



2023

# 10 Features Power Users Recommend for every Bitly Customer

Customer Conversation Recap

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Couldn't attend our live conversation about the top features in Bitly, or just want to revisit the learnings and insights? Here are the top resources shared during the session and helpful resources to help you put them into practice. **Questions?** Or want to share your story? Connect with us at [community@bit.ly](mailto:community@bit.ly).

## How QR Codes, Short Links and Link-in-Bio pages work together

Wondering how to make the most of the full Connections Platform? [Check out](#) our resources on how to make the most of all that Bitly has to offer and how to use them together.



## Setting up your Custom Domains

Whether you're using Bitly Short Links for social media engagement, marketing assets, SMS campaigns and more, setting up your own Custom Domain makes your links a stronger branded experience and drives higher conversions. [Read up](#) on how you can easily set up yours.

## Campaigns, UTM Parameters and more

Set up your Connections Platform [tracking](#) to help you manage campaigns, easily find connection points and understand where your clicks and scans are coming from.



## Connect Bitly to more of your world

Bitly works with the tools that you use every day. From social media management tools like Hootsuite, Buffer, Sprout Social and Sprinklr to CRM software like Salesforce and HubSpot ... [you can do more with Bitly](#). And Bitly can do more for you.