



# How-to Build In-Banner Lead Forms

## Create Your Marketing Campaign in 3 Easy Steps!

[STEP 1: Select Template](#) > [STEP 2: Customize](#) > [STEP 3: Run Campaign](#)

[Templates](#) [My Campaigns](#)

### STEP 1 Select one of the following *smart* marketing campaign templates to create your campaign

- Smart Poll:** Engage your audience with a single question and present targeted offers based on answer selection
- Smart Survey:** Survey with multiple questions, gain insights, and present targeted offers based on answers
- Smart Share (Tell-a-Friend):** Drive word of mouth buzz through Facebook, LinkedIn, Twitter and Email
- Smart Lead Form:** Collect leads right in your marketing placement instead of on a landing page
- Smart Banner:** Easy A/B testing for your banner ads

[Customize Campaign](#)

- Sign into your Kwanzoo account
- Go to “Create New Campaign” and select the “Smart Lead Form” option

## STEP 2 Customize the template. [See diagram](#) for a quick overview.

### Name your campaign:

64 characters remaining

### Add a description about your campaign (optional)

200 characters remaining

### Campaign creatives [1] [?]

Name	Type
creative_1	lead form <a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Copy</a>   <a href="#">Disable</a>

Add another: [New smart lead form](#) [New display ad](#)

### Step 2A: Smart Lead Form Details [?]

Name

82 characters remaining

Description (optional):

