



Online forms for Lead Generation



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Introduction

If you ask any marketer the hardest part of their job, the most common answer would be gaining leads. Though lead generation is challenging, it's important to your business since more leads means more money and greater expansion, in addition to the fact that leads are likely to be part of your milestones.

Any activity to reach customers—web pages, social media, newsletters, campaigns, and more—is usually intended to convince them you provide the solution they're looking for. These attempts are referred to as **Lead Generation Efforts**.

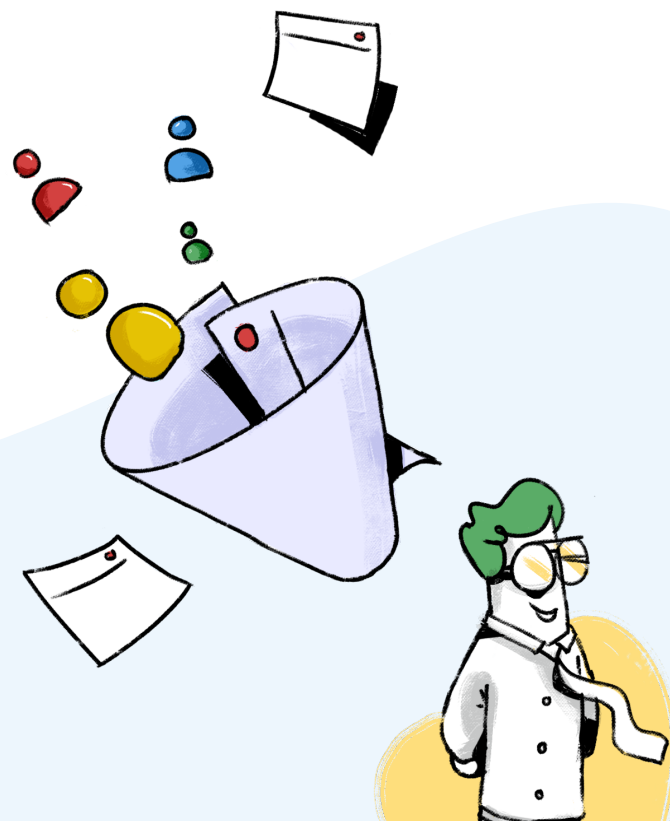


Understanding a lead's journey

Leads and lead generation

Leads - Prospects, Potentials, Opportunities... These are a few common words that refer to leads in the business world. It can be a large business, a small business, or even an entrepreneur who's looking to teach guitar lessons on a beach shore — all need customers. Basically, any person likely to become your customer is called a Lead.

Lead generation - These are the overall activities marketing and sales teams undergo to gather quality leads for your business. Usually, it can involve a variety of campaigns, letters, events, web page conversions, and social media marketing, as well as word of mouth. The outcome can include product signups, new participants for a workshop, new travelers on board for their next trip, and more.



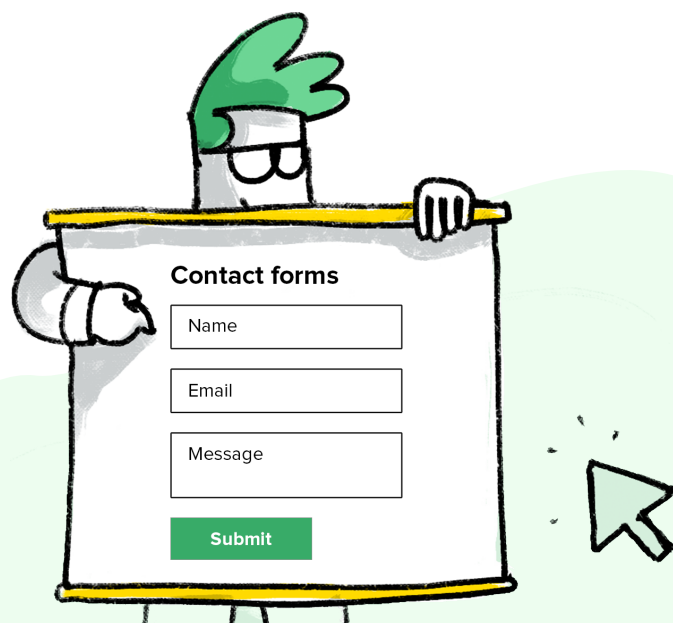
The “**what**” and “**why**” of online lead generation forms

What does a lead generation form imply?

- Who you are.
- Why they should choose you.
- What they would benefit from you.
- What will happen after the form is submitted.

Why create a lead generation form?

