

## Learning Objective

This is the third module of the LeadSquared Product Training 101

### In this module, we will...

- Understand various Lead capturing methods relevant for Marketing
- Comprehend the use of Landing page and how to create custom landing page?
- Talk about lead quality criteria, engagement scoring and setting up lead forms
- Discuss Marketing activities and tasks related to the same
- Go through how LeadSquared support email and SMS campaigns
- Work with Marketing Automation in LeadSquared
- List the Marketing Reports and Dashboards




# Lead Capture

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Ways relevant for Marketing

# Capturing Leads





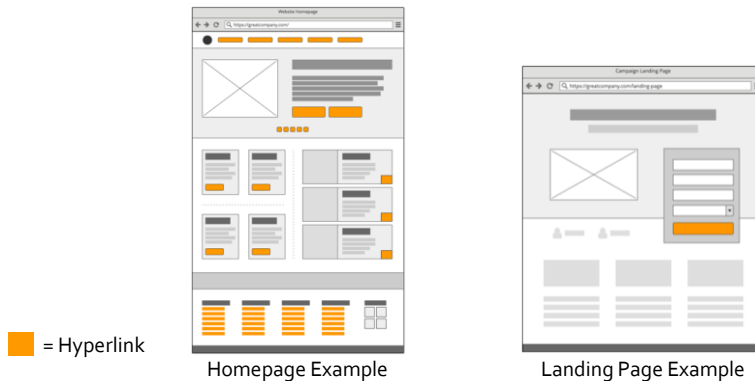
## Landing Pages

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# Landing Pages

A landing page is a standalone web page, created specifically for the purposes of a marketing or advertising campaign

Landing pages are designed with a single focused objective – known as a Call to Action (CTA).



LeadSquared's Landing Page module offers powerful features to design and publish conversion optimized landing pages. It helps to design and publish custom landing pages in a matter of minutes.

Homepage on the other hand will be the webpage with multiple hyperlinks on the website. This allows the user to navigate to different pages from the homepage and may not fill in the information thus missing out from being the leads.

## Landing Page – Why and What?

### Benefits

- Increases conversions
- Generate data and insights
- Improve paid search campaigns
- Simpler Campaign Measurement
- Can increase more recipient for email campaigns
- Increase credibility
- Improve Brand Awareness

### Features in LeadSquared

- Use Built-in templates
- Use published landing page as template
- Customize by including forms, media and rich HTML content
- Create custom post form submission options
- Collate all the leads imported from landing page to specified list
- Auto assign lead owners to leads coming from Landing pages
- Set custom lead score for every action on landing page

### Features

1. Use LeadSquared's built-in templates to easily create landing pages.
2. Create landing pages by selecting published landing page as a template. Do needed changes and publish it.
3. Create Landing page from scratch using Landing Page Editor.
4. Customize landing page by including forms, media content, and rich HTML content.
5. Create lead data collection forms using the form block.
6. Insert audio-video media content to provide superior marketing experience.
7. Insert rich HTML content including images and links.
8. Provide a variety of post form submission options, thank you message, file download, or URL redirect.
9. Collect all Leads coming from one landing page to a specified List.
10. Auto-assign a specified owner to all Leads coming from a Landing page.
11. Set custom Lead Score for every action on the landing page.
12. Insert a post submission custom script that provides a user to make custom calls to any URL after form submission.
13. Create auto-response emails to Lead and notification templates to marketers.
14. Optimize the landing pages for search engines.

15. Create custom URLs for landing page. Include custom landing page URLs in marketing campaigns to direct the leads to the landing page.
16. Track same landing page using multiple tracking URLs. This is useful when client want to track the effectiveness of their campaigns in different channels when they drive the traffic to the same landing page.
17. Compare Landing Pages on Visits, Submissions, and Unique Leads.
18. Edit and Republish a Landing page in real-time. No downtime for landing page needed.
19. Analyze Landing Page performance on traffic source and submission by looking at Landing page report.





1. **Headline:** A good headline is loaded with benefits, is believable and clear.
2. **Action:** Action, Call to Action or in plain terms, a button on a landing page is meant to provoke an action from the audience.
  1. Make your CTA contrasting to the other page elements
  2. Keep your CTA above the fold
  3. Keep the color intuitive
3. **Benefits:** This is the classical marketing battle between features and benefits. Feature is a specification or technical information, while benefit is the end result a visitor or a consumer is after.
4. **Image:** Never place an image on the landing page just for the heck of it. Use it only if it helps a visitor understand your offer in a better way.
5. **Trust:** Trust here refers to social acceptance and proof. People turn to peers or a trusted authority when in doubt. Reviews, Testimonials, Certifications, Awards, Recognition are trust elements which provide credibility to the offer on your landing page.
6. **Scarcity: Pain from loss > Pleasure from Gain.** You might not use this element always on your page. But, when you have a "limited time offer," or a product that you can regularly create scarce offers around, it would work wonders, (if it seems genuine).

