

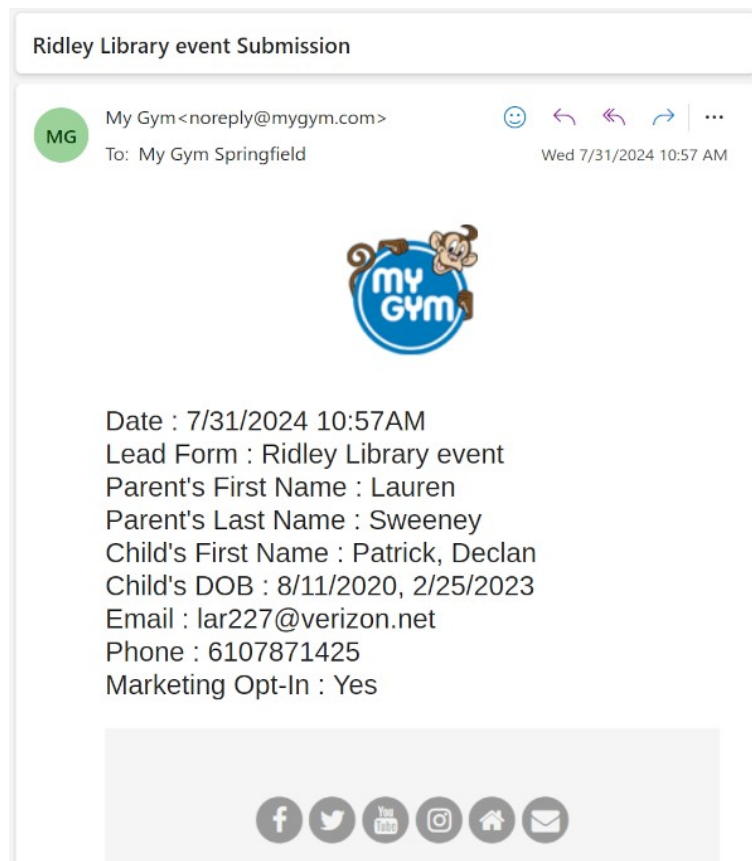
# How to Handle a Website Event Submission

## Change Log

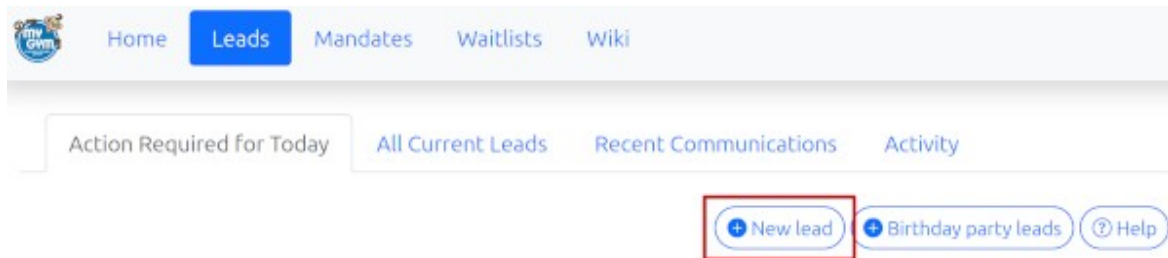
Version	Date	Details
1	Jul 31, 2024	Initial version

Please Note: In order to complete these steps, you will require additional permissions on the "Leads" page for your login. If you do not have the "Add lead" option shown below, the shift manager should complete these steps.

When we host an event outside of the gym, such as the ones occurring at the Ridley and Media library, the attendees are offered a FREE one week trial as a benefit of attending. At the event, they will scan a QR code that will take them to a form on our website. Once they fill out their details, you will see an email come into the Inbox that looks like this:



In order to handle the new lead, first browse to the "Leads" tab and then select "Add lead".



This will popup a form to enter the lead details. The first fields (Parent First Name through Child Name are straight forward). Please pay careful attention to the remaining fields however.

- 1.Date Lead Acquired: Use the date the email was received
- 2.How was the lead received (the source?): Select 'event'
- 3.What ad campaign was used?: Use the name of the event they attended. In this case 'Summer Library Series'
- 4.Offer: 'free'
- 5.Was an initial text already sent: 'No' (unless communication already did occur. Selecting yes will bypass the automated initial email and text that is sent)

Add lead

×

Parent First Name*	Lauren
Parent Last Name*	Sweeney
Email	lar227@verizon.net
Phone	(610) 787-1425
Child Name*	Patrick
Date Lead Acquired*	07 / 31 / 2024
How was lead received (the source)?*	event
What ad campaign was used?*	Summer Library Series
Offer*	free
Was an initial text already sent?	No

Add

After adding the lead, delete the email from the inbox to indicate that the action is complete.