

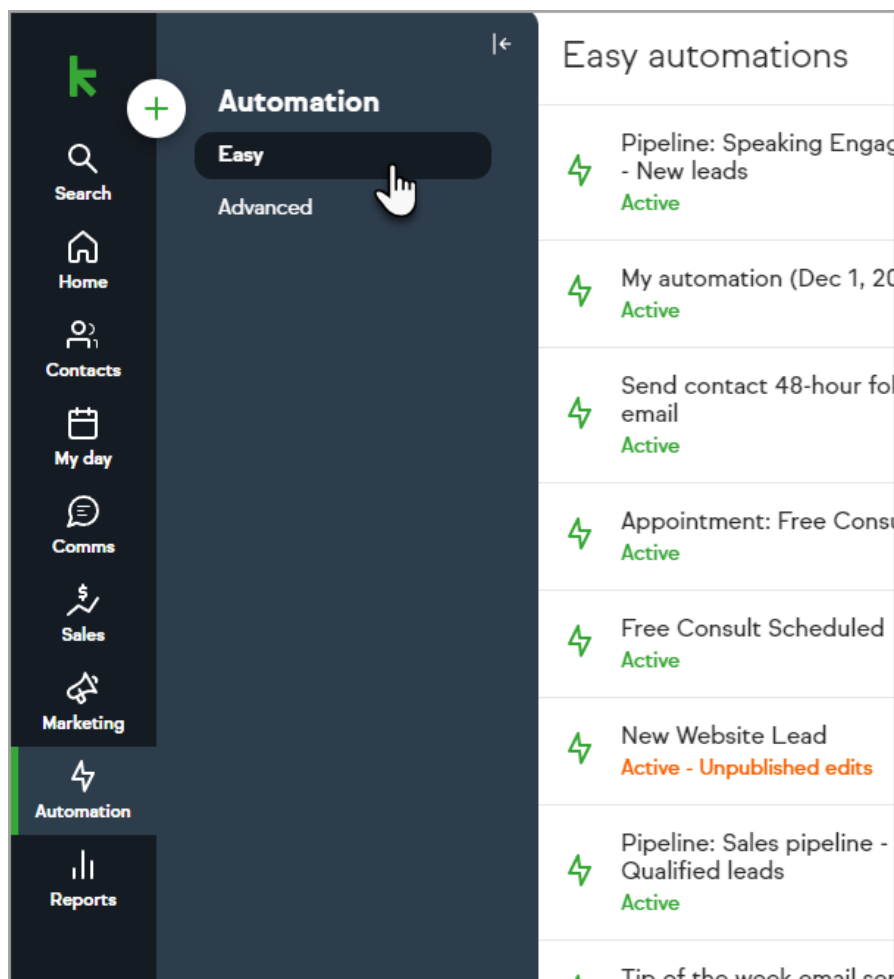
# New Landing Pages - Automate follow-up

This article applies to:

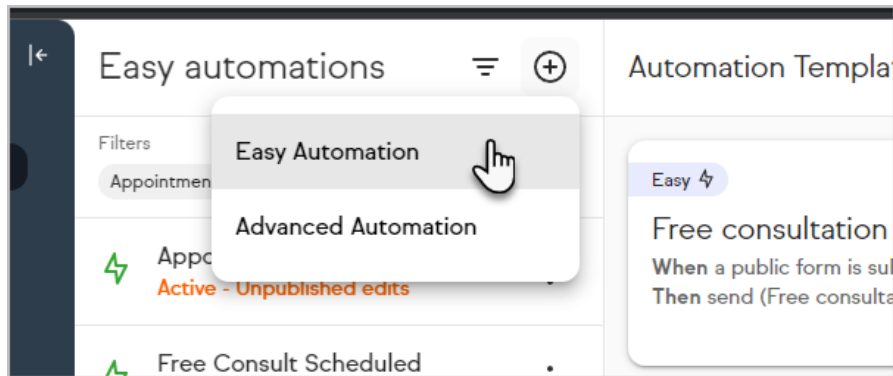
Once you have [published your landing page](#), you will want to automate your follow-up for anyone who fills it out. Keap offers both Easy and Advanced Automations to create this follow-up.

