

note

note inc.

January 15, 2026

note Expands "LINE Add Friend" Feature to All Users to Enable Continuous Information Delivery



note Inc. will launch the "LINE Add Friend" feature as a paid option for all note members starting January 15 (Thursday). This feature, designed to deepen relationships with readers, has been available exclusively to the corporate "note pro" plan since July 2025.

Social media algorithms change rapidly. Furthermore, the spread of AI summaries is causing a downward trend in search traffic to articles and websites. In this changing environment, it is increasingly important to have a means to connect directly with fans and customers. There are various methods to achieve this, such as collecting email addresses for newsletters or delivering information via LINE Official Accounts.

LINE Official Accounts are business-oriented LINE accounts widely used by those who want to interact directly with customers, such as beauty salons, cafes, handmade artists, and cooking classes. By using this feature, creators can place a "Add LINE Official Account to Read More" button within their articles. This allows them to connect with people who are interested in their content.

Background: Staying Connected with note Readers

The domestic creator economy (an economic zone formed by individual information dissemination and actions) has reached a market size of 2,089.4 billion yen and continues to

grow at an average annual rate of 15.5% (*1). There is growing interest among individuals in connecting directly with fans and customers to build continuous relationships. Similarly, note has received feedback from users wanting to build longer-term relationships with people who read their articles.

An increasing number of creators are using LINE Official Accounts to deliver information continuously, leading to store visits, purchases, and event participation by fans. However, 35% of LINE Official Account operators face the challenge of being unable to increase their friend count (*2).

Immediately after the advance release for note pro in July 2025, we received numerous comments from users saying they had been waiting for such a feature, creating significant buzz on social media. We are now expanding the scope of this service so that individual creators and sole proprietorships can also widely use it.

*1 Source: Survey Results on the Domestic Creator Economy (2025)

https://www.murc.jp/library/report/cr_251210/

*2 Source: "Top 10 Operational Concerns" asked of LINE Official Account Operators

<https://linestep.jp/2025/12/10/survey-loa-problem/>

Feature Overview: Place a Button in Articles to "Add Friend" to Read More

The "LINE Add Friend" feature allows creators to place a "Add Friend to Read" button in the middle of a note article. Readers become LINE friends seamlessly when they decide they want to read the rest of the content. This enables creators to maintain continuous contact with highly engaged readers who resonate with their articles.



<How it Works>

- A reader wants to read the rest of an intriguing article.
- The reader adds the LINE Official Account as a friend.
- The reader can read the exclusive content in the remainder of the article.
- The reader continues to receive information via LINE thereafter.

Messages from LINE Official Accounts have an open rate of approximately 80% (*3), making it the perfect method for reaching those you want to inform.

*3 Source: <https://www.lycbiz.com/jp/service/line-official-account/>

Three Features of "LINE Add Friend"

1. People interested in your articles become LINE friends

People who think "I want to read the rest of the article" become LINE friends. Since they connect while interested in your content, they are more likely to read messages distributed from your LINE Official Account later.

2. A clear and secure path for readers

Readers can proceed to add a LINE friend without confusion via the button displayed in the middle of the article. Unlike pasting a direct URL for LINE registration, the button appears naturally within the flow of the article, allowing readers to tap it with peace of mind.

3. Easy setup to start immediately

If you have a note article and a LINE Official Account, you can start using the feature in just a few steps from the note settings screen.

Recommended For

(1) Shop and Salon Operators

Beauty salons, esthetic and nail salons, cafes, izakayas, yoga studios, etc.

Write about your shop's commitment or daily life in note articles, and release coupons or priority reservation slots exclusively to LINE friends. The LINE Official Account can be used for reservation reminders and new menu announcements.

(2) Makers and Artists

Handmade artists, illustrators, photographers, craft artists, etc.

Write about the thoughts behind your work or behind-the-scenes production stories in note articles, and release early access to new works or order forms exclusively on LINE. The LINE Official Account can be used to announce new product sales and event appearances.

(3) Instructors and Teachers

Cooking classes, English conversation, craft classes, design, SNS operation, coaching, etc.

Write about lessons, teaching policies, and student testimonials in note articles, and release application forms for trial lessons or detailed curriculum materials exclusively on LINE. The LINE Official Account can be used to announce open slots and seasonal workshops.

Examples of Users Leveraging this Feature with note pro

Shunsuke Hayashi

He shares practical know-how and thinking methods using AI on note. Rather than just techniques, he organizes information from the perspective of "how to design human thinking" and shares it in a reproducible form for work, dissemination, and creation. By conveying his own experiences and values alongside specific prompt examples and AI design philosophy, he has gained support primarily from business professionals who want to "master AI as their own weapon."

- Feedback on Use: "The response from leads is better than on any other platform, and I feel that the path from content to converting fans has deepened significantly."
- Example of Article Using "LINE Add Friend": Liberation from Minutes Hell with Lark AI! "Lark Minutes" Complete Utilization Guide to Revolutionize Meeting Productivity
<https://note.ambitiousai.co.jp/n/n8fc84ebd2b51>

Pro Ogo-rare-yer

A creator who shares his own thinking and values on note based on his unique view of life and sharp sense of language. With themes of money, communication, and way of living, he continuously updates essays and columns that question the premises of society and humans while picking up on daily events and the subtleties of interpersonal relationships. His unconventional perspective gathers support for "increasing options for how to live."

- Feedback on Use: "It functions very well as a path to subscription registration. By connecting the Official LINE and note, I feel that the circulation rate of the website has improved. I can create diverse relationships with customers, which is leading to actual conversions."
- Example of Article Using "LINE Add Friend": Q. I was disliked by someone. A. Please throw away the "technique of being liked" immediately!
<https://pro-ogo.com/n/n0a95138dd020>

Pricing and How to Apply

- Service Start Date: January 15, 2026 (Thursday)
- Target: All those with a note account
- Requirement: Connection settings with a LINE Official Account are required
- Price: 17,380 yen/month (tax included)
 - The annual plan is 187,704 yen (tax included).

Release Commemoration Campaign: Free until the end of February

If you apply by January 31 (Friday), you can use the service for free until February 28 (Saturday). Please take this opportunity to try it. Note: The plan will automatically switch to the paid plan from March 1. If you wish to cancel, please apply from the note settings screen by February 28.

▼ Apply Here (note Settings Screen)

https://note.com/settings/feature_subscriptions/subscriptions/line_add_friend_note

Future Outlook

note has provided mechanisms for creators to make their activities sustainable through paid articles, subscriptions, and tipping functions.

Moving forward, we will continue to develop features aiming for a state where creators can "continue to connect directly with fans starting from content," by strengthening linkage with external services including LINE, as well as messaging and community functions.

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 69.56 million works have been created. The number of members has reached 11.14 million (as of November 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, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

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【For inquiries regarding this press release】

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