GENSTONE
REALTY

Build a Landing Page in kvCORE to Capture Leads

A landing page is a page added to your website designed to attract visitors and convert them into leads. It captures their contact information in exchange for your offer of information.

From Landing Page Template → *to Finished Page on Your Website*





1. Go to "Lead Engine" menu to select "Build Landing Page."



2. Begin the selection of options at the top of the Template. Start at the left by using the "Lead Generation" option, the most popular of the seven types of Landing Pages.



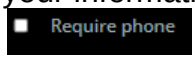
3. Next is "Hashtag," where you create one that indicates the page's topic. kvCORE captures the hashtag with the contact information provided by the visitor to your Smart CRM, so you know what they responded to.
4. The "Submit Button Text" allows you to change the text for that button.



5. The "URL after Login" is where you paste the URL from the search you create on your website based on the topic of this page.



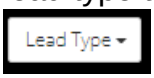
6. If you want to require both an email address and a phone number from the visitor to view your information, check the "Require Phone" box, but it is generally not recommended.



7. Choose a "Background" photo appropriate for the topic from the 30 available.



8. Select a "Lead Type" from Buyer, Seller, Renter, Agent, Vendor, or None. It attaches the lead type to your Smart CRM contact information for that visitor.



9. When you have pasted the search URL in #5 and all other fields are complete, select "Save."



10. Select the green button at the top left to publish the Landing Page to your social media, including Facebook, Twitter, LinkedIn, and Pinterest.

