

# 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>

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# Other Growth Tools

## Landing Page

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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.

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