Integrate Keap and Thryv Marketing Center

Last modified on: 05/13/2025 11:00 am MST

Go beyond simply collecting leads with Thryv Marketing Center, by creating automated follow-ups with Keap. By creating a Keap intake form, adding it to your Thryv Marketing Center website, then creating an automated lead nurture sequence in Keap, you can increase your revenue with less work. By the end of this guide, you will be able to **track your lead generation in Thryv Marketing Center, and automatically nurture each lead in Keap!**

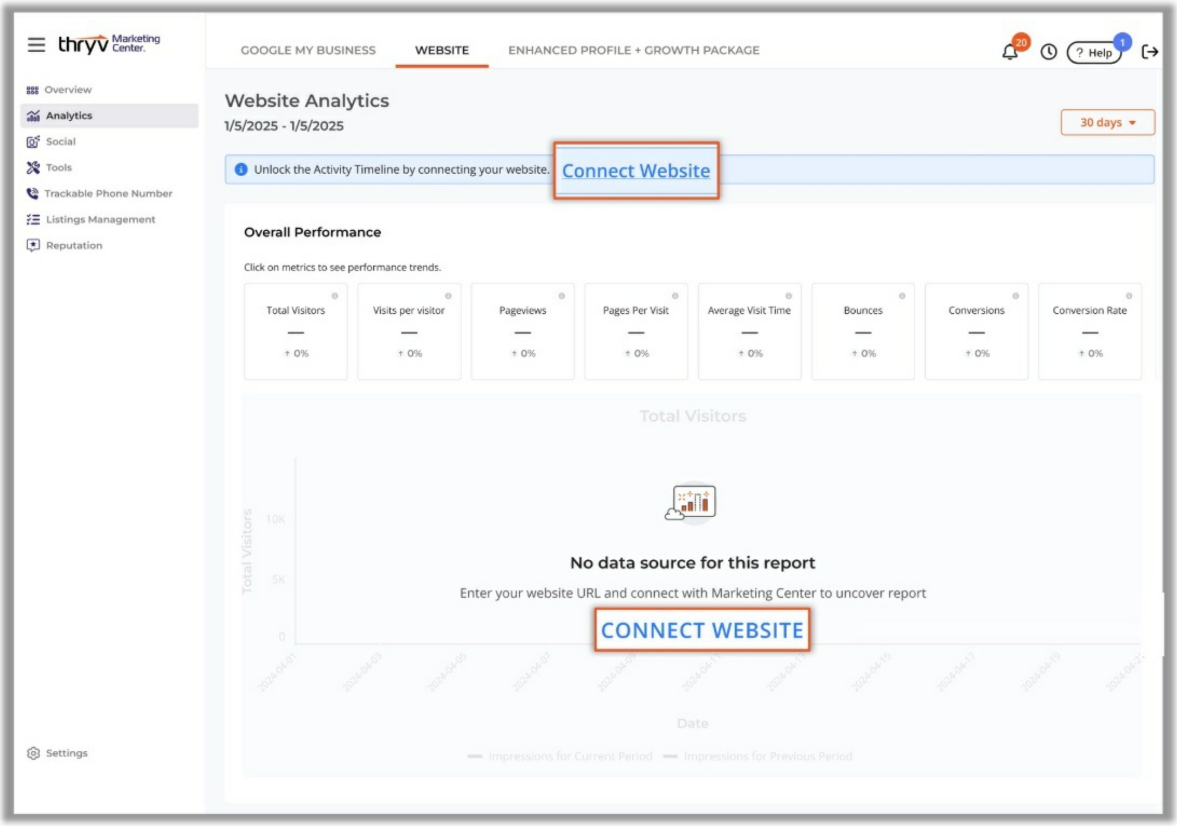
Note: This article is for users of both Keap and Thryv Marketing Center. To learn more about Thryv Marketing Center, Click Here

Connect Your Website to Thryv Marketing Center

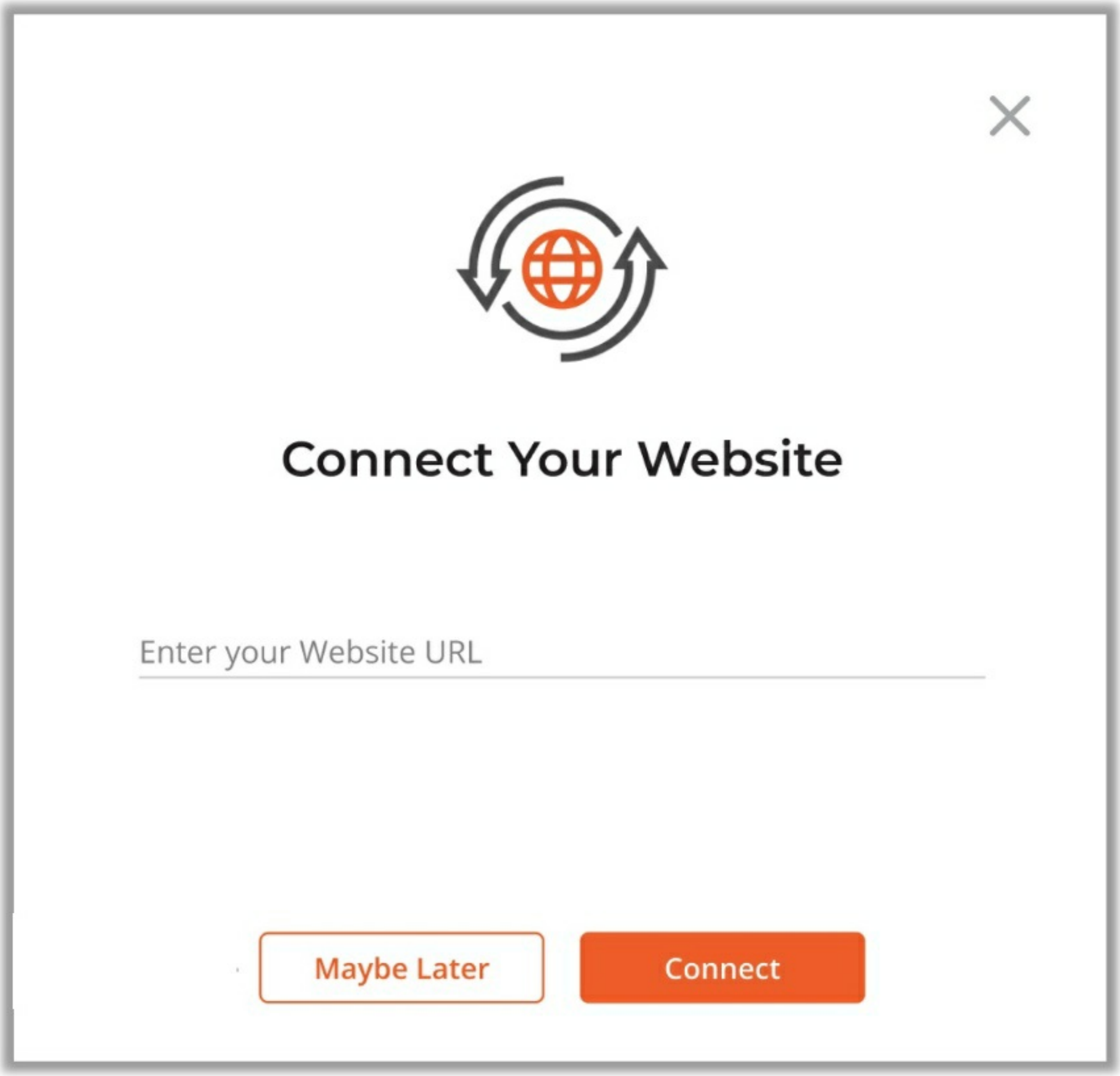
In order to take full advantage of this integration, you'll need to connect your website to Thryv Marketing Center. If you already have a Thryv website, then good news! Your website is connected automatically. If you are using a 3rd party website, you are able to connect to Thryv Marketing Center and take full advantage of detailed analytics, user tagging, heatmaps and more.

