"This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring." --- Seth Godin
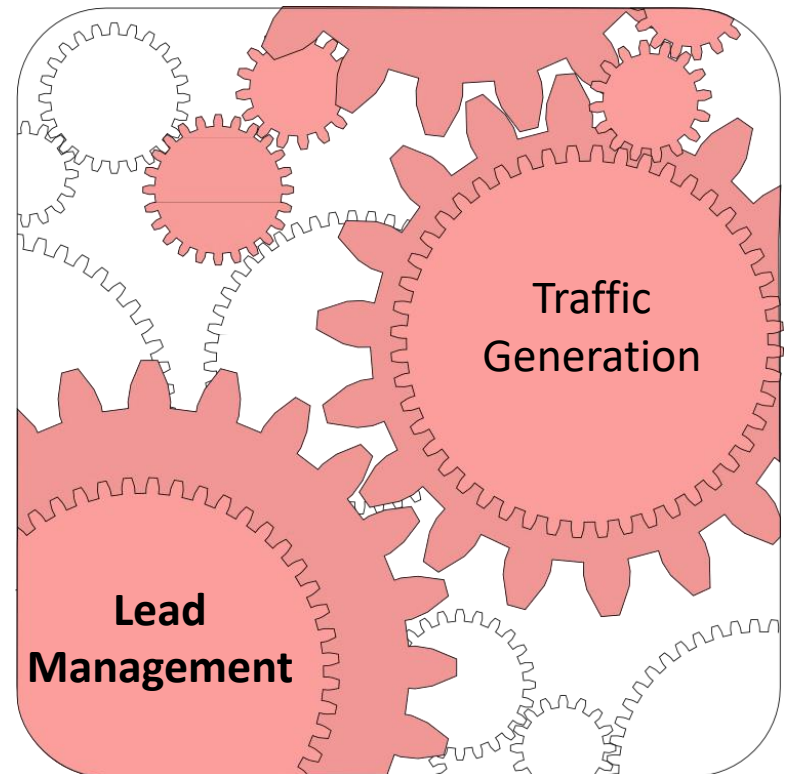
Nurture

Forms

Presentation Topics

Nurture Key Tasks

1. Social Media Monitoring and Publishing
2. Calls-To-Action
3. Landing Pages
4. Email Campaigns
5. Workflows
6. *__Forms__*
7. Information Sources

Traffic Generation

Lead Management

Lead Management

Understand

Segment

Nurture

- ✓ Social Media
- ✓ *Calls-to-Action*
- ✓ *Landing Pages*
- ✓ *Email Campaigns*
- ✓ *Workflows*
- ✓ ***Forms***
- ✓ *Information Sources*

Forms

WHY USE FORMS?

A **website form**...

is a series of questions, usually hosted on a landing page.

Collected form information is **added to Contacts database**. Powering the rest of your marketing.

FORM LOGIC BEST PRACTICES

☑   Gather information your marketing/sales team both need/want to capture.

☑   Build form based on perceived value of the offer.

SOME OF THE BASICS,
COME OUT-OF-THE-BOX WITH HUBSPOT:

- Email address (most important on any form)

- First name

- Last name

- City

- Company Name

- Company URL

- Twitter Handle

- And many more.

WOULD KNOWING THE FOLLOWING HELP YOU?

- Budget

- Location

- Job role

- Industry

- Biggest problem/challenge

THESE QUESTIONS ENABLE YOU TO:

1. Immediately qualify a lead.

2. Bucket them into a buyer persona segment.

3. Learn more about the contact's situation – like their needs, desires or concerns.

- How long is **too long**?

- Which questions are **appropriate to ask** & **when** ?

See HubSpot in Action

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? *

There is no perfect formula.

PROTIP: USE SMART FIELDS

Mark fields as Smart – so when somebody fills out the information, it will be removed from that form and any others that have that question, and are also marked "smart."

PROTIP: USE PROGRESSIVE PROFILING

Create a queue of questions, so you can ask for more information over time.

Ready?

By Caleb George Morris

Forms Demonstration

Ready?

Exercises

By Caleb George Morris

Page 26 of the workbook
- ❏ What ways can you use forms?

_ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ _ .
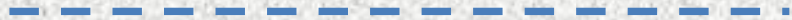
workbook exercise #8

?? minutes

Create a form with progressive profiling

Thank You!