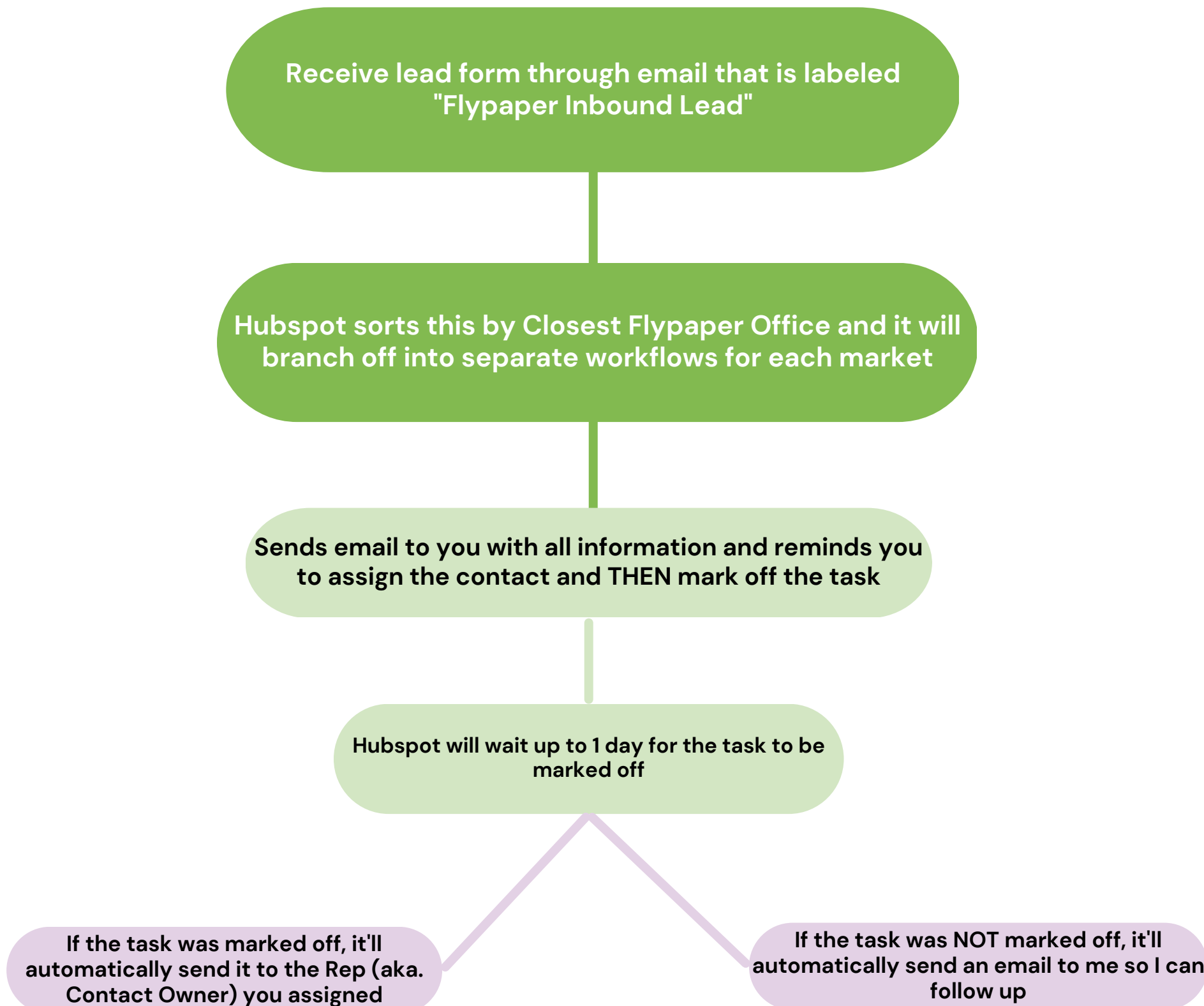


NEW Lead Process for Website Form Fills



Benefits of Automating Leads:

- We can create reports for inbound leads much easier
- You don't have to do as much work and it will always be organized
- We are creating a followup workflow so that less inbound leads get lost in the shuffle!

Will you get spam leads?

- There is a chance that you will, BUT we have a process in place to keep spam out of your inbox.
- Only phone number area codes that are local to your market will go through the workflow.
- We will also block certain keywords/emails (which our Hubspot Guru Zak will narrow down)
- Claudia and Zak will receive the emails first before the automation workflow will start, so if you receive an email for a lead, try to open in HubSpot, and it gives you a 404 error, that means it was spam and we've already deleted it.

Have a suggestion once this workflow goes live?

Let us know! Message either Zak or Claudia.