If you have already connected your website to Thryv Marketing Center, Click Here to skip to the next section.

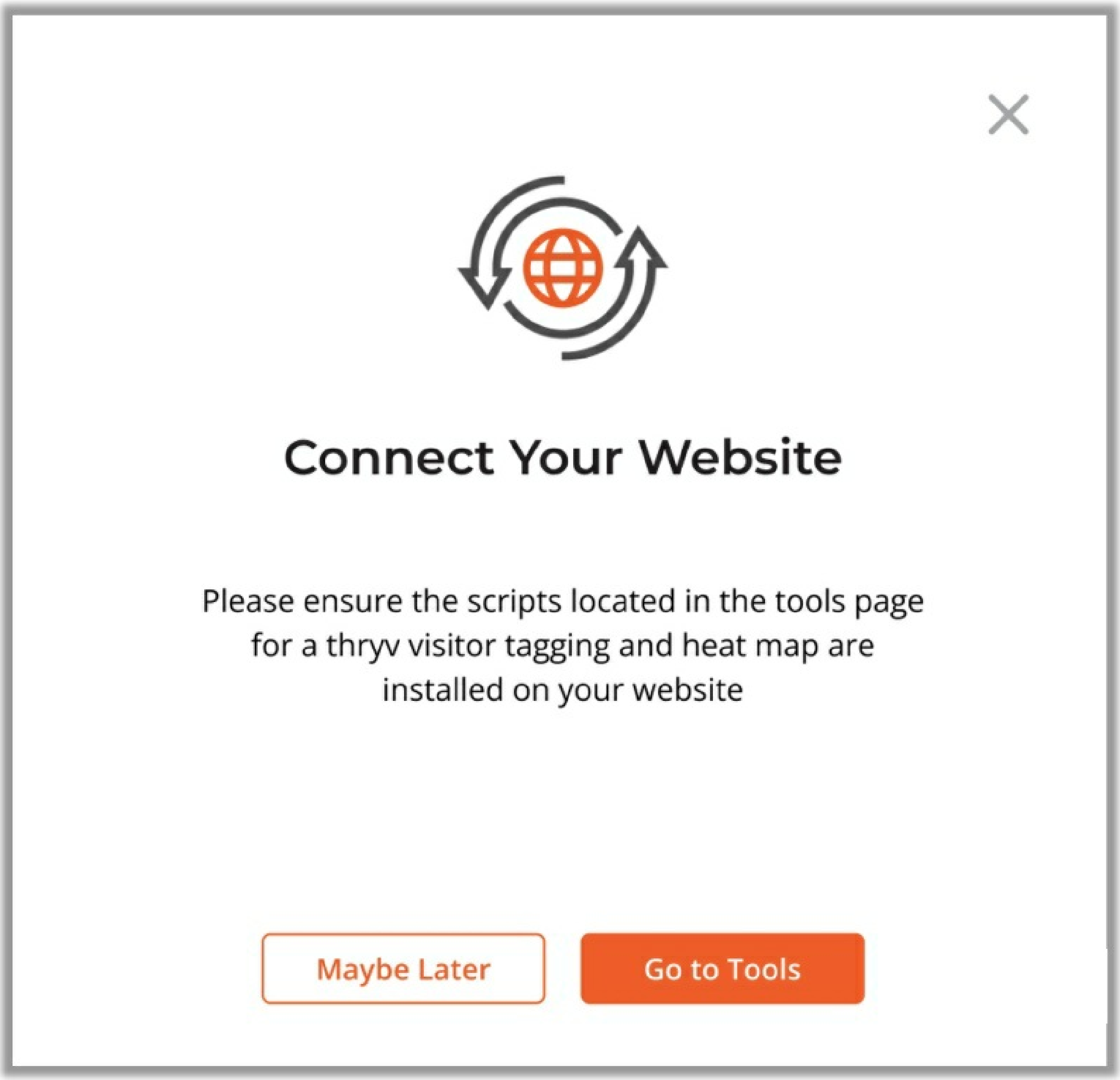
1. To get started, navigate to **Analytics**, then, click on **Website**. Then, In the banner that appears, or the blank report, click on **Connect Website**.



