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note inc.
July 23, 2025

note pro Launches New Feature: 'LINE Friend Addition' Boosting Sales and Customer Acquisition by Deepening Reader Engagement



Tokyo, Japan – July 23, 2025 – note today announced the release of "LINE Friend Add," a new feature designed to deepen relationships with readers, available as an option for its high-functionality corporate plan, note pro. Many companies and organizations face the challenge of increasing costs due to rising advertising expenses (*1). As a result, there's growing interest in connecting with individuals more likely to become long-term fans rather than simply reaching a large audience.

This new feature allows users to publish exclusive content within note articles that can only be read by those who have added their LINE Official Account as a friend. This creates a mechanism for continuous engagement, enabling users to deliver information via LINE to readers who initially connected through a note article. For businesses and stores, this can lead to product purchases and increased foot traffic; for local governments, it can attract tourism and promote "furusato nozei" (hometown tax donations); and for schools, it can help acquire prospective students. Ultimately, it helps achieve goals tailored to various purposes.

The ideal way for creators to connect with readers varies depending on their activity style. note will continue to expand the range of available methods to support these diverse activities. While currently available to note pro users, note plans to make this feature available as a paid option to all note users within the year.

*1 Source: Ministry of Internal Affairs and Communications, "Information and Communications White Paper 2025"
https://www.soumu.go.jp/johotsusintokei/whitepaper/ja/r07/pdf/00zentai.pdf

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Key Features of the "LINE Friend Add" Function

LINE Official Account is a business service that allows companies and stores to directly communicate with customers, local governments with residents and related populations, and schools with parents and students. The average message open rate for LINE Official Account friends is 80% (*2). As marketing shifts "from quantity to quality," it is widely used as a means to foster relationships with individuals. note's "LINE Friend Add" feature provides a mechanism to increase LINE Official Account friends through articles.

1. Attract Highly Engaged Friends from the Start

Readers who resonate with a note article will add the LINE Official Account as a friend. Because these are individuals who connect with the story of a company or store, the initiatives of a local government, or the appeal of a school, they are more likely to become valuable, long-term fans rather than a one-time interaction.

2. Simple and Affordable to Start

The feature is available for a monthly fee of ¥9,800, with no additional charges regardless of how many LINE Official Account friends are acquired. By enhancing content quality, users can attract even more friend additions.

*2 Source: https://www.lycbiz.com/jp/service/line-official-account/

Overview of the "LINE Friend Add" Function

This function allows you to place a "Read by adding friend" button anywhere within your article, enabling readers to continue reading the article.

[Mechanism]

1. A reader wants to read the rest of an interesting article.
2. They add the LINE Official Account as a "friend."
3. They can then read the exclusive content (event information, coupons, etc.) located further down in the article.
4. The reader continues to receive ongoing information via LINE.

＜Screen Image＞



Price: ¥9,800 per month (excluding tax)
Target: Existing note pro users

Detailed usage instructions: https://www.help-note.com/hc/ja/articles/46983907334425/

How to Use "LINE Friend Add"

By placing the "Read by adding friend" button in articles containing the following types of information, you can achieve outcomes tailored to your specific objectives:

Product purchase and customer acquisition: Coupon codes and in-store benefits / Early access to special events such as sales / Early release of new items

Acquisition of job/admission seekers: Information sessions and discussion forums / Interviews with graduates and current students

Strengthening fan engagement: Behind-the-scenes content and development stories / Feedback forms / Public release of event archives / Early access to content

This feature is already being used by the following local governments, schools, and companies:

Ama-cho, Shimane Prefecture: Provides access to "unlisted" YouTube videos that can only be viewed by those with the URL.
https://ama-town.note.jp/n/nd7b5bb668033

Kamiyama Marugoto College of Technology: Showcases the activities of current students.
https://kamiyamakosen-edu.note.jp/n/n8f5db813d8b7

Street Academy (manabi no market connecting teachers and learners): Includes an archive video of a seminar within a report article.
https://note.street-academy.com/n/n273c6c23e3d8

Background and Future Development of This Feature

note has always supported creators' activities by providing monetization features like paid articles and subscriptions, as well as opportunities for debut through various contests. However, creators' activity styles and their ideal relationships with readers and fans are diverse.

We believe that creators need ways to deepen connections with their customers according to their individual goals, which led to the provision of this feature. We will continue to develop new features. Please submit any desired features or ideas for external service collaborations to further expand creators' activities using the feedback form below.

▼note Feedback: https://www.help-note.com/hc/ja/requests/new?ticket_form_id=360000081181

"LINE Friend Add" Feature Free Trial Campaign

Sign up for the option during the campaign period and use it for free until the end of September. Don't miss this opportunity to try it out!

Campaign Details:
Application Period: July 23 (Wed) – August 22 (Fri), 23:59 JST
Free Period: From application completion date – September 30 (Tue), 23:59 JST
*The plan will automatically switch to a paid plan from October 1st. If you wish to cancel, please notify us by the end of August.

Applications can be made from the "Plan Settings" page within the note pro customer operation support page.

If you are not yet a note pro user, please subscribe to note pro and then apply for the option. note pro offers numerous features essential for corporate information dissemination, such as custom domain settings, detailed analytics, and multi-person operation. Currently, there's also a campaign running until the end of July where new note pro sign-ups receive 3 months free and 30 article ideas.

▼note pro Details and Application:
https://pro.lp-note.com/

note pro

https://pro.lp-note.com/
note pro is a high-functionality plan for corporations. It's a service that makes it easy to create an owned media and continue disseminating information in the bustling note community. Its purposes are diverse, including "branding," "recruiting," "building fan communities," and "subscriptions." It offers comprehensive media operation support, helping companies connect with positive users and deepen relationships.

note

note is a media platform where creators post text, images, audio, and videos, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. Individuals and corporations mingle, expanding opportunities to find things they like and meet interesting people. The service launched in April 2014, and approximately 60 million works have been created. The number of members has reached 10 million (as of June 2025).

●URL：https://note.com/
●iOS App：https://itunes.apple.com/jp/app/note-noto/id906581110
●Android App：https://play.google.com/store/apps/details?id=mu.note

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Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, stores can introduce products by shops and brand owners, and corporations and organizations can use note pro to disseminate information.

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Date of Establishment: December 8, 2011
Representative Director and CEO: Sadaaki Kato
Corporate Website: https://note.jp

【Inquiries regarding this matter】
note inc. IR inquiry desk: https://ir.note.jp/inquiry