200 characters remaining

### Step 2B: Customize Front Screen [?]

## Sign up and enter to win!

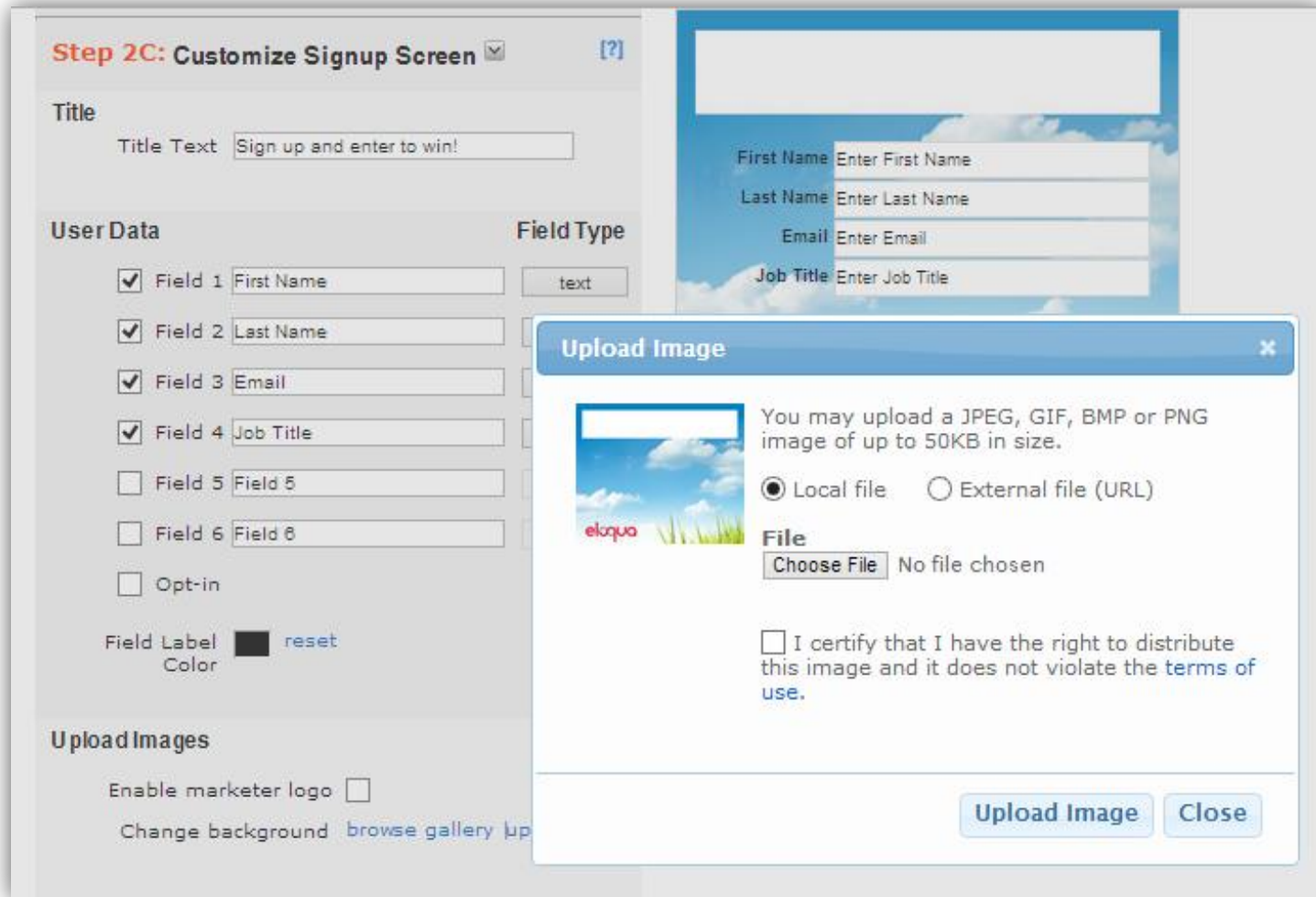
First Name

Last Name

Email

logo [privacy policy](#) | [terms](#)

- Name your campaign (so it's easily tied to a larger email, website, social or display campaign)
- Add description to your campaign (generally used to describe where form will be placed)
- Decide whether or not you want to display a front screen before your lead form (Step 2B)




## Step 2C

- Load background image (300x250 pixels) and CTA button (or select from gallery if you have previous loaded content). Images together must be < 20KB.
- **Note:** Background image should be plain since form fields and CTA are added within the editor.

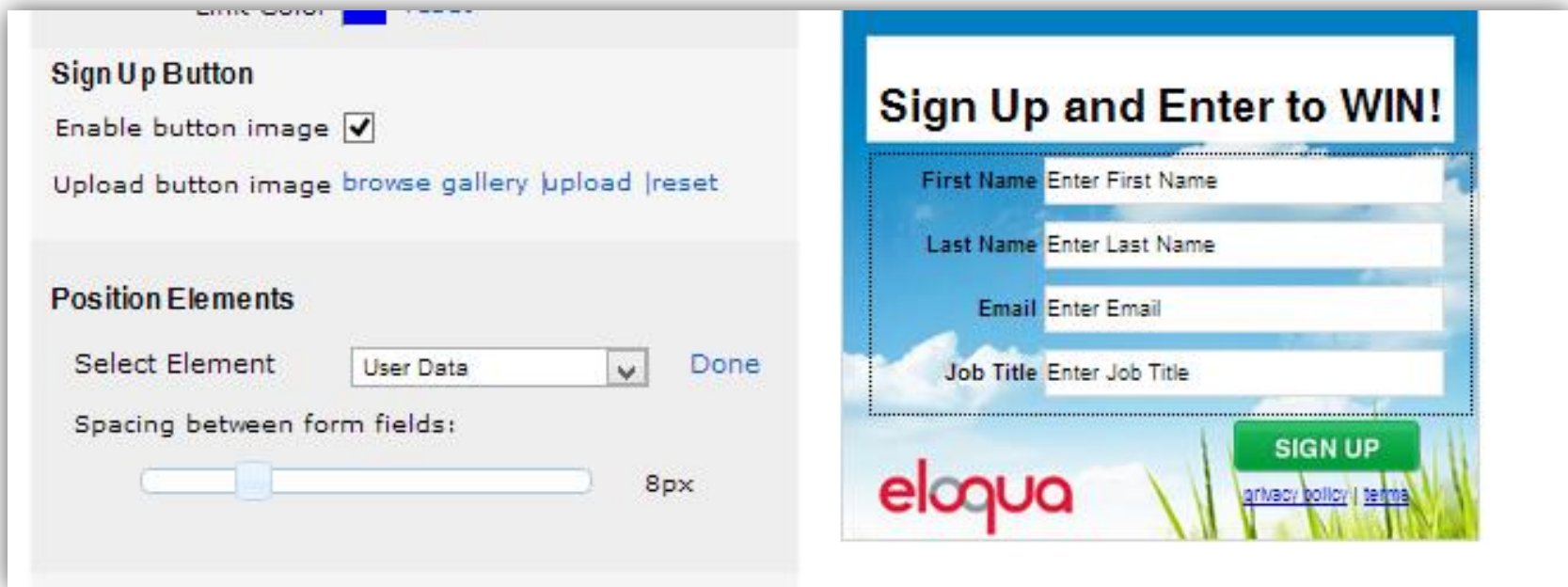
User Data	Field Type
<input checked="" type="checkbox"/> Field 1 First Name	text
<input checked="" type="checkbox"/> Field 2 Last Name	text
<input checked="" type="checkbox"/> Field 3 Email	text
<input checked="" type="checkbox"/> Field 4 Job Title	text
<input type="checkbox"/> Field 5 Field 5	text
<input type="checkbox"/> Field 6 Field 6	text
<input type="checkbox"/> Opt-in	

