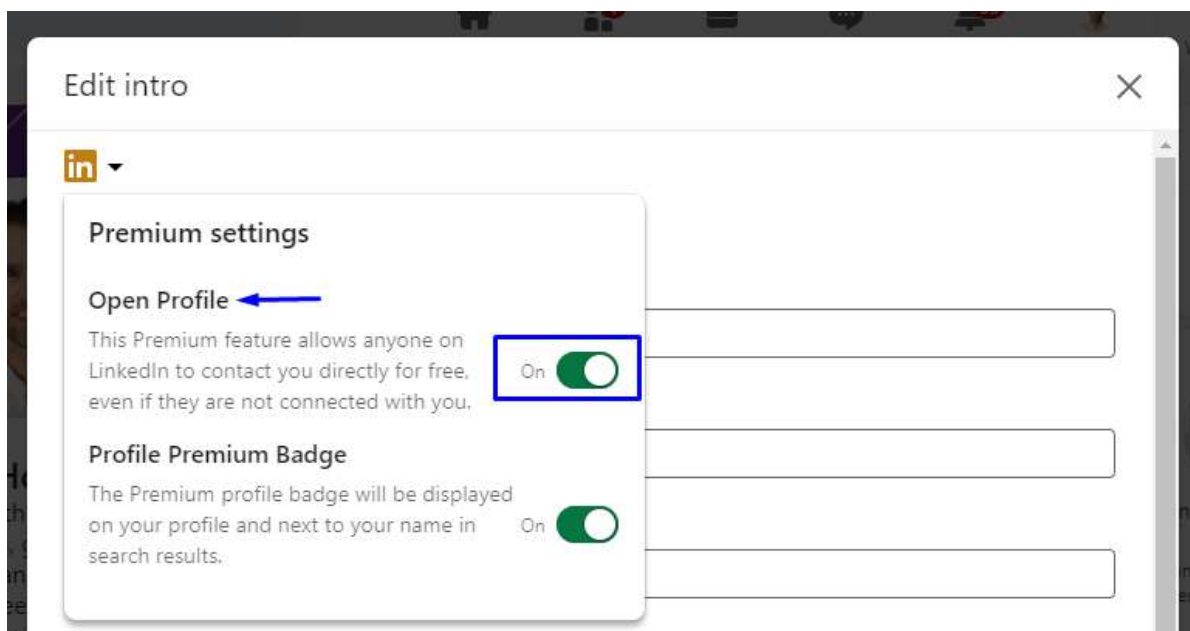
First name\*

Chad

Last name\*

Holland

Turn on or off the “Open Profile” option.



Edit intro

in

**Premium settings**

**Open Profile**

This Premium feature allows anyone on LinkedIn to contact you directly for free, even if they are not connected with you.

On

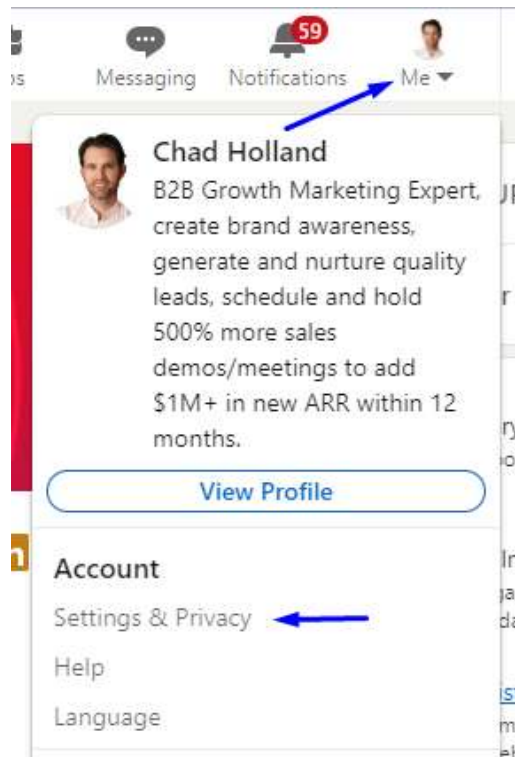
**Profile Premium Badge**

The Premium profile badge will be displayed on your profile and next to your name in search results.

On

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#2 Click the “Me” icon. Then “Settings & Privacy”.

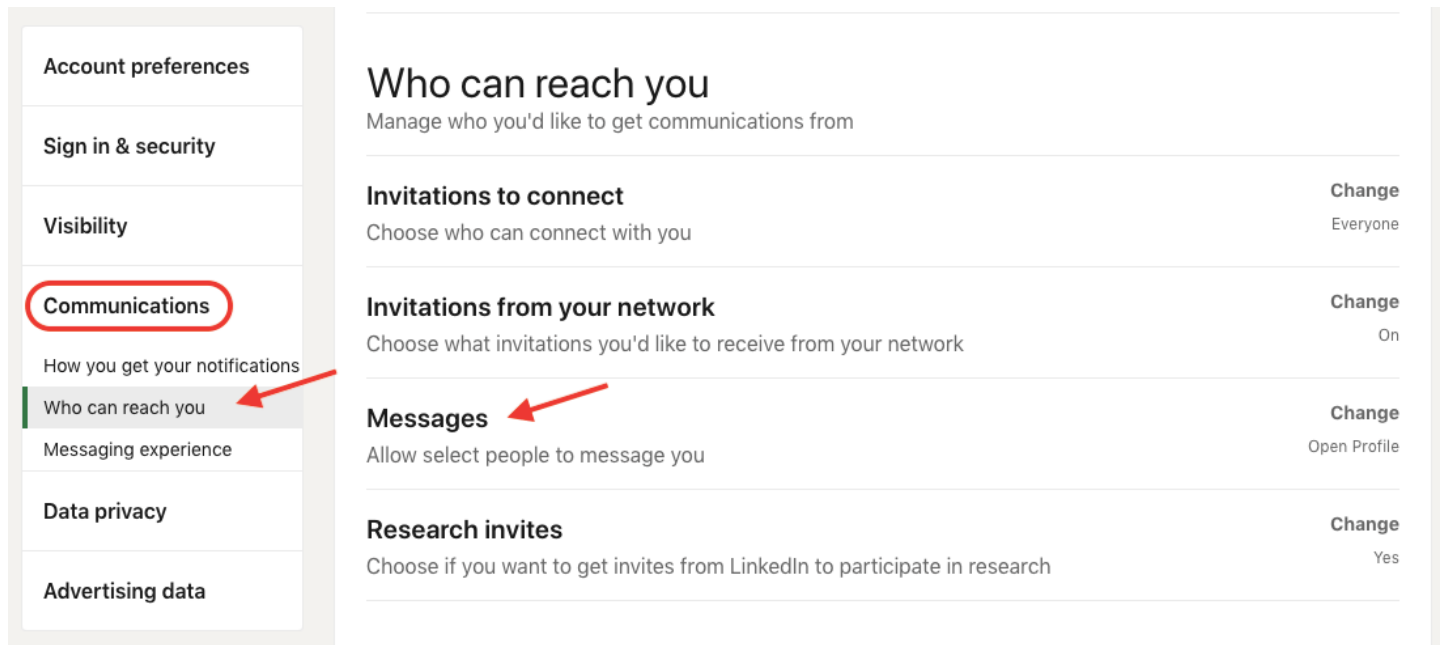


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Check out the left sidebar. Click “Communications”. Then “Who can reach you”. Pick “Messages” on your right.