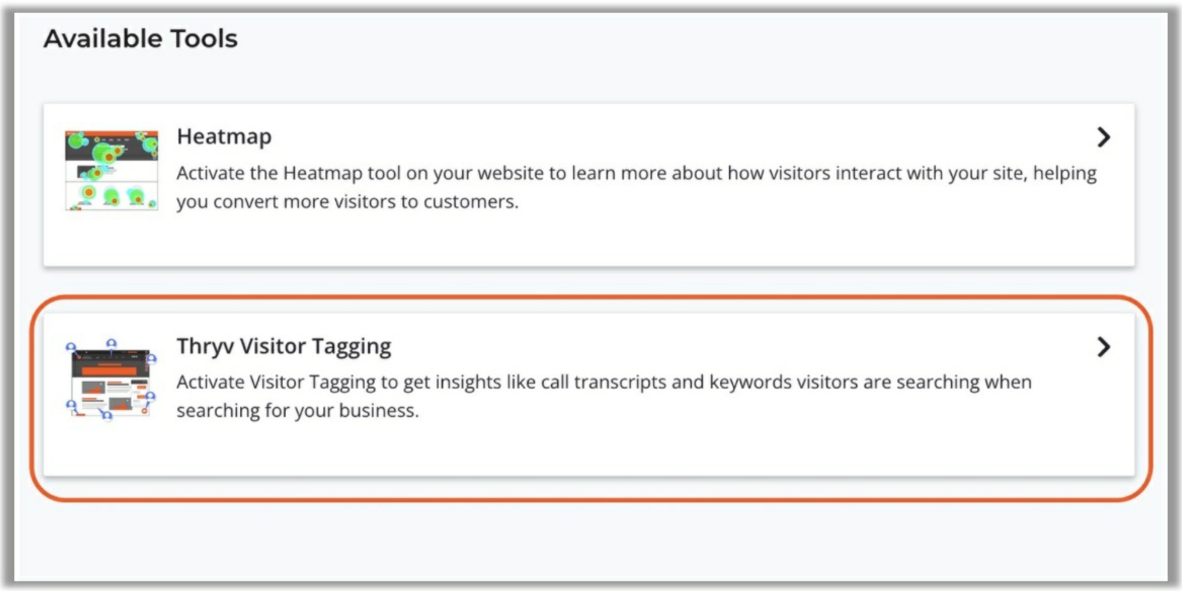
2. In the window that appears, enter your URL. Then, click on **Connect**.



3. Next, ensure the scripts necessary are added to your website. If you have already done this, you can click **Maybe Later**. To continue, click on **Go To Tools**.

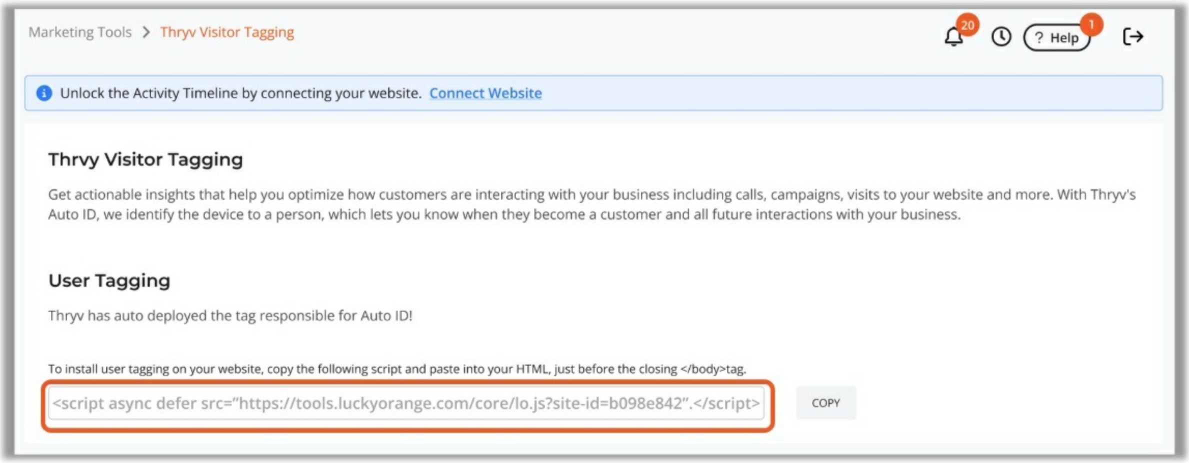


4. On the Tools page, click on **Thryv Visitor Tagging**.

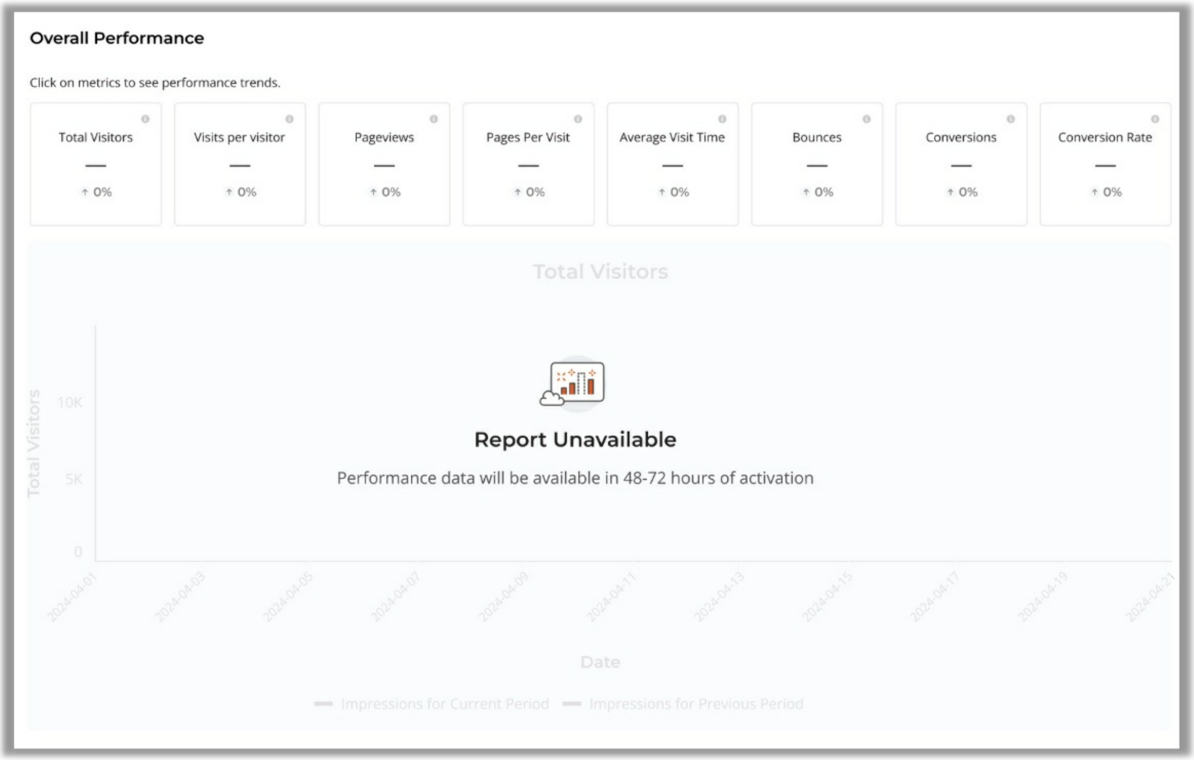


5. Next, copy the script provided. You will need to paste it into the code of your website in the **Body** section of your site's HTML. It should always be the last part of the Body section. An easy way to do

this is to locate the **</body>** tag, indicating the end of that section. Paste the snippet on the line above this tag.