For more information on landing page optimization:  
<https://www.leadsguard.com/landing-page-optimization/>

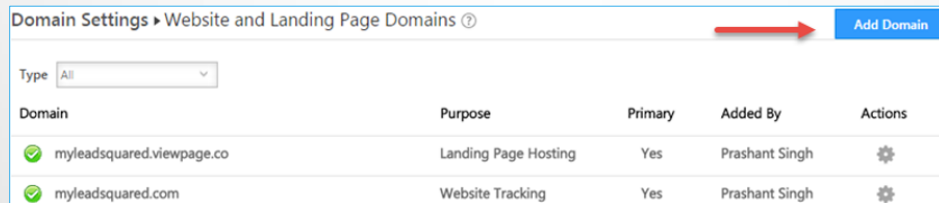


## **Creating Landing Page Demo**

In this demo, we will walk through how a landing page can be created and what are the settings available to make landing page relevant for business

## Linking Website and Landing Page Domains

Navigate to **Settings → Lead Tracking → Website and Landing Page Domains**. You will find options to Add more domains and sub-domain



Domain Settings » Website and Landing Page Domains ? Add Domain

Type:

Domain	Purpose	Primary	Added By	Actions
✓ myleadsquared.viewpage.co	Landing Page Hosting	Yes	Prashant Singh	⚙️
✓ myleadsquared.com	Website Tracking	Yes	Prashant Singh	⚙️

LeadSquared can be connected to multiple website and landing page sub-domains (depending upon on subscription plan). You can track website visits on multiple domains (and sub-domains in each domain) in LeadSquared. You can also associate multiple sub-domains for your landing pages.

More information: <https://help.leadssquared.com/configuring-multiple-domains/>

## Features in LeadSquared for Landing Pages

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- Build Responsive Landing Page
- Setup SMS Verification (OTP) In Landing Pages
- Use Dependent Lead Fields in Landing Pages
- Add a responsive slider content in Landing pages
- Pre-populate Landing Page Form fields
- Add Email categories to Landing pages
- Send form data from Landing Page to an external URL
- Embed Google Analytics Script in Landing Pages
- Embed Google Maps, Flash, Facebook Like Button, Facebook comments on Landing Page







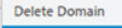


For more information, click here:

- How to build a responsive landing page: <http://help.leadSquared.com/wp-content/uploads/2012/10/responsive-landing-pages.pdf>
- How to setup SMS verification in Landing Pages: <https://help.leadSquared.com/setup-sms-verification-otp-landing-pages/>
- How to Use Dependent Lead Fields in Landing Pages: <https://help.leadSquared.com/how-to-use-dependent-lead-fields-in-landing-pages/>
- How to add a responsive slider content in Landing pages: <https://help.leadSquared.com/how-to-add-responsive-slider-content-2/>
- How to pre-populate Landing Page Form fields: <https://help.leadSquared.com/how-to-pre-populate-landing-page-form-fields-by-adding-additional-parameters-in-page-url/>
- How to Add Email Categories in Landing Pages: <https://help.leadSquared.com/how-to-add-email-categories-in-landing-pages/>
- How to send form data from Landing Page to an external URL: <https://help.leadSquared.com/how-to-send-form-data-from-landing-page-to-an-external-url/>

- How to embed Google Analytics Script in Landing Pages:  
<https://help.leadssquared.com/how-to-embed-google-analytics-script-in-landing-pages/>
- How can I add a Facebook Comments button on my Landing Page:  
<https://help.leadssquared.com/how-can-i-add-a-facebook-comments-button-on-my-landing-page/>
- How to embed Google maps in a landing page:  
<https://help.leadssquared.com/how-to-embed-google-maps-in-a-landing-page/>
- How to embed Flash (.swf) file in landing pages:  
<https://help.leadssquared.com/how-to-embed-flash-swf-file-in-landing-pages/>
- How can I add a Facebook Like button on my Landing Page:  
<https://help.leadssquared.com/how-can-i-add-a-facebook-like-button-on-my-landing-page-2/>

## DNS Setting for Landing Pages

Your landing pages are hosted by LeadSquared. The default hosting domain is <http://<youraccountname>.viewpage.co>. You can change it to host landing pages in your own domain.