As you may see, you can opt for receiving or not both Paid and Free InMails.

## Messages

Allow select people to message you

Enable message request notifications

Yes

Allow others to send you InMail? PAID INMAILS

Yes

Allow Open Profile messages? FREE INMAILS

Yes

## Paid InMails

If you have any LinkedIn plan but for the basic one you can send Paid InMails to any LinkedIn member.

**Shortly, every LinkedIn member can receive Paid InMails, but only LinkedIn Premium, Sales Navigator, and Recruiter users can send them.**

As you may see above, as a LinkedIn user, you can opt out of both Paid and Free InMails.

## What is a Sponsored InMail?

A LinkedIn Sponsored InMail is a LinkedIn product that lets you utilize the LinkedIn Ads platform to reach specific users in bulk.

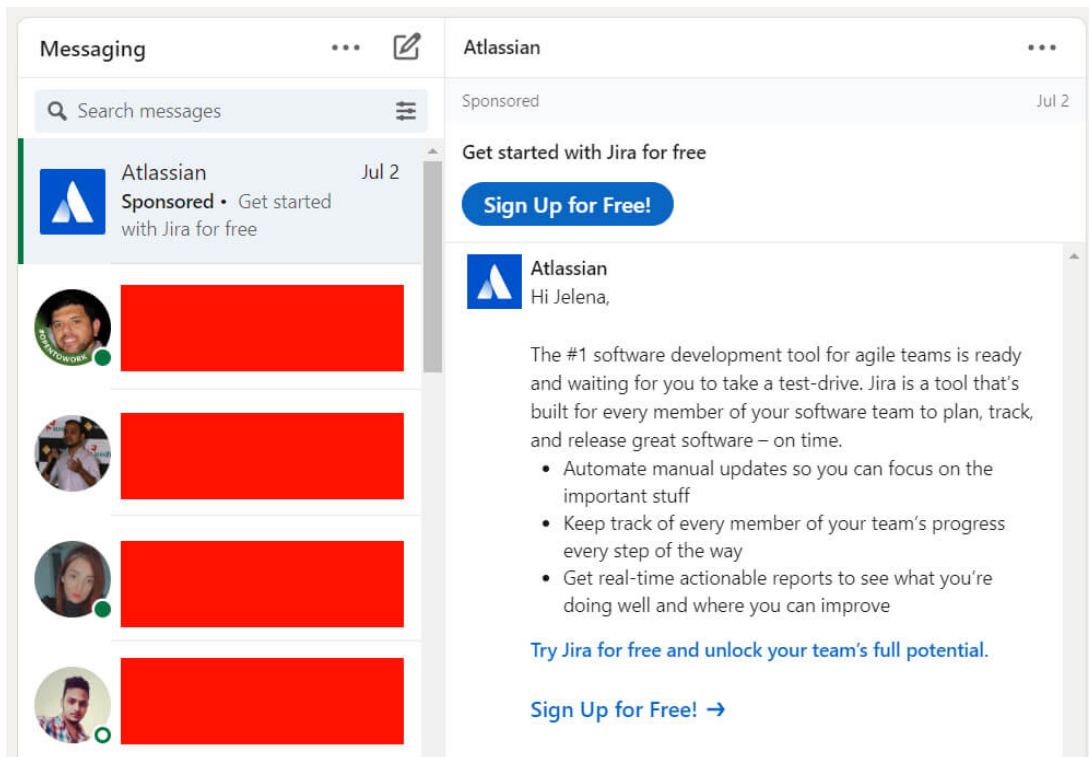
However, unlike with handcrafted InMails, you cannot choose exactly who the recipients of your sponsored InMails will be. You set up the targeting options, and let the platform do the rest.

It is very clear for your recipients that the InMail they received is sponsored. Every sponsored InMail is clearly labeled as such. Therefore, no matter what else you do, the message will be thought of as an advertisement.



# Ultimate Guide To LinkedIn InMail to Increase your Response Rate

It looks like this in your Inbox.



When composing a sponsored InMail, keep in mind that the recipients cannot respond to it. They can only respond to a specific **call-to-action** like in the above example, so make sure you craft it well.

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# LinkedIn InMail Credits According To Your Subscription

## Free InMails

LinkedIn Premium and Sales Navigator have 800 free InMails by default. As you upgrade your basic LinkedIn account, these credits are available to you.

## Paid InMails

**Each time a LinkedIn member answers back to your InMail, you get that credit back.**

Therefore, if you target your members well and write a compelling copy, you can in theory send more than what's established by your plan per month. These rules apply to each of the other LinkedIn premium versions.

The only thing that changes is the number of InMail monthly credits.

**LinkedIn Premium and Sales Navigator InMails credits renew after 90 days, while all Recruiter plans accumulate LinkedIn InMail credits renew after 120 days.**

## **Paid InMail Credits According To Your Subscription Plan**

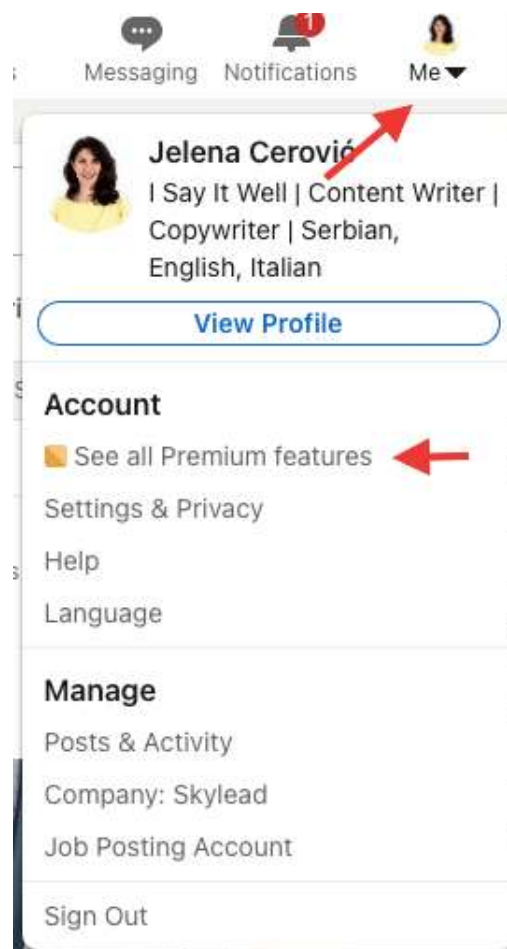
<b>LinkedIn plan</b>	<b>Monthly InMail Credits</b>	<b>Max InMail Credits</b>
LinkedIn Premium Career	5	15
LinkedIn Premium Business	15	45
Sales Navigator Core	50	150
Sales Navigator Advanced	50	150
Sales Navigator Advanced Plus	50	150
Recruiter Lite	30	120
Recruiter Professional	100+	400+
Recruiter Corporate	150+	600+

# How To Check InMail Credits According To Your Subscription

This is how you check the number of available **Paid InMails** for LinkedIn Premium, Sales Navigator, and Recruiter Lite users.

