Forms and lead capture

Email & marketing · https://schoolyland.com/docs/forms-and-lead-capture/

Forms are how strangers become contacts. Your platform includes **Fluent Forms Pro**, a drag-and-drop form builder wired directly into your CRM, so every submission can become a tagged contact without any copy-paste.

What forms are for on a platform like yours

- **Lead magnet opt-in**: "get the free guide" → email lands in FluentCRM with a tag → automated delivery email.
- **Contact form**: questions from visitors, routed to your inbox.
- **Application forms**: qualify people for a program or service before they book.
- **Surveys and feedback**: ask students what to build next.

Build a form

1. In WordPress admin, go to **Fluent Forms → New Form**. Start from a template or blank.
2. Drag in fields. Fewer fields get more submissions, so name and email is enough for an opt-in; ask for more only when you'll actually use it.
3. In **Settings → Confirmation**, decide what happens after submit: a message, or redirect to a thank-you page.
4. In **Settings → Email Notifications**, set the notification to yourself (and an autoresponse to the submitter if relevant).
5. Embed the form in any page with the Fluent Forms block/widget.

The step that makes it a system: connect to your CRM

In the form's **Marketing & CRM integrations**, add the FluentCRM connection: map the name and email fields, and apply a tag that says where this person came from ("lead-free-guide"). That tag can

then trigger an automated sequence: delivery, a few value emails, an offer. That chain is the classic lead machine, and every piece of it is already on your platform: Automations.

Spam

Public forms attract bots. Fluent Forms ships with honeypot protection, and you can add a CAPTCHA in form settings if junk gets through. If a form suddenly floods with garbage, ask support. Filtering rules take minutes to apply.

Look at the data

Submissions are stored under **Fluent Forms → Entries** (not only emailed), so nothing is lost to a spam folder. Export to CSV anytime. It's your data, like everything else here.