Domain	Purpose	Primary	Added By	Actions
 myleadsquared.viewpage.co	Landing Page Hosting	Yes	Prashant Singh	
 mydomain1.com	Website Tracking		Prashant Singh	
 page.mydomain1.com	Landing Page Hosting		Prashant Singh	  
 myleadsquared.com	Website Tracking	Yes	Prashant Singh	

complete  
CNAME setting  
to activate the  
sub-domain

Create a cName record in your DNS and point to [cloud.viewpage.co](http://cloud.viewpage.co). For example: if your domain name is **yourdomain.com** and cName is pages then the setting will look like: **pages.yourdomain.com** points to **cloud.viewpage.co**

After creating cName, navigate to Settings → Lead Tracking → Website and Landing Page Domains and specify the sub-domain there.

For more information on cName, visit this url:  
<https://support.dnsimple.com/articles/cname-record/>



## **What if Client has their own Landing page?**

LeadSquared will integrate the data from Client's Landing Page to LeadSquared via API.





## Think and Answer

Number of submissions via landing page is more than number of leads in their system. Why?

This is because a landing page visitor becomes a lead after submission. But if the same visitor submits again, it is counted as a submission and not another lead. For instance, 1 visitor submits on a landing page. The number of leads is 1. But if the visitor submits 4 times, then the number of submissions is 4.



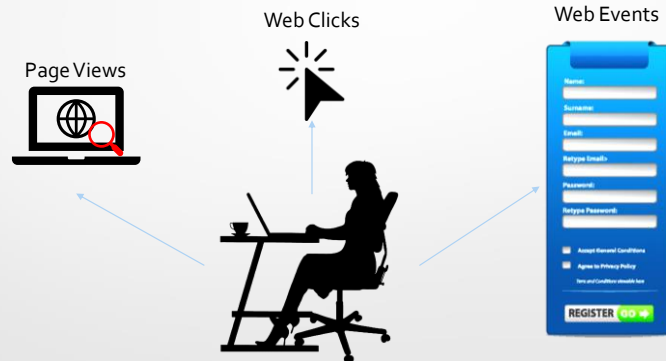
## Lead Tracking

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One of the crucial aspects of Marketing metrics to analyze the efficiency of marketing campaigns. This can be done with Lead Tracking

## What is Lead Tracker?

Lead Tracking system of LeadSquared tracks every move of the leads and helps to react in the right way by knowing their motivation and behavior.



A lead tracker will help track the lead as they travel down the sales funnel. Right from the moment of their first contact with business, LeadSquared will be able to track the lead. This will give a detailed insight into what they are looking for and help to make a personalized pitch to them.

## LeadSquared and Lead Tracking



Capture all online and offline leads



Track all lead interactions



Alert sales on pre-defined lead actions



Track leads on mobile (works offline)



Identify hot leads with lead scoring

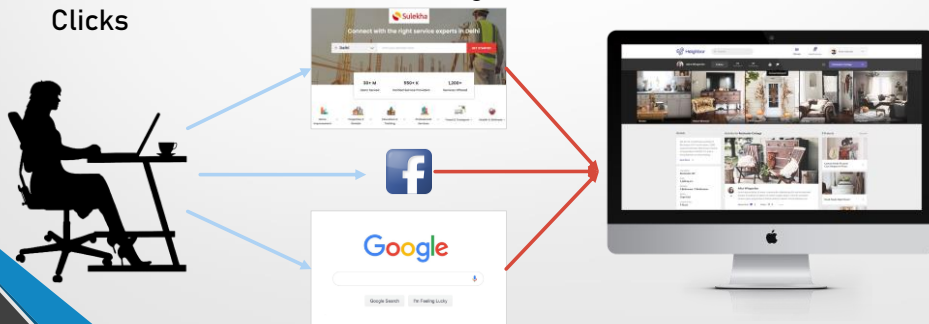


Get detailed lead analytics

1. Capture lead information from all sources like forms, chat, emails, phone calls, PPC ads, social media and more. We can even capture info that they haven't shared with business, like their social profiles.
2. Record every conversation leads have with Sales Reps – phone calls, emails, chats etc. Everything that is tracked, including lead identity and activities is displayed in a clean time-based flow on the lead activities page.
3. Send automatic mobile and email notifications to sales team when their leads take a relevant action. Ex: When a lead clicks on sales emails.
4. All the lead insights are tracked in the mobile app as well. Team can check the lead interactions as they head for their next meeting.
5. Quantify the lead's engagement by scoring each positive and negative interaction they have with Sales/Marketing team. Identify interested and disinterested leads in one glance.
6. Get insights on the leads being generated, the lead sources working best for business, the lead interactions with sales team, and lead conversion analytics.