## LinkedIn Premium

Choose “See All Premium Features”.



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Down below, you will find all details regarding the number of your remaining paid InMails.

PREMIUM

## My Premium

Premium member since 9/1/2021

Premium Business Subscription  
Billed monthly · Next billing 4/1/2022


[Manage subscription](#)

### Recommended for you

Get started with these premium benefits

#### InMail

Contact anyone with InMail, even if you're not connected




Use InMail to reach out directly to hiring managers and potential leads outside of your network. InMails with high response rates are brief and personalized.

**InMail credits available: 45**  
15 new InMail credits on 4/1/2022  
15 InMail credits expire on 4/1/2022

[Start a message](#)

#### Who's Viewed Your Profile

See who's viewed your profile




When someone views your profile, it suggests that they're interested in your professional experience. Message them via InMail if you want to connect.

[See who's viewed you](#)

#### Unlimited Search

Find the right people with Unlimited Browsing



You can view any profile (up to 3rd degree) from search results or while browsing similar profiles.

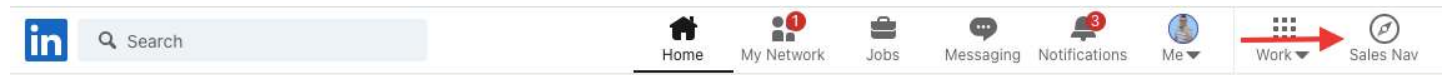
[Start a search](#)

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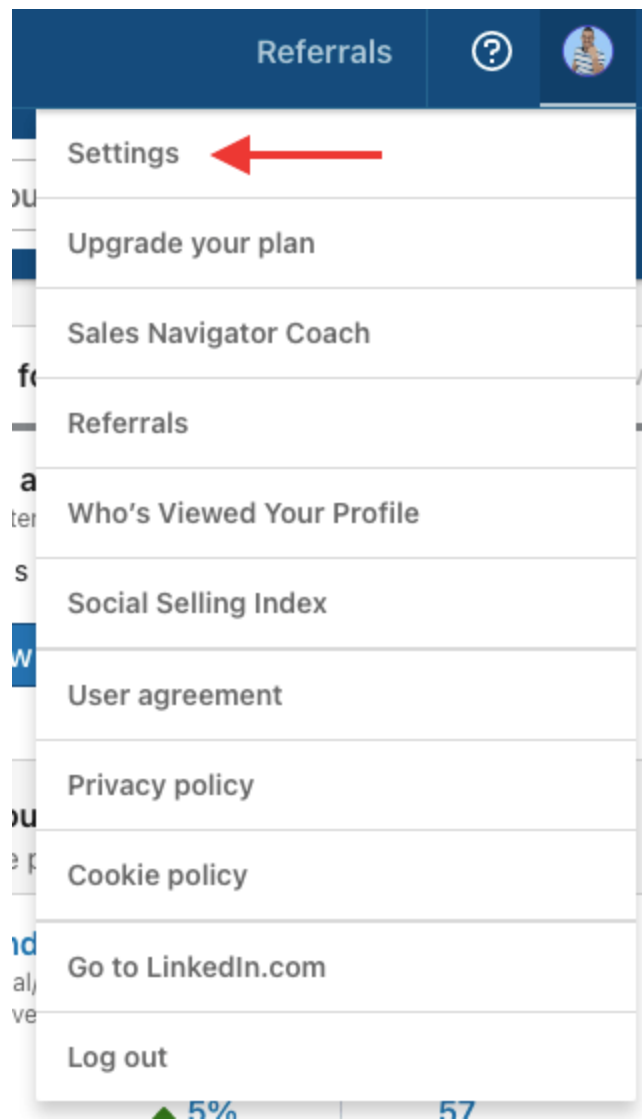
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## Sales Navigator

Click the “Sales Navigator” icon on your right.

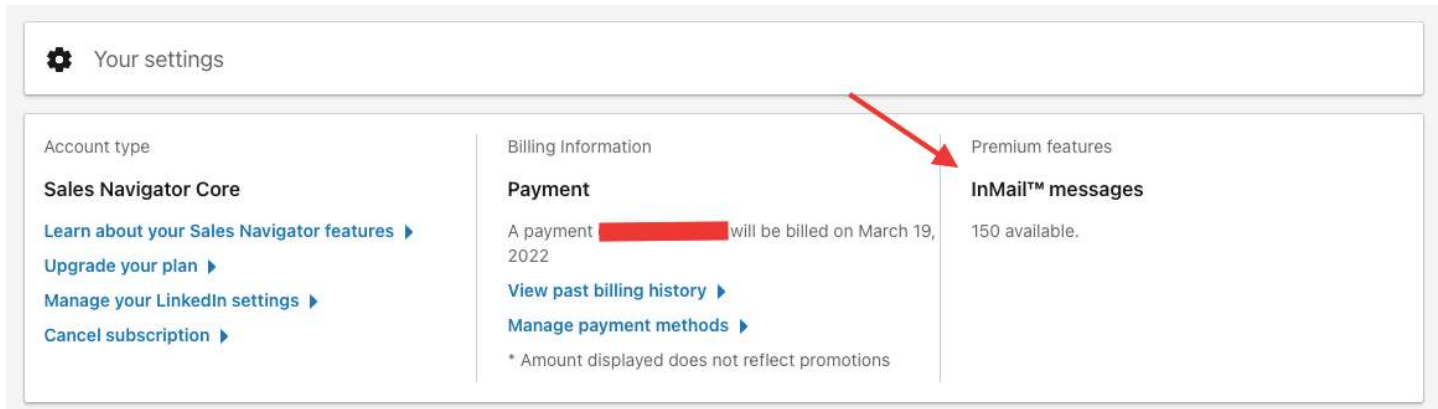


Click on your profile image and then “Settings”.



