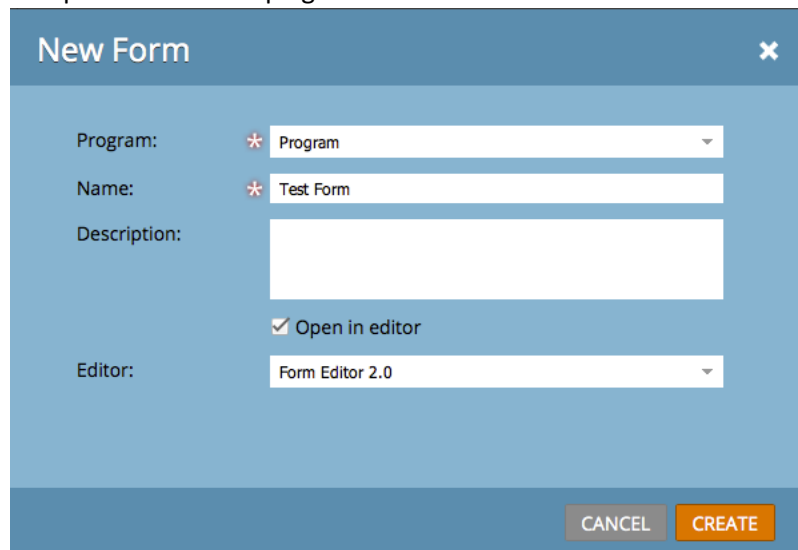


How to push leads originating in eTrigue into other Marketing Automation Platforms using an Embedded Campaign Form

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



The screenshot shows the 'New Form' creation interface in Marketo. It features a blue header with the title 'New Form' and a close button. Below the header, there are several input fields: 'Program' (a dropdown menu with 'Program' selected), 'Name' (a text field with 'Test Form' entered), 'Description' (an empty text area), and 'Editor' (a dropdown menu with 'Form Editor 2.0' selected). There is also a checkbox labeled 'Open in editor' which is checked. At the bottom right, there are two buttons: 'CANCEL' and 'CREATE'.

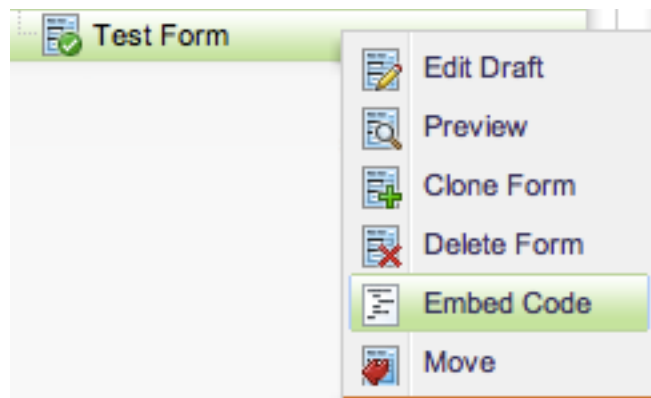
- c. Approve form



The screenshot shows the 'Finish' form approval screen in Marketo. It has a grey header with the word 'Finish' in blue and three buttons: 'BACK', 'CLOSE', and 'APPROVE AND CLOSE'. Below the header is a light blue section titled 'Summary'. This section contains a table with the following information:

