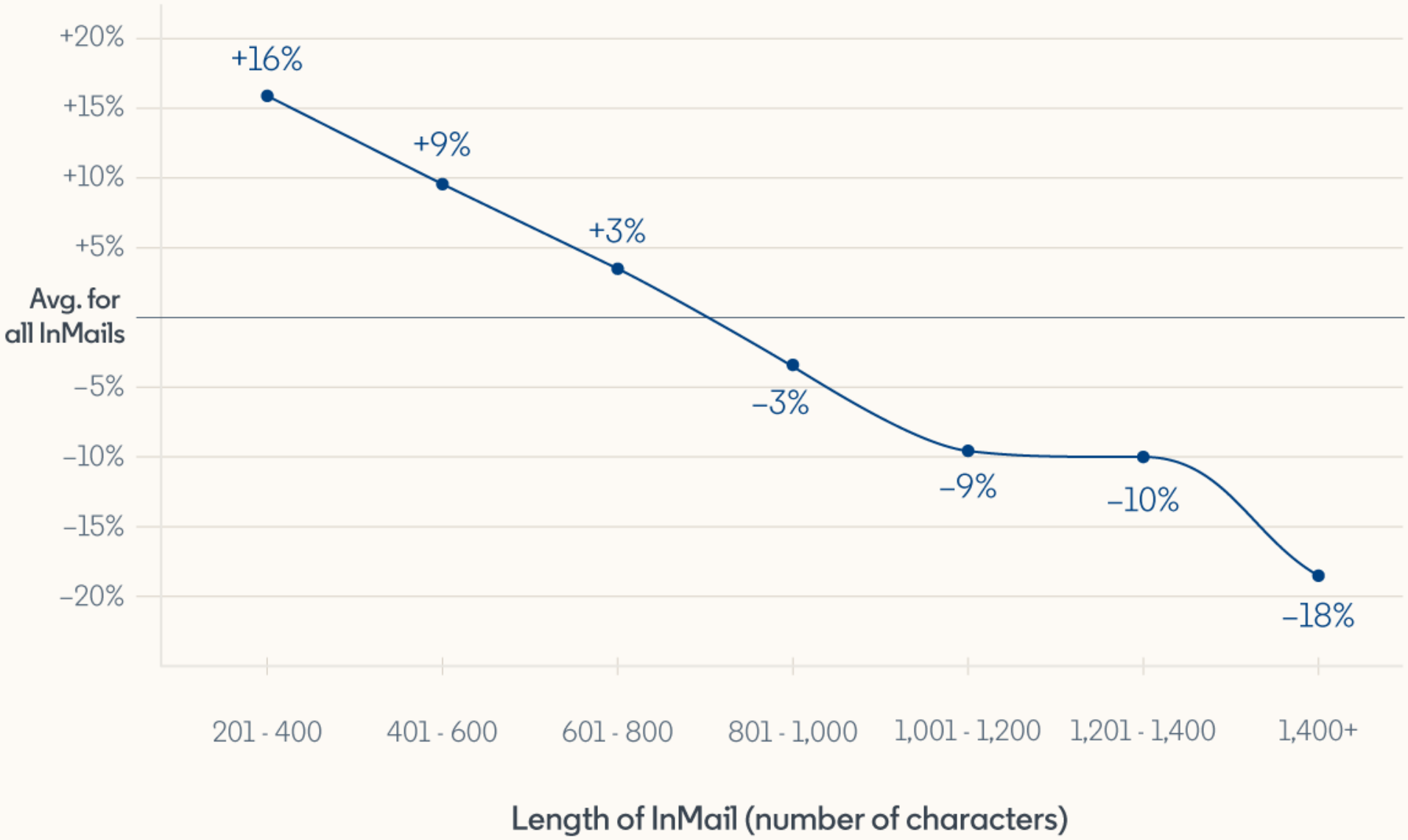
ENGAGER SUR LINKEDIN

Les secrets de l'Inmail

Shorter InMails get above-average response rates