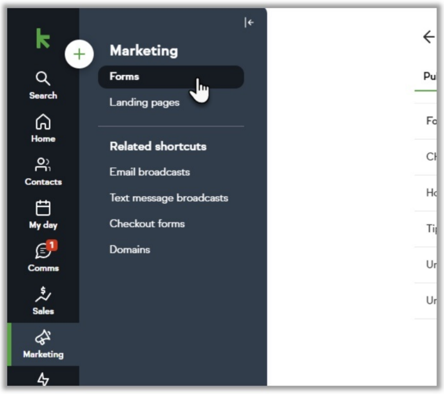


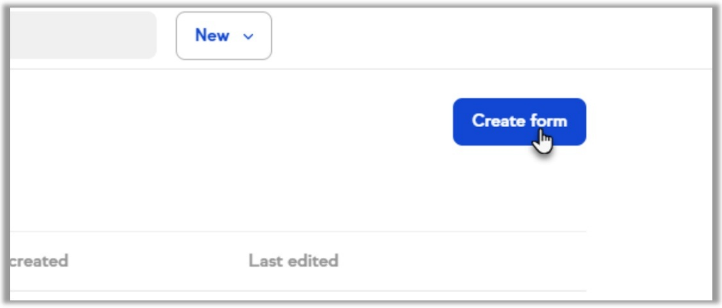
6. Once this is complete, allow 48-72 hours for data to flow from your website to Thryv Marketing Center.



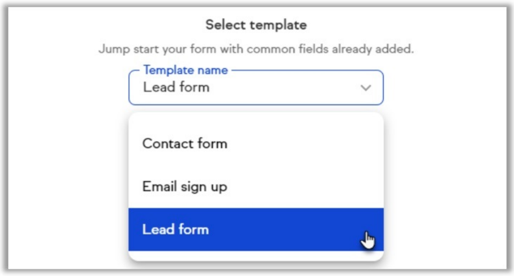
Create Intake Form and Automation in Keap

1. In Keap, navigate to **Marketing**, then click on **Forms**. Then, click on **Create Form.**

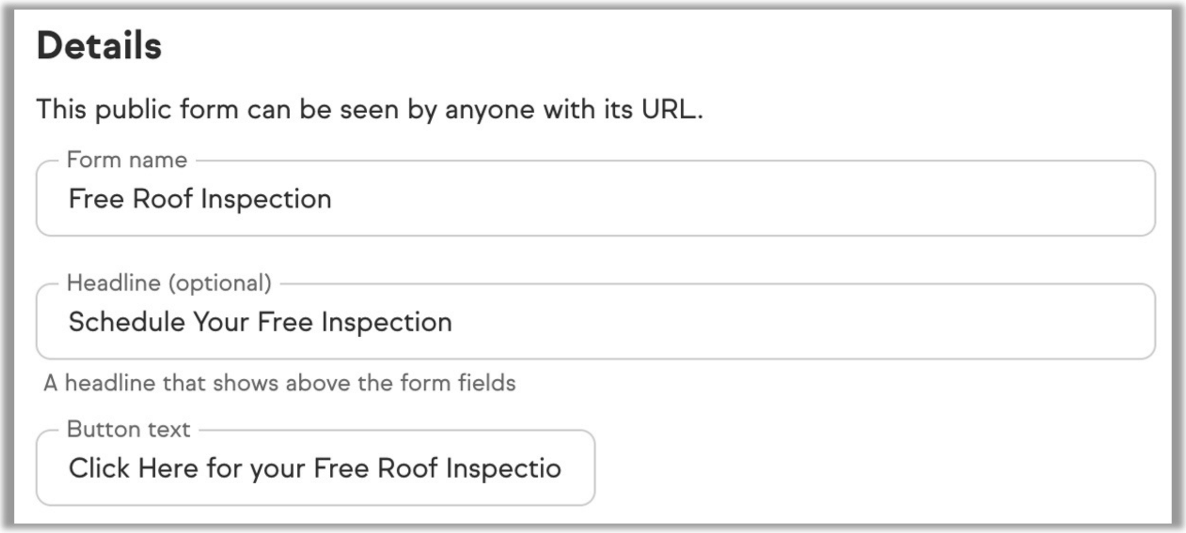




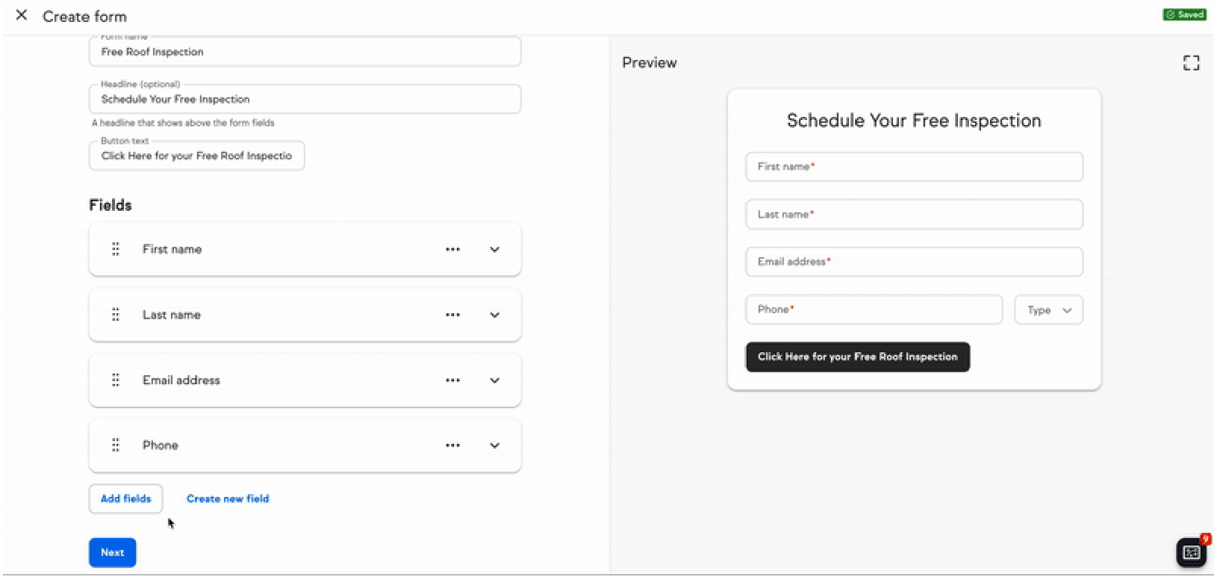
2. Ensure that Public Form is selected so this form will display to your leads. Then, you'll need to select a template. For this instance, Lead Form is the best place to start. However, you will still be able to customize the form with everything your business needs to capture a lead.



