

Invitation Email Customization

Invite Learners to LinkedIn Learning with a Custom Message

Learners will be inspired to activate their learning license when the invitation email message is relevant, on-brand and aligns with their organization’s objectives.

What’s New?

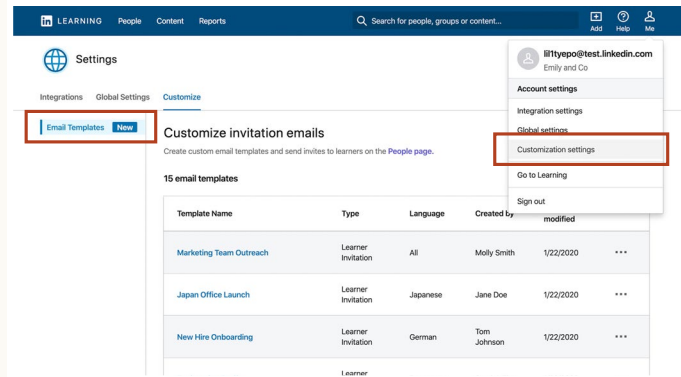
- You can now customize learner invitation emails with specific messaging that is relevant to your business’ unique learning goals.
- You can also create new emails for all learners or for a specific group of learners as well as test various email templates.

What are the benefits?

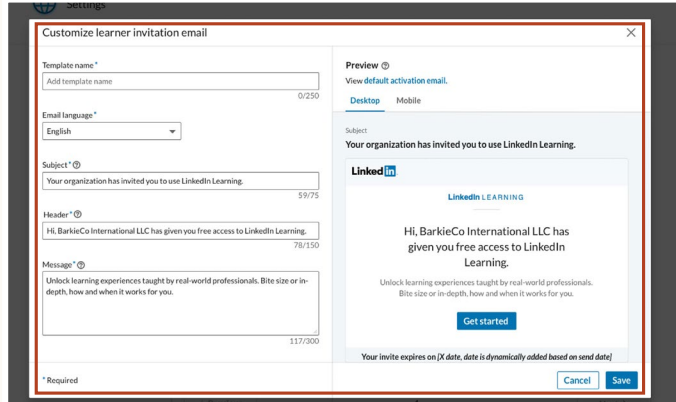
- Customize the language, subject line, header and email body to ensure that emails to your organization are on-brand and relevant to your learners.
- Create, test, and manage multiple email templates that are specific to a variety of departments or groups within your organization.
- Resend custom invites to remind previously invited learners to activate their LinkedIn Learning license.

How does it work:

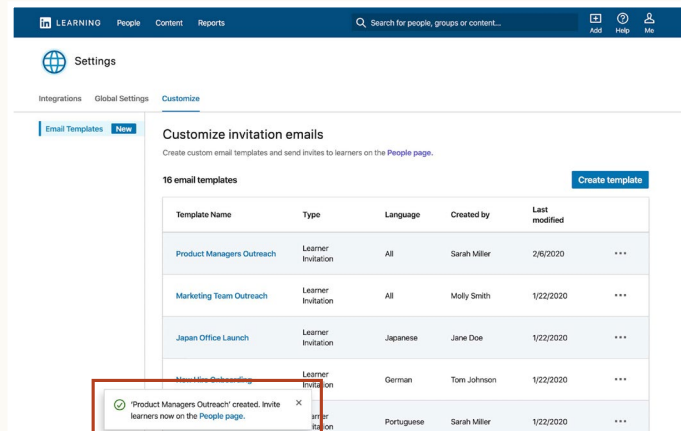
- 1 From the “Me” icon, navigate to “Customization Settings”. Then select “Email Templates” from the left hand column



- 2 Customize your learner invitation email template



- 3 A notice will pop-up when the template is successfully created. You will then need to send the email from the “People” page.



There are four ways to invite learners with a custom email:

1 For few users: Invite by email

The screenshot shows the LinkedIn Learning Admin console. Under 'Your products', there is a summary for '101 Total LinkedIn Learning All Languages License' with 1 Activated and 11 Invited users. The 'Add new users' dropdown menu is open, and 'Add users by email' is highlighted with a red box. Below, the 'Filtered users (12)' table shows two users with email addresses 'abbireddy-test1@test.linkedin.com' and 'abbireddy-test@test.linkedin.com', both with 'Invited' status and 'Resend invite' links.

3 For new users into a group with group-specific messaging

The screenshot shows the LinkedIn Learning Admin console for a group named 'Product Managers'. The 'Add new users' dropdown menu is open, and 'Invite new users by email' is highlighted with a red box. The group has 0 members. Below, the 'Filtered users (12)' table shows two users with email addresses 'abbireddy-test1@test.linkedin.com' and 'abbireddy-test@test.linkedin.com', both with 'Invited' status and 'Resend invite' links.

2 For many users: Invite by CSV

The screenshot shows the LinkedIn Learning Admin console. Under 'Your products', there is a summary for '101 Total LinkedIn Learning All Languages License' with 1 Activated and 11 Invited users. The 'Add new users' dropdown menu is open, and 'Add users by CSV' is highlighted with a red box. Below, the 'Filtered users (12)' table shows two users with email addresses 'abbireddy-test1@test.linkedin.com' and 'abbireddy-test@test.linkedin.com', both with 'Invited' status and 'Resend invite' links.

4 To remind learners to sign up

The screenshot shows the LinkedIn Learning Admin console. Under 'Your products', there is a summary for '101 Total LinkedIn Learning All Languages License' with 1 Activated, 11 Invited, and 100 Available users. The 'Filtered users (11)' table shows two users with email addresses 'abbireddy-test1@test.linkedin.com' and 'abbireddy-test@test.linkedin.com', both with 'Invited' status and 'Resend invite' links. The 'Resend invites' button is highlighted with a red box.