Use Easy Automation to follow up after a landing page is submitted

1. Navigate to **Automation > Easy**

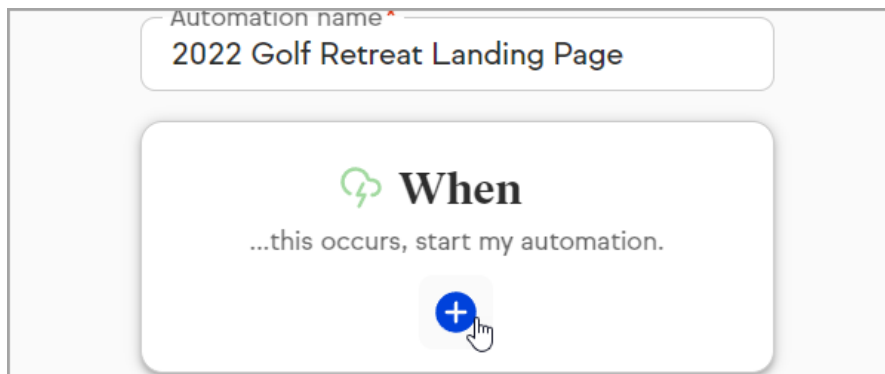


2. Click the ⊕ icon to create a new automation
3. Select **Easy Automation**

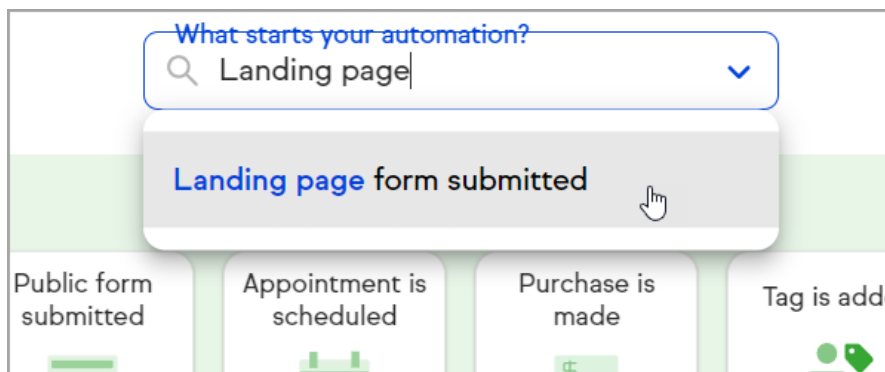


4. Name your easy automation

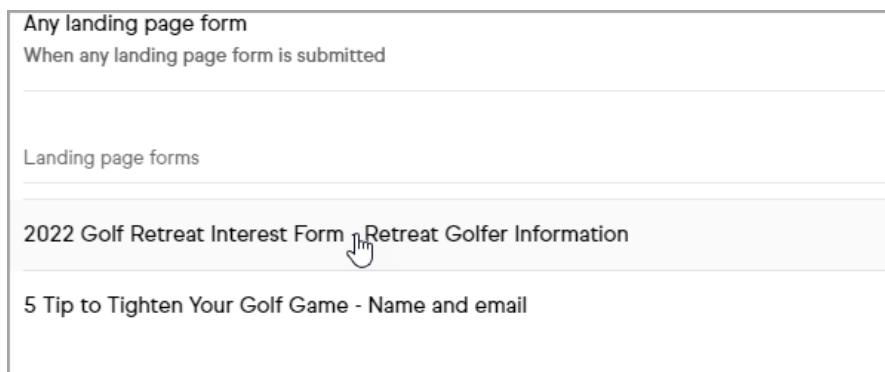
5. Click the **When** section



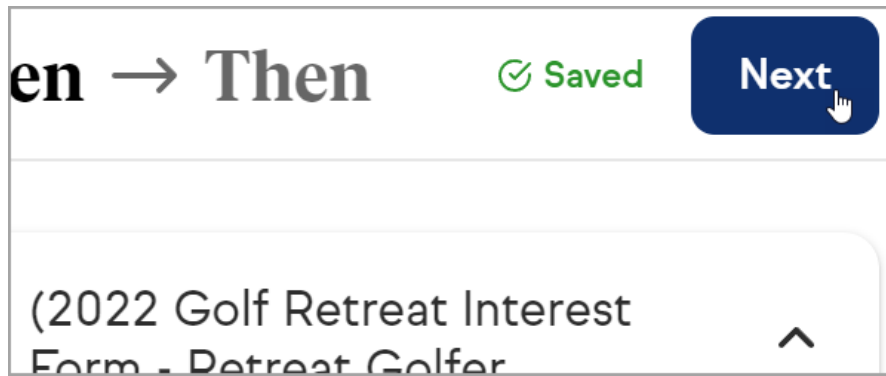
6. Choose Landing page form submitted



7. Configure the trigger to be when Any landing page form is **submitted** or choose a specific Landing page form



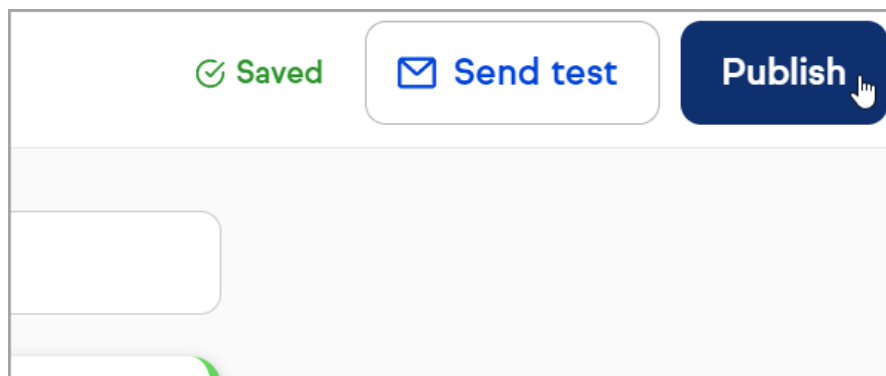
8. Click Next



9. Define your [Then Automations](#)

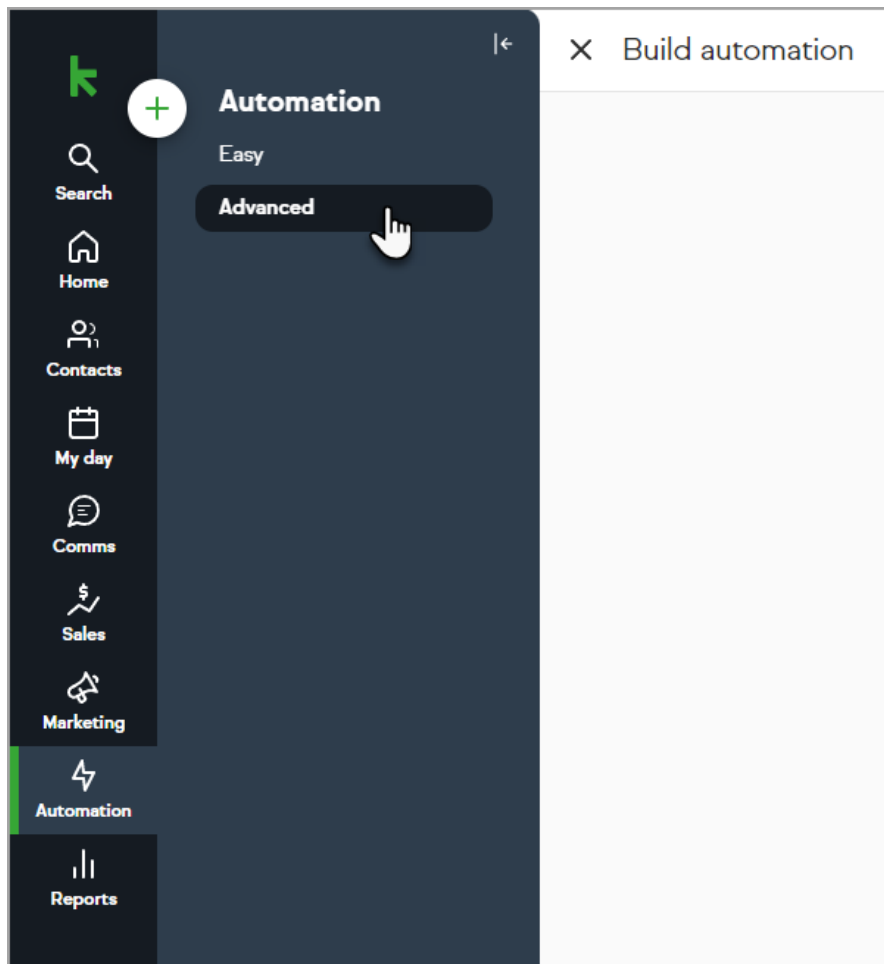
10. Click **Preview**

11. **Publish** your automation

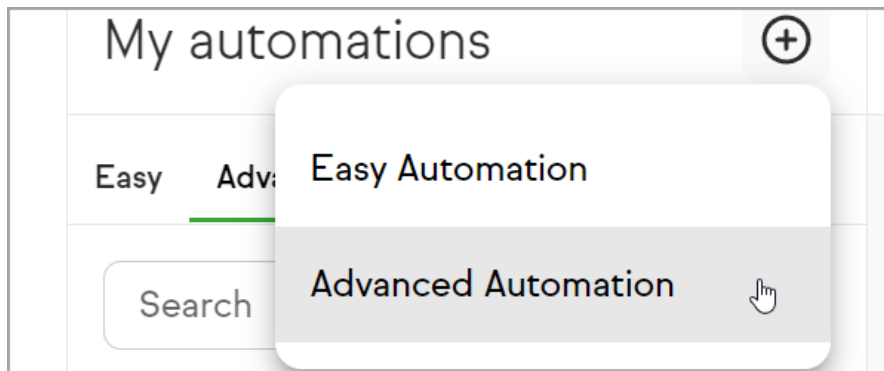


