Introduce your employees to DataCamp - Launch email templates

Introduce your employees to DataCamp

Send a personalized welcome to your employees to announce DataCamp. Our email and Teams/Slack templates make it easy to spread the word within your organization.

[Pre-launch Microsoft Teams/Slack template](#)
[Pre-launch email template](#)
[Early access email template](#)
[Intranet /Confluence landing page](#)
[Launch Microsoft Teams/Slack template](#)
[Launch email](#)
[Reminder email](#)
[Onboarding tips](#)

Pre-launch Microsoft Teams/Slack template

I'm delighted to share that we will soon be going live on DataCamp 🚀

Looking for skills that can enhance your role? This is your chance. 📊🤖

For those who don't know, DataCamp is the world-leading data and AI learning platform helping people do their best work in a changing world.

You don't need any experience to get started. All training is interactive, hands-on, and in-browser—you don't need any additional software to get started.

Each course blends short videos with bite-sized exercises, which makes learning feel more like a game. Even a spare five minutes a day can make a real difference.

Every interactive exercise, challenge, and project will help you apply new skills quickly and confidently in your daily work. And with built-in AI support, you get instant, real-time feedback as you learn.

Entering the new era defined by AI, DataCamp will help us all become more data-driven and lead with AI. Check out this short video to learn more.

Watch this short video to learn more. [I think this does a good course/experience summary, but it does feel dated. Two major lacks: AI curriculum and AI support]

Pre-launch email template

Subject line:
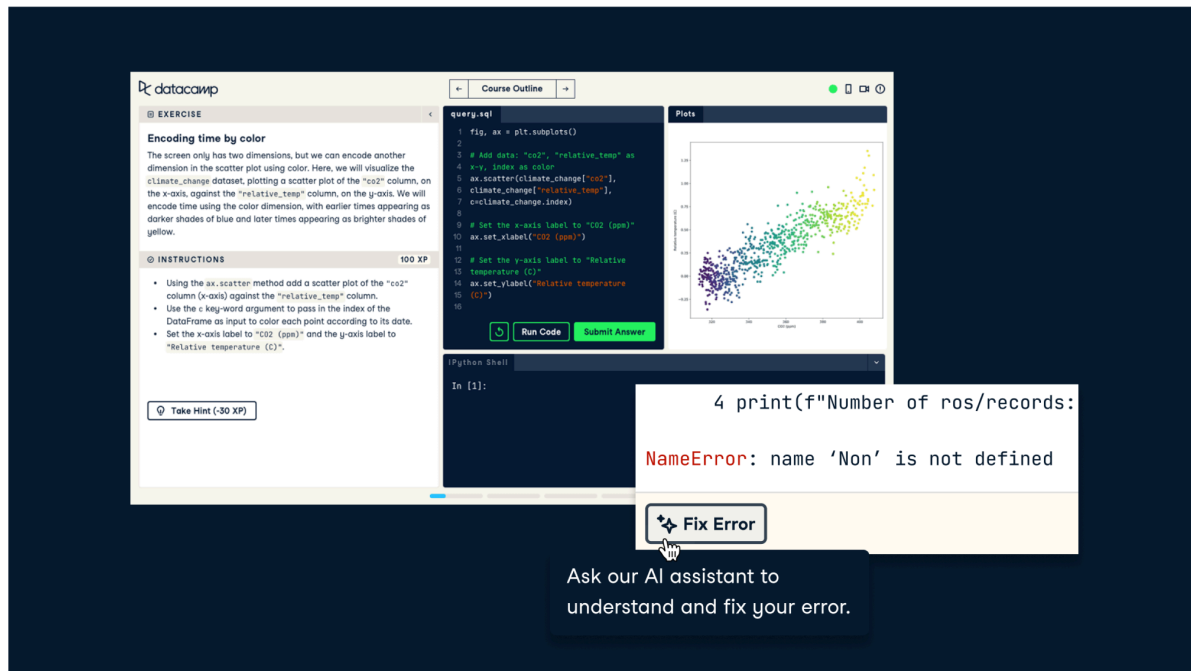Introducing DataCamp for [company name]

Subject: Get Ready to Upskill with DataCamp

Hi [team/company name],

I'm delighted to share that we're rolling out DataCamp, the world-leading data and AI learning platform that helps people do their best work in a changing world.

