



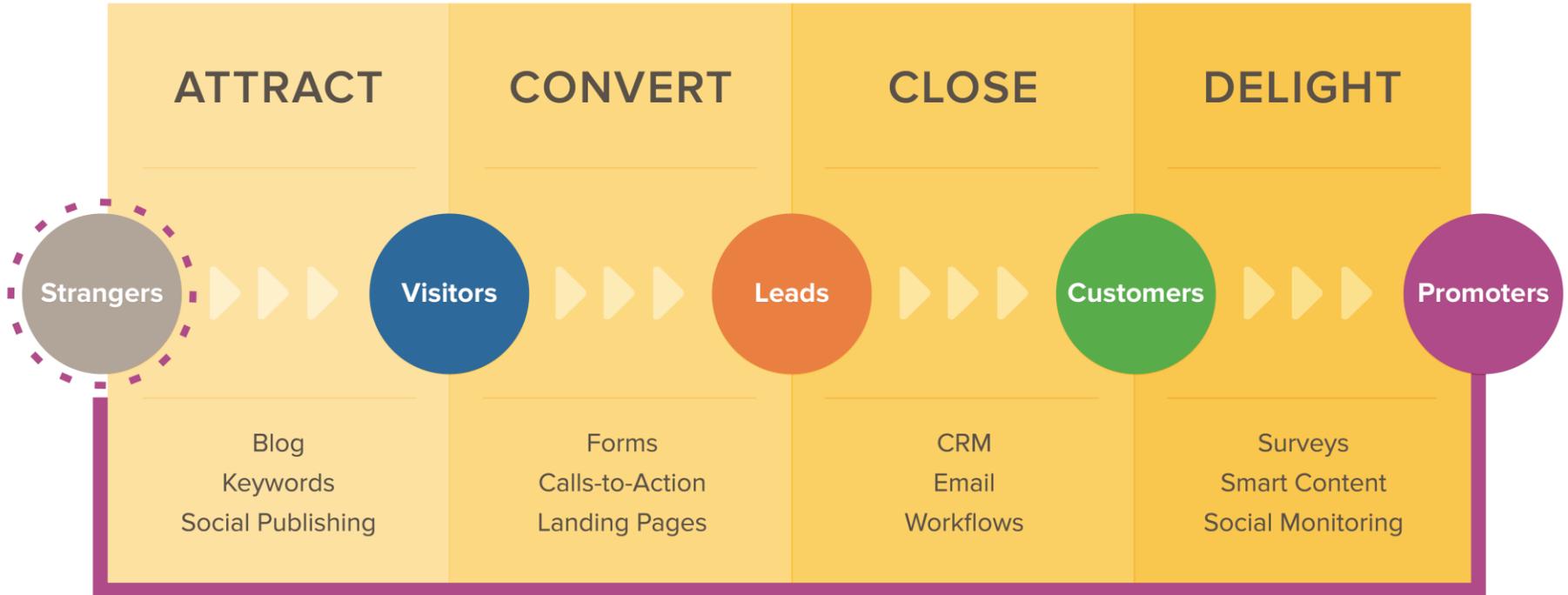
Introduction to Forms

HubSpot Academy