# LeadSquared Tracking Script

- LeadSquared tracking script allows to track the sources from which the visitors are coming to your page like via Paid Online Ads, Social Media Websites and other referral sites
- It also tracks web events like Page Views, Link Click and Button Clicks



# Setting up Tracking for Websites



- Install LeadSquared Plugins
- Login to LeadSquared tracking site from Wordpress site using LeadSquared credentials



- Copy Website tracking script from **Setting→Lead Tracking→Tracking Script**
- Copy Paste the script in the html code of each webpage that wants to be tracked before the `</body>` tag ends

For more information, watch this tutorial: <https://help.leadSquared.com/how-to-deploy-visitor-tracking-script/>

## Implementing LeadSquared Tracking via Google Tag Manager

- Get LeadSquared tracking code (Lead Tracking → Tracking script)
- Set up the tags in GTM
  - Sign in to your GTM account and select the relevant container from the Accounts tab.
  - Add a new tag and select type as "Custom HTML" Tag. Let's name the tag as "LSQ Tracking Script" and click continue.
  - Paste the copied code snippet from LeadSquared into the "HTML" field.
  - Open Advanced Settings and set the "Tag firing priority" to any value, say 5. Tag firing priority ensures that a tag with higher value gets fired before tags of lower value.
- Set up triggers
  - Select 'All Pages' as the trigger. You want to ensure that the LeadSquared tracking script is on every page of your website.
- Finish up
  - Click 'Create Tag' and select 'Publish'
  - Checking if tags are fired within GTM
  - Checking if tracking script is installed in LeadSquared Application

[Google Tag Manager](#) (GTM) is a free application that allows users to add code snippets to their website/mobile application without having to directly access their codebase every time. GTM provides a single script to be placed in the website – once [installed](#), custom scripts can be added as "tags" within GTM, based on various "triggers" that you've identified

## Tracking URL

Tracking URL feature in LeadSquared allows you to use landing page in multiple marketing campaigns, such as Facebook, Google Pay Per Click ads and so on.

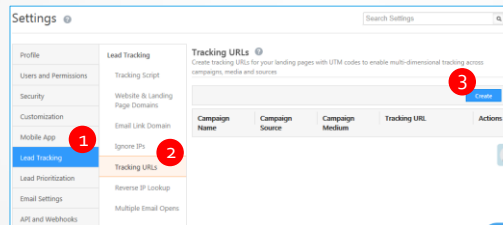
A landing page with tracking URL looks like this (Token is bold): [http://pages.leadsguarded.com/Webinar-How-to-Get-Started-With-Website-SEO?utm\\_source=Pay%20per%20Click%20Ads&utm\\_medium=Google%20PPC%20Ads&utm\\_campaign=How%20to%20get%20started%20with%20SEO](http://pages.leadsguarded.com/Webinar-How-to-Get-Started-With-Website-SEO?utm_source=Pay%20per%20Click%20Ads&utm_medium=Google%20PPC%20Ads&utm_campaign=How%20to%20get%20started%20with%20SEO)

You should use tracking URLs when you're directing traffic to a landing page from somewhere other than a call-to-action on your own site, like an email blast, PPC campaign, banner ad, and so forth. By using tracking URL feature, you can accurately track the lead source. For example, you might want to know how many users come to a landing page from a particular Facebook ad, or Google Search ad, or how many users signed up on your newsletter landing page on a particular website page.



# How to create a Tracking URL

- Navigate to Settings → Lead Tracking → Tracking URL and click on Create button



- Enter the tracking URL information in the box and click on save

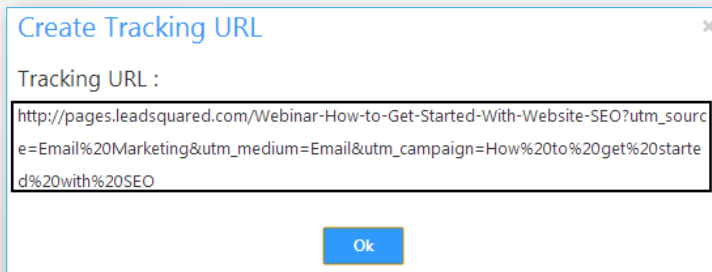
The 'Create Tracking URL' form has the following fields:

- Page URL \*: Webinar content: Website SEO: How to
- Campaign Source \*: Email Marketing
- Campaign Medium \*: Email
- Campaign Name \*: How to get started with SEO

At the bottom right, there are 'Save' and 'Cancel' buttons.