AI is reshaping every role. Now more than ever, building practical data and AI skills across all teams is essential to staying competitive and driving innovation.

DataCamp makes that possible with hands-on, browser-based learning that's tailored by role and built for real-world application—no prior experience needed.

Why DataCamp and why now?

DataCamp isn't a course library; it's a full learning engine built to turn new knowledge into real-world applications.

At [company name], team-wide data and AI fluency is now mission-critical.

As AI reshapes how decisions are made and insights are delivered, knowing how to use these tools effectively is essential for staying ahead.

DataCamp makes that possible with:

- **Hands-on, applied learning:** All courses are fully interactive, browser-based, and designed to help you apply skills on the job

- **AI-powered feedback:** Get real-time support as you learn, including on mobile via the DataCamp app

- **Learning that fits your schedule:** Each course blends short videos with bite-sized exercises—five minutes a day can make a real difference

We're currently configuring the platform with [custom tracks, learning assignments, or team-based goals], and you'll receive your invitation email from DataCamp [shortly / on X date].

In the meantime, I encourage you to watch this short video or contact [manager or learning lead] with any questions.

Looking forward to seeing what we accomplish together with DataCamp.

Best regards,
 [Your name]

Early access email template

Subject line:
Early access invitation: Data and AI literacy at [company name]

Email body:
 Hi {{First_Name}},

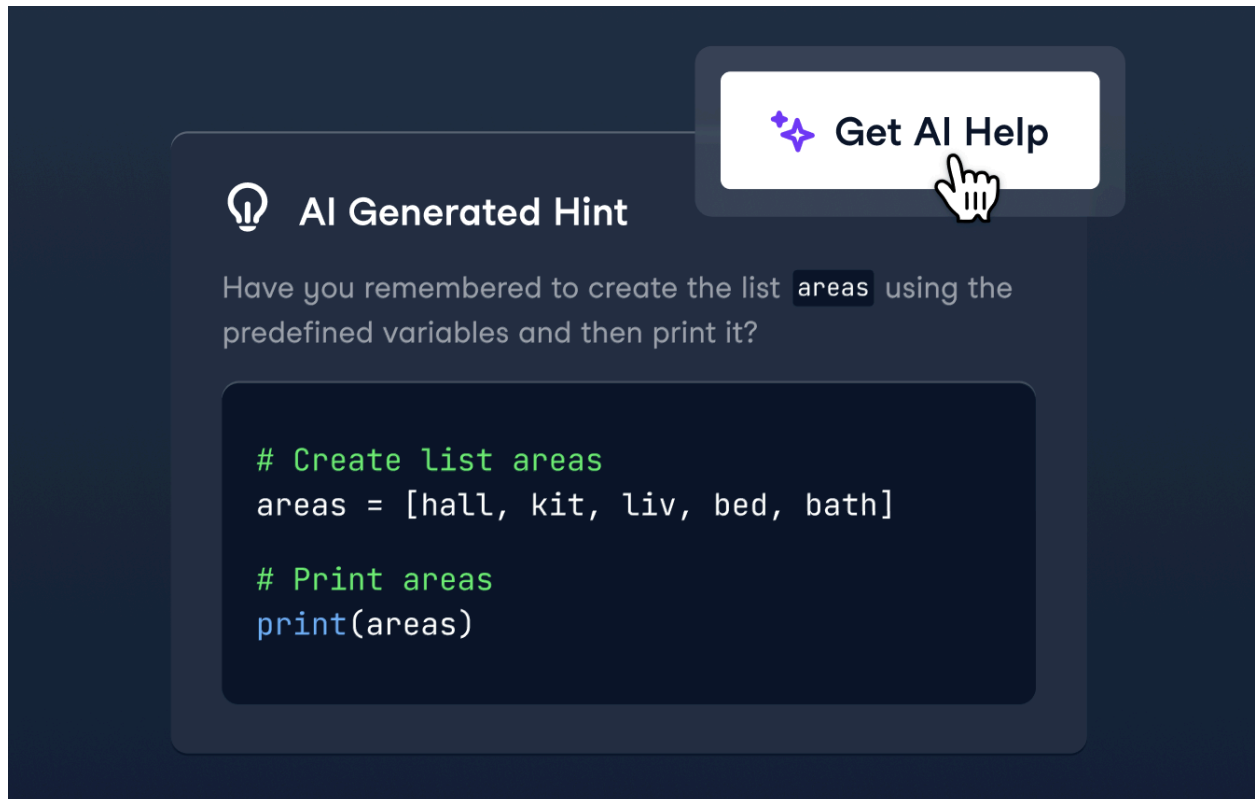You're invited to join the DataCamp early access program starting on DD Mmm, HH:MM.

