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# Masterclass

How to dramatically improve your  
response rates on LinkedIn

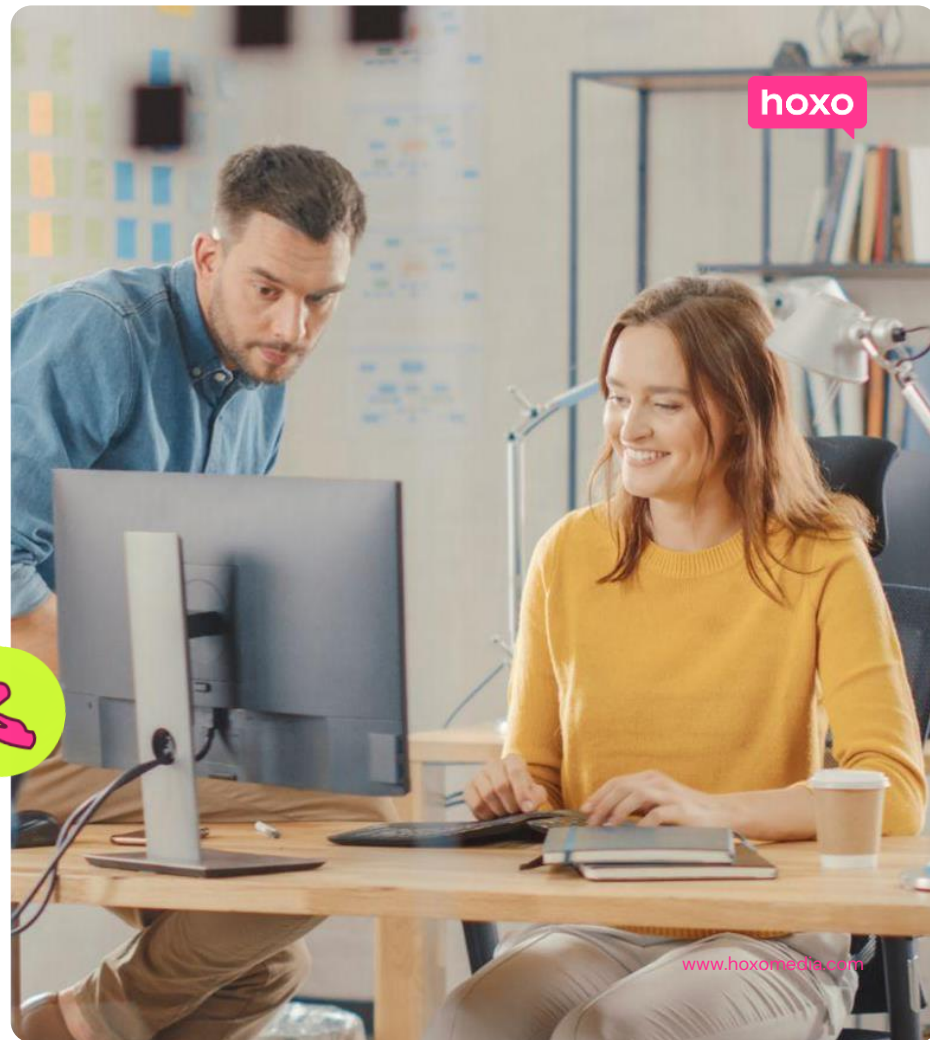
(without killing your business using  
automation or AI)

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Presented by  
Sean Anderson

We spoke to  
over 5000  
recruitment  
agencies in 2023



2023

Recruiters, who all spend huge amounts of money and time on LinkedIn in order to acquire new clients and candidates

(They are telling us the exact same story)



# How did I get here?







MY STORY

2012–2016:

£725k Top biller &  
Contract Manager  
in London

MY STORY

Dec 2015:

150 Contractors / £2m GP



MY STORY

# 2016: Burnout & Research

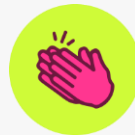






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MY STORY

## 2024: Hoxo

- £2m p/y inbound
- 6000 recruiters
- The RAG
- I am actually happy





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HERE'S WHAT WE'RE SEEING

# A reaction to declining response rates



# A ramp in activity using traditional methods





But these  
methods aren't  
working as  
effectively as  
they used to





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Using AI &  
Technology to do  
MORE at a greater  
volume!



