

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
1.png

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?.

image.png

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

3.png

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.

image.png

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.

image.png

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

5.png

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.

image.png

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.

7.png

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.

Revision #2

Created 2026-06-08 04:33:14 UTC by Admin

Updated 2026-06-08 08:41:30 UTC by Admin