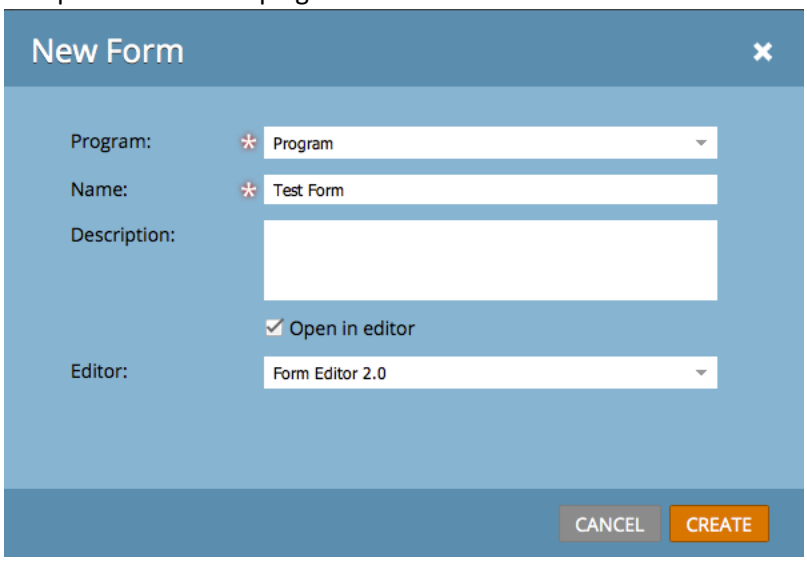
How to push leads originating in eTrigue into other Marketing Automation Platforms using an Embedded Campaign Form

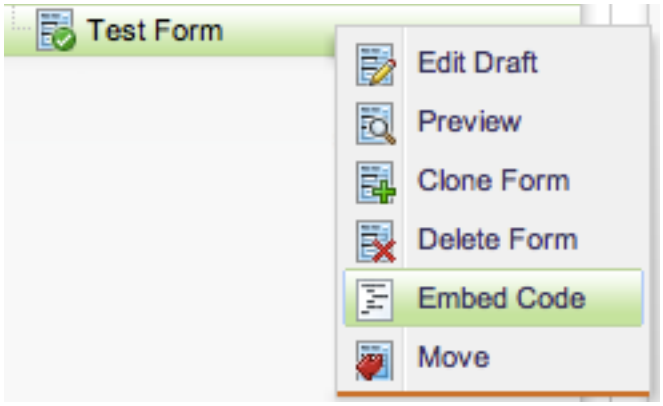
If you are using eTrigue for marketing campaigns, there is sometimes a need to send your leads to a third-party platform for lead collection. If you are also working with a vendor partnering with eTrigue to help send your leads to the third-party platform, there are a few things they will need from you:

1. **Example: Marketo**
    a. Login to Marketo
    b. Setup a Marketo campaign and create a form



    c. Approve form

    d. Click “Embed Code”



e. Include the specific fields: First name, Last Name, Company name, Email Address, Title and any hidden fields needed such as utm_source, utm_campaign, etc.
f. Provide your account manager with the embedded form and scripts

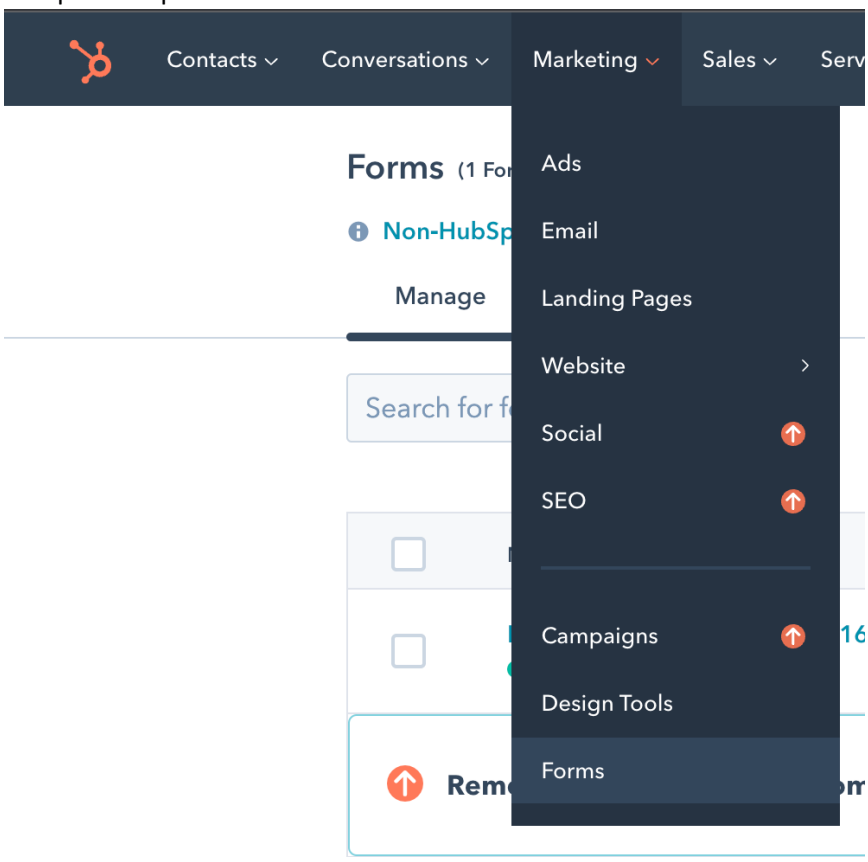
```
<script src="//app-xyz.marketo.com/js/forms2/js/forms2.js"></script>
<form id="mktoForm_123"></form>
<script>
MktoForms2.loadForm("//app-xyz.marketo.com", "123-ABC-456", 123);
</script>
```