You'll receive your platform invite shortly, giving you a first look at DataCamp before our full launch in [Month]!

I'll share more information on our call soon. In the meantime, DataCamp is the world-leading data and AI learning platform, helping 17M+ learners do their best work in a changing world.

As AI shifts from experimentation to adoption, teams with the skills to leverage these evolving technologies will be equipped to lead for years to come.

Whether you're integrating AI into your workflow, automating tasks with AI agents, building dashboards in Power BI, mastering SQL, or strengthening your analytical skills—DataCamp helps you grow role-specific capabilities through a highly interactive, personalized, and practical learning experience.

Here's a preview of the learning experience. I hope you're as excited as I am to start learning!

Looking forward to seeing you on the call soon!

[Your name]

TOP TIP FOR DATACAMP ADMINS:

Use Mentimeter at the start of your internal DataCamp launch presentation to get people engaged and participating. Create a free account and use this template interactive quiz.

Intranet /Confluence landing page

TITLE: Data and AI Upskilling Platform

SUBHEADER: Mission critical: How to innovate your role through data and AI skills

SECTION: INTRODUCTION

We're excited to welcome you to ==[company name]=='s first-ever ==[data and AI company-wide upskilling]== program, launching to over ==[Add #]== employees on ==[date]== 🎉

SECTION: ESSENTIAL PROGRAMME INFORMATION:

— When will the program launch?
==[date]== (add to calendar)==[Use this website to generate your sharable calendar link]==