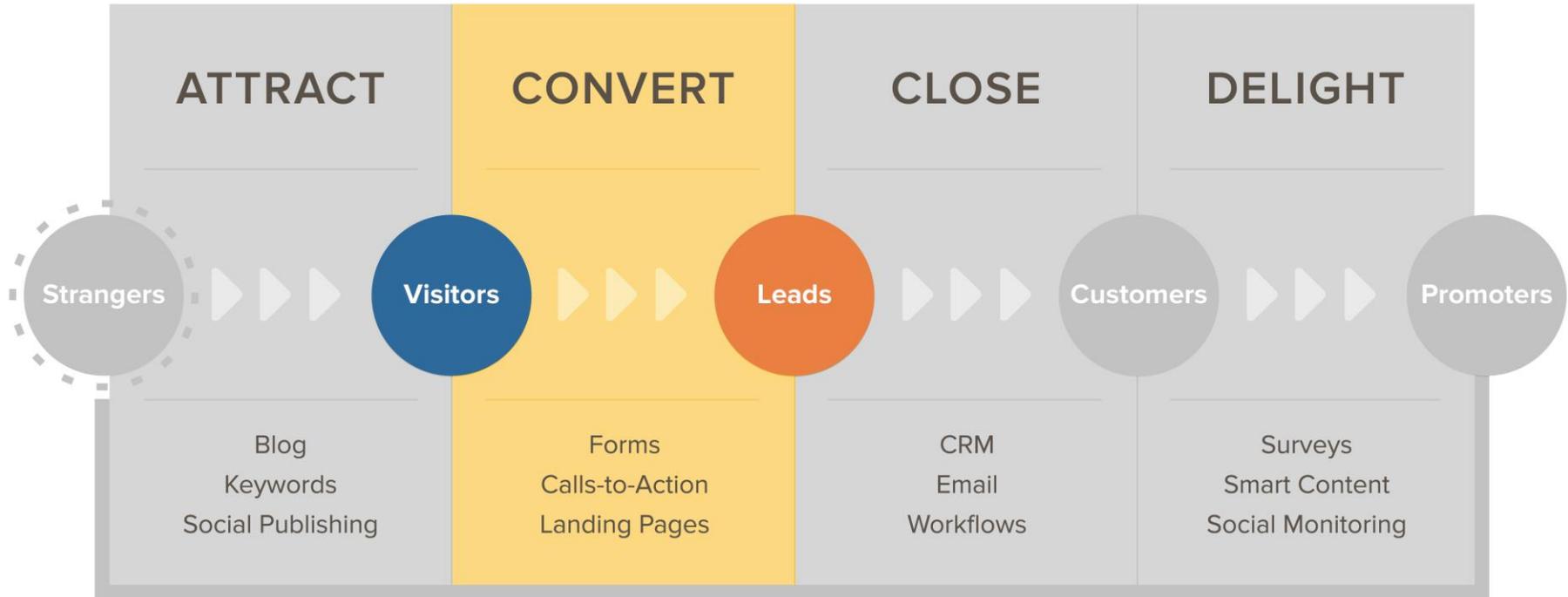
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WHY ARE FORMS
IMPORTANT?