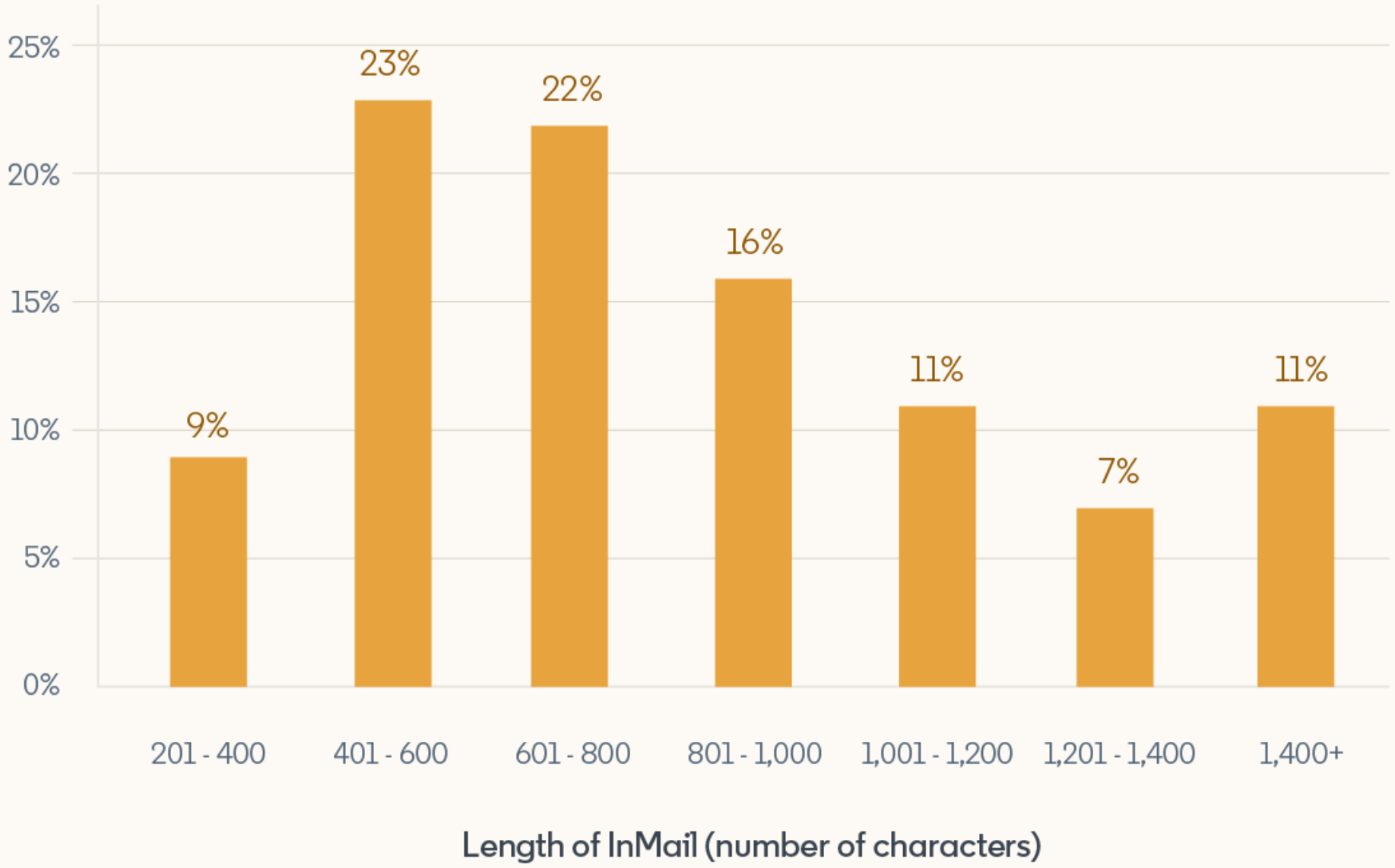
Response rates for different lengths of InMails vs. overall average