— Who will have access?
All ==[Add #]== ==[company name]== employees in ==[location(s)]==
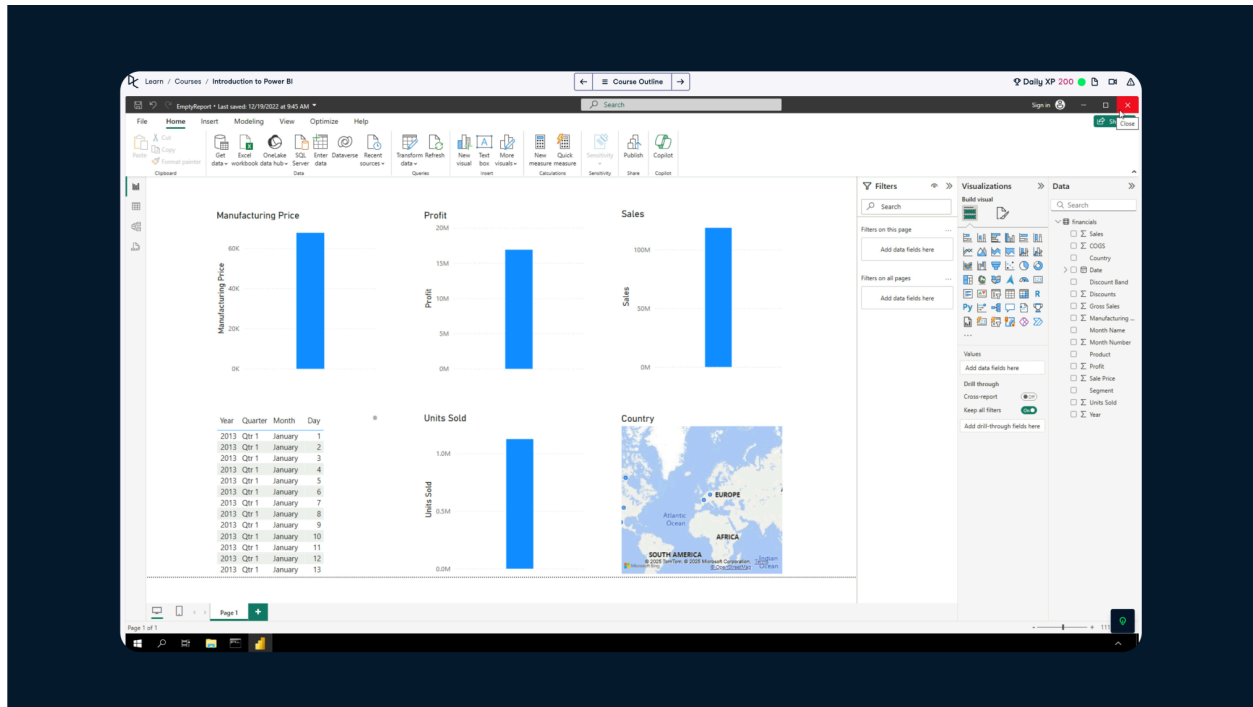
— What skills will I learn?

The program will be powered by DataCamp, the world-leading data and AI learning platform.

All training will be tailored to your skill level and role. You don't need any previous experience to start working on DataCamp, and the entire platform is available in the browser.

Topics range from generative AI and building AI agents to Excel and Power BI fundamentals—with more advanced SQL, Python, and machine learning available for engineering and data science teams.

All training is highly interactive, real-world focused, and on-demand, so you can develop your skills when it's most convenient for you.

Each course is broken up by short videos followed by site-sized practice sessions, so even a spare five minutes a day can make a real difference.

— Do I need to prepare anything?

No preparation needed. Look out for more details from the [company/team name] soon, and feel free to speak with your manager closer to launch for an overview of your team's learning track.

SECTION: WHY NOW FOR [company name]?

Colleagues have reported feeling overwhelmed by data and AI. That's not surprising.

At [company name] we are collecting ever-increasing amounts of data. That data can help us maintain our competitive edge and deliver world-leading services to our customers.

Alongside, AI adoption is skyrocketing—often without training—leading to ineffective or even risky use. From prompt engineering to AI ethics, DataCamp helps build a baseline of AI fluency across teams, ensuring we use these tools responsibly and effectively in every role.

"[add leadership quote if available]."

[Leader name]
[Leader role]

SECTION: QUESTIONS?

If you have any questions, or are interested in participating in our early access program, please email [email address/contact name].

https://www.labnol.org/calendar/

Launch Microsoft Teams/Slack template

🚀 DataCamp has arrived 📊🤖 💻

It's time to start learning and watch your data and AI skills take off! 🚀

What is DataCamp? It's the world-leading platform for building data and AI skills, helping everyone improve how they work, communicate, and solve problems.

No installation needed. Just open your browser, log in, and start learning. No experience required.

Each expert-led course blends short videos and instant practice exercises, so even a spare five minutes a day can make a real difference. Plus, powered by AI, you get instant, real-time feedback as you learn.

Who is DataCamp for? Everyone! Now more than ever, data and AI skills are essential across every department—from HR and marketing to engineering and data science.

That's why everyone will get access to the platform, with training paths tailored to your role.

What will I learn? Depending on your role, you could explore generative AI and build your own AI agents, sharpen Excel and Power BI fundamentals, or advance into SQL, Python, and machine learning for technical roles.