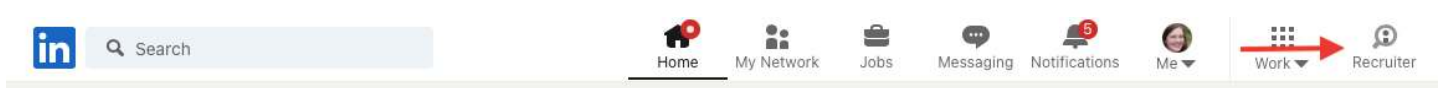
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These are your available Paid InMail credits.

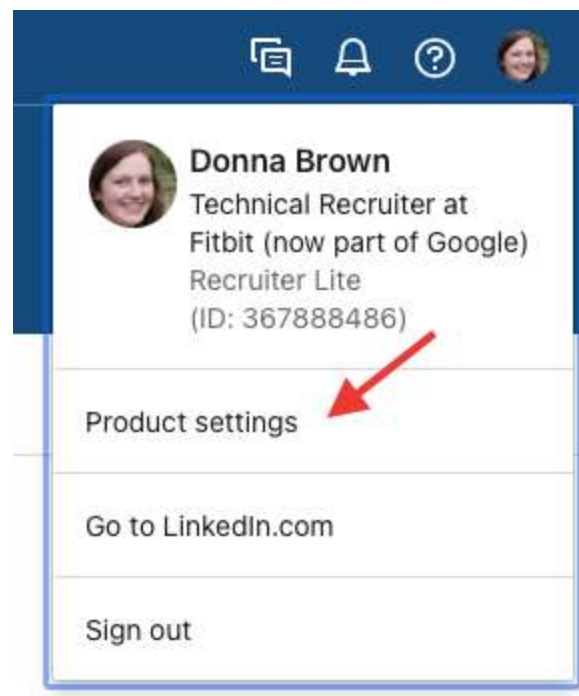


## Recruiter Lite

Click on the “Recruiter” icon on your right.



Click on your profile picture and then choose “Product Settings”.



Check the “Usage Overview” section.



There is no way to know the status of your free InMails.

## LinkedIn InMail Cost: How To Purchase Additional InMails

Each plan has a certain number of Paid InMails included in the package (see the next section for details), but only users of a Recruiter Lite can purchase additional InMails. The number of LinkedIn InMails that the Recruiter Lite can purchase is also limited.

LinkedIn Premium and Sales Navigator users cannot buy any more InMails outside what’s offered within the plan.

**The cost of each additional LinkedIn InMail is around \$10, but it varies on your geographic area.**

If you wish to purchase more InMails, here is how you do it.

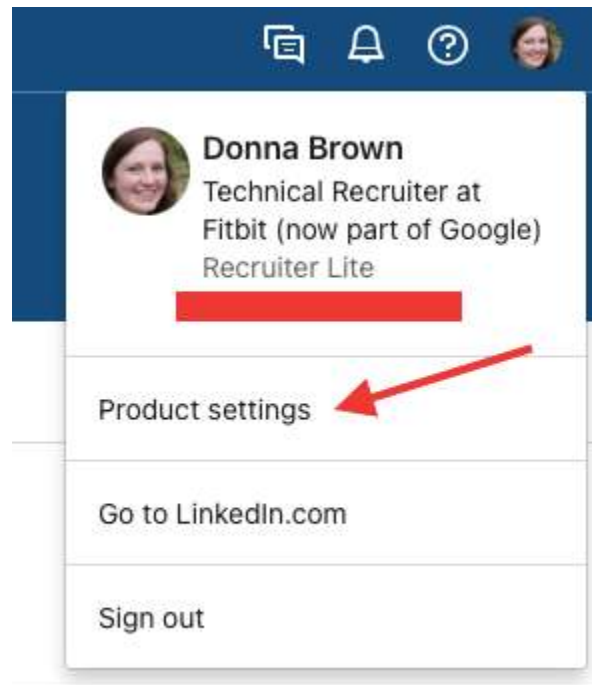
Click the “Recruiter” icon.





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On the right, click on your profile picture and then choose “Product Settings”.



Check out the “Purchase monthly InMails Credits” section. The cost depends on your area. In the case of a Recruiter Lite, you can buy 10, 20, 30, 40, 50, 60, or 70 additional InMails.

## Manage Account

<b>Purchase History</b> See a history of your transactions and generate purchase receipts	<a href="#">View</a>
<b>Billing Information</b> Edit your payment method and billing address	<a href="#">Edit</a>
<b>Purchase monthly InMail credits</b> Buy packs of additional InMail credits per month	<a href="#">Purchase</a>
<b>Upgrade to Recruiter</b> Unlock additional visibility, features and InMail with Recruiter	<a href="#">Contact sales</a>
<b>Cancel subscription</b> Cancel your current subscription	<a href="#">Cancel</a>

## Why Should You Send InMails On LinkedIn?

Unlike other social media, LinkedIn still cares a lot about who you are connecting with and how.

Not only does it encourage you to have a concrete reason to reach out to another LinkedIn member, but it also makes you think twice about how to approach them.

Busy decision-makers and your 3rd-degree connection, who are more likely to reject your Connection Request, are the ones you should be reaching out to via LinkedIn InMails. One of the main benefits of LinkedIn InMail is that it shows in the lead's LinkedIn Inbox as if you were connected on LinkedIn. In this case, the difference between a regular LinkedIn message that you can send only to your 1st-degree connections and an InMail is that InMail has a subject line and higher character limit reserved for the body copy and it can be sent to your 2nd and 3rd-degree connections.

As mentioned above, as a paid LinkedIn subscriber, you have free and paid InMails at your disposal. Also, each time a lead answers your InMail, you get that credit back.

