

# Create a Form

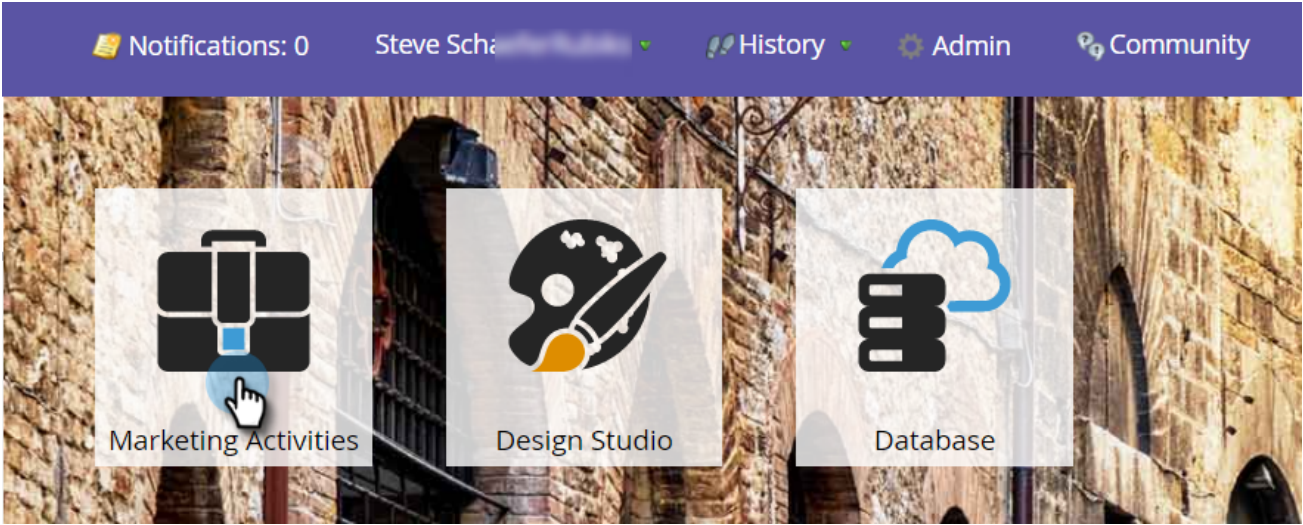
Create and use a form on a landing page to generate new names. It's really easy - here's how to get started.



## Tip

Most customers create a new form for each landing page, but you can also create one form to be used with multiple landing pages. It's entirely up to you!

### 1. Go to **Marketing Activities**.



### 2. Find and select your **program**.


The screenshot shows a marketing dashboard interface. On the left is a sidebar with a 'Marketing Activities...' header and a list of items: 'Marketing Activities', 'Active Marketing Programs', 'Learning', 'Big Launch Webinar - 1' (highlighted in orange), 'Email Program 2', 'My Email Program', 'My Nurture Program', 'My Program -- AZ', 'My Tradeshow Program', 'Promotion', and 'Scoring 1'. A hand cursor points to 'Big Launch Webinar - 1'. The main content area has a top navigation bar with 'Big Launch Webinar - 1', 'Assets', 'Setup', and 'My Tokens'. Below this is a 'New' button and a 'Program Actions' dropdown. The main view is titled 'View: Summary' and displays 'Big Launch Webinar - 1'. Underneath, there are sections for 'Settings', 'Channel: Web Content', 'Created: April 18, 2017 3:20 PM PDT by', 'Last Modified: May 15, 2017 1:47 PM PDT', and 'Results'.


3. Under **New**, click **New Local Asset**.


This screenshot shows the same dashboard as the previous one, but with the 'New' dropdown menu open. The menu items are: 'New' (highlighted with a hand cursor), 'New Campaign Folder', 'New Smart Campaign', 'New Local Asset' (highlighted with a hand cursor), and 'Import Program'. The rest of the dashboard, including the sidebar and the main content area, remains the same as in the previous screenshot.


4. Select **Form**.


## New Local Asset

 Smart Campaign

 Email


 List

 Landing Page

 Smart List

 Form

 Report

 Test Group

 Email Program

5. Enter a form **Name** and click **Create**.

## New Form

Program: \*

Name: \*

Description:

Open in editor

CANCEL

CREATE

Note



Form Editor 2.0 is the default. The original form editor is not recommended and is only available to older customers.

Sweet! Now that the form is created, let's go ahead and dress it up.

## Related Articles

- [Select a Form Theme](#)
- [Add a FieldSet to a Form](#)

