



Introducing DataCamp

Go further, faster, with DataCamp

1. Copy the text in the template below.
2. Review and update any bolded text to ensure it is applicable to your team.
3. Make additional updates to the email to ensure the message is in your voice and includes pertinent information about why your company chose DataCamp.
4. Send the email and review the next steps in your getting started checklist.

Subject line:

Introducing DataCamp for [company name]

Email body:

Hello **[everyone]**,

I'm pleased to announce that we will soon be using DataCamp, an online learning platform that specializes in teaching data fluency for all skill levels and roles. Following extensive testing and consultation, we have decided that DataCamp is the best platform to help us become more data-driven in our everyday work.

Why DataCamp and why now? At **[company name]** we understand that data skills aren't just for a small handful of roles anymore. Today, they're essential to every major business function. DataCamp makes it easy for everyone to learn new skills that are specific to their role. From data concepts to coding, all trainings are interactive. It is also simple to start using. There is also no installation as all learning takes place in your browser, where you will have the opportunity to follow expert-led courses, complete bite-sized exercises, and receive real-time feedback.

DataCamp can also help us with **[share a specific challenge, objective, or mission]**. We are preparing the platforms with **[our team structure, bespoke learning assignments, custom learning tracks]** and will soon be inviting the rest of the company to join. You will receive an invitation email from DataCamp shortly **[replace “shortly” with your launch date if known]**.

If you have any questions or would like to learn more about why we are using DataCamp I would encourage you to watch this [short video](#) or reach out directly to **[your managers]** for more information. I look forward to seeing what you will all learn using DataCamp.

Best regards,

[Your name]