## How to use the tracking URL

Copy the Tracking URL that appears, and use that as the hyperlink in your Email, Google Adwords, Facebook ad, etc. In this way, you can accurately track the lead source and the source medium.



The screenshot shows a dialog box titled "Create Tracking URL" with a close button (X) in the top right corner. Inside the dialog, there is a label "Tracking URL :" followed by a text input field. The input field contains the following URL: `http://pages.leadssquared.com/Webinar-How-to-Get-Started-With-Website-SEO?utm_source=Email%20Marketing&utm_medium=Email&utm_campaign=How%20to%20get%20started%20with%20SEO`. Below the input field is a blue button labeled "Ok".



## Manage Email Link tracking domain

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LeadSquared encodes the emails sent to prospects with links to web pages to track who clicked on the emails.

When you send emails to your prospects with links to web pages, we encode them so we can track who clicked on your emails. After they click on the links if they visit your website or landing pages, we further track their visits on your web pages. However, this tracking will work only if you ensure that you modify your DNS settings as described



## Email Marketing/Campaign

# Email Marketing

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Email marketing is the process of nurturing and engaging with your prospects and clients through emails, in such a manner that they think of you, remember you and hopefully buy from you.

## With email marketing:

- You can reach global audience with one click
- You can pass on important information in real-time
- It's mobile
- You can send highly targeted campaigns to different groups of people
- You can increase brand awareness
- You can easily analyze & track the performance of your emails
- You can test email campaigns and invest more time on what works
- You can maximize your marketing ROI

## How to create an email campaign in LeadSquared

- To create an email template or a draft email go to **Marketing > Email Campaign**
- Click on the red button 'Create Email Campaign' to get started
- Choose a template you like, or if you want to create an email from scratch in HTML, select 'Use Draft Email.'
- Enter the Subject
- Drag the structure on the body to start creating the email
- Drag the content blocks on the structure to add content. Use mail merge field to give personal touch as it inserts lead names in your content.
- Edit the appearance from the right-side panel
- Keep Saving the files
- Select Recipients list and tags
- Preview Campaign
- Schedule Campaigns

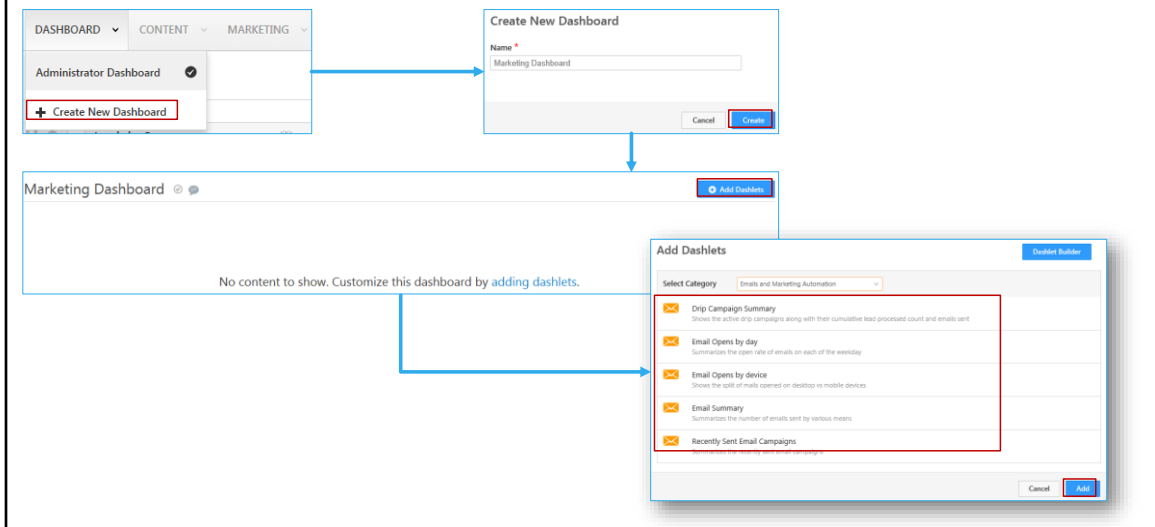
47% of nurtured leads make larger purchases than non-nurtured leads. A powerfully effective way to nurture them is through regular email campaigns. With LeadSquared, you can set up email campaigns within minutes to do that.

