

LinkedIn Connection Invitations via Calendly

We're introducing a feature that allows users to invite their **LinkedIn connections** directly from Calendly's main interface. This feature will help us expand the top of the funnel by encouraging more people to use Calendly through their existing professional networks.

Users will have the option to **sync their LinkedIn connections** when they log into their Calendly account. Once synced, they'll see a section in the dashboard where they can view and invite LinkedIn connections to schedule a meeting or sign up for Calendly themselves.

The integration should pull the **LinkedIn connection list** through an API, allowing users to select multiple contacts at once. We will add a pre-defined message that can be customized by the user before sending the invite. The message should include the user's Calendly link and a brief explanation of how the recipient can use Calendly for scheduling meetings.

To ensure this drives sign-ups, any invite sent should include a **call-to-action** that encourages the recipient to create a Calendly account. We'll also track how many invites are sent and how many convert into sign-ups.

Key Features:

- **LinkedIn sync option** during onboarding and accessible from the dashboard for existing users.
- Display of **LinkedIn connections list** in a separate section within Calendly.
- Ability to **select multiple LinkedIn contacts** and send them a customized invitation with a user's Calendly link.
- **Tracking & analytics:** Track invitations sent and sign-ups resulting from those invitations in the user dashboard.

This feature should be available to **all paid users** by default, with an option to extend it to free users for a limited time as a part of a marketing push.

The engineering team will need to work closely with LinkedIn's API to ensure seamless integration, and the legal team should verify that we are compliant with LinkedIn's terms of service regarding data usage.

Launch Plan: We will launch this feature in **Q2 2025** with a full marketing campaign targeted at business users, highlighting how easy it is to leverage LinkedIn connections for scheduling meetings via Calendly.