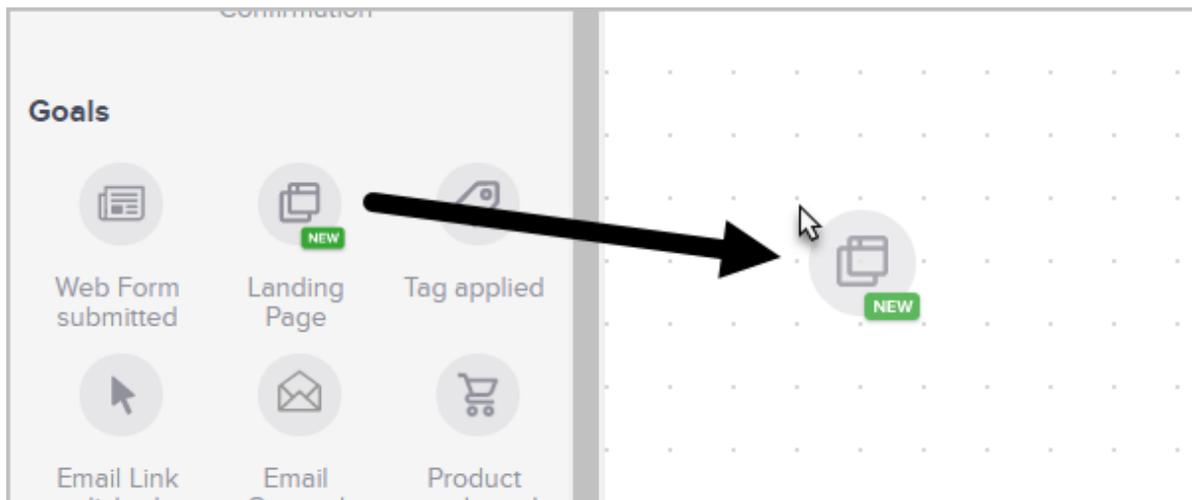


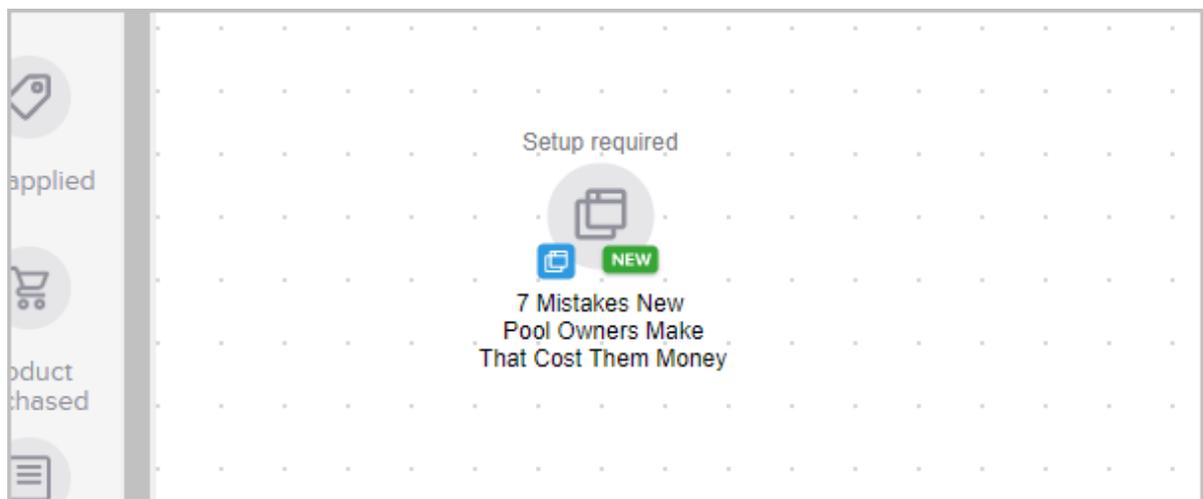
Campaign Walkthrough Part 1 - Capture Leads

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.

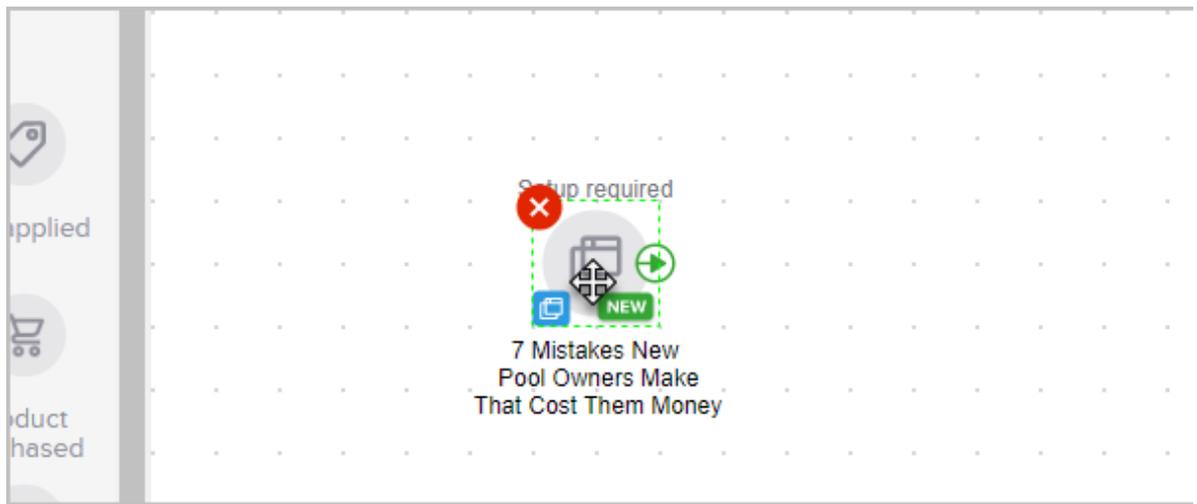
1. Drag the Landing Page Goal onto the campaign canvas.



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



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



4. Go to Part 2
