



FORM on web or landing page

When someone fills out the form, the any number of the steps to the right can be automatically triggered

EMAIL (Sent Immediately After Form Fill-Out): Auto-Responder Email to Prospect/Customer: "Thank You for Visiting our Website..."

TASK EMAIL (Sent Immediately After Form Fill-Out): A task email can also be sent after a form has been filled out. This task can include contact details from the form fill-out, task instructions (send this gift, write a note card, call this contact, etc.)

POSTCARD (Sent 2 days after form fill-out): A postcard can also be sent in a sequence. The postcard can include the any contact detail from the individual contact record (First Name, Last Name, Birthday, etc.)

EMAIL 2 (Sent 2 Days After Form Fill-Out): "We left a message"

EMAIL 3 (Sent 3 Days After Form Fill-Out): "We haven't heard from you"