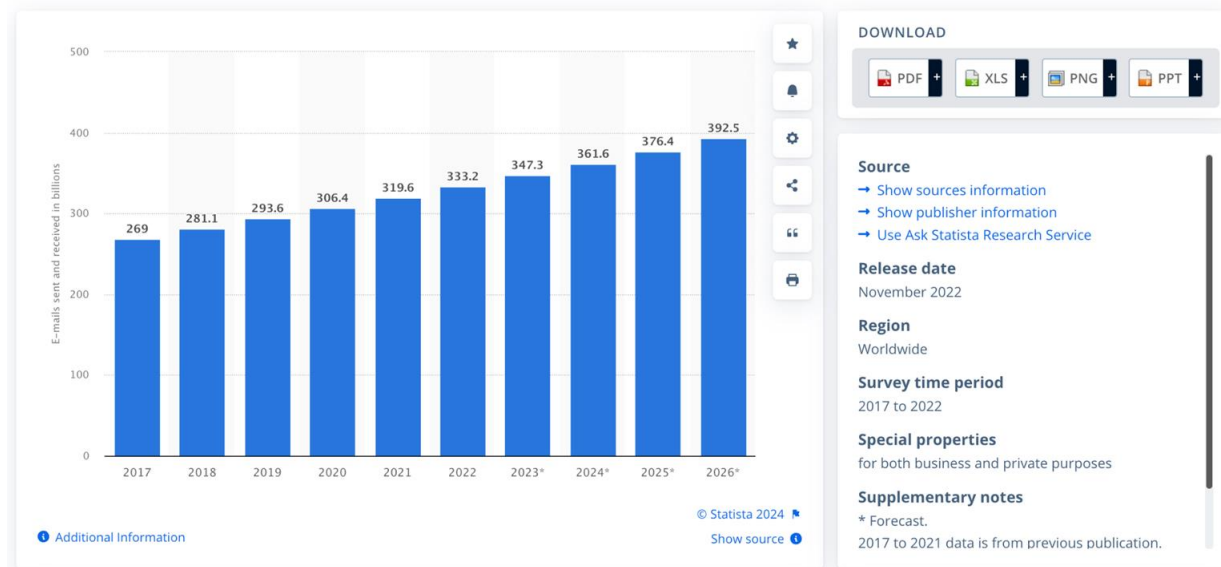
We've seen a  
decline in  
responses to  
sales emails

# Supporting evidence

Data sources – Email data from Statista & HubSpot

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Number of sent and received e-mails per day worldwide from 2017 to 2026  
(in billions)





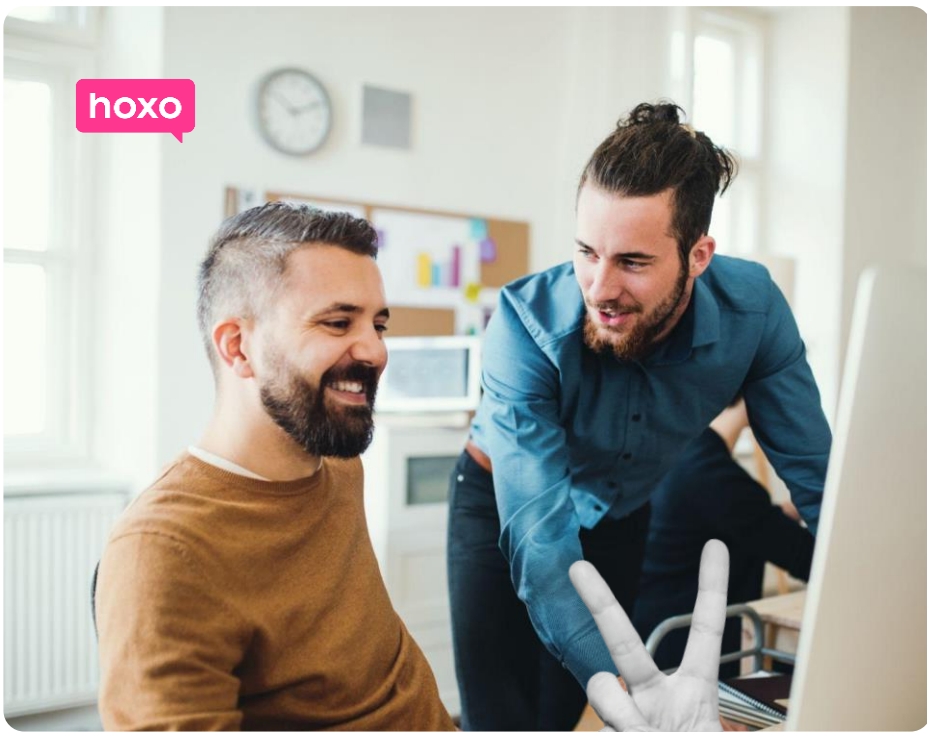
# Supporting evidence

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LinkedIn also have  
a policy to solve  
the same problem!