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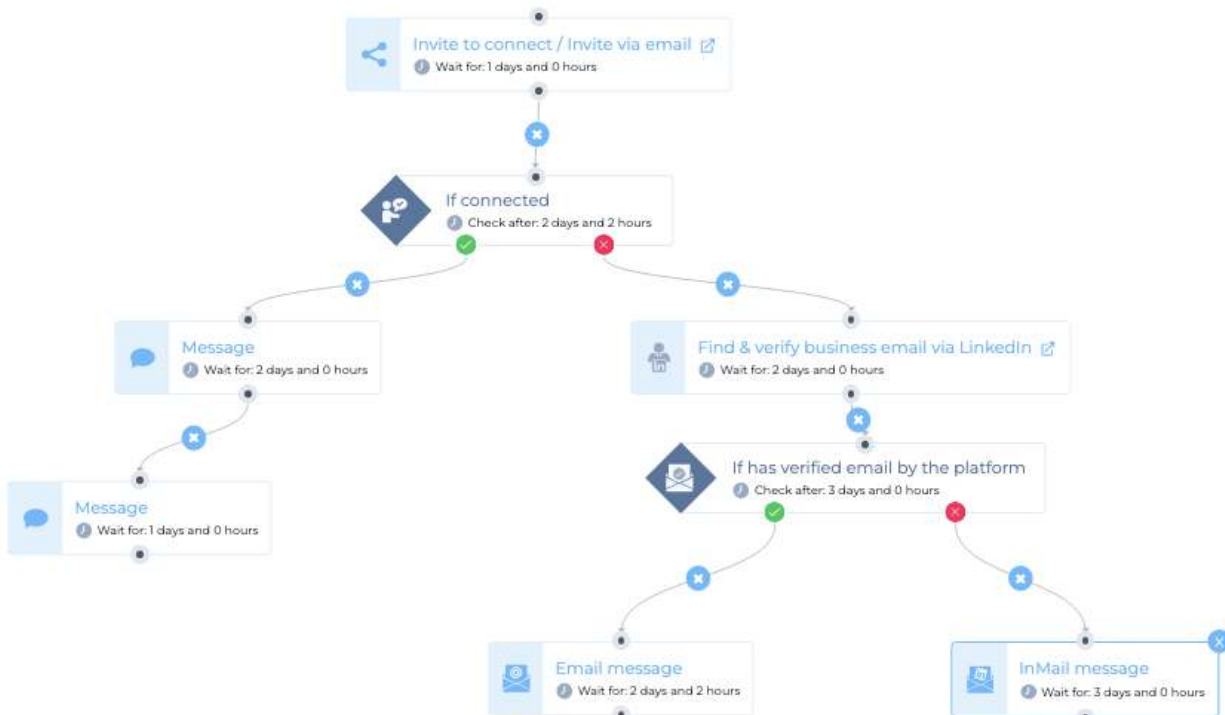
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Demand.Cloud allows you to combine paid and free InMails in your Smart Sequence. Our algorithm can make a difference between open profile users and those who can receive paid InMails only. Simply by turning the “Allow paid InMails” button in the platform itself, you are allowing the Smart Sequence to make that decision for you and ensure a path to your lead through InMail.

## Multichannel Outreach Example That Uses “InMail Message” Step

Check out this example of a multichannel outreach where InMails are used as the last resource to get to your lead.

In this case, Demand.Cloud's Smart Sequence, AI-powered algorithms that choose the best and shortest possible path to your lead by following the instructions you previously set, will send InMail only at the end if no other means of communication turn out to be successful.



When the sequence arrives at the "If has verified email by the platform" step, it will do 2 things. If the lead has a verified email address, the sequence will proceed and send a regular email message. If the lead doesn't have a verified email step, it will first check if your lead has an open profile or if they can receive only paid InMails. Once that has been established, it will proceed with a paid or free InMail depending on your lead's profile status and your remaining paid or free InMail credits.

## What Makes A Good LinkedIn InMail?

### **Personalizing your InMails.**

Not personalizing your InMails will make them look more like spam. Even if you wrote a compelling sales message and maybe even highly relevant to your lead, you **MUST** show that you've done your research. I mean, there's no way to convey relevance by sending a generalized InMail anyway. This implies that personalizing your InMail should go beyond calling your prospect by name. Every good prospecting starts with thorough research of who you are talking to and what their pain points are.

### **Investing time into coming up with a catchy subject line.**

Think of a LinkedIn InMail as a cold email. Your open rate will depend on the subject line and your response rate on how much relevance you manage to convey through the body of your email. But, we'll get to that later. For now, think about how to get your lead to open your InMail.

## Keeping it to a reasonable length.

Yes, we said that one of the LinkedIn InMail benefits is for sure its extensive character limit. However, this doesn't mean that you have to use all of it. Busy decision-makers that you are trying to reach out to via InMail are still very busy even when they do open your InMail. Practice the art of writing compelling and straight-to-the-point sales messages.

## How To Send An InMail On LinkedIn

LinkedIn InMails are similar to regular email. Therefore, look at it like that in the terms of the subject line and preview text.

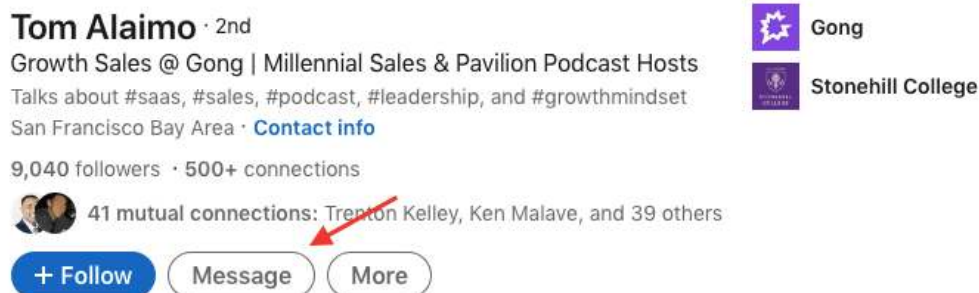
This is the InMails character limit:

- **Subject line:** 200 characters
- **InMail body:** 1900 characters
- **Signature:** 150 characters

There are two ways to send an InMail on LinkedIn:

#1 Navigate to the profile of a LinkedIn member you would like to send an InMail to

Click "Message".





**Tom Alaimo** · 2nd  
Growth Sales @ Gong | Millennial Sales & Pavilion Podcast Hosts  
Talks about #saas, #sales, #podcast, #leadership, and #growthmindset  
San Francisco Bay Area · [Contact info](#)

