‘You May Also Like...’ Bitly Power User Tips

Live Customer Conversation | October 2023

bitly

Session Rules

1. Today is a conversation … **so, let's talk!**

2. We'll share recording and resources after the session, so you can **stay engaged**.

3. Have **questions**? Submit them through the Q&A panel

Your Hosts

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Associate Customer
Success Manager

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Technical
Writer

What are Power Users Saying about *“How they Use Bitly”*?

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“We love the link shortener service with click analytics.

It has so many integrations with SMM tools and supports custom domains.”

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“We created the QR codes to print on sheets that we took to a trade show. It took customers directly to the product they were interested in.”

“Data tracking of clicks and scans makes this an incredibly important marketing tool.”

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“Creates an easy path between your [bleep] and the world.”

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brand
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impersonal
urls
data
branding
good
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“I feel like there’s so much more that I could do with the platform”

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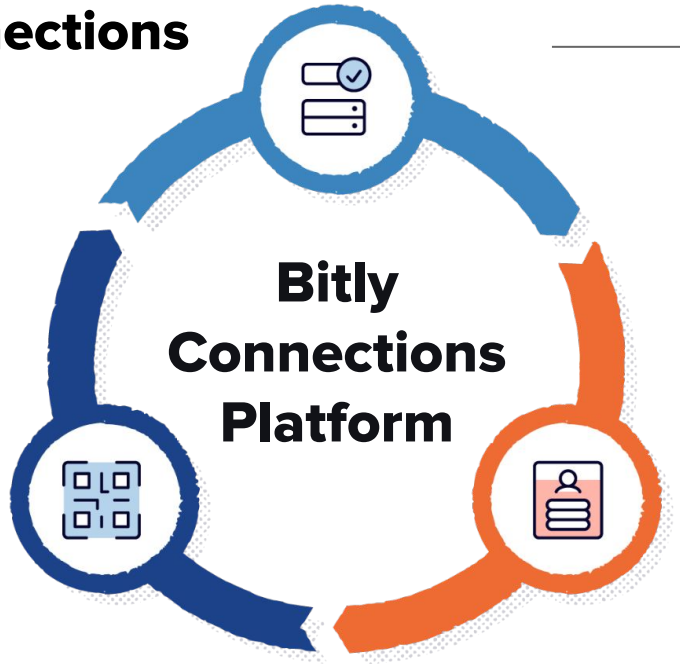
How to use Bitly to...

1. Connect with your Audience
2. Activate your Brand
3. Track your Connections
4. Scale your Efforts

Goal #1:
Connect with your Audience

#1 Put The Full Connections Platform to Work



Link Management

Comprehensive solution to personalize, share and track your content links, at scale.

QR Codes

An end-to-end solution for the design, delivery, management, and tracking of QR Codes.

Link-in-bio

Curate, customize, and track all links and landing pages, without leaving the Bitly platform.

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

bitly.education/the-connections-platform

Goal #2:
Activate your Brand

#2 Using Custom Back Halves to Make a First Impression

🔟 The Top 10 Bitly strategies, as seen directly from our power users' workflows

🤔 Bitly how-to's, based on the most common problems customers are solving today

🧰 The tools and workflows that customers use with Bitly to make both more impactful

Tips! Tricks! Hacks! What more could one ask for???

Sign up and save your spot. You won't be disappointed. ---> **https://bitly.is/Likeable**

