

How your courses are promoted and discovered: The inside scoop

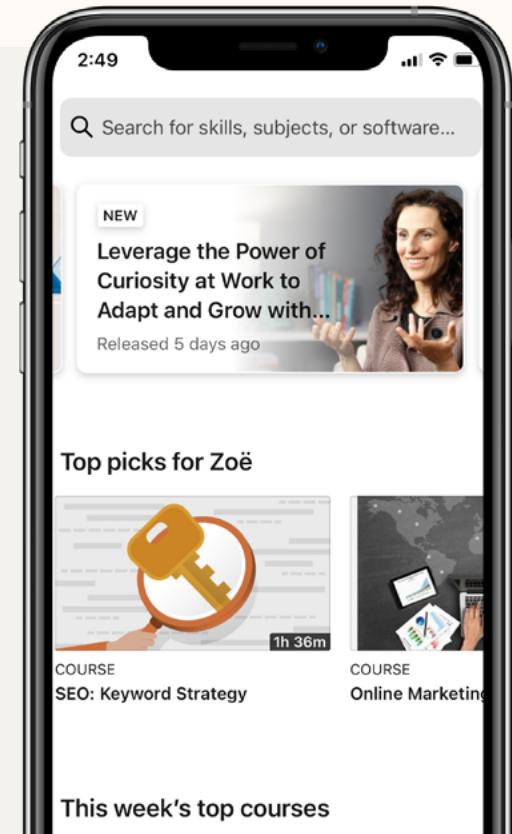


LinkedIn's mission is to connect the world's professionals to make them more productive and successful. Sharing your courses with our customers and members is an integral role in doing so by supporting them develop the skills they need to navigate today's world of work. We do this through promotion with our learner, customer, and prospect audiences, as well as through members' in-product experience discovering your courses and thought leadership.

Ways learners can access LinkedIn Learning

There are multiple ways someone can access LinkedIn Learning, these include through:

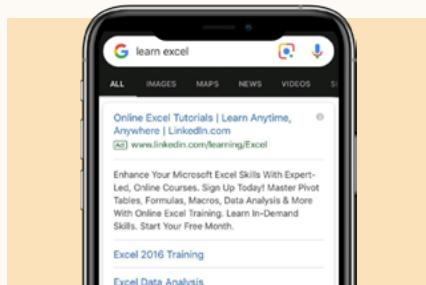
- **LinkedIn Premium:** LinkedIn Learning is included with all Premium accounts
- **Their organization:** Organizations can buy LinkedIn Learning licenses no matter the size of their business
- **Their local library:** Some libraries offer access to LinkedIn Learning with a library card and library code
- **Colleges and Universities:** Some colleges and universities offer access to LinkedIn Learning to their students and faculty
- **Buying a single course**
- **Individually unlocked courses**
- **A shared course made free by someone with LinkedIn Learning access**
- **A 30-day free trial**





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Learner promotion



Search

We invest in both search engine optimization (SEO) and paid search engine marketing (SEM) across Google, Bing, and Yahoo search engines to drive awareness and trial of LinkedIn Learning.

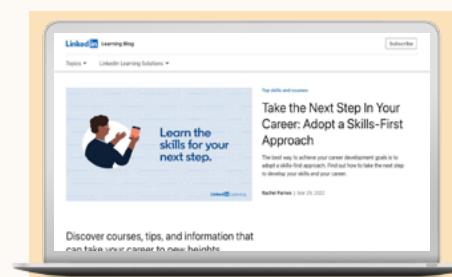
By bidding on a robust set of keywords (both broad and course-specific) that are highly relevant to our library of learning content we ensure we show up in the right place at the right time for our learners.

The LinkedIn feed

With more than 830+ million members globally, LinkedIn is a great place for us to drive awareness and engagement with LinkedIn Learning. We regularly feature courses within the LinkedIn feed to those we think would be interested based on job role, skills, activity, and more. We autoplay the course intro video and viewers can click into the course page to continue watching.

Mile-high learning

We have distribution partnerships with several airlines including Alaska, Emirates, Turkish, Cathay Pacific, Singapore, and Aer Lingus. These partnerships allow us to reach thousands of learners each month while they travel and offer an engaging form of learning-on-the-go



LinkedIn social channels

One way we keep our community connected and engaged is by featuring courses and your thought leadership across LinkedIn's social media channels. Topics shared are aligned with marketing initiatives and are relevant to member needs and goals.

Be sure to follow LinkedIn Learning on [LinkedIn](#), [Instagram](#), [Facebook](#), [Twitter](#) and [YouTube](#), as well as [LinkedIn](#) and [LinkedIn Talent Solutions](#).

LinkedIn blogs

Our goal is to feature wisdom from our courses in a search-optimized, social-friendly blog that serves as an introduction to LinkedIn Learning. Every week we highlight new courses and also frequently highlight tips and tricks from specific courses and/or instructors that tie into our larger marketing initiatives such as Mental Health Awareness Month.

Currently, our blogs each reach ~1M people monthly. Subscribe to our [Learning Blog](#), [Talent Blog](#), and [LinkedIn Blog](#) to stay up to date.

Paid advertising

To remain top of mind for our audience, driving awareness and trials of LinkedIn Learning, we run evergreen and seasonal advertising, across a variety of channels.

Our advertising campaigns have effectively reached new learners via subway billboards, audio ads on Spotify and popular podcast programs, as well as across digital marketing channels. We're constantly testing new campaigns to spread the love of LinkedIn Learning.



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Customer and prospect promotion

Learning.LinkedIn.com

This is our marketing website for prospective and current enterprise customers, driving the majority of leads for our sales team.