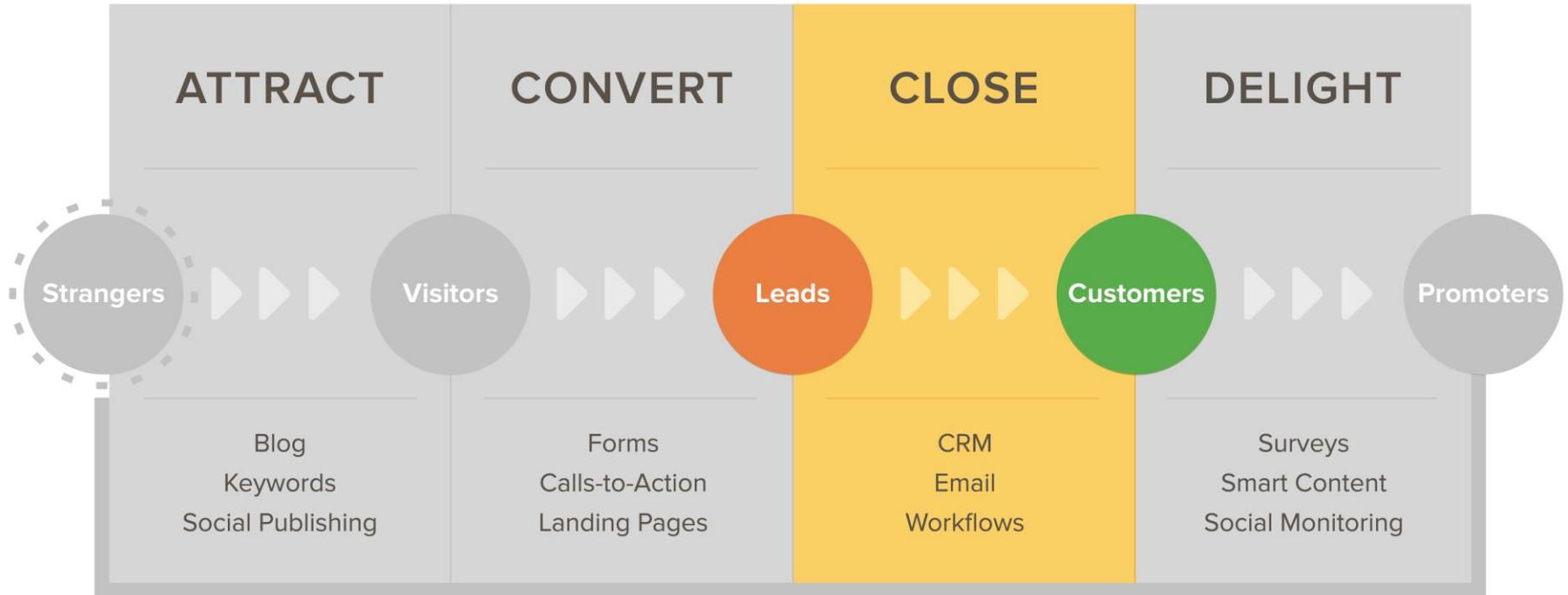
Inbound Methodology



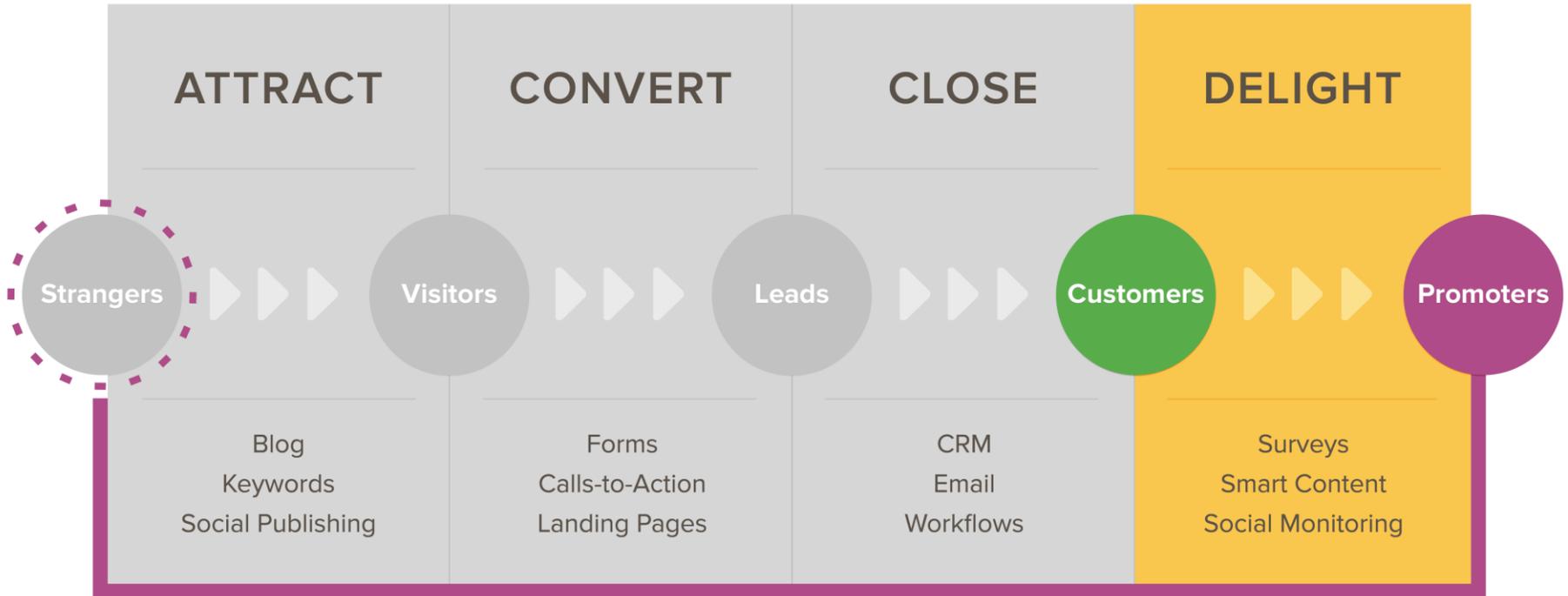
Inbound Methodology



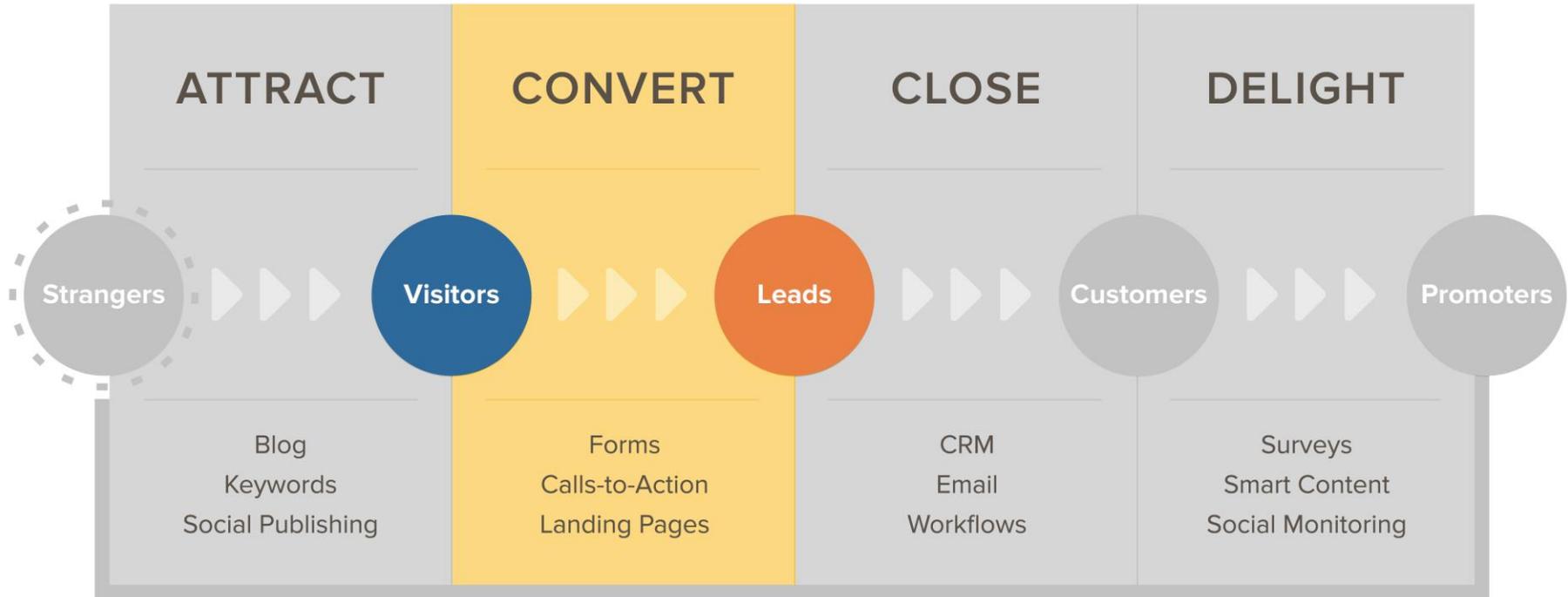
Inbound Methodology



Inbound Methodology



Inbound Methodology



The Conversion Process

Call-to-Action

Essential Guide to:



Member Engagement

Free Ebook

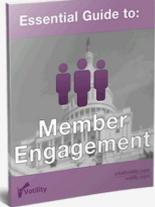
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Landing Page

 [Sign In](#)

Ebook: The Essential Guide to Member Engagement

Learn how to better engage your members, increase participation, and empower them to take action!



Trade associations, advocacy groups, and chambers of commerce all have one thing in common... **They need to increase member engagement!** But how?

Coming up with creative ways to engage members and increase participation is challenging... so, we have some ideas for you! Learn the best practices and creative ways to engage members with our new ebook, "The Essential Guide to Member Engagement".

In this member engagement guide you will learn:

- How member engagement works
- The Top 5 reasons why members don't engage!
- How to utilize the member advocacy tri-fecta: Educate, Engage, Empower

Download the FREE ebook today!

