

Create a Form

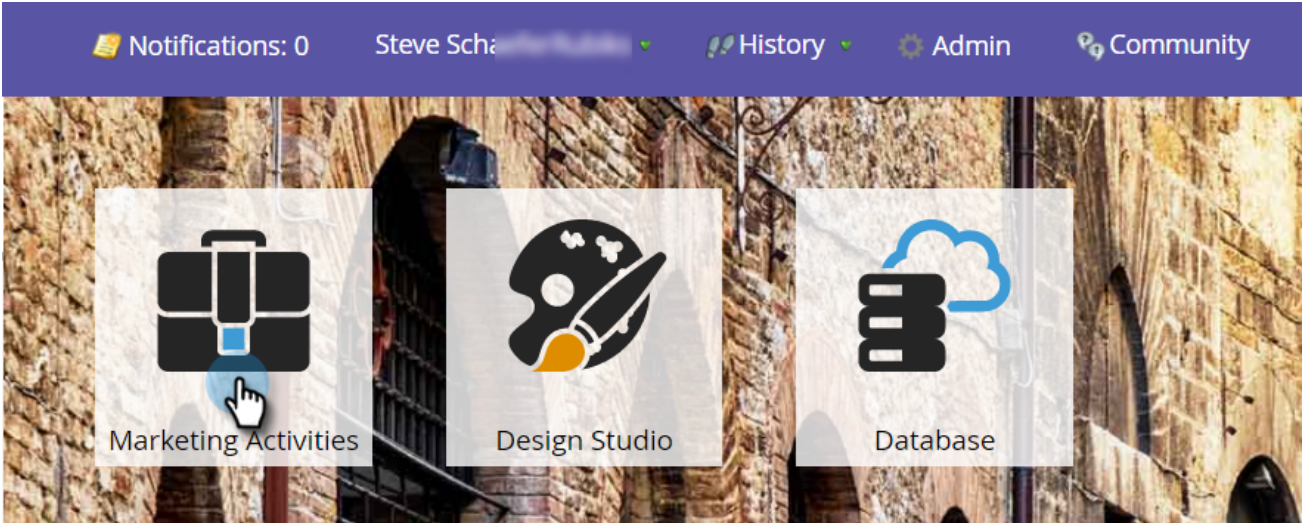
Create and use a form on a landing page to generate new names. It's really easy - here's how to get started.



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 management 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 content area is titled 'View: Summary' and displays 'Big Launch Webinar - 1'. Below the title 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 interface as the previous one, but with the 'New' dropdown menu open. The menu items are: 'New', 'New Campaign Folder', 'New Smart Campaign', 'New Local Asset' (highlighted with a blue circle and a hand cursor), and 'Import Program'. The 'Big Launch Webinar - 1' item in the sidebar is still highlighted in orange. The main content area shows the same details for 'Big Launch Webinar - 1' 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](#)