Insights from LinkedIn

90% of all InMails are longer than 400 characters

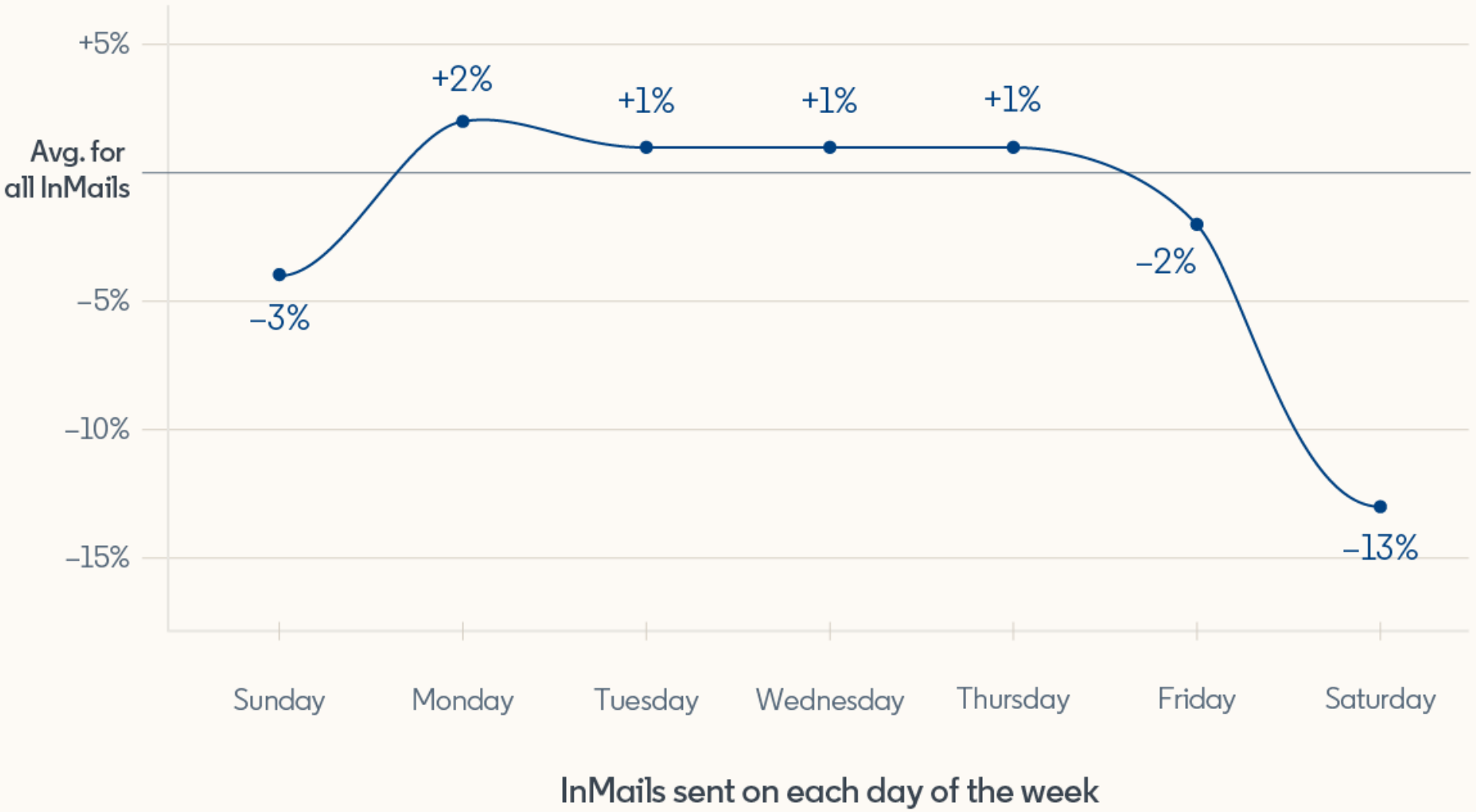
Popularity of InMail lengths, shown as a percentage of all InMails sent