# Supporting evidence

Data sources – data from LinkedIn, Statista & HubSpot  
May 2024

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## InMail Improvement Period in Recruiter

Last updated: 9 hours ago

To ensure members receive high-quality InMail and to help our customers achieve the highest InMail response rates possible, we've established a response rate threshold as part of the [Recruiter InMail Policy](#). This threshold is based on the analysis of InMail activity data as well as member feedback about InMail messages.

Recruiters must keep their InMail response rate at or above 13% on 100 or more InMail messages sent within every 14-day assessment period.



# Supporting evidence

Data sources – data from LinkedIn, Statista & HubSpot  
May 2024

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## Warning Period - Grace Period

InMail response rates are calculated 7 days after the end of a warning period so that your InMail recipients have time to respond to your InMails. For example, if you receive a warning about a low response rate on May 1st, your response rate will be re-evaluated on May 21st. During this 7-day grace period, you will still be able to send bulk and one-to-one InMails.

# Supporting evidence

Data sources – data from LinkedIn, Statista & HubSpot  
May 2024

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## InMail Improvement Period (Restriction Period)

If your response rate does not improve and exceed 13% at the end of the grace period, you will be placed in an InMail Improvement Period, and your bulk InMail service will be disabled for 2 weeks.

In order to be removed from the InMail Improvement Period, you will need to send one-to-one messages in order to improve your response rate above the 13% threshold

If your InMail response rate rises above 13% at the end of the InMail Improvement Period, you'll be notified and will be able to send bulk InMail messages again. If your response rate does not improve and exceed 13% at the end of the InMail Improvement Period, you will remain in the InMail Improvement Period for an additional 14 days, until the next response rate evaluation date.

You can [monitor your InMail message analytics](#) in Recruiter, including your credits, response rates, and more.



New clients and candidates  
are NOT responding because  
we are not solving the root  
cause of this issue





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When people  
don't know who  
you are, they  
lack trust

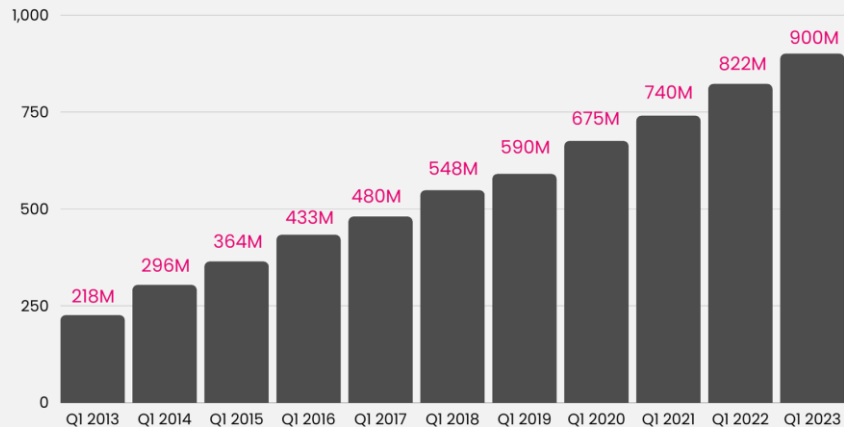




There is a way that  
you can communicate  
with clients and  
candidates in your  
market, efficiently and  
at scale!

This will also increase your  
Recruiter inmail response rate





How many  
LinkedIn 1st  
Degree  
connections  
have you got?