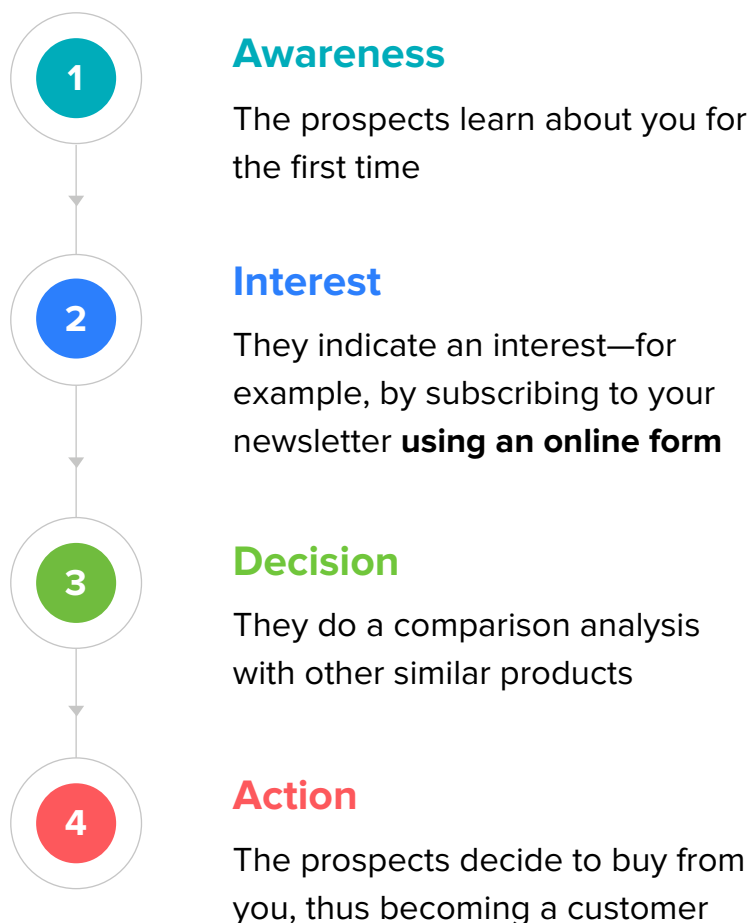
- Simple interface to collect leads.
- Minimal effort to create, design, and manage the collected data.
- Multitude of leads are welcomed and interrogated by your form.



The role of online forms in a sales funnel

What is a sales funnel?

A sales funnel is a progressive, step-by-step journey that can help you understand what brings your customer closer to buying from you. By knowing it, the misalignment of leads can be reduced and your sales and marketing alignment can be managed in a better way.



Building a robust automation strategy with forms

Going big on your marketing efforts doesn't mean you have to use complex workflows to drive your processes. A simple form with a few automation workflow setups can do all the heavy lifting for your business.

Create an irresistible form

A simple form that looks shorter invites your leads by asking the right questions, which can lead to more signups and contacts. You can achieve this by building a form flow with conditional logics. It also results in a personalized experience for the customers as it reveals new form fields based on how they answer in the current form field.

Power your lead generation website

A small lead generation form for your web pages can be a smart way to collect important information from customers: contact details, areas of interest, and more.

Spread the word across the social media

Export and share forms to your favourite social media channels to easily reach audiences on a larger scale.

Get notified on leads to prepare for continuous lead nurturing

Whether you're at your desk or on the go, stay informed of every new action through instant emails. This can also notify the new customers that they are on-board.

Define and segregate leads as they enter

The visitor's journey shouldn't stop once they get their data into a form. Take relevant actions by establishing beforehand what needs to happen after the form is completed.