Use Advanced Automation to follow-up after a landing page is submitted

1. Navigate to **Automation > Advanced**



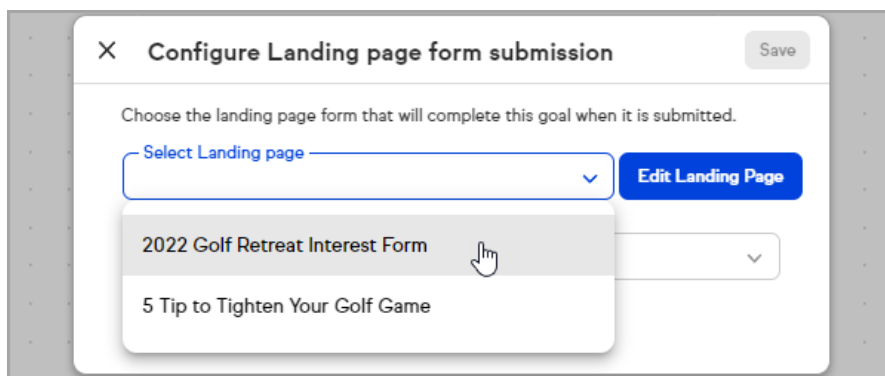
2. Click the ⊕ icon to create a new automation
3. Select [Advanced Automation](#)



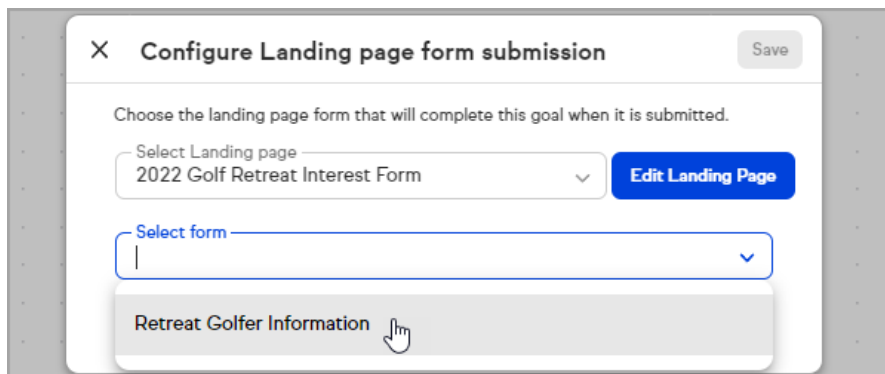
4. Name your advanced automation
5. Drag the **Landing Page Goal** onto the canvas
6. Name your Landing Page Goal



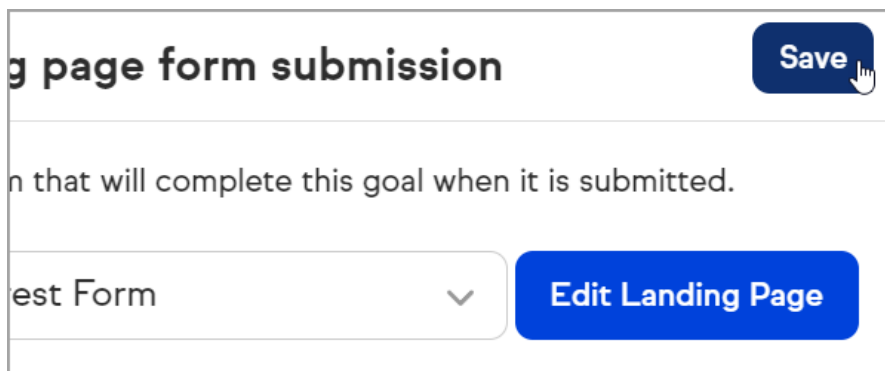
7. Click the Landing Page Goal icon
8. Select View and edit
9. Select Landing page



10. Select form



11. Click Save



12. Drag a Sequence onto the canvas and configure your follow up
13. Publish your advanced automation

## Frequently asked questions

### **What if I don't have any landing pages created yet?**

Both Easy and Advanced Automations have a link when creating your trigger to create a new landing page.

### **Can I automate follow-up from a landing page without a form?**

While you cannot use the Landing Page triggers without a form on the landing page, you can create automation if you are using the Appointment Block or the Checkout form Block using their regular respective goals.

### **Are the landing page forms the same ones I created in Public forms?**

The landing page forms are exclusively used for Landing Pages.

### **What if I have more than one form on a landing page?**

Both Easy and Advanced Automations will ask what form on the landing page you want to use as your automation trigger. If you want to create automation from both landing page forms, you will want to create two automations.

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