Get Your Copy Now!

First Name *

Last Name *

Email (we will keep your email completely private) *

Type of Organization: *

-Choose One-

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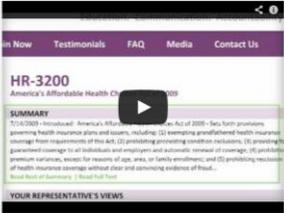
Thank You Page

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Thank you! Grab your ebook below.

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Thank you for downloading Votility's ebook, "The Complete Guide to Member Engagement". Watch this video to learn more about Votility.



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Request A Live Demo of Votility

After you read our guide, get a live demo of the Votility's Enterprise Software. Our member engagement experts will provide you with advice on increasing engagement and tracking your results.

First Name *

Last Name *

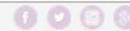
Email (we will keep your email completely private) *

Phone *

Type of Organization: *

-Choose One-

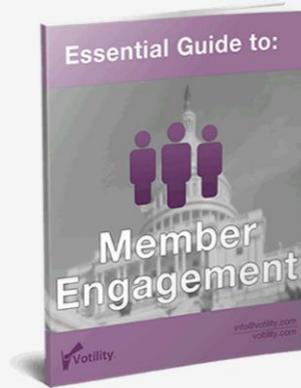
When are you available for a demonstration? *



Sign In

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Download the FREE ebook today!

Get Your Copy Now!

First Name *

Last Name *

Email (we will keep your email completely private) *

Type of Organization: *

A form **powers** the conversion process.

Forms collect information and add it to your Contacts database.

Sign In

Get Your Copy Now!

First Name *

Last Name *

Email (we will keep your email completely private) *

Type of Organization: *

-Choose One-

Download Now!

Get Your Copy Now!

members, increase to take action!

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With creative ways to engage members, increase participation is so, we have some ideas for you! We've compiled the best practices and creative ways to engage members with our new ebook "The Guide to Member Engagement". Download our engagement guide you will see how member engagement works and the reasons why members don't engage. The member advocacy tri-fecta: Engage, Empower and Enable.

Download the FREE ebook today!

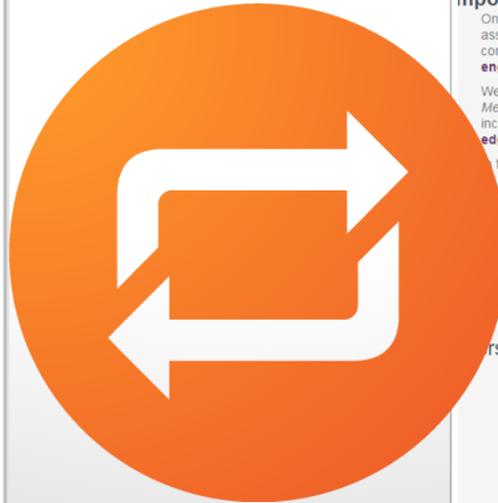
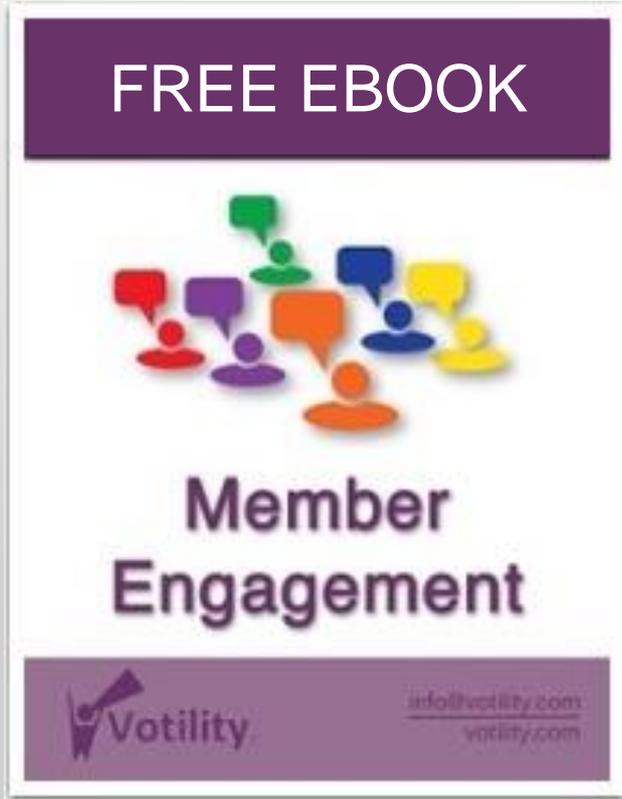
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Form information is added to the **Contacts database** and powers the rest of your marketing.

