

Drip Marketing Scenario - Web Form

As this blog progresses, I'll be doing a series of [Drip Marketing](#) scenarios that hopefully will turn on the light bulb for what you can do with your business.

How to effectively capture data from the web and what to do with it next:

Put a webform on your general website or on any marketing landing/squeeze page. Don't just gather general contact information; ask one or two questions that will help you make profiling decisions. ie. are you interested in product X, Y or Z?

If you are already a [Swiftpage](#) customer you know about the survey tool and how easy it is to create a form and place it on your website.

Once a visitor fills out the form and hits submit, they can be automatically loaded into a Drip Marketing Campaign based on their survey response. So, set up 3 Drip Marketing Campaigns ahead of time. If they answer product X, they'll be loaded into the product X Campaign and so on.

Not only does Swiftpage auto-load those that fill out the form into a Drip Marketing Campaign, but will also immediately send them a plain text email with a message you have for them. This is the Swiftpage autoresponder. In addition, they will be automatically loaded to your database (Currently this is only available for ACT! users).

So, long story short and bulleted - bullets make things easier:

- Someone comes to your website and they see a link that says "Click here for more information?"
- they click the link and fill out the form selecting they are interested in Product X
- Upon submit they are automatically sent an email thanking them for their response
- Upon submit they are automatically loaded into the Product X Drip Marketing Campaign
- Upon submit they are automatically sent to your ACT! database ready to be loaded with a single click
- They receive the Product X Drip Marketing Campaign messages you create and buy product X

This all happened automatically...

See the potential here?