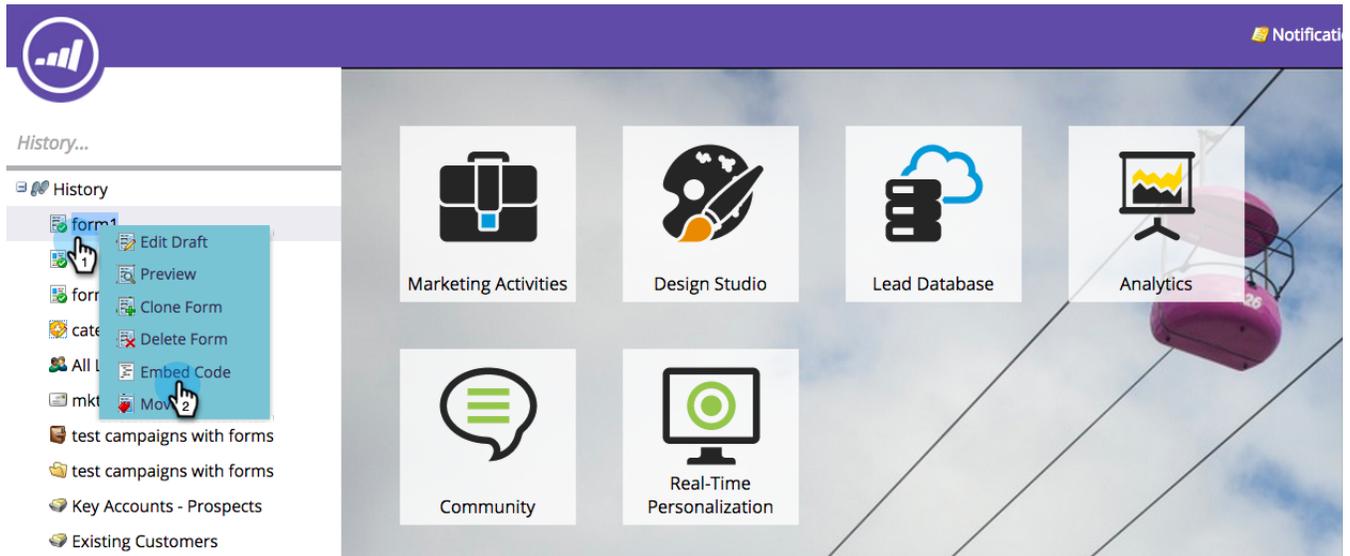


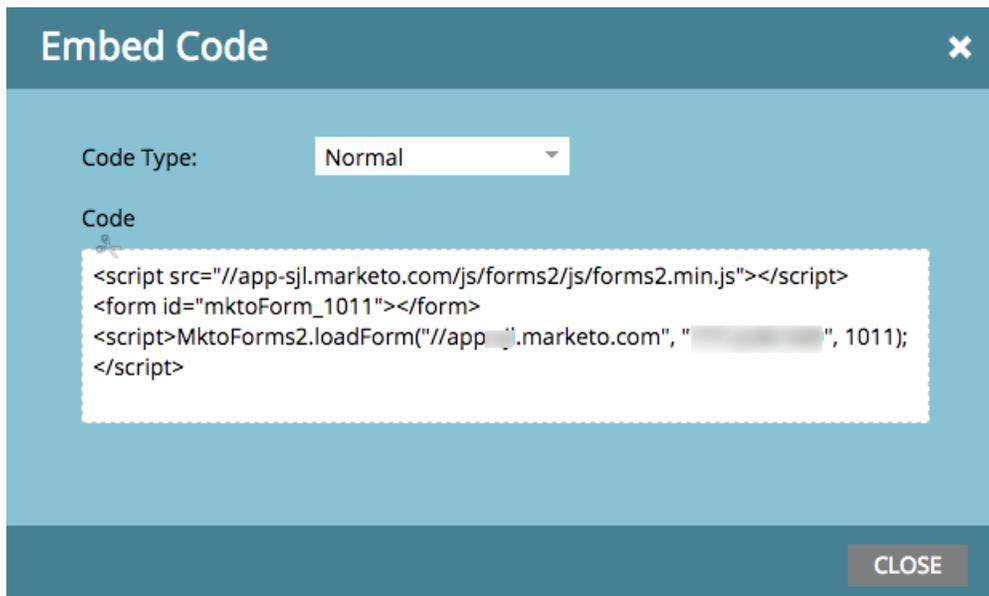
Embed a Form into a Web Campaign

See how you can embed a Marketo form into a web campaign (Dialog, In Zone or Widget).