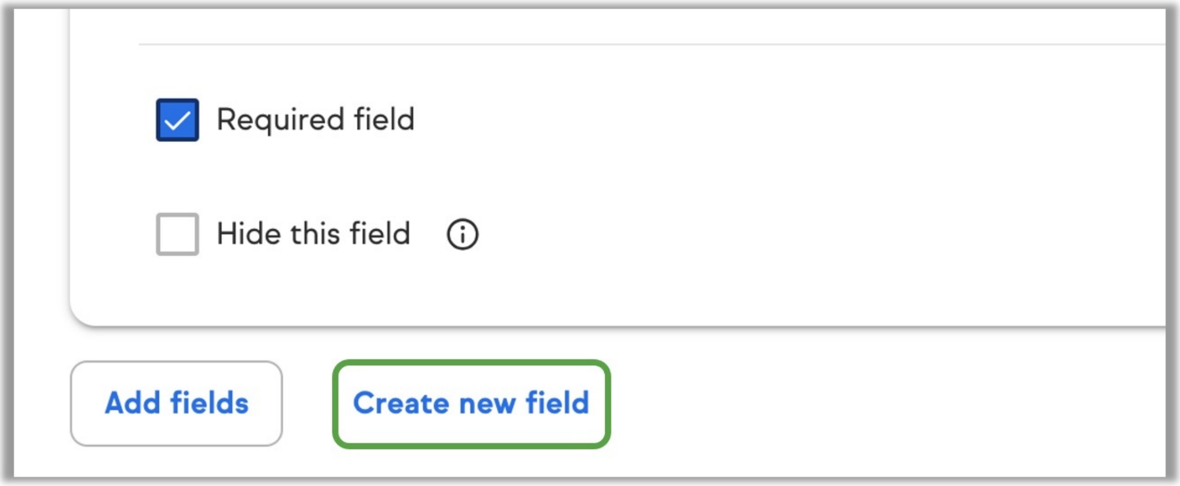
3. In the form creator, set up your intake form to capture details about the lead that will help you nurture the relationship and eventually close the sale. To get started, add an **Internal Form Name**, an optional **Headline** (which will appear at the top of your form, and **Button Text** for your call to action button.



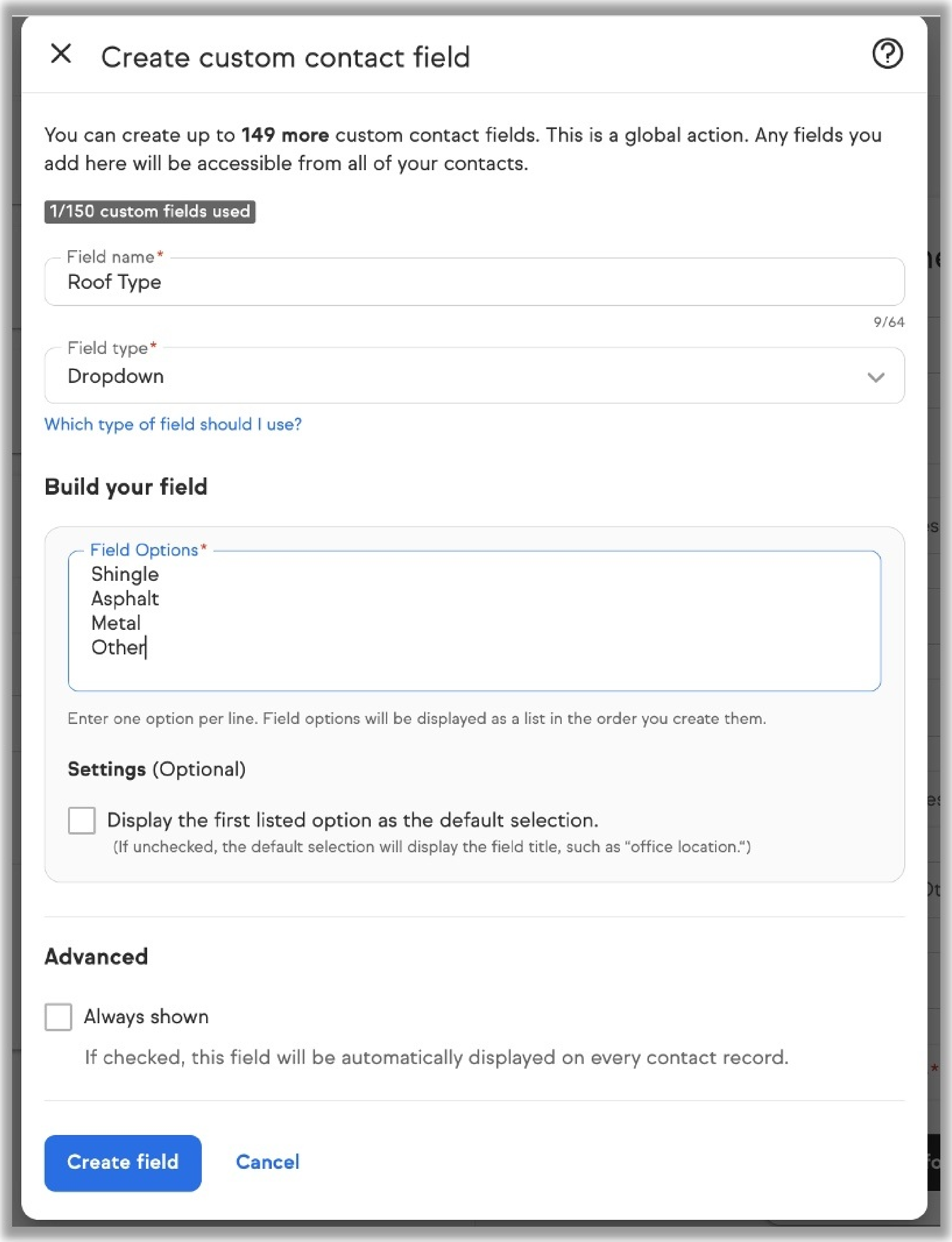
4. Next, add fields to your form to capture the information needed to nurture your lead. Click on Add Fields to add existing fields from your CRM.



