

## Lead magnet → landing page → Email sequence

The steps outlined below will help you to develop a landing page for your e-book lead magnet and integrate it with ActiveCampaign for triggering an email sequence.

### 1. Content Preparation

Firstly, prepare the content of your e-book. Make sure the content is relevant and valuable to your target audience. This is the key ingredient of your lead magnet. Also, prepare an engaging and enticing brief or summary for your e-book that you can put on your landing page.

### 2. E-book Design

Design your e-book using a tool like Canva or hire a graphic designer. Once your e-book is ready, save it in a format that you can easily distribute, like PDF.

### 3. Landing Page Creation

Use a landing page builder such as Unbounce, Leadpages, or Instapage to create your landing page. These platforms offer a wide variety of templates and easy-to-use design interfaces that do not require technical expertise.

Your landing page should include:

- A catchy headline
- An engaging summary or description of your e-book
- Eye-catching visuals or graphics
- A form to capture the visitor's email address
- A call-to-action (CTA) that encourages visitors to download the e-book

### 4. Integrating with ActiveCampaign

The next step is to integrate your landing page with ActiveCampaign. Here's how:

- Sign in to your landing page platform (Unbounce, Leadpages, Instapage, etc.)
- Navigate to the page where you set up integrations with other platforms.
- Choose ActiveCampaign from the list of available integrations.
- Enter the necessary details, such as your API URL and Key (which can be found in your ActiveCampaign account).

Once you've done this, the email addresses collected from your landing page will be automatically sent to your ActiveCampaign account.

### 5. Setting Up Email Sequence in ActiveCampaign

Next, you'll need to set up an automation sequence in ActiveCampaign:

- Log into ActiveCampaign and navigate to "Automations".
- Click on "New Automation".
- Choose a start trigger, in this case, "Subscribes to a list" and choose the list you connected to your landing page.
- Then create your email sequence. Start with a welcome email that includes a link to download the e-book.
- Schedule the subsequent emails to be sent over a period of time (days, weeks, etc.) based on your preferred timeline. These emails should provide further value, deepen the relationship, and lead the subscriber to your desired action (like purchasing a service or product).

### 6. Testing and Launch