Campaign Walkthrough Part 1 - Capture Leads

We will capture prospects with a Landing Page, offering a free report titled, "**7 Mistakes New Pool Owners Make That Cost Them Money**." In exchange for their email address, we will provide to them a free PDF document.

1. Drag the Landing Page Goal onto the campaign canvas.

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2. Double-click on the name, "Landing Page" and give it a custom name. You can use SHIFT+ENTER to add line breaks so the title isn't too wide

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3. Double-click the Goal to setup the Landing Page

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4. Go to Part 2