g. Provide your account manager a couple sample prospect names to test with

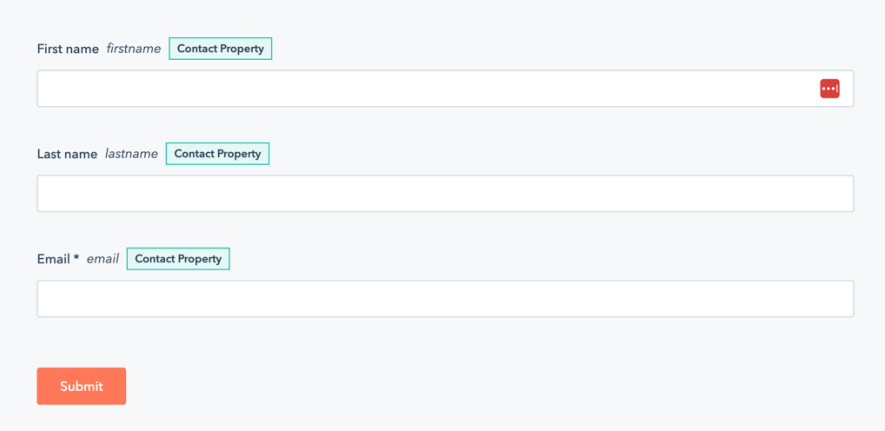
For additional detailed instructions on generating Marketo form code, visit:
https://developers.marketo.com/javascript-api/forms/

2. Example: Hubspot

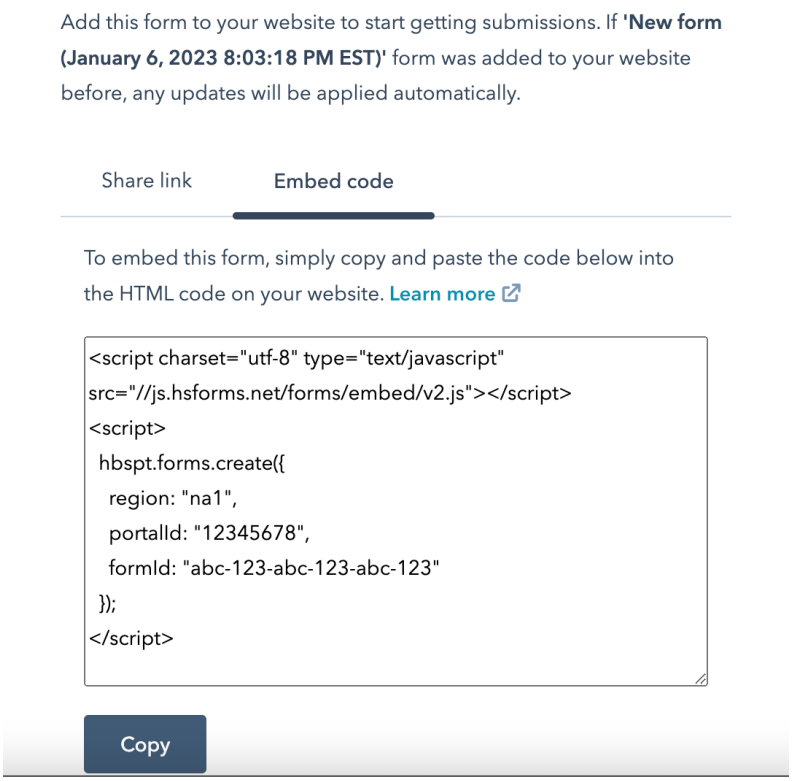
a. Login to Hubspot
b. Setup a Hubspot form