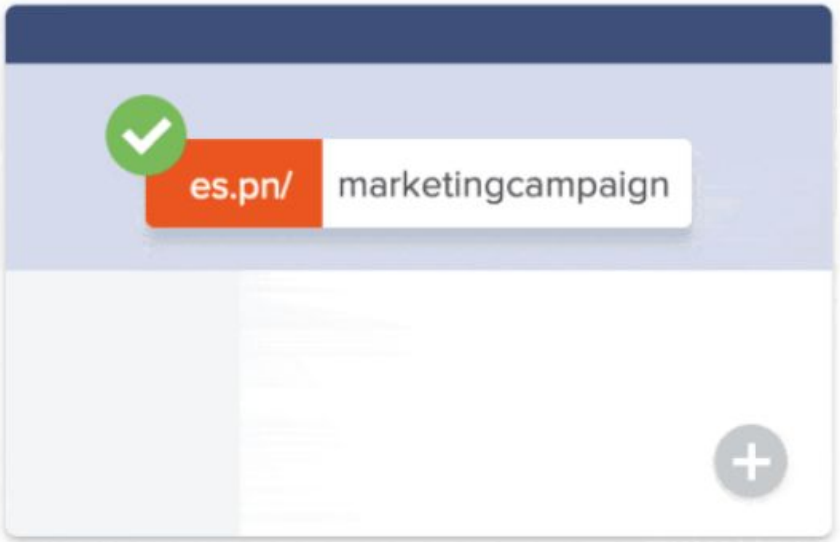
Customizing your Links

Link Type	Definition & Example
Bitly short link	Bitly's generic domain, no customized back-half https://bit.ly/2dt1pnm
Short link with a custom back-half	Bitly's generic domain, customized back-half https://bit.ly/planatopia
Branded link	a custom domain, but no customized back-half https://es.pn/5x4tprm
Custom link (Also referred to as a "custom branded link")	a custom domain with a customized back-half https://es.pn/superbowl

#3 The Power of Custom Domains

A custom domains allows you to:

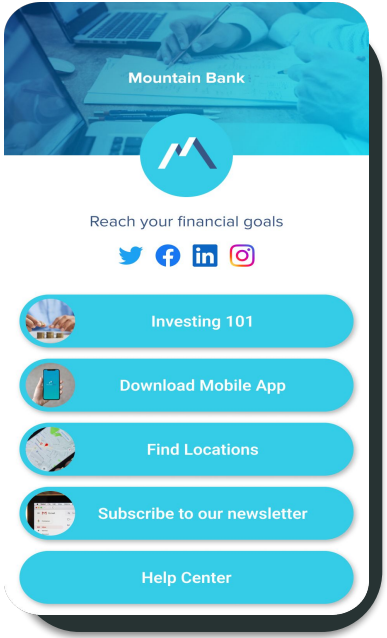
- Spotlight your brand in every link
- Build more trust with your customers
- Send SMS campaigns
- Drive higher clickthrough rates

