Getting Started with O’Reilly online learning: Email Series

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Welcome to O’Reilly online learning

We’re here to help your team make the most of exploring the O’Reilly experience, and it all starts with our onboarding series. Every email is designed to be a guide through O’Reilly online learning, from their first sign-in to using our mobile app to learn on the go.

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Welcome
If a user doesn’t activate, they’ll receive up to three reminder emails.

Day 2
Admin tools (admin only)
Your O’Reilly (user only)

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If a user doesn't activate, they'll receive up to three reminder emails.

Day 1: Welcome

Begin your learning journey with us

[Firstname], you now have free, unlimited access to O’Reilly online learning. That means you can find quick answers for day-to-day problems, build skills to advance your career—and help transform your organization for the better.

Just activate your account to start taking advantage of everything O’Reilly has to offer.

Need some quick tips to get started? Check out this video.

Happy learning,

The O’Reilly Team

ACTIVATE YOUR MEMBERSHIP

Activation reminder 1

Your invitation is waiting

[Firstname], a world of career-boosting content is just a couple of clicks away. You have unlimited access to O’Reilly online learning—but you have to activate your account to get started.

ACTIVATE TODAY

#64308
If a user doesn't activate, they'll receive up to three reminder emails.

**Activation reminder 2**

[FirstName], why wait? Take advantage of all that O'Reilly online learning has to offer—interactive tutorials, books, videos, and more are all completely free to you.

Take the next step and start learning today.

ACTIVATE YOUR ACCOUNT

**Activation reminder 3**

[FirstName], it's not too late to start learning

[FirstName], when your organization teamed up with O'Reilly online learning to give you free, unlimited access to one of the most powerful learning solutions on the planet, they thought you'd jump at the opportunity.

There's still time to see what you're missing: 60,000+ titles, 30,000+ hours of video, case studies, live online training courses, keynotes from every O'Reilly event, and so much more that can make you better at what you do. Activate your account now to join the rest of your team and put it all to work for you.

ACTIVATE TODAY
Day 2: Admin tools

You have the tools to help your team reach its goals

[FirstName], it's easy to get your team up to speed so they can start making the most of O'Reilly online learning. Our launch kit has a bunch of great tools you can share with them, including an onboarding checklist, a live tour of O'Reilly's main page, and even inspiration from other members who are seeing real results.

GET UP AND RUNNING

Day 2: Your O'Reilly

Get to the content you care about. Fast.

Hi [FirstName],

Your learning journey is unique and personal—which is why your O'Reilly account is tailored to your specific needs. Your O'Reilly profile gives you quick access to recommended books and videos plus your topics, history, highlights, live online training courses, and more. To access your profile:

- From the home page, simply click on the user menu icon on the top right and select "Profile"
- See your most recent history and pick up where you left off
- Get right to recommended content, playlists, highlights, live training courses, and more.

CHECK IT OUT TODAY
Day 3: Webcast admin

Hi [Firstname],

As your organization’s administrator for O’Reilly online learning, you can take advantage of so many tools and best practices to get your team up to speed—fast. We offer a webcast just for admins that provides:

- An in-depth tour of the platform
- An overview of key features like Answers, search, and playlists
- An explanation of how we give you powerful insights into your employees’ learning behaviors
- A walk-through of how to use your Administration Console and Insights Dashboard to get reports and assess learning
- A playbook to facilitate an easy and successful rollout of the platform to your employees

[Check out upcoming dates](#) and reserve your spot today.

Happy learning,
The O’Reilly Team

Day 3: Webcast user

[Firstname], as a busy working professional, you need to know how to boost performance, solve problems, and reach your next career goals—fast. That’s why we offer a live webcast, Getting Started with O’Reilly online learning.

In this webcast you’ll:

- Explore the O’Reilly approach to learning and discover why it matters to you
- Take a tour and learn how to use features like Answers, playlists, and topics
- See how O’Reilly can serve as a quick tool to boost performance while you work
- Learn our suggested playbook to experience O’Reilly at its best

[Check out upcoming dates](#) and reserve your spot today.

Happy learning,
The O’Reilly Team
Day 7: Search

Looking for something? We’ll help.

Dear [FirstName],

There’s a lot of content and ways to learn on O’Reilly online learning. But it’s also easy to find what you’re looking for. We’ve created two different ways to help.