Forms are an equal **information exchange.**

I'll give you something, if you give me something.



Guide to Member Engagement
**engage your members, increase
empower them to take action!**

One of the most important challenges facing trade associations, advocacy groups, and chambers of commerce is this: **They need to increase member engagement! But how?**

We have updated our popular *Essential Guide to Member Engagement* with **all-new content** that includes new **and improved strategies and cutting-edge ideas for increasing member engagement**.

In this member engagement guide you will learn:

- How to define and measure member engagement for your organization
- Best practices and creative ways to improve member engagement
- How to utilize the member advocacy tri-fecta: Educate, Engage, Empower

Download the eBook

First name*

Last name*

Email address*

Please complete this mandatory field.
Organizational type*

Role*

What grassroots advocacy challenges are holding you back?*

- Accurate lawmaker contact information.
- Engaging members to take action.
- Managing a knowledge base to educate members.
- We don't do advocacy.

The background is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like fashion across the entire page.

2 HOW DO YOU CREATE GREAT FORMS?



Essential Guide to Member Engagement

Learn how to better engage your members, increase participation, and empower them to take action!

Essential Guide



Member Engagement



Download the **FREE** ebook today!

Share this with your peers!



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Role*

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Download Now

A form doesn't exist on its own.

You place a form onto a landing page
to power the conversion process.

FORMS BEST PRACTICES

-  Focus on questions that help you segment your contacts for your next phase of marketing.
-  Evaluate the form as if you were the lead.
-  Always add a label and placeholder text to each form field.
-  Form fields should have limited input options when appropriate.

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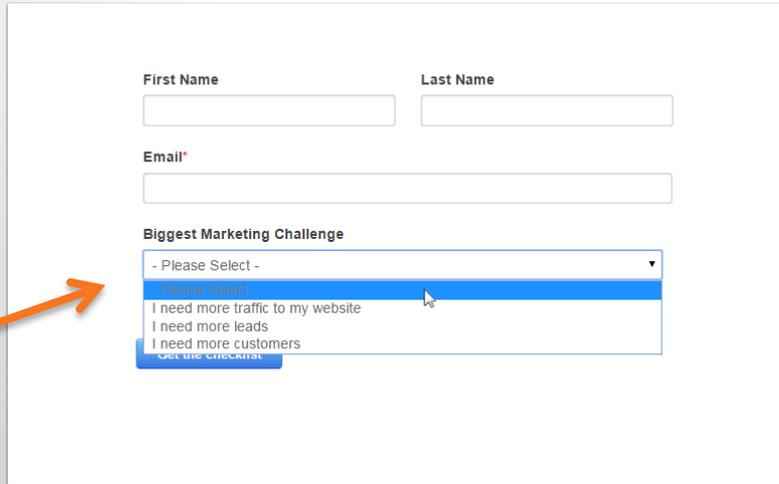
Forms and the **Buyer's Journey**

Questioning during the awareness stage should help you understand more about the lead's needs, desires and concerns.



Focus on the **lead** in the awareness stage.

What problem is the lead trying to solve? How do they hope to solve it?