- To change body color (whole page color), go to body (third tab) in the panel.
- To change structure and content background, select the structure you want to edit, and go to the structure (second tab) in the panel
- You **can not** add text on images
- You can use special links for View in browser, unsubscribe and mailing preferences. Use a normal text block and add these links after double clicking the content
- You can edit your image size by clicking on the edit image button (black)
- Use padding to create white space and distance between the blocks



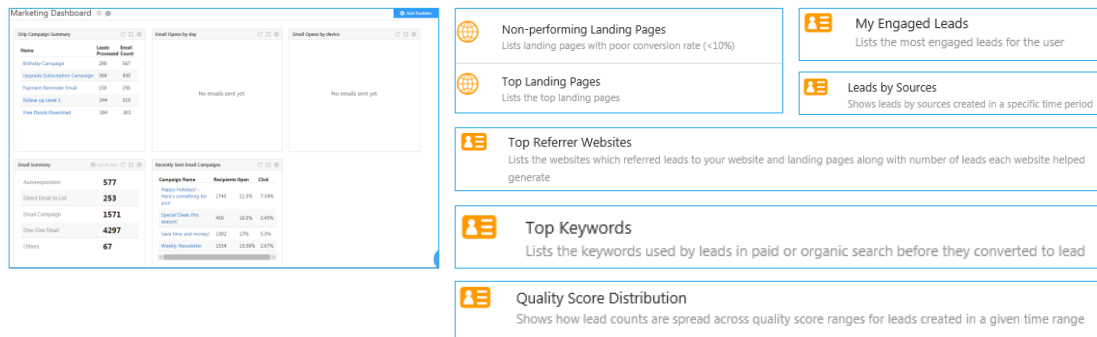
## Marketing Reports and Dashboards

# Creating Dashboard and Adding Dashlets

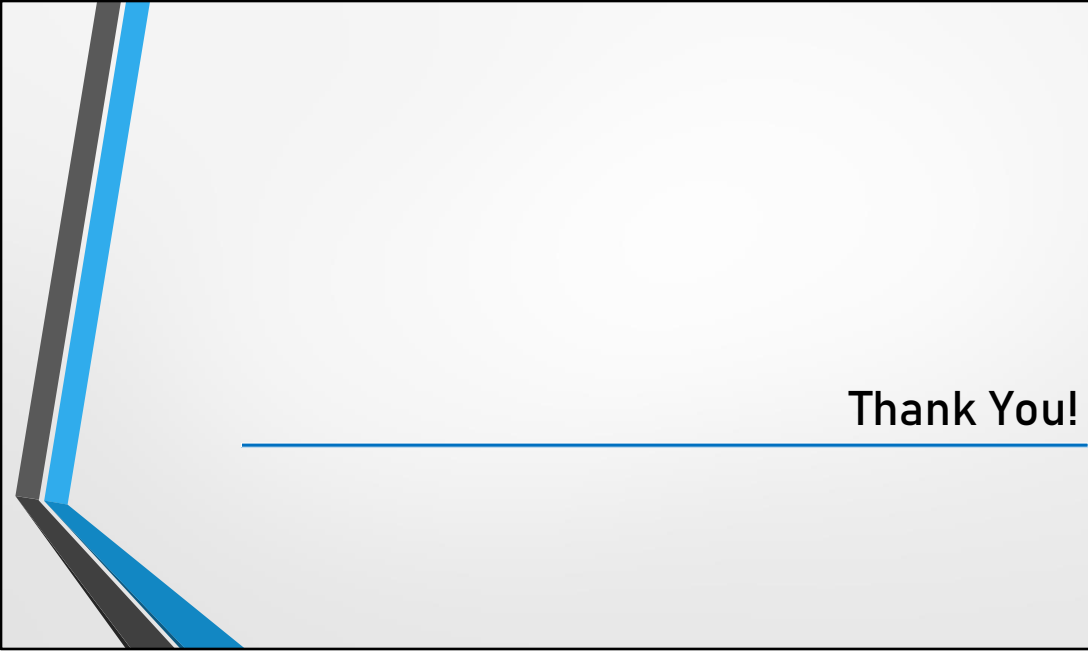




# Marketing Reports



These are some of the pre-defined marketing reports LeadSquared provide. For custom reports, contact us.



Thank You!