c. Add fields needed to your Hubspot form



d. Click “Embed Code” and “copy” button
e. Include the specific fields: First name, Last Name, Company name, Email Address, Title and any hidden fields needed such as utm_source, utm_campaign, etc.
f. Provide your account manager with the embedded form and scripts



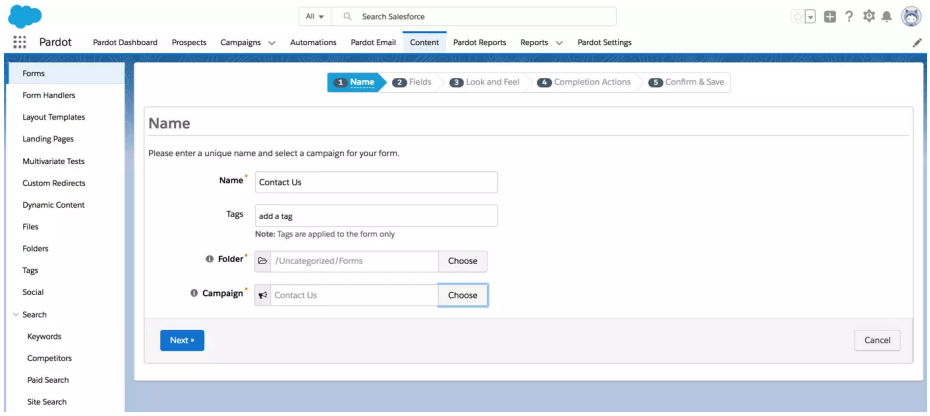
g. Provide your account manager a couple sample prospect names to test with.

h. **For additional detailed instructions on generating a Hubspot form code, visit:** https://knowledge.hubspot.com/forms/how-can-i-share-a-hubspot-form-if-im-using-an-external-site

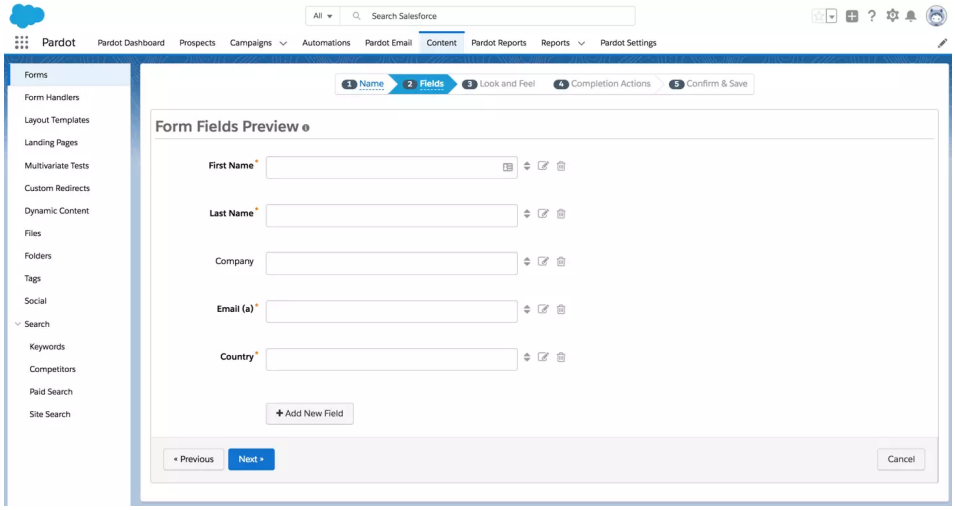
3. Example: Pardot

a. Login to Pardot

b. Setup a Pardot form



c. Add fields needed to your Pardot form



d. Include the specific fields: First name, Last Name, Company name, Email Address, Title and any hidden fields needed such as utm_source, utm_campaign, etc.
e. DO NOT add a form redirect
f. Click confirm & save and provide your account manager with the form link
g. Provide your account manager a couple sample prospect names to test with

For additional detailed instructions on generating a Pardot form code, visit:
https://help.salesforce.com/s/articleView?id=sf.pardot_create_form.htm&type=5