5. If the field you wish to include has not already been created, click on **Create New Field**.

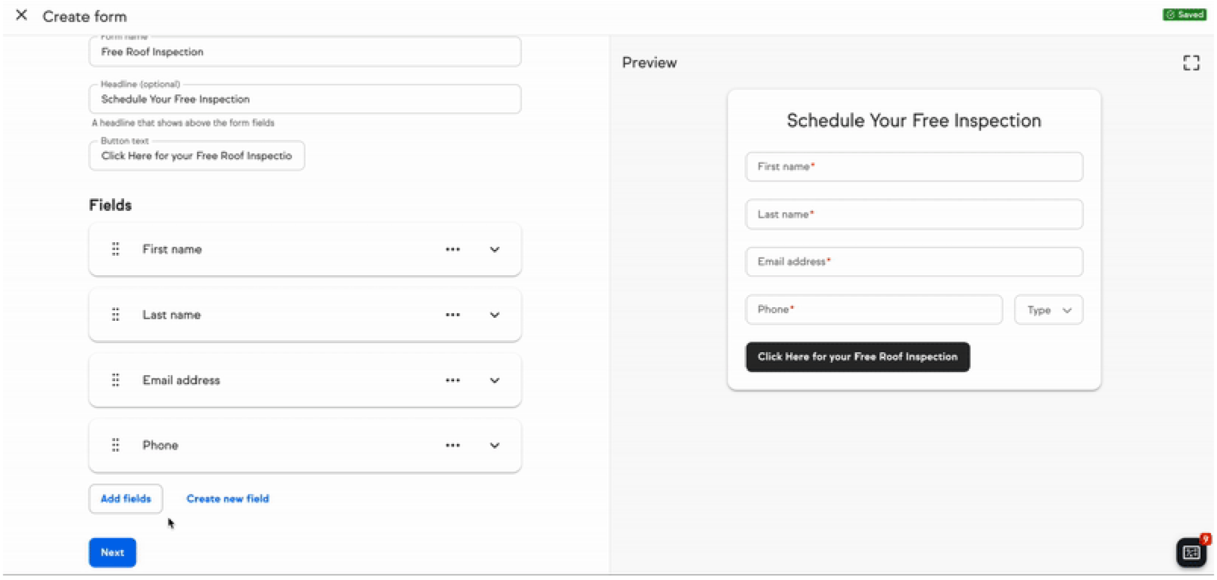


6. This will bring up the field creation window. Enter a name for the field, then select a field type. Based on the field type selected, you may have more information you will need to enter. Once it is created, the field will be added to your form. Keep in mind, any fields created here will be added to your global fields, meaning they will be available for all contacts in your Keap CRM.

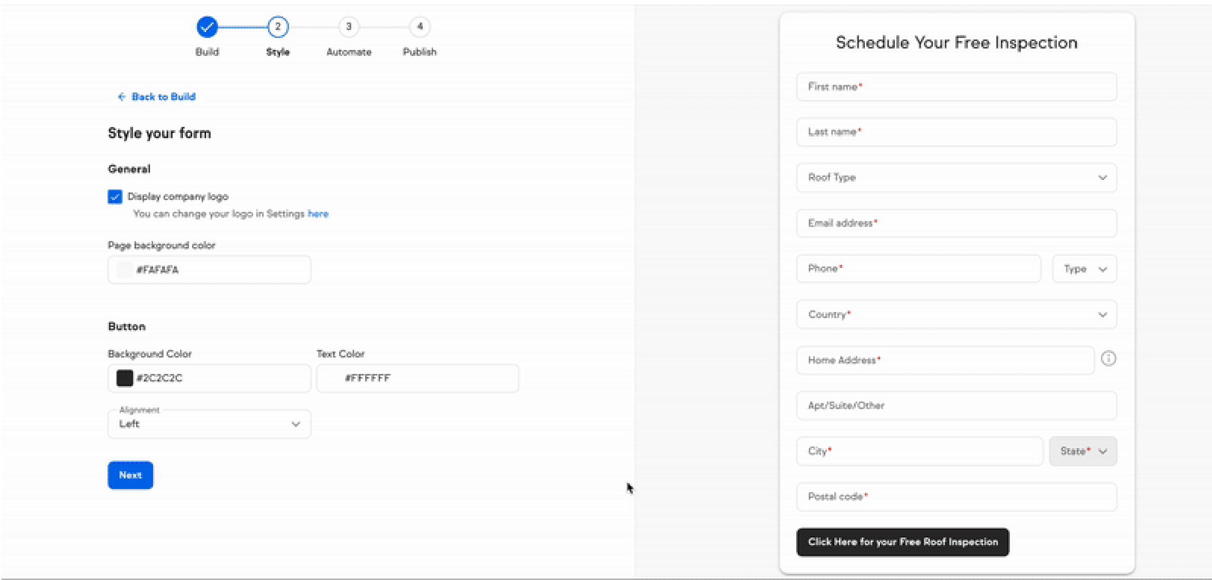


7. Continue to add fields until you have all of the information needed to nurture that lead. Remember, the more fields included on a form, the less likely a lead is to fill it out. However, having more information helps qualify the lead and makes it easier to follow up and nurture. Make sure you find the right balance that works for your business.

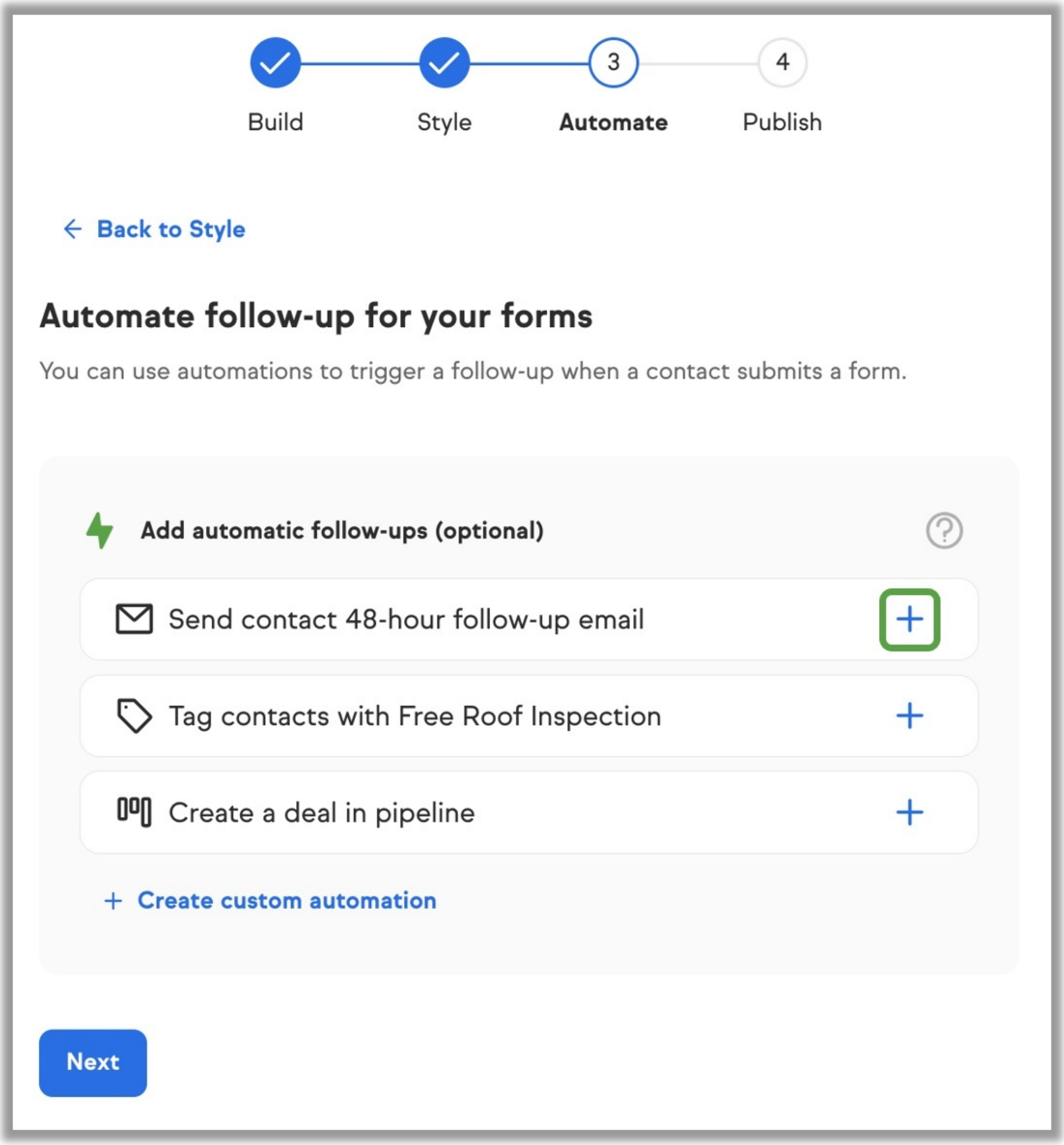
8. Once you have added the desired fields, use the handlebars on each field to click and drag them to the desired order. Once this is complete, click on **Next** to move on to styling your form.