Redirect them to web pages

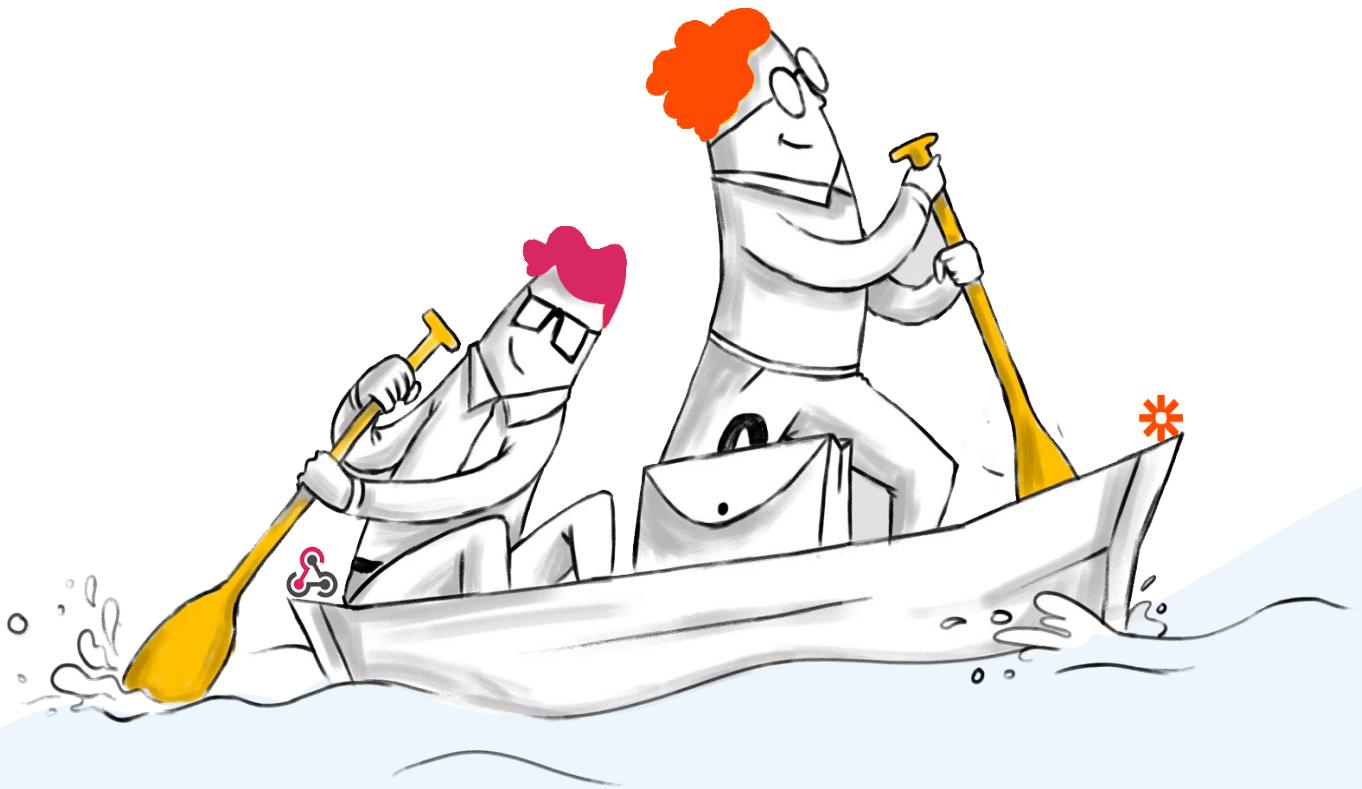
Don't let your customer stare at a Thank You message after their form submission when you could divert their interest elsewhere. Send them to relevant web pages, landing pages, or any that make them feel good about their decision.

Pass leads directly into CRM

Many businesses want to pass their leads to the sales team. Set up workflows that deliver your lead's information directly into a CRM service as and when they come in.

Integrate via Webhooks and Zapier

Form data becomes even more valuable when shared across spreadsheets, storage services, and more to allow you to continue working further. Take advantage of these integration opportunities via services like Webhooks and Zapier.



Designing a lead generation form

For anyone who uses your form on a website or any social media, the important part of the attraction is a good-looking form. Let's discuss form placement, font structure, and call-to-action (CTA) design.

Placement of forms

For a form to be powerful, it needs to capture a user's attention at a glance, as well as being easy to understand and simple to fill. In addition to these factors, the right placement of the forms can improve conversions and boost the user experience.

Top of the web page

Sometimes you want your users to fill out the form right away when they visit your web page. Placing the form on the top of the page can be useful for websites that get high traffic or that require a representative to chat with your potential customers.

Side bar of the page

A form placed on the side bar of the page keeps the form visible to the visitor as they scroll down through all the pages. This way they can contact you using the form from any page.

Bottom of the page

Placing forms below the web page can still drive conversions. In cases where you expect your web page visitors to read the page's content and then contact you, this type of placement works. The forms can also be a final CTA for the page.

In the footer

The footer of a web page is where your visitors will come to look for blog links, social media links, and more to connect with you. Embedding your forms here have fewer chances to fail you.

Font structure

You can customize the look of your form by altering the font color, size, and style. Your design should perfectly blend with the size of the form so that the form and the page contrast with one another, expressing the page's mood, aim, and nature. Avoid using fonts that are harder for the audience to read. Instead pick the fonts which are easier to understand in the first go.

Contact Us

Contact Us

Contact Us

Contact Us

Contact Us

The power of a CTA

Asking the right questions can make a form more easily fillable, but what really drives your audience to get connected right away is the CTA button. When designing a CTA, size, style, font, color, placement, and microcopy are crucial aspects.



- Make CTAs visible with the right size, font color, and text style. CTAs can usually be larger than other text on a form.
- Make the button color visually attractive by playing with bright colors. A good practice is to either use a color that's part of your web page or one that contrasts nicely with the color of your page. Usually, buttons in green, red, and orange are said to boost submissions.
- Your text needs to be short and imperative, immediately motivating your reader to action. Sometimes you can instill a sense of urgency into the CTAs by revealing offers, discounts, and more. For example, a CTA that says “Sign up now for a free ebook.”

Conclusion

Lead generation can be a tricky task. Online forms allow you to implement smarter data collection strategies with multiple integrations, payments, and more.

About us

Zoho Forms is committed to solving all your data collection needs so your business can function smoothly. It features powerful tools that let you build the forms you need and share them how you like, as well as integrations with the Zoho product suite and third-party apps. As our mobile app lets you build forms and collect data on the go, we go beyond form building.

Learn more about us at www.zoho.com