9,040 followers · 500+ connections

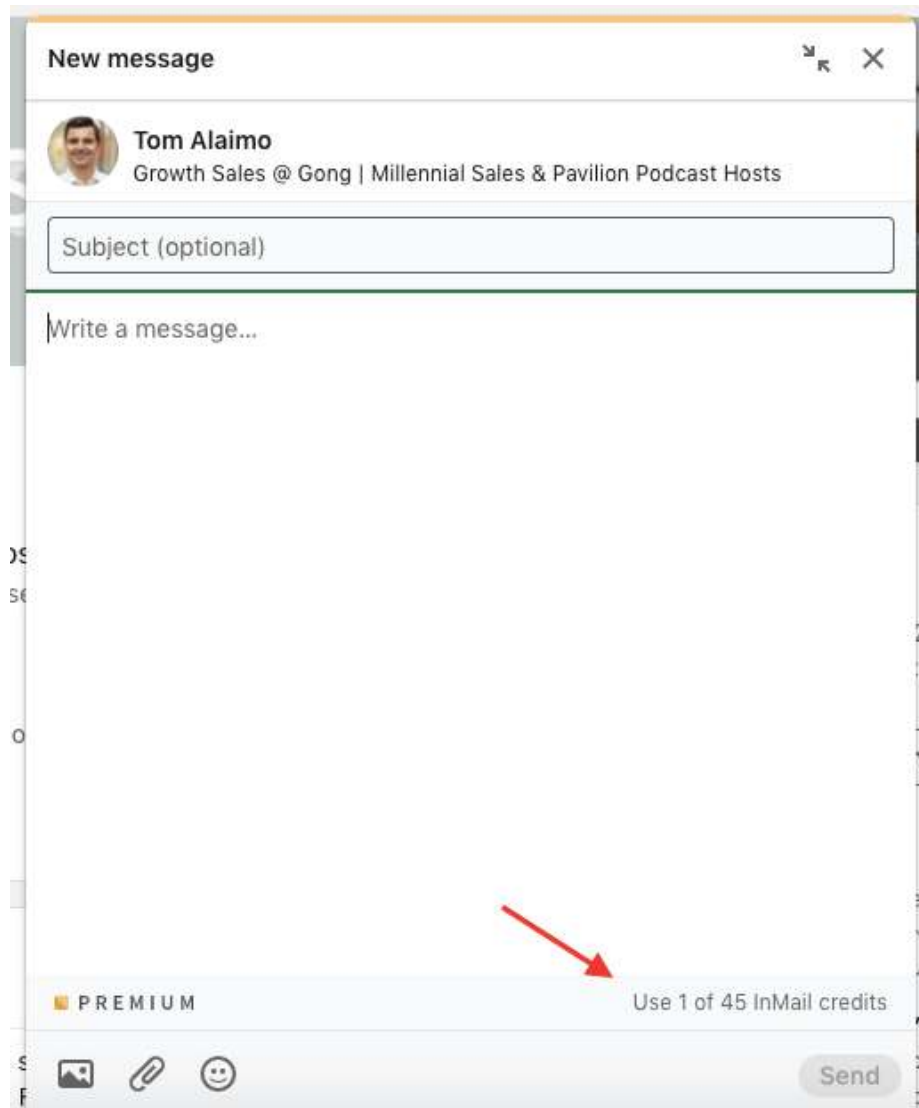
41 mutual connections: Trenton Kelley, Ken Malave, and 39 others

[+ Follow](#) [Message](#) [More](#)

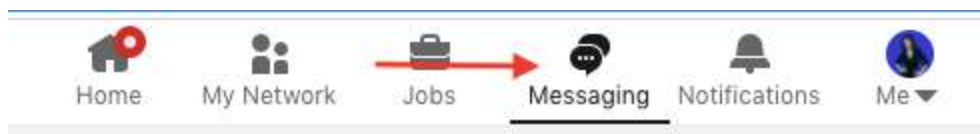
 Gong  
 Stonehill College

# Ultimate Guide To LinkedIn InMail to Increase your Response Rate

Since you are not connected, LinkedIn automatically redirects you to send an InMail.

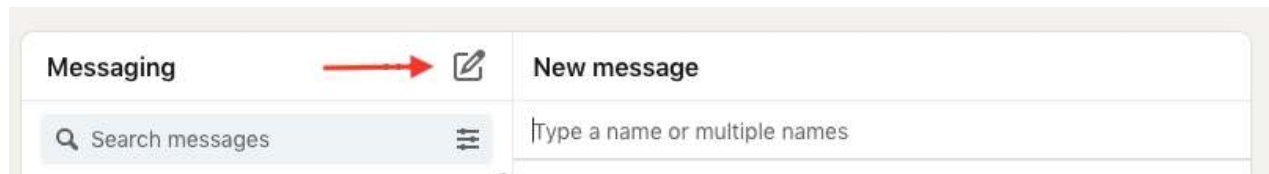


#2 You can do the same from your LinkedIn Inbox. Click “Messaging”.

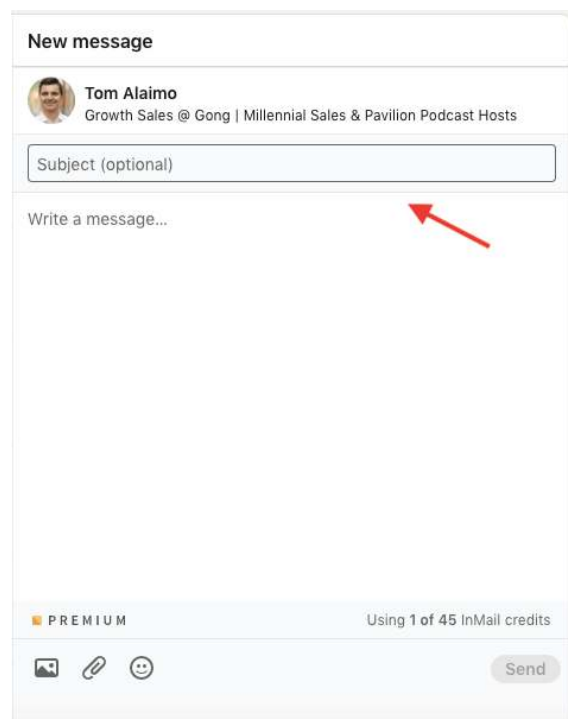


# Ultimate Guide To LinkedIn InMail to Increase your Response Rate

Then “Create a New Message”.



Type in the name of the lead. You will get a dropdown menu from which you can choose. In case you pick a LinkedIn member you are not connected with, LinkedIn will automatically redirect you to send them an InMail.



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# LinkedIn InMail Examples: 9 Templates That Get Responses

## #1 Sending InMail to a potential collaborator/partner

### Template

*Subject: Are you still providing {{service/product}} services?*

*Hey {{firstName}},*

*I am currently in need of a {{service/product}} in {{industry}}. After doing some research, I've decided to reach out to you, due to {{reason}}.*

*Do you still provide {{service}}?*

*If yes, I would love to discuss it further with you.*

*Thank you in advance!*

*Kind regards,*

*{{yourName}}*

*{{yourCompany}}*

*{{contact}}*



## Real-life example

### InMail subject

Are you still providing copywriting services?

### InMail message

 Add image

Hey Jenny,

I am currently in need of a copywriting service in the SaaS industry. After doing some research, I've decided to reach out to you, due to your vast writing experience in lead generation-related topics and your university degree in software engineering.

Do you still provide copywriting service?

If yes, I would love to discuss it further with you.

Thank you in advance!

Kind regards,

Edward Jones  
LeadUp Technologies  
edward.jones@leaduptech.com

This template works because:

- It is clear that you've done the research and picked a handful of LinkedIn members whose professional background you found relevant for what you need.
- You approach with a concrete reason and reference.
- Even if currently not interested in the business offer, it is always good to connect with someone who is a potential collaborator or partner.