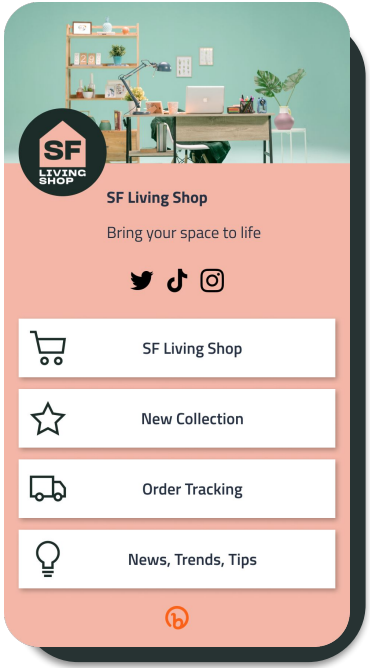


How to set up your Custom Domain

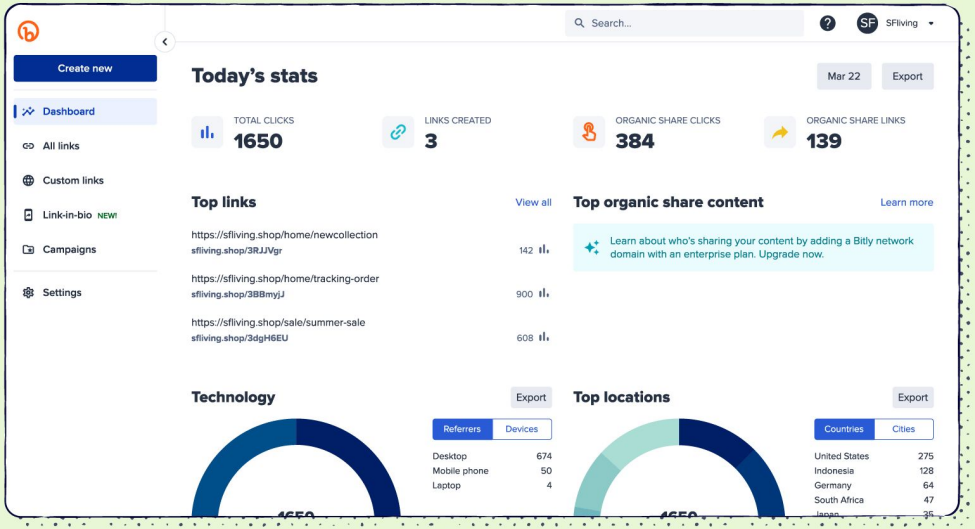
bitly.education/custom-domain-guide

#4 Short Link Use Case: Stronger Connections via Social Media Engagement





Goal #3:
Track your Connections



#5 Short Links and QR Code Analytics

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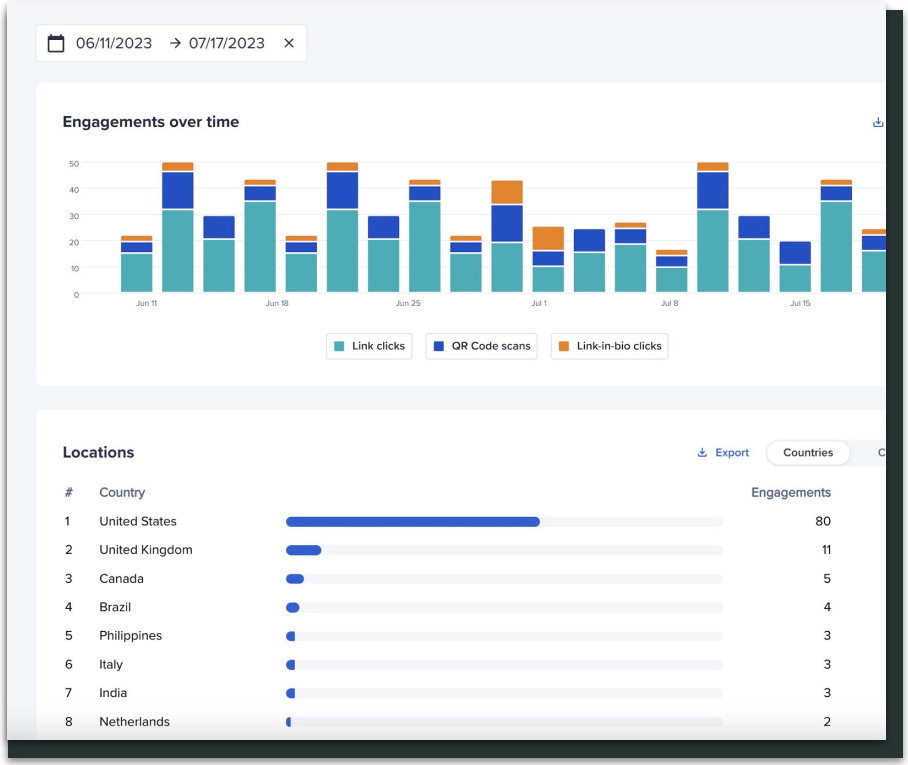
#6 Measuring Engagement Over Time

Short Link and QR Code Tracking for:

- Measuring campaign performance
- Understanding changing trends
- Seeing what your customers like
- Make decisions on things like influencer campaigns, sales rep activity, etc.



#7 Campaigns, UTMs, Tags, Oh My

Campaigns → Build, manage, and measure the success of your links and QR Codes across multiple channels.

UTM Parameters → Bits of information added at the end of a URL that can help you understand the visitors on your site

Tags → A way to organize your links so that you can search and filter them more easily.

bitly.education/tracking

Campaign Ideas from the Experts

SMS Campaigns

- Scheduling real estate appraisals
- Tracking deliveries and parcels
- Sending donation or volunteer signup requests
- Event / Appointment Check-Ins
- Marketing retargeting and promotional comms

QR Codes

- Loyalty program signups in-store or on location
- Donations and silent auction for nonprofits
- On-package product information and warranties
- Class, webinar or event registration
- Menus and supplemental information / resources