THE REALITY

# LinkedIn 2024

Most recruiters only use LinkedIn for the following reasons

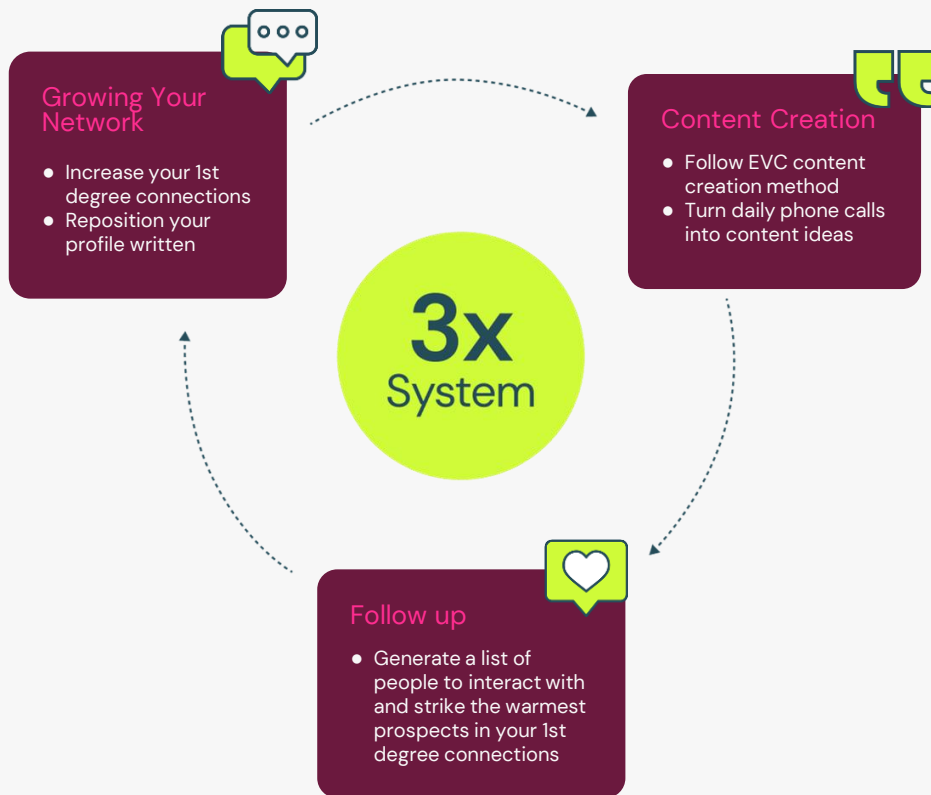
- To find candidates and clients to inmail
- To share their live jobs with the network
- To scroll and take a break from their day



THE SOLUTION

# 3X System

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2023

200 more conversations  
per month that our  
clients are turning into  
real revenue





Graham Cosgrave

DIRECTOR  
MATCH MEDICS



From €200k to €800k in  
placed candidates sourced via  
LinkedIn using the 3X system

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## €800k in 5 months

- Graham and his team followed a traditional model for years before joining us
- Following the 3X system they have made €800k worth of placements from LinkedIn in 12 months (€200k the previous year)
- Now spend LESS time aimlessly scrolling and sending outbound messages on LinkedIn
- MORE time speaking to people who know who they are on the phone and in meetings!



Oliver Legg

CO-FOUNDER  
ASPIRON SEARCH



We immediately saw a  
return on investment of  
\$320k last year

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## \$320k in ROI in 12 months

- Start up agency in UK recruiting in to the US market
- Oli and the team learned how to build their brands
- 1000% increase in impressions and engagement
- Over \$320k billed as a direct result



Kyle Winterbottom

FOUNDER & CEO  
AT ORBITON



£1m in revenue this year has come 100% inbound as a result of my LinkedIn Brand.



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# £1m solo per year!

- 100% of work comes inbound
- People who they've never spoken to are connecting and working with them
- Kyle built up his credibility on LinkedIn
- Kyle personally bills over £1m per yr
- He has gained credibility and earned a spot on Data IQ's 100 Most Influential People in Data 2022/23

Full case study here







Simon Hair

MANAGING DIRECTOR OF  
PRECISION SOURCING



So as a minimum, Hoxo in one financial year accounted for \$2m in margin and 54% of our deals originate from a client meeting. The part Hoxo plays in making those meeting pitches credible is massive..

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## Team delivered \$2m client fees in 12 months

- Had their biggest year since 2005
- Doubled yearly revenue
- Team morale has skyrocketed, and the incentives and extra motivation has led them to become even more competitive
- Created an entire team of talent lead magnets
- Candidates and clients they reach out to already recognise them

Full case study here





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They've found a  
better, more  
sustainable way  
to work





“...that the only thing stopping you from achieving lasting career and life happiness is you.”

Gary Vaynerchuk, Crushing It!



Book a FREE growth call  
with us



bitly