## #2 Invite a prospect to an event

### Template

*Subject line: Join us for {{event}}*

*Hello {{firstName}},*

*{{CompanyName}} is organizing {{event}} in {{location}} on {{date}} with the goal of {{goal}}.*

*Since you work as {{occupation}}, I thought it would be interesting for you to check it out. Some of the main topics that will be covered are, but are not limited to:*

- {{topic1}}*
- {{topic2}}*
- {{topic3}}*

*If it sounds interesting, here are more details on the link – {{link}}.*

*In case you have any questions don't hesitate to contact me.*

*Best regards,*

*{{Name}}*

*{{Title}} at {{Company}}*

*{{Contant}}*

## Real-life example

### InMail subject

Join us for the Best Digital Practices for 2022 event

### InMail message

 Add image

Hello John,

TMS Advertising is organizing the Best Digital Practices for 2022 in the Marriott Hotel on December 5, 2021, with the goal of gathering digital marketing professionals and discussing innovative digital practices and predictions for 2022.

Since you work as a Digital Marketer, I thought it would be interesting for you to check it out. Some of the main topics that will be covered are, but are not limited to:

2021 tendencies expected to die out in 2022.  
Top challenges of 2021 digital marketers and how to solve them in 2022.  
New types of influencers and how to approach them.

If it sounds interesting, here are more details on the link - <http://www.bestdigitalpractices2022.com>.

In case you have any questions don't hesitate to contact me.

Best regards,

Jennifer Collins  
Head of Growth at TMS Advertising  
[jencol@tmsadvertising.com](mailto:jencol@tmsadvertising.com)

This template works because:

- You've done the research, you know who you are talking to, and that the event can actually be of your lead's interest.
- Mention their occupation to specify who the event is for. Leads can work in different industries, yet it is their role/title in that specific industry that counts.

## #3 Offer your service/product in an InMail to a decision-maker

### Template

*Subject examples: Need help with {{problem}}?*

*Hello {{firstName}},*

*We are currently helping {{companyType}} companies to {{service/product}}. I see that you are {{occupation}} at {{currentCompany}}, so I thought you might see value in it.*

*{{product/service}} can provide the following for your business:*

- *{{problem1}}*
- *{{problem2}}*
- *{{problem3}}*

*However, our {{product/service}} is not limited to this!*

*I would love to have a chance to jump on a quick call and discuss each challenge you meet at your workplace that our {{product/service}} could help solve.*

*Have a great day.*

*Best,*

*{{yourName}}*

*{{title}}*

## Real-life example

### InMail subject

Need help with intent data?

### InMail message

 Add image

Hello Steven,

We are currently helping SaaS companies to understand their audience and know exactly whom to target. I see that you are Head of Marketing at GetLeads, so I thought you might see the value in it.

DataCollector can provide the following for your business:

Accurate analytics  
Increased on-site conversion  
Targeting specific prospects with ads

However, DataCollector is not limited to this!

I would love to have a chance to jump on a quick call and discuss each challenge you meet at your workplace that DataCollector could help solve.

Have a great day.

Best,

Anna-Marie Peterson  
Head of Sales

This template works because:

- You reached out to a lead with a concrete reference.
- The person that you sent an InMail to is a decision-maker. You've done your research and made a reference to it.
- Even if currently not interested in your product/service, they will want to connect just as it might be the product/service relevant for their business in the future.

## #4 Content promotion

### Template

*Subject: To answer your question in {{group/post}}*

*Hello {{firstName}},*

*I saw that you asked {{question}} in {{group}} / as a comment to {{name}}'s post, and I thought that the blog that we recently posted {{blogTitle}} could help answer your question.*

*Either way, I see that you work in the {{industry}} industry, and the content that we publish might generally be of your interest. If so, check it out here – {{link}}.*

*Let me know if you found {{blogTitle}} useful.*

*Best,*

*{{yourName}}*

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## Real-life example

### InMail subject

To answer your question in Jane Durst's post comment

### InMail message

 Add image

Hello Susan,

I saw that you asked how to target leads attending a specific LinkedIn event as a comment to Jane Durst's post, and I thought that the blog that we recently posted "How to target LinkedIn event attendees: A Full Guide" could help answer your question.

Either way, I see that you work in the Lead Generation industry, and the content that we publish might generally be of your interest. If so, check it out here - [www.leadgencontent.com](http://www.leadgencontent.com)

Let me know if you found "How to target LinkedIn event attendees: A Full Guide" useful.

Best,

Jane Johnson

This template works because:

- You made a concrete reference to a comment a LinkedIn member left.
- The content you sent is relevant both to their question and business/field of work.
- They are more likely to connect with you because what you do is relevant to their business/industry.

## #5 Send an InMail to a mutual connection by recommendation

### Template

*Subject line: {{mutualConnection}} recommended I reach out*

*Hi {{firstName}},*

*Our mutual connection, {{mutualConnection}}, and I were talking about {{topic/issue/specialty}}. I heard you are an expert on the issue.*

*I might need relevant insight on {{topic/issue/specialty}} for my business and would love to schedule a meeting with you. If yes, let's connect on LinkedIn or you can send me an email to the address in the signature section.*

*Let me know what works for you.*

*Best regards,*

*{{yourName}}*

*{{contact}}*



## Real-life example

### InMail subject

Hellen Goldberg recommended I reach out.

### InMail message

 Add image

Hi Jasmine,

Our mutual connection, Hellen Goldberg, and I were talking about the difficulty and importance of building and maintaining an online presence of a business. I heard you are an expert on the issue.

I might need relevant insight on building and maintaining an online presence for my business and would love to schedule a meeting with you. If yes, let's connect on LinkedIn or you can send me an email to the address in the signature section.

Let me know what works for you.

Best regards,

Justin Greene  
justin.g@jbselectronics.com

This template works because:

- The lead came to you as recommended.
- You made a concrete reference to a person who recommended the lead.
- You are familiar with the person's expertise.
- By expressing the need for concrete service/business help, your intention is clear.

## #6 Reach out to a lead as a recruiter

### Template

*Subject line: Loved your LinkedIn post on {{topic}}*

*Hello {{firstName}},*

*First of all, I loved your LinkedIn post on {{topic}}! It spurred me to reach out to you, as you seem to be the right fit for the position of {{position}} at {{company}}. I also see that you studied {{studies}} at {{university}} which I find to be a great asset to this role.*

*Anyways, as you may have guessed, I am a recruiter at {{company}}. I would love to take this conversation further in case you are interested. Here's a link to the job description – {{link}}.*

*Please let me know if you are interested.*

*Best,*

*{{yourName}}*

*{{Contact}}*

## Real-life example

### InMail subject

Loved your LinkedIn post on paid advertising on social media

### InMail message

 Add image

Hello Nicolas,

First of all, I loved your LinkedIn post on paid advertising on social media! It spurred me to reach out to you, as you seem to be the right fit for the position of digital marketer at Jeffrey & Co. I also see that you studied Online Marketing at the University of Cleveland which I find to be a great asset to this role.

