

Invitation code

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Will courses activated by invitation codes be counted towards the subscription volume?



Subscriptions will be counted. Courses activated using invitation codes, full - amount coupon deductions, or redemption codes will all be counted towards the subscription volume.

Why does it prompt that the invitation code is invalid?



The invitation code may be invalid because:

1. The invitation code has already been used. You can check the usage status of the invitation code in [Marketing Center] - [Invitation Code] - [Usage Records].
2. The invitation code has expired. You can check if the invitation code is still within the validity period.

Can the created invitation codes be deleted after they are invalidated?



Yes, it can be deleted. After invalidating the invitation codes in this batch, you can click [Delete].

What is the validity period of the invitation code?



The validity period of an invitation code refers to the time frame during which the invitation code can be used normally.

Within the set validity period, users can use the invitation code to obtain the corresponding content products.

If a user uses the invitation code outside the validity period, it will indicate that the invitation code is not yet valid or has expired.

Can the invitation code only be used once?



Yes, an invitation code (link and number) can only be used once.

What is the validity period of the courses redeemed with invitation codes?



The time limit for activating a course with an invitation code is related to your invitation code settings.

1. If your invitation code is for a single-course or a column course, there is no expiration date.
2. If your invitation code is for a membership course, the validity period will start from the redemption time and be determined by the membership activation duration you set.

After the invitation code is set to expire immediately, can users who have already received the invitation code still use it normally?



After clicking [Invalidate Immediately] on the invitation code in the backend:

1. Users who have received and redeemed the invitation code can still continue to view the courses previously activated through the invitation code.
2. Unredeemed invitation codes can no longer be redeemed for use.

After clicking the invitation code link, an error message saying 'The invitation code has been locked' appears?



Reasons for this prompt:

If a user clicks on the invitation code link too many times within 24 hours or keeps refreshing the page while the link is loading, the system may prompt that 'the invitation code has been locked'.

Solutions:

You can send a different invitation code to the customer or suggest that they click on the invitation code link the next day.

Can users activated via invitation codes be deleted?



Yes, it's possible.

Step 1: On the elink management console, click [Marketing Center] - [Invitation Codes]. Find the invitation code batch you're targeting and click [Usage Records]. Locate the user you want to remove and click [User Name].

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Step 2: In the user details - activation records, you can see the courses the user activated via the invitation code. Click the [Delete] button.

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Note: You can also go to [User Management] - [User List] on the elink management console, filter by the user's nickname to find the user. In the activation records of the user details, you can see the courses the user activated via the invitation code. Click the [Delete] button.

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Can the link of the invitation code generate a QR code?



You can convert the link into a QR code. You can perform the operation through the following path: Copy the invitation code link, click [Applications] - [Supporting Tools] - [QR Code/Short Link] on the elink management console. Paste the invitation code link and click [Compress] to generate the QR code.

Can the invitation code be used only once?



Yes, an invitation code (link and number) can only be used once.

Can invitation codes be sent in bulk?



Currently, only stores with a Mini Program can send out invitation codes in bulk.

If you have already launched a Mini Program for your store, you can send out invitation codes in bulk by following these steps:

1. Log in to the elink management console, click [Marketing Center] - [Invitation Codes], and generate invitation codes.
2. Click the [Share] button for the target batch of invitation codes, select [Mini Program], scan the QR code, and forward the page to a WeChat Community.

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3. Please note that only users in the community can claim the invitation codes, and each user can claim only once. Forwarding is not supported.

How to issue invitation codes to users?



For a detailed tutorial on the invitation code function, please refer to: [Tutorial on Using Invitation Codes](#)

Can the use of the invitation code be terminated?



It can be terminated. You can perform the operation through the following path:

On the elink management console, click [Marketing Center] - [Invitation Codes], find the invitation codes of the target batch, and click [Invalidate Immediately]. This will invalidate the unused invitation codes in this batch, while the previously used invitation codes will remain unaffected. Currently, batch invalidation and single invitation code invalidation are supported. The operations are as follows:

1. For batch invalidation, select the target batch and click "Invalidate".

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2. For single invalidation, click "Usage Records" of the target batch, select the invitation code to be invalidated, and click "Void".

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Is there a limit to the number of invitation codes per batch?



A maximum of 10,000 invitation codes can be generated per batch. If you need a larger quantity of invitation codes, please generate them in multiple batches.

Can the invitation code still be used within its validity period after the online store expires?



Invitation codes cannot be used when the online store is closed, while redemption codes can still be redeemed and used during this period.

Can the created invitation codes be deleted after being invalidated?