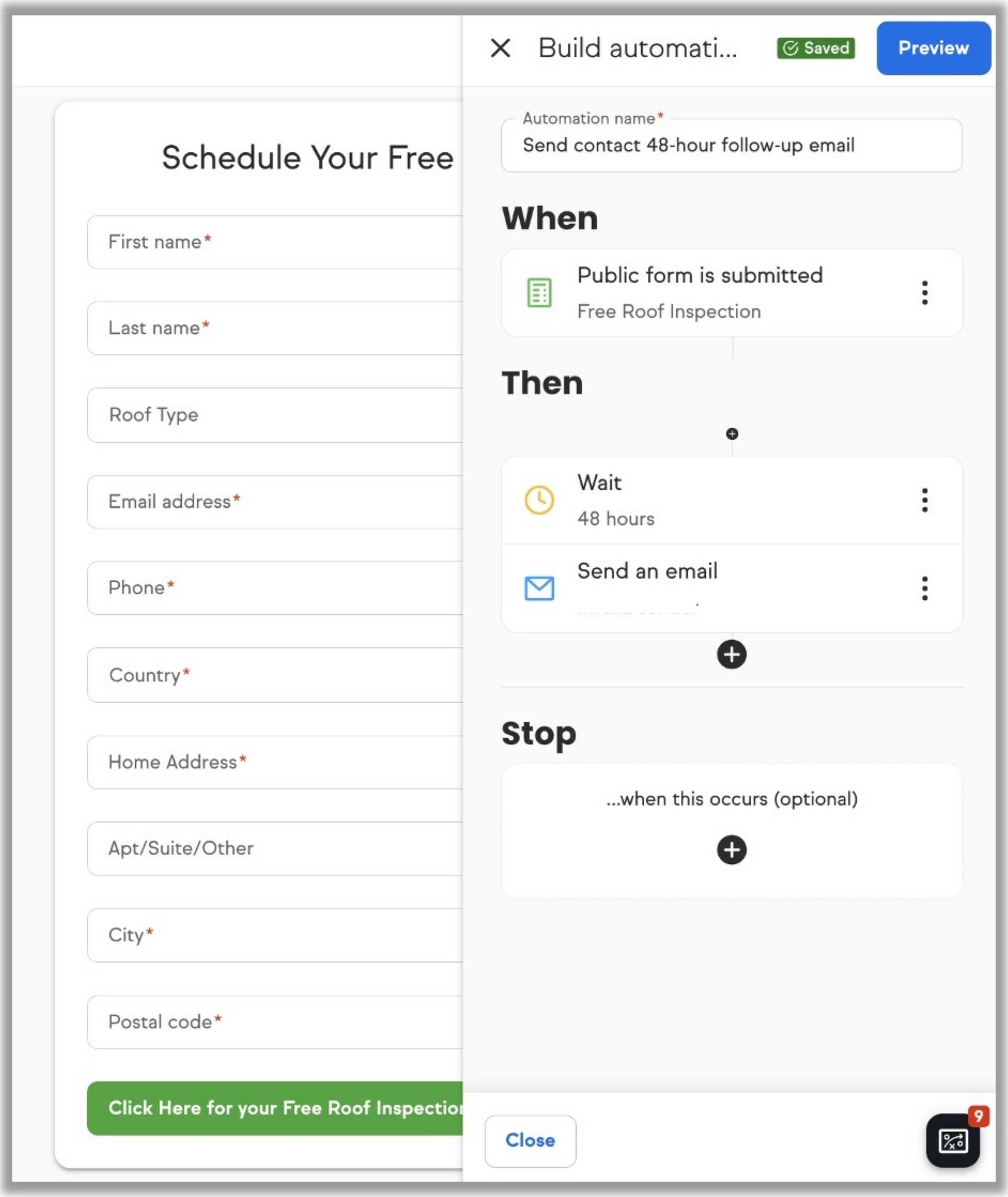
9. On this screen, make changes to the design elements of your form. Use the checkbox to determine whether your business logo appears on the phone. Use a HEX code or the color picker to change the background color for the form, or change the color of your action button. Once you have designed the form, click on Next to move on to setting the automation for this form.