O’Reilly Answers
Simply ask a question and our advanced natural language processor scans thousands of O’Reilly books to give you the exact snippet you need to know. It’s a great way to knock down roadblocks fast.

Global search
Use our powerful global search tool to dive deeper into a specific topic, jump right to a specific title, or type in a keyword or topic to filter through different learning formats like books, videos, and live events. And it’s easy to add content to a playlist so you can revisit anytime.

Day 10: Expert playlists

Learn like an expert

Hi [FirstName],

Get up to speed fast on today’s hottest business and technology topics with our expert playlists. They’re collections of content hand-picked by industry leaders, covering everything from Azure to Python to leadership—and many other topics.

Here are just a few of the innovators who are sharing their favorite books, videos, and more.

Next Ford
- Director and software architect at ThroughWorks
- Renowned technologist, best-selling author, speaker, and trainer

Neto Marinho
- Co-founder and chief product officer at Confluent
- Co-creator of Apache Kafka

Brandon Burns
- Co-founder of the Kubernetes open source project
- Distinguished engineer on Microsoft’s Azure team

It couldn’t be easier to start following experts to see their top content and return to their playlists anytime to stay up-to-date.

Check out our experts >
Day 15: Interactivity

**Bring your learning to life**

Go from learning to working in an instant with our interactive scenarios and sandboxes. Learn Kubernetes, Docker, and Python as you run live code right in your browser—no software necessary.

**Interactive scenarios**
Learn critical skills using an actual dev environment with expert guidance. You'll get everything you need for a real-world learning experience.

**Interactive sandboxes**
Practice with Kubernetes, Python, Tensorflow, and more in an unstructured playground where you can safely experiment and explore.

**Jupyter notebooks**
Get up to speed in data, AI, and machine learning, and more with O'Reilly experts as they walk you through key concepts, then edit and run code to see everything in action.

GET INTERACTIVE
Get to know O'Reilly

Hi [FirstName], this webcast was specifically designed to help O'Reilly account administrators like you discover all of our learning formats through an in-depth tour of O'Reilly online learning.

- Key features like Answers and global search (for finding an answer or solving a problem) and playlists (to make learning more collaborative and social)
- How O'Reilly gives you powerful insights into your employees' learning behaviors
- How to use your Administration Console and Insights Dashboard to access reports and measure learning
- How to use our playbook for an easy and successful rollout of the platform to your employees

Check out upcoming dates and reserve your spot today.

Happy learning,
The O'Reilly Team

Success is a webcast away

[FirstName], have you signed up for our live webcast Getting Started with O'Reilly online learning yet? It's designed to introduce you to O'Reilly and get you up and running. You'll:

- Explore the O'Reilly approach to learning and discover why it matters to you
- Take a tour and learn how to use features like Answers, playlists, and topics
- See how O'Reilly can quickly boost your performance while you work
- Learn our suggested playbook to experience O'Reilly at its best

Check out upcoming dates and reserve your spot today.

Happy learning.
The O'Reilly Team
Day 20: Certifications

Hi [FirstName],

It’s now easier than ever to find valuable content to help you earn some of the industry’s most sought-after professional technical certifications, including AWS Certified Cloud Practitioner, Certified Information Systems Security Professional (CISSP), and Microsoft Azure Administrator.

You’ll get the materials you need to confidently take the exams that can accelerate your career, with the ability to filter by vendor, certification, and content type. Plus, you can prepare at your own pace through a combination of books, videos, learning paths, live online training courses, and Pearson Practice Tests.

EXPLORE CERTIFICATIONS

Day 25: Live online training

Hi [FirstName],

Ever feel like you could use a bona fide expert to get the answers you need?

Our live online training courses bring you face-to-face with the best and brightest across a range of industries. And class sizes are kept small to ensure that you can interact with your instructor. There are hundreds of courses to choose from in a number of key topics, and we’re adding new ones all the time.

The best part? It’s all online, so you don’t have to leave home or work to get the guidance of an industry expert.

EXPLORE COURSES
Day 30: Mobile app

[Firstname], have you started exploring the O'Reilly app yet?

**Learn on the go**
Easily access keynotes, videos, and guides on your phone or tablet.

**Automatic device syncing**
Pick up right where you left off when you take a break.

**Unlimited offline access**
Keep pace with the latest advances and learn how others solved common problems from your desk or on the go—without using any data.

[App Store] [Google Play]