Insights from LinkedIn

InMails sent Monday to Thursday get the best response rate

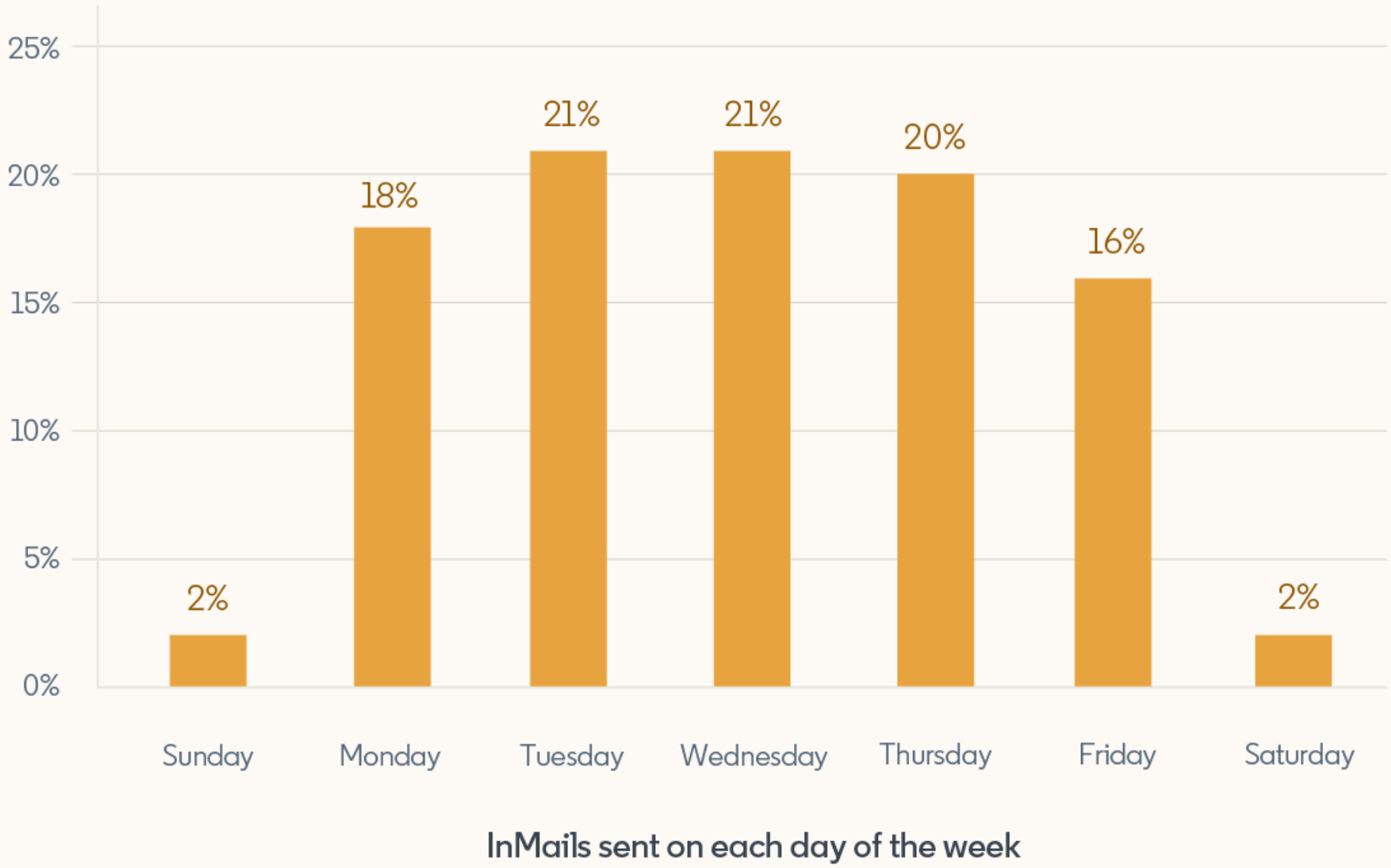
Response rates for InMails sent each day compared to the overall average rate



Insights from LinkedIn

The middle of the week is the most popular time to send InMails

Percentage of all InMails sent for each day of the week



InMails sent on each day of the week

Insights from LinkedIn

InMails **sent individually** performed nearly

20%

better than InMails **sent in bulk**

Insights from LinkedIn

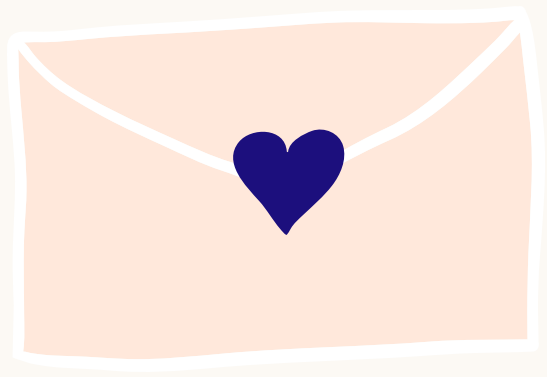
InMails written **without a template**
performed nearly

20%

better than **templated InMails**

Insights from LinkedIn

INFO À EMPORTER



Améliorer son **taux de réponse :**

1. Privilégiez des InMails **courts** (-400 mots)
2. Prospectez entre **lundi et jeudi**
3. Envoyez individuellement
4. **Personalisez** au maximum (utilisez la fonction audio par exemple)
5. Testez et expérimentez : **documentez** vos performances !

D'accord ? Pas d'accord ?
Un autre conseil ?

RDV dans les commentaires !