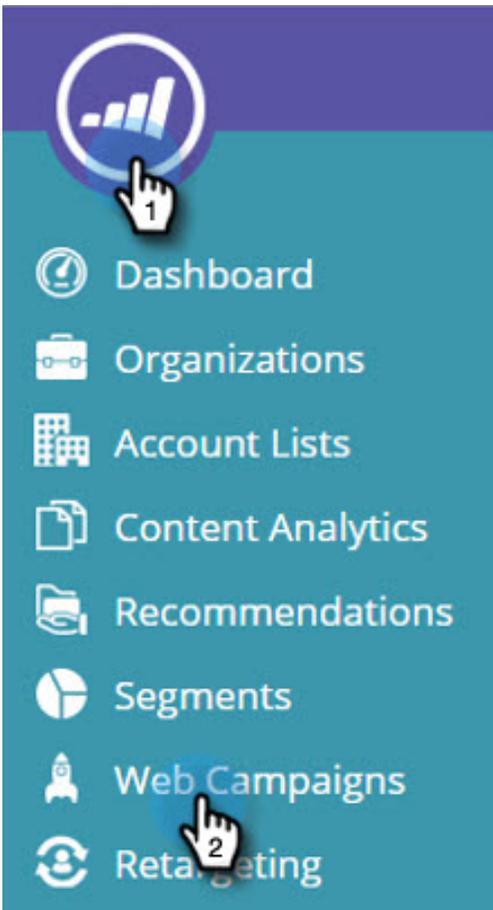
1. Right-click on an approved form. Select **Embed Code**.



2. Copy the Code.



3. In Web Personalization, go to **Web Campaigns**.



4. Click **Create New Campaign**.



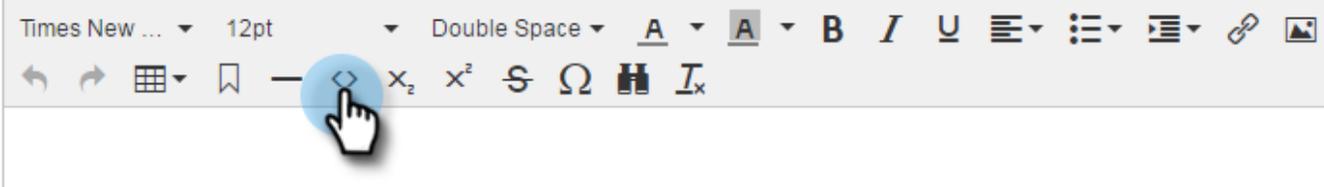
5. In the Rich Text Editor, click the HTML icon.



In Zone



Widget



6. Paste the form embed code into the HTML Source Editor. Click **Update**.

HTML Source Editor



```
<script src="//app-sjl.marketo.com/js/forms2/js/forms2.min.js"></script>  
<form id="mktoForm_1011"></form>  
<script>MktoForms2.loadForm("//app-█ marketo.com", "█", 1011);</script>
```

CANCEL

APPLY



7. The form will not display in the editor view, but you can preview it to see how it will render in a campaign.

8. Click **Launch** to start the campaign.

Note



Any changes to the form's fields must be done within Marketo's Marketing Activities in Edit Draft of the Form.

Three Ways to Add a Background Image to a Form

To add a background image to your form you can:

- Edit the CSS of a Form Theme
- Change the dialog or widget colors in Set Campaign
- Add CSS code to the script

To edit the CSS of a Form Theme, see [this article](#).

To change the dialog or widget colors in Set Campaign:

1. In the Rich Text Editor, select a Dialog campaign type and a dialog style, header color and background color to customize the form's background colors. Click **Save**.

Dialog Style: Modern Trim

Position: Position Coordinates: Horizontal: Vertical:

Sticky Modal

Timeout: 30

Header Color:

Content Background Color:

Dialog Title:

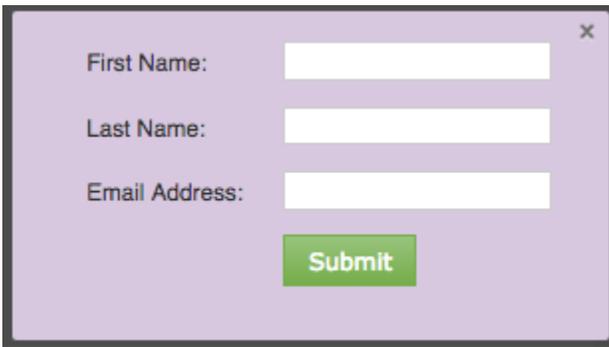
Width: Height:

Auto Width Fit To Width Resizable

#d7c9e0

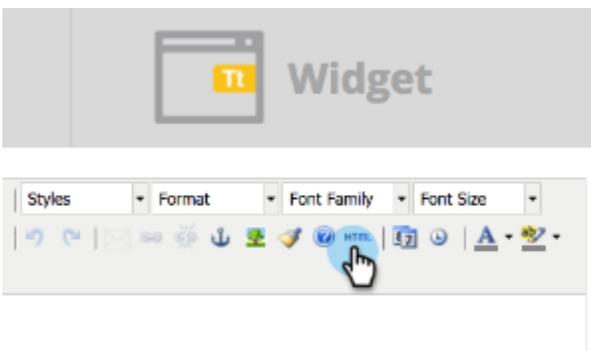
cancel choose

2. Here's an example of how a Modern Trim Dialog Style looks with a light purple header and background color.



To add CSS code to the script:

1. In the Rich Text Editor, click the HTML icon.



2. Paste the form embed code with the background style code into the HTML Source Editor. Click **Update**.



3. Click **Preview** it to see how it will render in a campaign (the form will not display in the editor view). Here's an example of how the form code above renders in a campaign with a background image.

First Name:

Last Name:

Email Address:

Related Articles

- [Edit the CSS of a Form Theme](#)
- [Show Thank You Message Without a Follow-Up Landing Page](#)
- [Forms 2.0](#)