Field Label Color  [reset](#)



## Step 2C

- Type in “Title text” (Example: “Sign Up and Enter to WIN!”)
- Designate how many fields your form will have and what type of information users should enter (i.e Text, Date, List)



## Step 2C

- Use sliders and drag-and-drop to position the various elements (i.e title text, CTA button, user data, etc.)
- **Note:** Be sure to hit “save” after every step

The image shows two screenshots related to Eloqua lead capture. The left screenshot, titled "Contact Capture Options", displays a configuration interface. It includes a "Select Option" dropdown menu set to "Eloqua LeadConnect - Store in r". Below this are input fields for "Company", "Username", and "Password", each with a masked password field. A "Validate" button is positioned below these fields. Further down, there are dropdown menus for "First Name", "Last Name", "Email", and "Job Title". At the bottom of this section are links for "Additional Fields" and "Data Append". The right screenshot shows a "Sign Up and Enter to WIN!" form. It features a blue header with the text "Sign Up and Enter to WIN!". Below the header are four input fields: "First Name", "Last Name", "Email", and "Job Title", each with a placeholder text "Enter [Field Name]". A green "SIGN UP" button is located at the bottom right of the form, with links for "privacy policy" and "terms" below it. The Eloqua logo is visible in the bottom left corner of the form area.

## Step 2C

- Select how you would like to capture and store the lead form data
- To automatically sync with Eloqua, input account credentials and click on “validate”
- Indicate how and where you would like your field data to be saved inside Eloqua

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### STEP 3 Select channel for embedding the campaign and take it live

Edit Campaign

**Congratulations, you are ready to place your *smart* lead form:**

Campaign name: Demo\_Lead Forms - Persona-Based Mktg [ [Activate this campaign](#) ]

Campaign id: 4062      Permalink to campaign: <http://bit.ly/142m9RT> .  Share for review

Where are you placing this *smart* campaign?

- On your website or blog    On a third party (partner, affiliate or media publisher) website    On an ad network  
 On your Facebook Page    On LinkedIn    Inside email (newsletter or transactional email)    Mobile (iPhone, [Android](#))  
[Advanced Settings](#)

Copy and paste this code.

[Activate this campaign](#)

```
<iframe id="kwcWidgetFrame" name="kwcWidgetFrame" frameborder="0" scrolling="no" marginwidth="0" marginheight="0" width="300" height="250" src="http://www.kwanzoo.com/widget/customized/4062/load"></iframe>
```

## Step 3: Run Campaign

- After you've completed and saved your campaign, go to Step 3 and "Activate this Campaign"
- Select the placement for this poll campaign and embed or upload the code
- **Tip:** Re-use this same lead form on other marketing channels as needed.



# Questions?

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Resources: [www.kwanzoo.com/blog/kwanzoo-resources.shtml](http://www.kwanzoo.com/blog/kwanzoo-resources.shtml)