First Name

Last Name

Email*

Biggest Marketing Challenge

- Please Select -

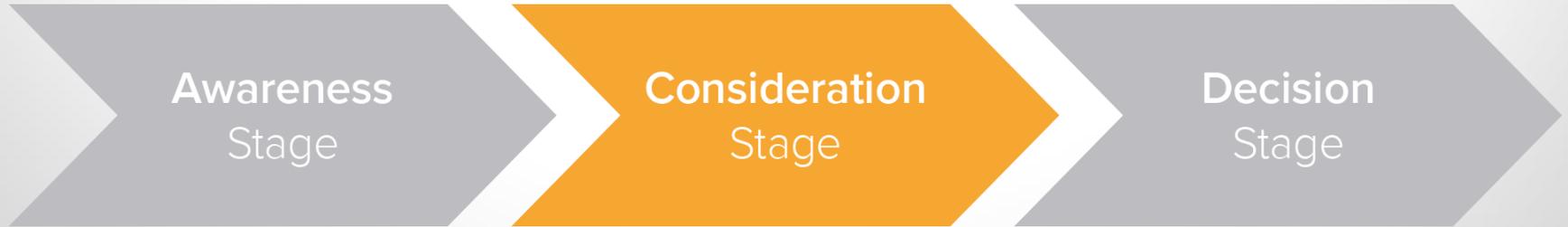
- I need more traffic to my website
- I need more leads
- I need more customers

GET THE DIGITAL

An orange arrow points to the dropdown menu.

Forms and the **Buyer's Journey**

Determine if your solutions and the lead's problems are aligned.



Ask questions to help
you understand the
lead's **buyer persona.**

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email*	
<input type="text"/>	
Company Name	
<input type="text"/>	
Job Title	
<input type="text"/>	
Biggest Marketing Challenge	
<input type="text" value="- Please Select -"/>	

Forms and the **Buyer's Journey**

Ask questions that help to qualify that the lead is ready to make a purchase.



First Name*

Last Name

Email*

City State/Region

Postal Code

Country

How Much Vacation Time Will Your Family Take This Year?*
- Please Select -

How Many People Are In Your Family?*

Why Are You Interested In Adventure Travel?*

What is your vacation budget per week?*
- Please Select -

[Plan My Trip!](#)



Ask questions to **qualify** in the decision stage.

Consider what a salesperson would need to know about the lead to close the sale.

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A form that's **too long**
may turn away
some visitors.

First Name *

Last Name *

Email *

Company Name *

Phone *

Website URL *

Role *

- Please select -

Employees *

- Please select -

Do you sell to other businesses (B2B) or consumers (B2C)? *

- Please select -

My company provides marketing services such as PR, SEO, web design, or other e-marketing? *

- Please Select -

When are you available for a demonstration? *

[See HubSpot in Action](#)

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First Name Last Name

Email*

Phone Number

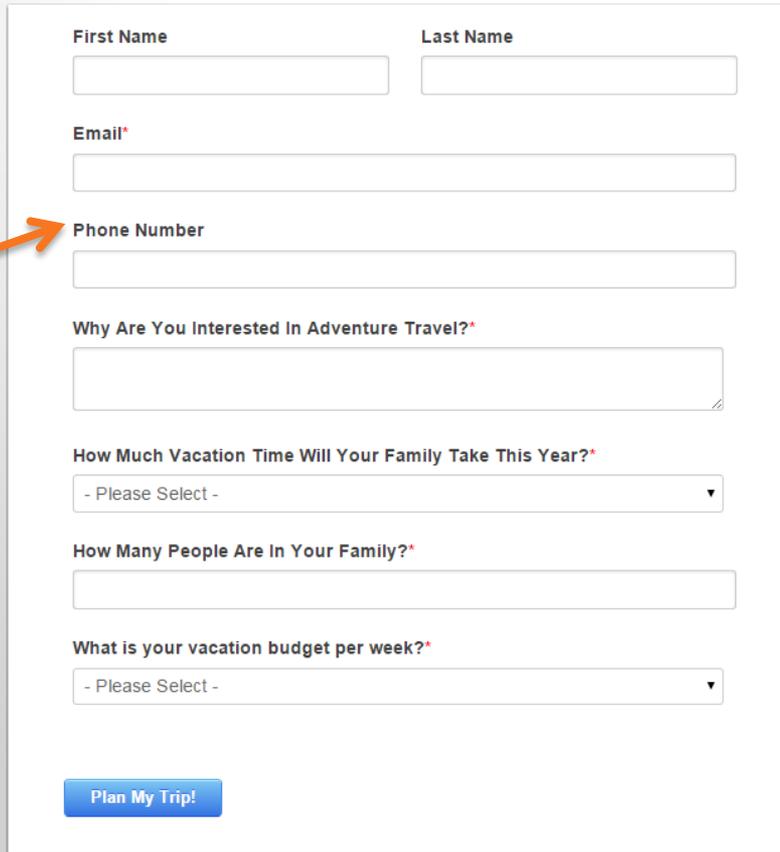
Why Are You Interested In Adventure Travel?*

How Much Vacation Time Will Your Family Take This Year?*

How Many People Are In Your Family?*

What is your vacation budget per week?*

Plan My Trip!



