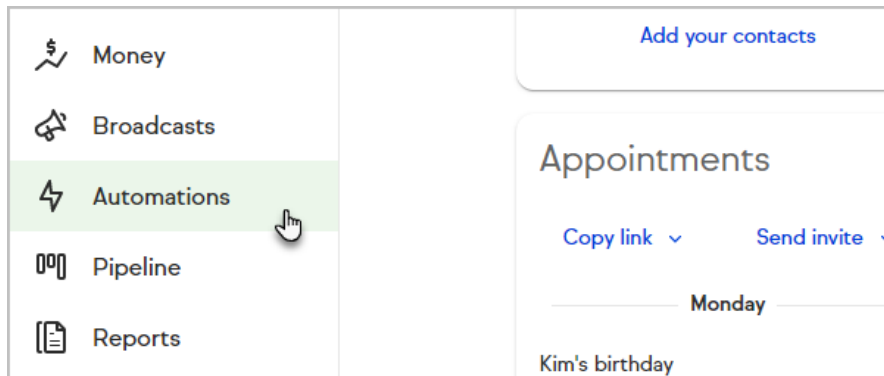


# How to Build an Advanced Automation Part 1 - Capture Leads

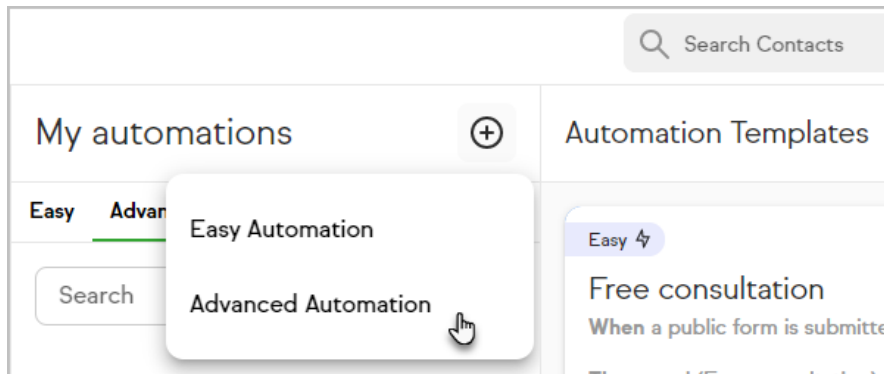
This article applies to:

We will capture prospects with a Landing Page, offering a free report titled, "7 Mistakes New Pool Owners Make That Cost Them Money." In exchange for their email address, we will provide to them a free PDF document.

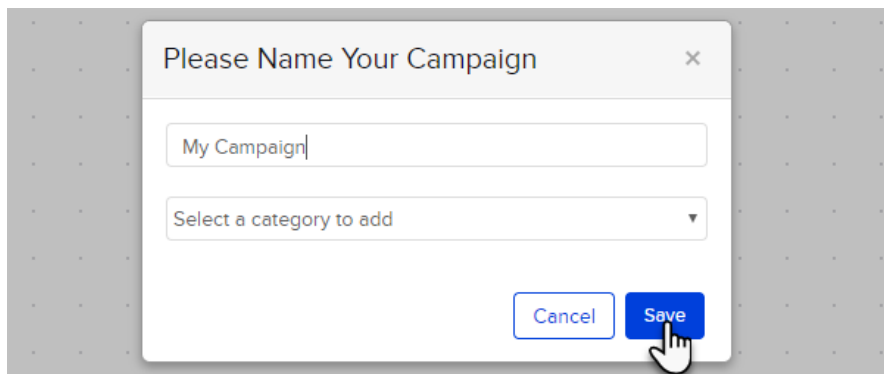
1. Click on **Automations** in the left-hand menu.



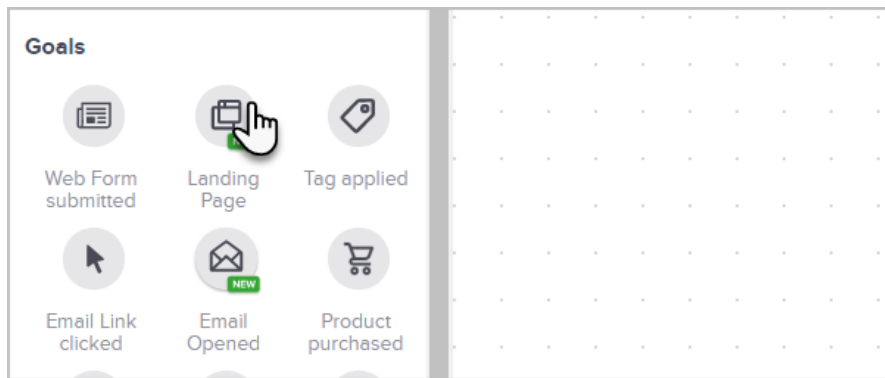
2. Click the + button to create a new automation and choose **Advanced Automation**.



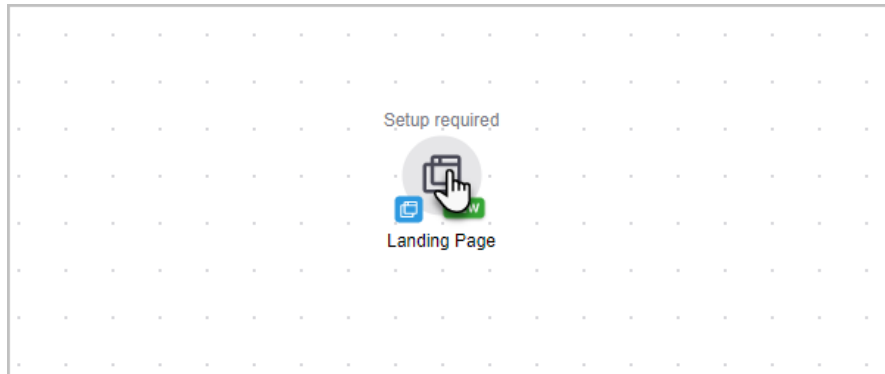
3. Name your automation and click **Save**



4. Drag the Landing Page Goal onto the canvas.

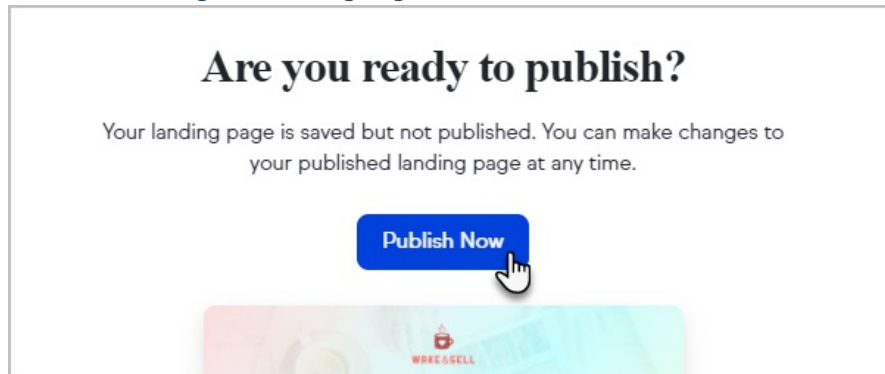


5. Double-click the Goal to setup the Landing Page



**Pro-tip!** Double-click the name of the web form and hit the enter key on your keyboard to break to the next line.

5. After customizing the Landing Page, click **Publish Now**



6. Now click the back button to return to your campaign

