

HOW TO USE SIGN-UP FORMS EFFECTIVELY



Sign-Up forms have come a long way from the days when they were used simply as a medium to build and increase the subscriber database. Sign-up forms, in their modern *avatar* have become a useful tool for extracting data, understanding customer behavior, and filtering contacts on criteria basis.

Let us take a look at the different features that you can use to optimize your Sign-Up forms via the following case study,

Karen is the product marketer for an e-learning website called Virtuallearning.com which offers free online tutorials, e-books and research papers for download. To download these learning materials, a subscriber needs to fill the sign-up form with the basic details (Email, name etc.).

Like any other marketer, generating leads and bringing more traffic through marketing channels is top priority for Karen.

She makes use of Zoho Campaigns' customized sign-up form to meet her requirements. Let's see what exactly her needs were and how Zoho Campaigns assisted with its custom Sign-up form.

Understanding Customer's Behavior

Karen wants to segregate her customers based on their behavior. In order to cater to the customers, she must have secondary data which explains

- Type of material downloaded (e-book, white paper)
- When is the learning material downloaded? (Weekdays or weekends)
- Download link source (e-mail link or direct Sign-up form)

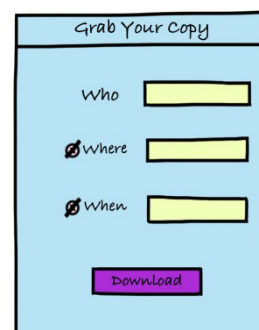
In Zoho Campaigns, sign-up form comes with a feature called hidden fields which creates an invisible field to the subscriber. This hidden field is all about auto-filling a (custom) field in a sign-up form. Later, Karen can filter contacts based on hidden field and create segments to target a set of subscribers. In this manner Zoho Campaigns' sign-up form provide a simple elegant solution for new subscribers. But Karen needs to study and focus not just on new subscribers but also sustain and increase involvement from the base of existing subscribers.

Existing subscribers do not want to start their day with the same old procedure of sign up, fill out, and submit to download the desired e-book. This creates a quandary for Karen on how to deal with the existing subscribers. She does not want the existing subscribers to fill the sign-up form with the basic details every time they try to download an e-book.

Zoho Campaigns comes to the rescue by addressing the existing subscribers in a manner that gets rid of as many fields as possible by using the **pre-fill** feature in the Sign-up form. It is set as a parameter that auto-updates the existing subscribers' sign-up form with pre-filled information, provided they've logged onto the website.

Finally, Karen wants to have the conversion rates and other details as mentioned below:

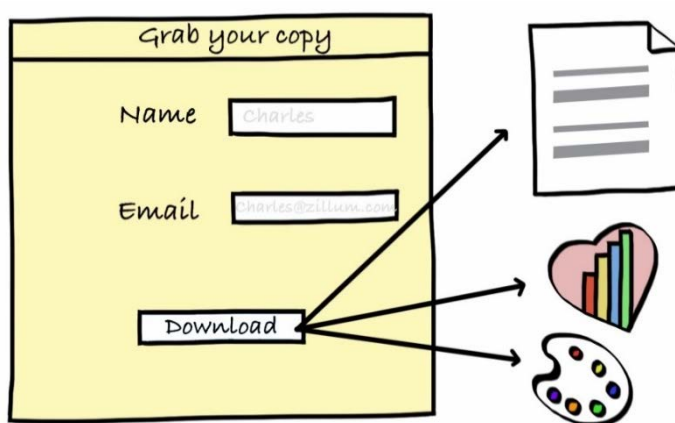
- ✓ Number of clicks on the call-to-action button
- ✓ Number of subscribers downloading the e-book



To keep a track of the above requirements, she calls the script and uses the KISSmetrics method and/ or set the cookies.

What was Karen's takeaway?

Voila! Karen always wanted a sign-up form of this type, a perfect tailor-made form that's a complete solution for all her requirements. Now she can increase the conversion rate to its maximum and generate more leads by targeting the specific subscribers based on the material downloaded.



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