

## Bitly Essentials

### What to Expect

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

#### 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?

#### 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 links

- How can I create new Bitly links?
- How do I manage or edit my existing Bitly links?

#### Using custom branded links

- What is a custom branded link and how do I create one?
- Why should I use custom branded links?

#### Campaigns

- What is a campaign in the Bitly platform?
- How do I create a campaign?
- What can Bitly campaigns do for me, my team, and my business?

#### 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!