

# Getting Started with the LinkedIn Learning Affiliate Program



The LinkedIn Learning affiliate program is a great way to gain access to the tools you need to promote your courses on LinkedIn Learning AND earn commissions for any free trial or course purchase you drive.

Signing up is easy. Fill out a [short application](#) that includes the information we need to pay you via direct deposit. Once you're admitted into the program, you can login to the Impact platform (LinkedIn's affiliate partner) where you'll have access to creative, tracking codes, reporting and everything else you need to get started.

## The Application Process

1. When filling out company name if you append **Instructor** to your account name it will help us identify you and get you approved quickly.
2. When designating "Promotional Method" you can select any that apply. If you are unsure go with "Content".
3. For "Media Properties" you can list any website you own or use the URL of the content you plan to target on LinkedIn Learning.
4. Be sure to check the box that you've agreed to the Master Campaign Agreement.
5. Once you are accepted into the program, you will receive an email with instructions on how to access your account.

## Set Up Your Payment Settings

1. Once your account is setup, be sure to enter your payment settings. On the homepage, select "Complete Withdrawal Settings."
2. Share your bank information and determine your payment scheduling to ensure you are paid in a timely manner.

## See the commissions you've earned

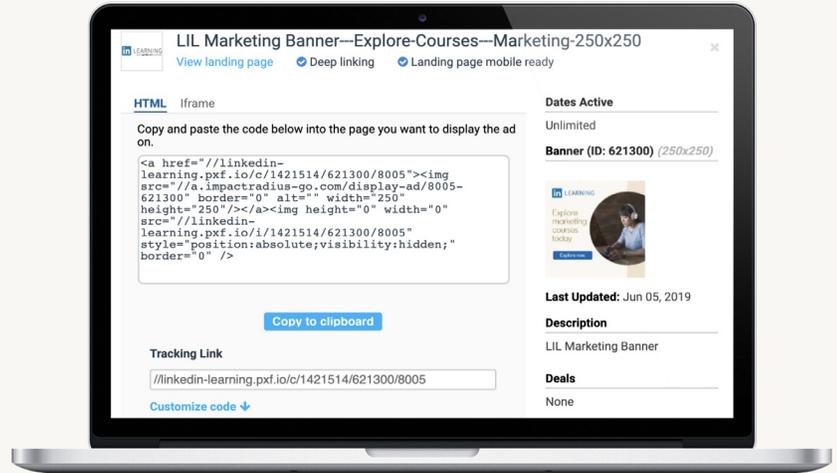
1. On top nav select the "Reports" drop down
2. Once you have data in your account you will be able to view performance by date or campaign. Note that LinkedIn Learning is considered a "campaign" for the purposes of you account.

## See the terms of your LinkedIn Affiliate agreement

1. From the home page, select "View All" from the "Contract Terms" widget.
2. You should see LinkedIn Learning and our associated terms.

## Get Ad Creative

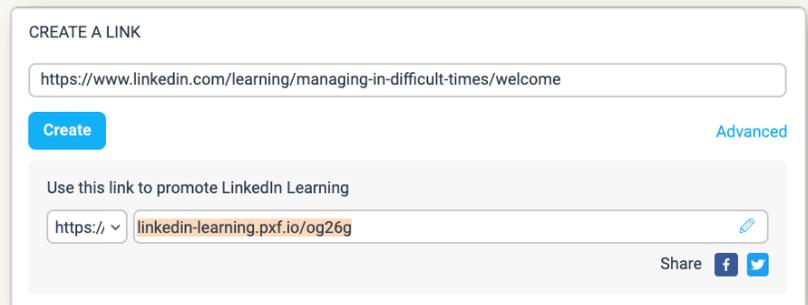
1. Log in to your account
2. From top nav “Ads” drop down, select “Ads and Links”, then you can filter for the ad you’d like to use
3. Click “Get Code,” then copy and paste the code into the page where you want to display the ad
4. Note that all links point to [www.linkedin.com/learning](http://www.linkedin.com/learning) but if you want to select another destination, click on “Customize Code” and then “Send traffic from this ad to a specific landing page.”
5. Add the URL you want to drive traffic to and then click “Generate Custom Code” to get the updated code. You can then cut and paste this code into the page you want to display the ad on.



## Creating Deep Links

Create a deep link to any category, course, video or Instructor page

1. Use the ‘Create A Link’ widget on your Impact homepage
2. Insert the URL of your choice into the ‘Landing Page’ box
3. Click the ‘Create’ button
4. Select ‘HTTPS’ next to the link that was generated to copy the link
5. Paste it onto your site or share it on social media



Ready to get started? [Join the affiliate program today](#). Further questions? Check out our [Affiliate Program FAQs](#) or contact us at [LILAffiliates@linkedin.com](mailto:LILAffiliates@linkedin.com)