We provide prospects information about our product, content, and Course Club. We also provide our customers with our Customer Success Center to seamlessly launch LinkedIn Learning and drive learner engagement. In our Course Club, we hand select a few new courses to be highlighted each quarter that prospects can sign up to receive each quarter.

Course mapping

We have a team that maps your courses to our Enterprise client's objectives and needs to boost the discovery of your courses, lift learner engagement, and support our customers. Content is mapped out for our customers in 3 ways:

1. Mapping courses on topical themes and cultural moments, like International Women's Day.
2. Monthly learner challenges with bite-sized content mapped to customer needs, alongside promotional materials we provide.
3. Recommending LinkedIn Learning courses to customers based on their specific Learning and Development needs.

Quarterly content highlights

Each quarter we highlight the newest LinkedIn Learning courses to our customers and prospective customers through a multi-channel approach via trainings with our sales team, in our quarterly product releases, and more.



Learner discovery

We curate a learning experience to support members' growth by connecting them with content that is most relevant to them, so they continue to come back to LinkedIn Learning time and time again.

Learner homepage

Many learners start their experience here and this is where they see different courses based on what's most relevant to them. The courses are selected by a combination of curation by our team and our algorithm that takes into account the given learners' interests, experiences, and preferences.

We are always optimizing the learning experience to drive engagement, which means we are testing changes to this page regularly. Our goal is to make it as compelling as possible for our learners to take your courses.

Browse and Search

We want it to be easy for learners to find what they are looking for. In addition to the learner homepage, learners can browse and search, both of which we are also continuously optimizing.

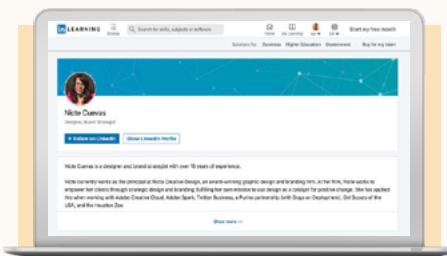
Browse: Hovering over this menu surfaces links to each of our three libraries organized by topics, relevant software, and learning paths. Your courses will be categorized within these.

Search: Learners can also type what they are looking for directly into the search box to see the courses, events, and other learning content that are most relevant to them.



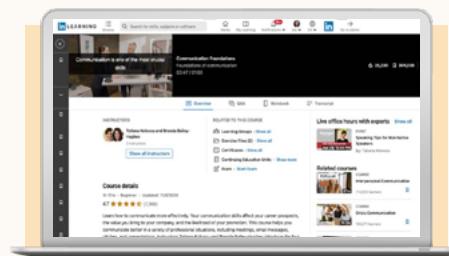
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Showcasing your expertise



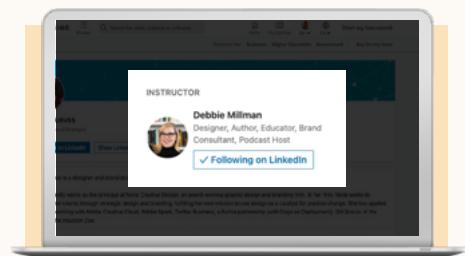
LinkedIn Learning instructor profile

As an instructor, your LinkedIn Learning instructor profile features your bio, courses, and links to your LinkedIn profile and to follow you. This will not only help learners find your courses but also build your audience on LinkedIn. If you'd like to update the content or picture in your profile, please reach out to your Content Manager.



Course overview

On each course, there is an overview, which features links to your instructor profile and to follow you. Learners can find ratings and reviews for your course, as well as suggestions for related courses.



Instructor follow

Turn on [Creator Mode](#) on LinkedIn to both build your audience and gain access to features—like newsletters and live events—to engage your learners. Once someone follows you on LinkedIn, they will not only see your LinkedIn activity, like posts and articles, in their feed, but they will also get a notification when you publish a new course, start a new LinkedIn Newsletter, or go live.

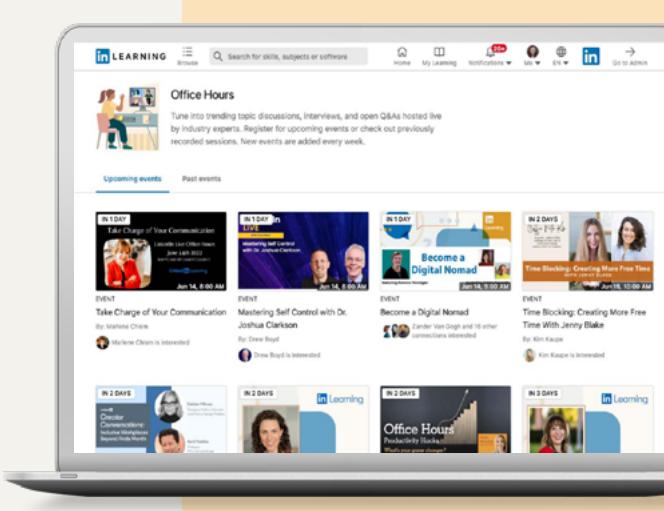
Featured pages

Office Hours page and carousel

We showcase upcoming and past Office Hour events hosted by instructors on both the learner homepage and a dedicated page on LinkedIn Learning. When they click, learners are taken directly to your event page on LinkedIn.

LinkedIn Learning Instructors page

This dedicated page on LinkedIn Learning showcases different instructors, including those with newly released courses and upcoming events. Learners can click to follow the instructor on LinkedIn or be directed to the instructor's profile page.



These are just a few ways we are connecting learners with your courses to gain the skills they need to navigate today's world of work. We encourage you to share your course alongside your thought leadership across your social channels, by hosting Office Hours, adding it to your LinkedIn Newsletter, and more. Check out our [Instructor Hub](#) for more resources.

Questions? Feel free to reach out to your Content Manager for more information.