

## Bitly Learning Webinar: Platform Introduction

### What to Expect

This Introduction webinar is training for the paid version of the Bitly platform. The Bitly Learning team will give you the basics of Bitly and answer a lot of the questions you may have about how to use and organize your Bitly account. Here are some of the questions we'll explore:

#### Adding and implementing a Custom Domain

- What is a custom domain and why should I use one?
- How do I add one to my Bitly account?

#### Creating and managing Bitly and Custom Links

- How can I create new Bitly links and Custom Links?
- How do I create Bitly links via the Chrome extension?
- Can I create links in bulk?
- How do I manage or edit my existing Bitly links?

#### Creating and Customizing QR Codes:

- How do I generate a QR Code in the Bitly Platform?
- Can I customize the QR Code?

#### Redirecting existing Bitly Links

- How do I update the destination of an existing link?

#### Interpreting and leveraging the analytics on your Bitly Dashboard

- What do these numbers mean?
- How can these analytics help me reach and better engage with my audience?

#### Create multiple links and pathways

- What is Bitly Link in Bio?

#### Account Settings

- Where are my personal Bitly account settings and how do I manage them?
- What security measures are available with my Bitly account?

### How to prepare

- Log in to your Bitly account and explore the platform. Don't worry, we'll start with the basics—but you'll get more out of the session if you've checked out the platform beforehand.
- We'll have a Q&A session, so bring any questions you might need answered. If you have a pressing question that can't wait until the webinar, submit a ticket at [bitly.is/supportive](https://bitly.is/supportive) and we can help you!

**\*\*No recording provided' in order to provide the latest product updates & walk-through\*\***