Anyways, as you may have guessed, I am a recruiter at Jeffrey & Co. I would love to take this conversation further in case you are interested. Here's a link to the job description - [www.jeffreyco.com/careers/digitalmarketer](http://www.jeffreyco.com/careers/digitalmarketer)

Please let me know if you are interested.

Best,

Nancy Nicolson  
n.nicolson@jeffreyco.com

This template works because:

- You reached out with a concrete reference not only to the person's education and/or experience but to their contribution to the LinkedIn community.
- It's not just a random InMail, the person is truly qualified for the position and you are acknowledging it.
- Even if the person is not interested in the job offer, they will want to stay in touch with a recruiter who did not just randomly throw a link to a job post at them.

## Template

*Subject line: Invite to join {{communityName}}*

*Hello {{firstName}},*

*I would love to officially invite you to join {{communityName}}. It is a {{typeOfcommunity}} community aimed towards {{industry}} professionals with the goal of {{goal}}.*

*We would really love it if you joined. Your vast experience as {{occupation}} spurred me to reach out.*

*Here is the link – {{link}}, check it out and see.*

*Hope to see you there.*

*Have a great day,*

*{{yourName}}*

*{{occupation}}*

**Scale B2B sales! 3X more leads & appointments,  
100% done-for-you!**

[Get A Demo](#)

## Real-life example

### InMail subject

Invite to join Ads Growth Hacker

### InMail message

 Add image

Hello Matt,

I would love to officially invite you to join Ads Growth Hacker. It is a Facebook community aimed towards advertising professionals with the goal of sharing knowledge, discussing current and past trends, and exchanging ideas on how to improve and grow your business through ads.

We would really love it if you joined. Your vast experience as an advertising manager spurred me to reach out.

Here is the link - [www.facebook.com/groups/adsgrowthhacker](http://www.facebook.com/groups/adsgrowthhacker) , check it out and see.

Hope to see you there.

Have a great day,

Michelle J. Spears  
Director of Advertising

This template works because:

- The lead's occupation is relevant to the community. It is not just some random person you've invited to join your community.
- The community is relevant to the person's occupation too.
- You briefly explained what the community is all about.

## #8 Invite a guest speaker to your event

### Template

*Subject: Be our guest speaker!*

*Hello {{firstName}},*

*I would like to use this opportunity to invite you to be a guest speaker at {{nameEvent}} event.*

*Due to your {{numberOfyears}} years of experience in the {{industry}} industry, we felt that your insight on {{topic}} would be an invaluable asset to the {{industry}} industry.*

*I would like to schedule a meeting to further discuss details in case you are interested.*

*Here is a link to the organizer if you would like to check it out beforehand – {{link}}.*

*Please let me know if you have any additional questions.*

*Best regards,*

*{{yourName}}*

*{{title}}*


*{{contact}}*

## Real-life example

### InMail subject

Be our guest speaker!

### InMail message

 Add image

Hello Ellis,

I would like to use this opportunity to invite you to be a guest speaker at the 2022 Online Sales Hacks & Tendencies event.

Due to your 8 years of experience in the Sales industry, we felt that your insight on the dying trends in online sales would be an invaluable asset to the Sales industry.

I would like to schedule a meeting to further discuss details in case you are interested.

Here is a link to the organizer if you would like to check it out beforehand - [www.mpadvisory.com/events/educational/online-sales-hacks-tendencies](http://www.mpadvisory.com/events/educational/online-sales-hacks-tendencies)

Please let me know if you have any additional questions.

Best regards,

Joshua Henricks  
Head of Training and Development  
[joshua.h@mpadvisory.com](mailto:joshua.h@mpadvisory.com)

This template works because:

- You are making a concrete reference to the person's years of experience and expertise. It points out that you've done your research and are not inviting a random person to be a guest speaker.
- There is a link to the event so the potential guest can inform themselves on the subject.
- A concrete call-to-action at the end to schedule a meeting to discuss the invite further.

## #9 InMail as the last follow-up

### Template

*Subject: Last follow-up*

*Hey {{firstName}},*

*I just wanted to check out here one last time if I've crossed the line. Hopefully not.*

*Maybe it's me, but I get the feeling now is not the right time to connect.*

*As a parting gift, I wanted to share with you templates that could help you in your outreach  
{{gift}}.*

*I won't be sending you any more messages, don't worry.*

*All the best,*

*{{yourName}}*

*{{title}}*



## Real-life example

### InMail subject

Last follow-up

### InMail message

 Add image

Hey John,

I just wanted to check out here one last time if I've crossed the line. Hopefully not.

Maybe it's me, but I get the feeling now is not the right time to connect.

As a parting gift, I wanted to share with you templates that could help you in your outreach: [www.skylead.io/templates](http://www.skylead.io/templates)

I won't be sending you any more messages, don't worry.

All the best,

Nick Jefferson  
Head of Sales

This template works because:

- You are confirming that this is truly the last time you are trying to connect.
- There is a free resource included.
- You ask for an apology in case you crossed the line. People are more likely to either respond by saying that they haven't seen your previous messages/emails/InMails or respond knowing you will not "bother" them anymore.

## Summary

With this ultimate guide, we've covered the main things you need for effective and smart use of a LinkedIn InMail.

You've learned:

- What a LinkedIn InMail is.
- Why you should send LinkedIn InMails.
- How to send a LinkedIn InMail.
- How many InMail credits your LinkedIn plan has.

Furthermore, the above 9 simple, yet impactful LinkedIn InMail templates will help you get the responses you need. Use them as they are or adjust them to fit your business goals.

And if you want to learn more about how to expand your network or generate 10 times more leads in less time, join Demand.Cloud's Demo Call. Hear out what our Sales reps & Lead generation experts have to say on how to maximize your means of communication and make the best use of both LinkedIn and email outreach.

**Scale B2B sales through  
1:1 hyper-personalized  
sales engagement!**

[Free Consultation →](#)



# Scale B2B sales through 1:1 hyper- personalized sales engagement!

Demand.Cloud is the leading sales engagement platform and service, with a team of outbound marketing experts and appointment setters, having generated thousands of leads and booked appointments for our customers.

The combination of our 1:1 hyper-personalized messaging and multi-touch outreach and engagement has led to fast and powerful results. With our service, we can confidently generate 5-10 booked appointments per month, per connected LinkedIn and Email account (Rep).

Get a self-sustaining funnel of hot leads and booked appointments to grow your company's sales.

**Get Started Now!**