Theme:	Simple:
Number of Fields:	3
Progressive Profiling:	Disabled

- 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>
```

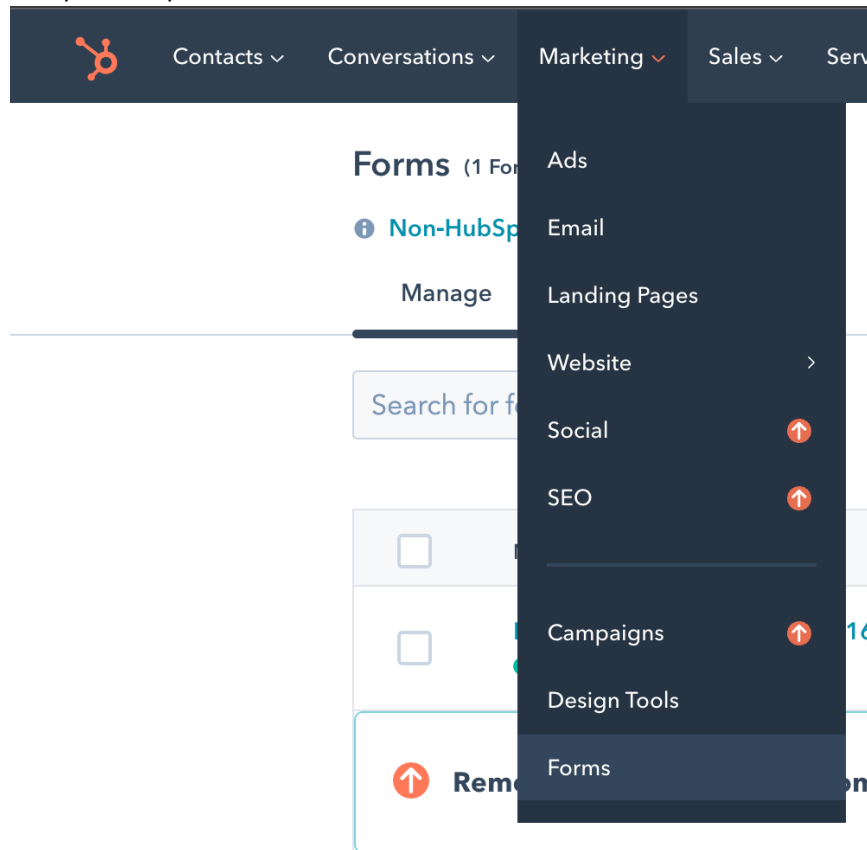
- g. Provide your account manager a couple sample prospect names to test with

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

First name *firstname* Contact Property

Last name *lastname* Contact Property

Email * *email* Contact Property

Submit

- 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

Add this form to your website to start getting submissions. If 'New form (January 6, 2023 8:03:18 PM EST)' form was added to your website before, any updates will be applied automatically.

Share link **Embed code**

To embed this form, simply copy and paste the code below into the HTML code on your website. [Learn more](#)

```
<script charset="utf-8" type="text/javascript"
src="//js.hsforms.net/forms/embed/v2.js"></script>
<script>
  hbspt.forms.create({
    region: "na1",
    portalId: "12345678",
    formId: "abc-123-abc-123-abc-123"
  });
</script>
```

Copy

- 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

The screenshot shows the Pardot interface for setting up a form. The left sidebar lists various form-related options like 'Form Handlers', 'Layout Templates', and 'Landing Pages'. The main content area is titled 'Name' and includes a progress bar with steps: 1. Name, 2. Fields, 3. Look and Feel, 4. Completion Actions, and 5. Confirm & Save. The 'Name' step is active. Below the title, there is a text input field for 'Name' with the value 'Contact Us'. There is also a 'Tags' field with the value 'add a tag' and a note: 'Note: Tags are applied to the form only'. Below that, there are two dropdown menus: 'Folder' with the value '/Uncategorized/Forms' and 'Campaign' with the value 'Contact Us'. At the bottom, there are 'Next >' and 'Cancel' buttons.

c. Add fields needed to your Pardot form

The screenshot shows the 'Form Fields Preview' screen in the Pardot interface. The progress bar now shows step 2, 'Fields', as active. The main content area is titled 'Form Fields Preview' and displays a list of form fields: 'First Name', 'Last Name', 'Company', 'Email (a)', and 'Country'. Each field has a text input box and a small icon to its right. Below the list, there is a '+ Add New Field' button. At the bottom, there are 'Previous', 'Next >', and 'Cancel' buttons.

- 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