Lead Magnet

This area cover information on how you can get your list/subscriber for your avatar/business

- Lead Magnet Page Overview Video
- Opt-In Forms for Email
- Opt-In Forms For Facebook Messenger
- Opt-In Forms for Push Notifications
- Using Mobile Mailer Feature
- Setting Up Facebook Comment Auto Replies
- Using Facebook Mobile Lead Ads
- Disabling Guest Mode for Facebook Messenger Chat Bubble

Lead Magnet Page Overview Video

This video will give you insight on how Lead Magnet Page works. Let's check it below :

https://player.vimeo.com/video/288545849

Opt-In Forms for Email

Creating Lead Magnets as it pertains to email along with instructions for html form integration

Overlay Forms

Bar, Modal, Slide-In, Page Takeover

https://player.vimeo.com/video/302901723

Embeddable Forms

Button & Box

https://player.vimeo.com/video/303061213

HTML Form

This is primarily used for integrating with 3rd party services so that the forms synchronize so that emails, and/or names get added into SmartEngage instantly upon form submission.

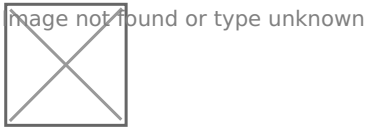**Step 1: Create your Custom HTML Lead Magnet Form within SmartEngage**
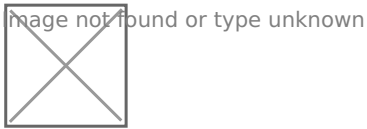
On the left navigation area click on "Lead Magnets"

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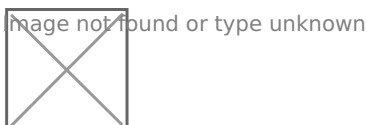
Step 2: On the top right of this page click on the button for "New Lead Magnet"
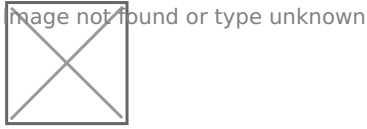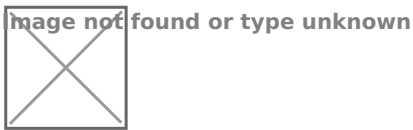

Step 3: Select Opt-In Form and click Next

Step 4: Select Email in the Form type dropdown.

And then select **HTML Form**

Step 5: Configure Your Opt-In accordingly.

Below is a full video walkthrough demo of integrating the SE HTML Form within Clickfunnels

Reference: https://smartengage.com/knowledge-base/books/integrations/page/how-to-integrate-with-clickfunnels

https://player.vimeo.com/video/301883190

Other Growth Tools

Landing Page

This lead magnet functions much like the "Page Takeover" lead magnet from the "Overlay Forms" section.

The main difference with the Landing Page option, however, is that once you activate/save and view the setup tab it will create a full landing page URL which you can use without even having to have a website.

Opt-In Forms For Facebook Messenger

It is advisable to first watch the videos for Email Opt-In Forms due to the overlap in how these are setup. [Visit Email Lead Magnet Page](#)

Overlay Forms

Bar, Modal, Slide-In, Page Takeover

https://player.vimeo.com/video/303067331

Embeddable Forms

Button & Box

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These lead magnets functions much like the email version. Click this link to view that

The main difference here being that you must whitelist the domain on the setup tab.

Other Growth Tools

Landing Page

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Messenger Ref URL

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Facebook Messenger Code

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This lead magnet creates a link which will open within Facebook Messenger. It will open a chat with your connected Facebook Page. If this is the first time the viewer is interacting with your page then they will first be required to click on a "Get Started" button. After that the user will be greeted by whatever welcome message you have configured withing SmartEngage.

Some great uses of this feature are for giving out links for coupons, thank you pages, free gifts, etc. You create some incentive for the viewer to click the link and then they can follow the instructions from within Messenger, which also results in you building your list of Messenger subscribers.

https://player.vimeo.com/video/325947365

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Checkbox

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This lead magnet allows you to easily add a checkbox attached to a separate submit button

It's important to note that a user is not automatically added as a Facebook Messenger subscriber by simply using this checkbox option. They will receive an automatic message as step 1 asking them to confirm by interacting back in some way. Our default reply asks them to confirm by clicking a quick reply button, which we have found to be the simplest solution to get them to complete this 2 step process.

Some great uses of this feature are for adding a checkbox to an existing button on your website such as Shopify.