A label defines what the **field is asking for.**

The more explicit you can be, the better.

Using placeholder text on your forms keeps your visitors from having to guess.

First Name

Last Name

Email*

Phone Number 

Why Are You Interested In Adventure Travel?*

How Much Vacation Time Will Your Family Take This Year?*

How Many People Are In Your Family?*

What is your vacation budget per week?*

[Plan My Trip!](#)

First Name

Last Name

Email*

Phone Number

Pick a good day to contact you.
Check all boxes that apply.

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Why Are You Interested In Adventure Travel?*

How Much Vacation Time Will Your Family Take This Year?*

- Please Select -



Use **help text** in order to explain the form field further.

FORMS BEST PRACTICES

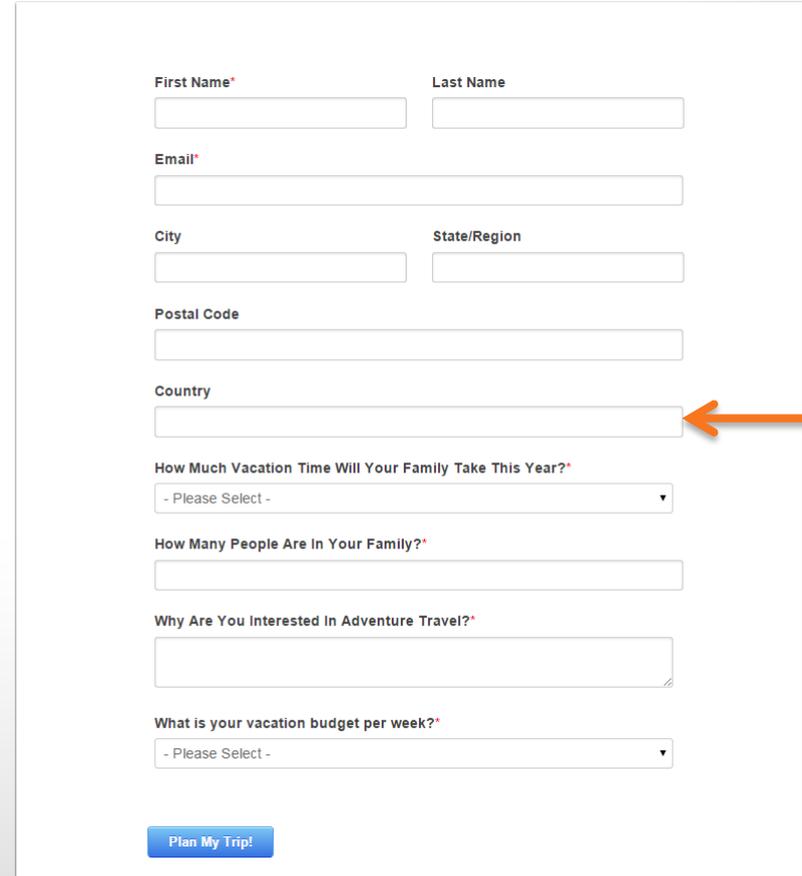
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FORM FIELD TYPES

- Text input
- Dropdown select
- Radio select
- Single or Multiple Checkboxes
- Number / Date fields
- File upload

Consider which
field type is best.

A text field is not always
the best option.



First Name*

Last Name

Email*

City

State/Region

Postal Code

Country

How Much Vacation Time Will Your Family Take This Year?*

How Many People Are In Your Family?*

Why Are You Interested In Adventure Travel?*

What is your vacation budget per week?*

[Plan My Trip!](#)

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THANK YOU.

HubSpot
Academy 