

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"



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Step 3: Select Opt-In Form and click Next



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Step 4: Select Email in the Form type dropdown.



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And then select **HTML Form**



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Step 5: Configure Your Opt-In accordingly.

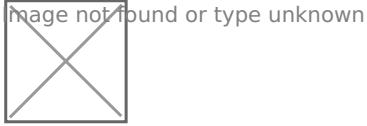
Below is a full video walkthrough demo of integrating the SE HTML Form within Clickfunnels

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.

Revision #2

Created 7 October 2023 07:26:26 by Cindy

Updated 8 October 2023 16:19:54 by Cindy