Customer Chat

If you are having issues getting your Customer chat widget to appear on your website please review this article: https://smartengage.com/knowledge-base/books/faq/page/why-isnt-customer-chat-lead-magnet-visible-on-website

Opt-In Forms for Push Notifications

This feature is great for maximizing engagement and creating a viral effect on your Facebook Posts. When enabled, we are able to automatically message anyone who leaves a comment on your Facebook Page post. Once that person replies to your message they will automatically become a Facebook Messenger Subscriber.

Step 1: On the left navigation area click on "Lead Magnets"

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Step 2: On the top right of this page click on the button for "New Lead Magnet"

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Step 3: Select Opt-In Form and click Next

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Step 4: Select Push Notifications in the Form type dropdown.

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Step 5: Configure Your Opt-In accordingly.

For a full video walkthrough please watch this video below:

https://player.vimeo.com/video/288554995

Using Mobile Mailer Feature

Statistics show that up to a third of all manually entered Opt in forms result in a fake or secondary email address being used. It is typically a throw away email address that is almost never checked other than receiving confirmations.

So what can be done?

We figured out a way to collect people's best, primary email addresses. And we do it by leveraging something that your audience is becoming increasingly reliant on year after year....Mobile Devices.

Our Mobile mailer feature is a brand new list building tool that leverages your lead's native email app in order to obtain their best, primary email address and name.

Step 1: SmartEngage allows you to create a special mobile opt-in form. when a visitor taps this button from their mobile device their device automatically opens their mail client with a pre-written email of your choosing.

Step 2: When the visitor taps the "send" button, the visitor's email app will send an email to your custom SmartEngage account that automatically adds the lead's primary email and name to your Subscriber's list as a new contact.

This feature works on any mobile device that utilizes an email app or email "client". This includes almost all smartphones and tablets.

https://www.youtube.com/embed/4wsV_P3FQAs?rel=0

Setting Up Facebook Comment Auto Replies

This feature is great for maximizing engagement and creating a viral effect on your Facebook Posts. When enabled, we are able to automatically message anyone who leaves a comment on your Facebook Page post. Once that person replies to your message they will automatically become a Facebook Messenger Subscriber.

Step 1: On the left navigation area click on "Lead Magnets"

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Step 2: On the top right of this page click on the button for "New Lead Magnet"

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Step 3: On the popup that appears click on the option for "Facebook Page Comment" and click Next.

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Step 4: The first step to configure here is to select the Facebook Post to use for this comment feature. Click the button for "Select a Post". Find the post you want to use and select it.

Step 5: By default SmartEngage will send a message to anyone who leaves any comment, but you can adjust it to only send a message based on specific keywords.

Step 6: Configure Auto-response. This is the very first message your Facebook Page will automatically send to the person who leaves a comment on your selected Facebook Post. *IMPORTANT* - This person is not considered a subscriber until they reply to this Auto-response message. For this reason it is best practice to pose an inrtiguing question here to help generate a reply back.

Step 7: Configure your Opt-In Message. If the Facebook user replies in Step 6 above then you can configure to send them this Opt-In Message for whatever you want as they are now considered a subscriber.

Please watch this video walkthrough:

https://player.vimeo.com/video/283529660

Using Facebook Mobile Lead Ads

SmartEngage provides a seamless integration to build your email subscriber list automatically via Facebook's Lead Ads. This makes adding mobile users to your list extremely easy. By taking advantage of Facebook's powerful Lead Ads technology you can capture subscribers email addresses automatically in just 2 taps from Facebook.

Step 1: On the left navigation area click on "Lead Magnets"

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Step 2: On the top right of this page click on the button for "New Lead Magnet"

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Step 3: On the popup that appears click on the option for "Facebook Lead Ad" and click Next.

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For a full walkthrough please watch this video:

https://player.vimeo.com/video/282750949

Disabling Guest Mode for Facebook Messenger Chat Bubble

Guest mode is enabled by default for every Facebook page. To disable this feature please follow these steps:

Step 1: Go to the Facebook page related to this chat bubble and on the left navigation menu (when viewing from desktop) click on "**Settings**".

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Step 2: Click on the left navigation menu for "**Messaging**" and then scroll down the main page until you see "**Add Messenger to your website**" and click "**Get Started**"

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Step 3: In the opened window you'll need to click next until you see the "**Let People Chat as a Guest**" setting and disable the corresponding toggle.

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