It can be deleted. After invalidating the invitation codes in this batch, you can click [Delete].

Which products support the use of invitation codes?



Invitation codes support the use of images, texts, audios, videos, live streams, courses, e-books, columns, super columns, memberships, premium memberships, camps, physical products, valuable coupons, class packs, and offline courses.

Can the invitation code be used to redeem courses that are not available for individual purchase?



Neither invitation codes nor redemption codes can be used to activate courses that do not support individual sales.

Does using an invitation code support information collection?



Yes, it is supported. Information collection is supported when using invitation codes.

Can multiple people share one invitation code?



Each invitation code can only be used once. It is not supported for multiple users to share one invitation code.

Can users use the invitation code permanently after obtaining it?



Corresponding to the product validity period configured in the teacher invitation code settings, if the validity period is set to permanent, the redeemed course will be valid indefinitely.

What's the difference between redemption codes and invitation codes?



Redeem code: It is a combination of a series of numbers or letters. Users can use the redeem code to exchange for courses, coupons and other benefits in the online store. Store operators can distribute redeem codes to users by selling them on other platforms or printing offline gift cards.

Invitation code: It is used to invite friends, peers, superiors or students of other content products to experience courses. You can give an invitation code to others to invite them to study the teacher's paid content products for free.

Will courses activated with invitation codes count towards the subscription volume?



It will be counted towards the subscription volume. Courses activated using invitation codes, full - value coupon deductions, or redemption codes will all be counted towards the subscription volume.

Tutorial on Using Invitation Codes



I. Function Introduction

□ Invitation Code□ is a feature that enables users to give invitation codes to others, inviting them to learn the instructor's paid content products for free. For merchants, it supports mass - sending or sending specified links to students for redemption.

II. Purpose of Use

Invite friends, peers, superiors, or other content product users to experience courses

Deliver courses in batches

III. Use Scenarios

Scenario 1: After launching a new course, you need to get students' learning experience feedback. You can distribute invitation codes to some students to let them experience the course content for free.

Scenario 2: In the toB scenario, when an enterprise delivers courses in batches, invitation codes can be used for the distribution and redemption of benefits.

IV. Operation Path

Merchant side: Desktop management console → Marketing → Marketing Campaigns → Invitation Code

Student side: Obtain the invitation code link in WeChat → Obtain product benefits
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V. Usage Tutorial

Step 1 Configure the Invitation Code Module (Store Management Console)

1. Log in to the elink store management console. After entering from ?Marketing?, click ?Marketing Campaigns?, select ?Invitation Code?, and enter the invitation code list page. Click ?Create Invitation Code?.

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2. After filling in the basic information of the invitation code and product benefits, click the ?Save? button to complete the configuration.

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Step 2 Distribute Invitation Code Links (Distribute links via the WeChat environment)

1. Distribute a link to a single student (Note: Under this path, one link only supports one - time redemption. Students are allowed to redeem multiple times through multiple single links within one batch.)

A. Enter ?Usage Records? and quickly copy a single link.

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B. Click the ?Download? button in the list to download the EXCEL document of the invitation code information. Or click ?Usage Records? to enter the invitation code usage record page.

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Send the EXCEL document or the invitation code link in the usage records to students.

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2. Distribute links in batches through sharing (Each user who receives the link can redeem once.)

Click  Share  in the list to pop up the sharing window (in the form of H5 or Mini Program).

*Note: The H5 link can be forwarded. If you don't want users to copy/forward privately, you can choose the Mini Program sharing path.

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Step 3 Click the Link to Obtain Benefits (Distribute links via the WeChat environment)

Merchants distribute invitation links to students via WeChat. After students open the link in WeChat and click ?Use Now?, they can subscribe to the content for free.

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VI. Notes

1. Please control the number of invitation codes generated in each batch within 100,000. If you need more invitation codes, please generate them in multiple batches.
2. Since free content can be viewed directly, there is no need for an invitation code. You can directly send the content link to students. For paid content that has been taken off the shelf and the purchase channel on the home page is hidden, the invitation code can still be used to activate it.
3. For invitation codes in the ?Normal? or ?Expired? status, you can edit the invitation code title, expiration time, batch name, and usage instructions.

After modifying and saving the invitation code title and usage instructions, the invitation code list on the management console and the student side will be updated synchronously. After modifying and saving the batch name, the invitation code list on the student side will be updated synchronously.

4. You can set the validity period for redeeming courses. The validity period for redemption through the invitation code is subject to the settings in the invitation code, not the validity period of the product itself.