We can't wait for you to join our company-wide data and AI program. There will be a DataCamp onboarding training on <mark>DD Mmm</mark>. Look out for your email invitation later this week!

Launch email

Subject line:
Welcome to DataCamp
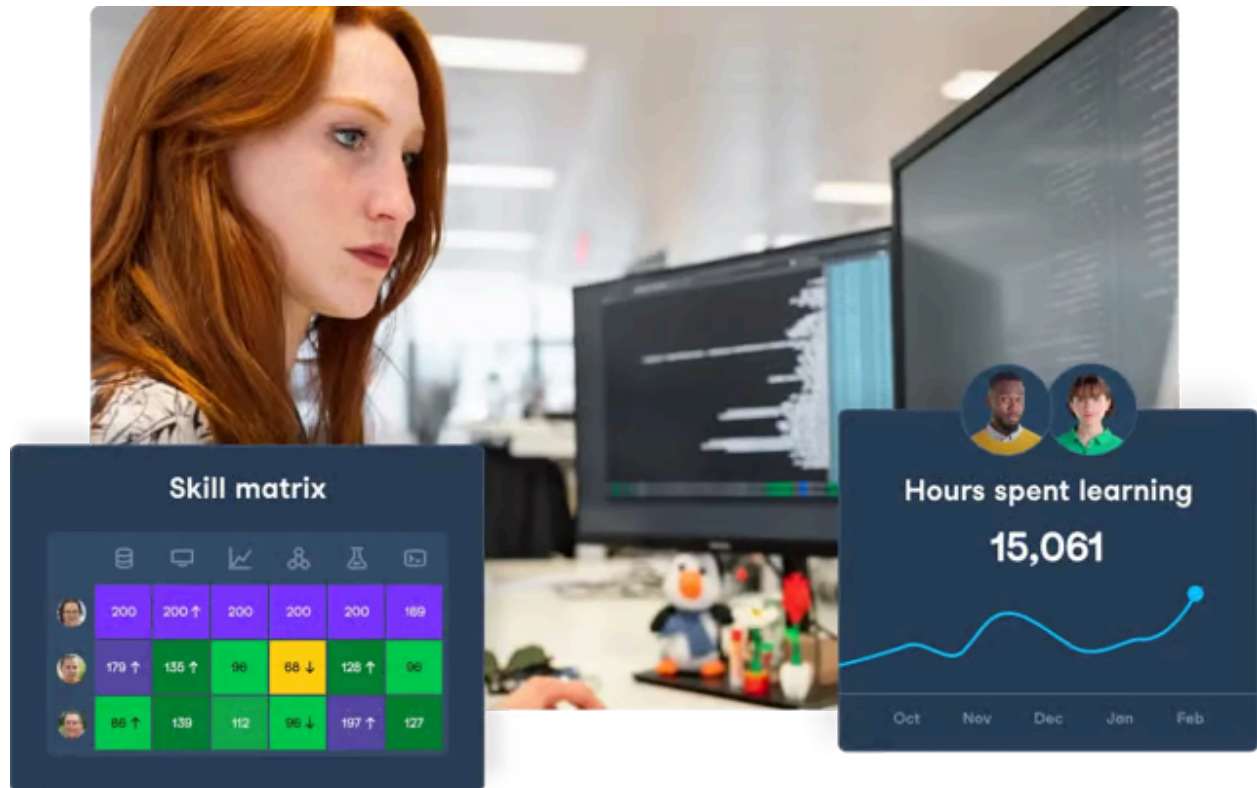
Email body:
 Hello [<mark>everyone</mark>],

You now have full access to DataCamp—the interactive data and AI training platform designed to help you do your best work in a rapidly evolving world.

To get started:

1. Look out for your official invitation email from team@datacamp.com
2. Click the "Start Learning" button to create your account
3. Enroll in [<mark>add learning recommendations tailored to your team to boost engagement</mark>]

We're excited to support your growth with data and AI skills that will help you—and your team—thrive in this new era.

