

Give Learner Activation a Boost with Email Invitations

1.5x
Higher
Activation*

for accounts utilizing
CSV upload for email



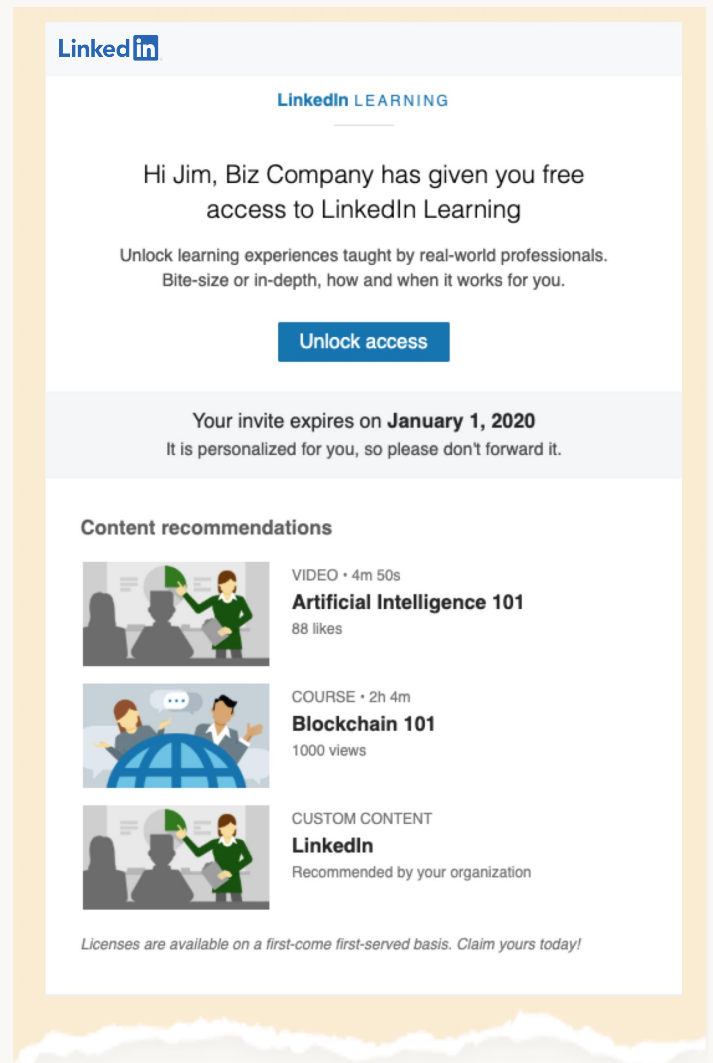
Did you know that more than 60% of learners will activate their learning accounts when they are personally invited via email?

A smart and scalable email invitation strategy remains the most powerful tool to engage learners.

Leverage CSV upload to automate personalized email invitations. You upload the CSV file, and we'll take care of the email campaign.

Best Practices

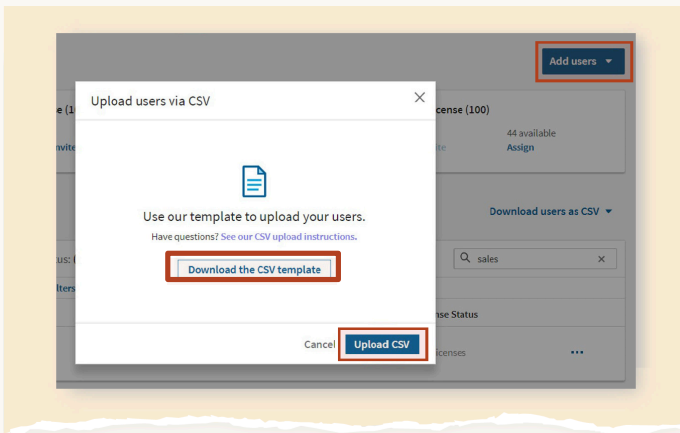
- Invite your entire organization for maximum impact
- Learners can sign-up on a first come first serve basis. A seat will only be occupied when someone within your organization activates their LinkedIn Learning account
- For additional help visit the [LinkedIn Learning Help Center](#)



How it works

1) Get the CSV Template

- In the People tab, click "Add users"
- Then "Add users by CSV"
- Then "Download the CSV template"



2) Add Users to the CSV Template

- Add users' names and emails to the template
- Make sure the license status is "Active" to trigger an email invitation to each learner

	A	B	C	D
1	preferred_first_name	preferred_last_name	primary_email_address	license_english_status
2	John	Smith	john.smith@test.linkedin.com	active
3	Timothy	Smith	tim.smith@test.linkedin.com	inactive
4				

In this example, John will be invited to activate, and Timothy's license will be revoked

3) Upload the CSV to LinkedIn Learning

- In the People tab, click "Add users"
- Then "Add users by CSV"
- Then "Upload CSV" - we'll email you when processing is complete

