

# What emails does Big Think+ send to learners?

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*This article explains the emails Big Think+ can send your learners on your behalf, how often they arrive, and how to turn them on. Think of them as one engagement program: you make one request, and we keep learners coming back with new and proven content every week.*

## What are Big Think+ learner emails?

Big Think+ learner emails are a set of automated emails that introduce learners to the platform and bring them back to great content over time. Our team writes, designs, and schedules every email, so there is nothing for you to build or send.

The program has three parts:

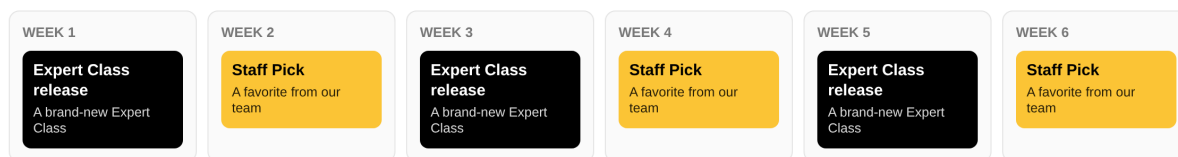
| Email                        | What it does                                                                                                           | Who gets it      | How often                                                   |
|------------------------------|------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------------------------------|
| <b>Onboarding series</b>     | Welcomes new learners and shows them popular content, top experts, key features, and ways to learn as a team.          | Each new learner | 5 emails over their first month (days 2, 5, 10, 20, and 30) |
| <b>Expert Class releases</b> | Announces each brand-new Expert Class, with the expert, a description, and learning objectives.                        | All learners     | Every 2 weeks                                               |
| <b>Staff Picks</b>           | A personal recommendation from someone on our team, pointing learners to a standout Expert Class they may have missed. | All learners     | Every 2 weeks, on the weeks between Expert Class releases   |

Together, Expert Class releases and Staff Picks give your learners one email a week from Big Think+, alternating between something new and something we love. New learners also get the onboarding series during their first month.

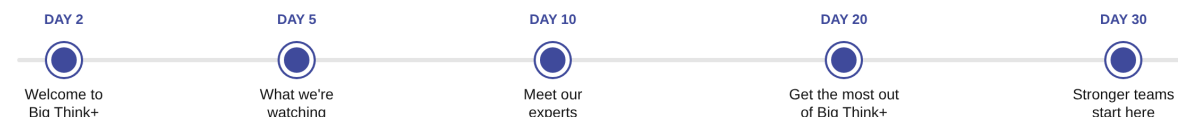
## How Big Think+ emails fit together

One program, three automated emails. Each type can be turned on for your organization by Partner Success.

ONGOING FOR ALL LEARNERS: ONE EMAIL EVERY WEEK, ALTERNATING



FOR EACH NEW LEARNER: A FIVE-EMAIL ONBOARDING SERIES OVER THEIR FIRST MONTH



Expert Class release (every 2 weeks)
  Staff Pick (every 2 weeks, on alternating weeks)
  Onboarding (days after a learner activates their account)

All emails come from [hello@app.bigthink.com](mailto:hello@app.bigthink.com) and include an unsubscribe link.

## Why turn them on?

- **Learners come back without extra work from you.** Every email is written and scheduled by our team, so engagement keeps going between your own program launches.
- **New learners get a guided start.** The onboarding series shows people what to watch first and which features to try.
- **Your library stays visible.** Release emails surface new content as it launches, and Staff Picks resurface great classes your learners may not have found.
- **One click to learning.** Links work with your single sign-on (SSO), so learners land in the content, not on a login page.

## How do I turn them on?

Contact your Partner Success manager or email [partnerservices@bigthink.com](mailto:partnerservices@bigthink.com) and tell us which emails you'd like. You can turn on all three, or choose only the ones that fit your rollout. We'll confirm a few details with you first, like whether your SSO sends us real email addresses and whether your IT team needs to allowlist our sender.

See [How do I turn on Big Think+ emails for my learners?](#) for the full checklist.

## What about emails I send myself?

The emails above are sent by Big Think+. You can also send your own messages, and they work well alongside ours:

- **Curation notifications:** email learners when you publish or assign a curation.
- **Curation reminders:** schedule follow-up emails for a curation, with your own subject and note.
- **Email templates:** ready-to-use messages you can send from your own inbox at launch and beyond.

## Related articles

- [What are the Big Think+ onboarding emails?](#)
  - [What are Expert Class release emails?](#)
  - [What are Staff Picks emails?](#)
  - [How do I turn on Big Think+ emails for my learners?](#)
  - [Big Think+ learner emails: frequently asked questions](#)
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