If you need any help getting started, please reach out to [your managers].

Best regards,
[Your name]

https://datacamp-1.wistia.com/medias/tzpucig4n0

Reminder email

Subject line:

[Action Required] Activate Your DataCamp Account at [Company Name]

Email body

Hello,

You haven't activated your DataCamp account yet. Click the link below to get started:

[Create my DataCamp account] ← Add your organization's join link

Need help? Join our Slack/Teams DataCamp channel, visit the Help Center, or watch this short overview video.

See you on DataCamp soon,
[Your name]

Onboarding tips

Subject line:
Grow your DataCamp skills: 3 quick tips

Email body
Hello [everyone],

Here are three quick tips to help you get the most value from your DataCamp experience:

1. Schedule time for learning
   Set aside dedicated time each week. Use a calendar block or Slack/Teams reminder to stay on track with your learning goals.

2. Make learning a team sport
   Learning's easier—and more fun—with a partner. Team up with a colleague to stay motivated and build accountability into your routine.

3. Share what you've learned
   Celebrate new skills and share what you've learned during team meetings or in your Slack/Teams channels. Small wins inspire big progress.

Need help? Join our Slack/Teams DataCamp channel, visit the <u>help center</u>, or watch this <u>short overview video</u>.

See you on DataCamp soon,
 [Your name]

Post-onboarding: Bite-size learning (5 mins is all it takes)

SL: Don't miss your chance to grow—five minutes is all it takes 🚀

Body:
Hi [team],

Big goals don't always need big blocks of time.

With DataCamp, even five minutes a day can make a huge difference. Each course blends short videos with quick, interactive exercises, so you can fit learning into your schedule anytime, anywhere—even on mobile.

Don't let this opportunity to build transformative skills go to waste. Bite-sized, practical learning is at your fingertips:

- Learn by doing with real-world data and scenarios
- Build confidence step by step, at your own pace
- Apply new skills immediately in your role
- Dive in and out of learning without disrupting your day

Your challenge today is to log onto DataCamp and complete just ONE exercise today… and then see if you want to continue!

Best,

[Your name]

⏱ Big goals don't always need big blocks of time. With DataCamp, five minutes a day can move you forward.

Each lesson combines short videos with quick, hands-on practice, so you can build confidence and apply skills immediately.

Don't let this opportunity to build transformative skills go to waste. Bite-sized, practical learning is at your fingertips:

- Learn by doing with real-world data and scenarios
- Build confidence step by step, at your own pace
- Apply new skills immediately in your role
- Dive in and out of learning without disrupting your day

Your challenge today is to log onto DataCamp and complete just ONE exercise today… and then see if you want to continue!

Post-launch email — *focus on XP + streaks*

Subject line: Build your streak. 🧑‍💻 Boost your skills. 🔥
Body:
Hi [team],

Learning is about momentum. And with DataCamp, you can track your progress through **streaks**.

Here's how it works:
- Earn **250 XP a day** (one lesson, four exercises, or a short practice session)

- Each day you hit your target, your streak grows
- The longer your streak, the stronger your skills and habits become

It only takes a few minutes to keep your streak alive. Think of it as a daily challenge; small steps today, big process in the future.

Why not set a friendly team challenge? See who can keep their streak the longest, and celebrate the top streak-holders at the end of the month.

Log on and spend 10 mins building your streak today!

Best,
[Your name]

Slack/Teams Message

Learning is about momentum. And with DataCamp, you can track your progress through **streaks**.

🔥 Ready to level up? Here's how it works:

- Just **250 XP a day** (one quick lesson) grows your streak
- Each day builds skills, confidence, and momentum
- The longer your streak, the stronger your skills become

It only takes a few minutes to keep your streak alive. Think of it as a daily challenge; small steps today, big process in the future.
⚡ Challenge: Who can build the longest streak this month? Let's see who makes it to the leaderboard!

Log in now and spend just 10 mins earning some XP!