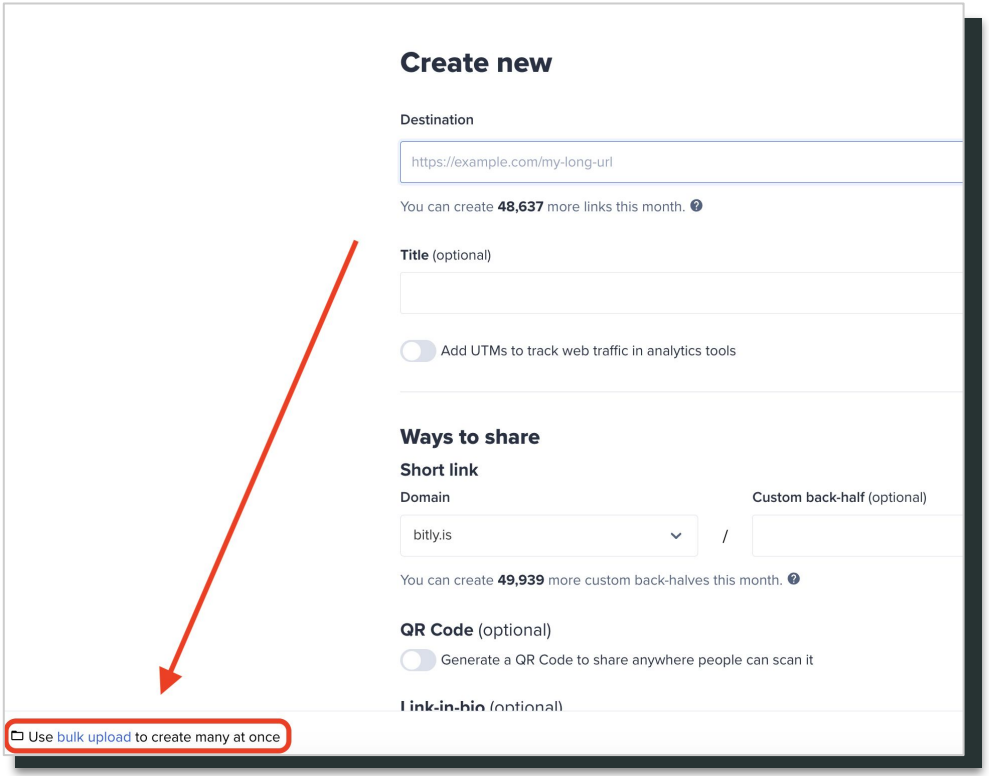
General

- Dynamic Short Links for personalized URLs (event signups, account information, etc.)
- Customer service SMS or email Short Link
- Brand Ambassador management (Short Links + Campaigns)

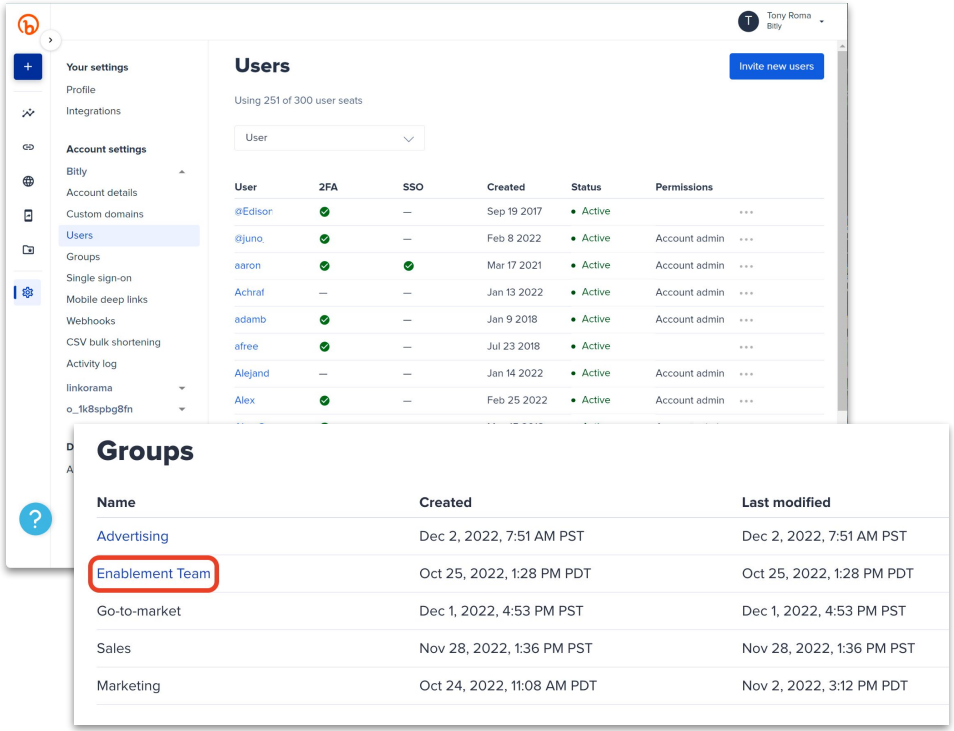
Goal #4:
Scale your Efforts

#8 Bitly Workflows

- Bulk Uploads
- Scale Short Link and QR Code creation with the Bitly API
- Create multiple connection points at once from the Bitly web app



#9 Using Groups and Collaboration



- Use **Groups** to organize your work by client, team, or brand.
- Add team members as **Users** to empower them to use Bitly.
- Utilize flexible **user roles and permissions** for your account and across Groups.

Scale your Efforts

#10 Integrate with your Other Tools

Browser Extensions, Mobile Apps

Integrate with your Tech Stack

Power Social Media Management

Automate Process, Connect to Other Tools

bitly.education/connected-apps

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Questions

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Thank you!

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