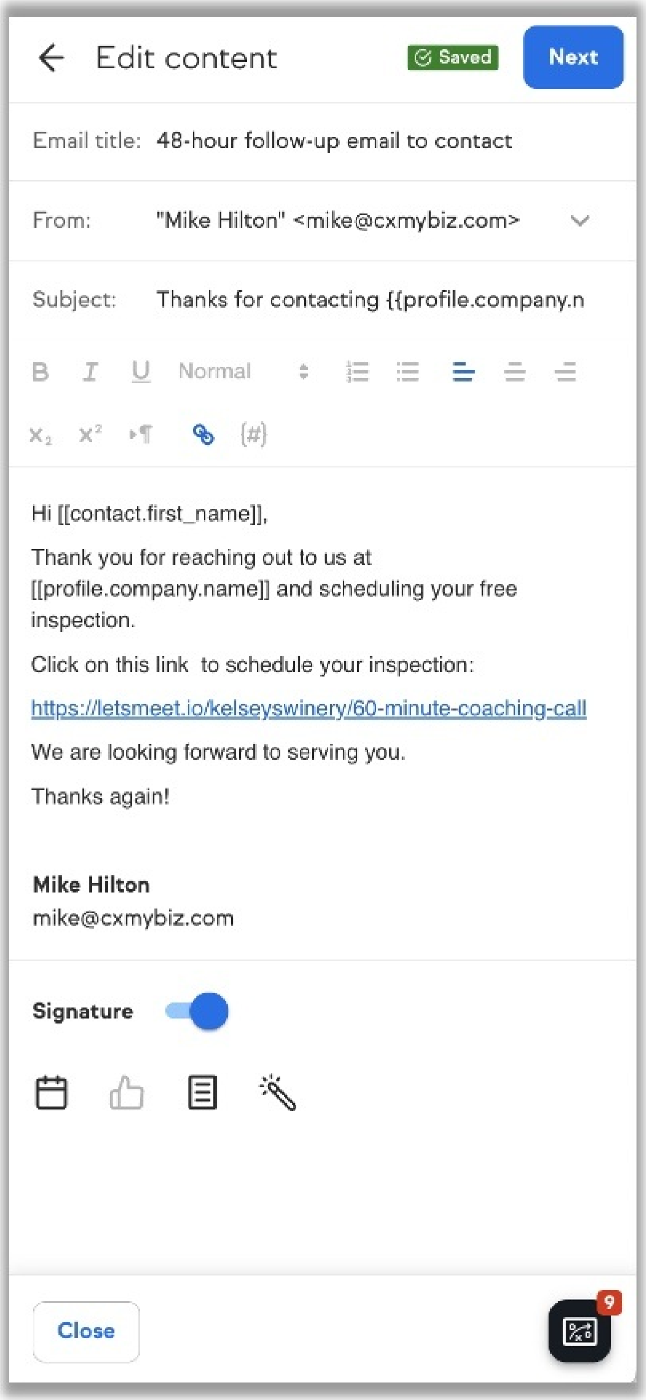
10. On this screen, choose which automated actions Keap will perform for leads who fill out this form. To add one of the suggested automations, click on the + icon next to it. Or, to create an automation from scratch, click on **Create custom animation**.



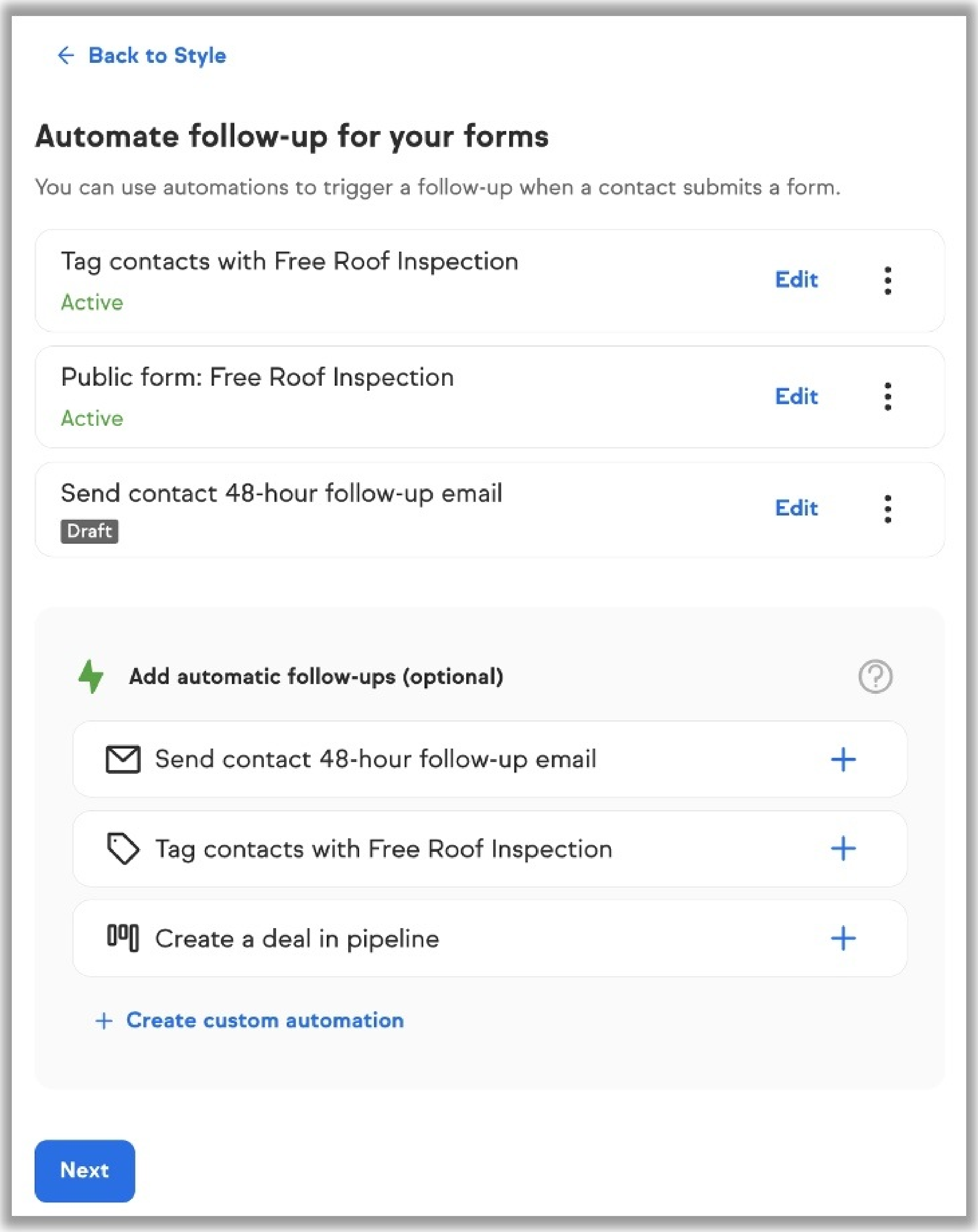
11. When an automation is added, a panel will pop out from the right-hand side. Click on the + icon to add more action items in each stage of the automation, or click on the tri-dots, then delete to remove it.



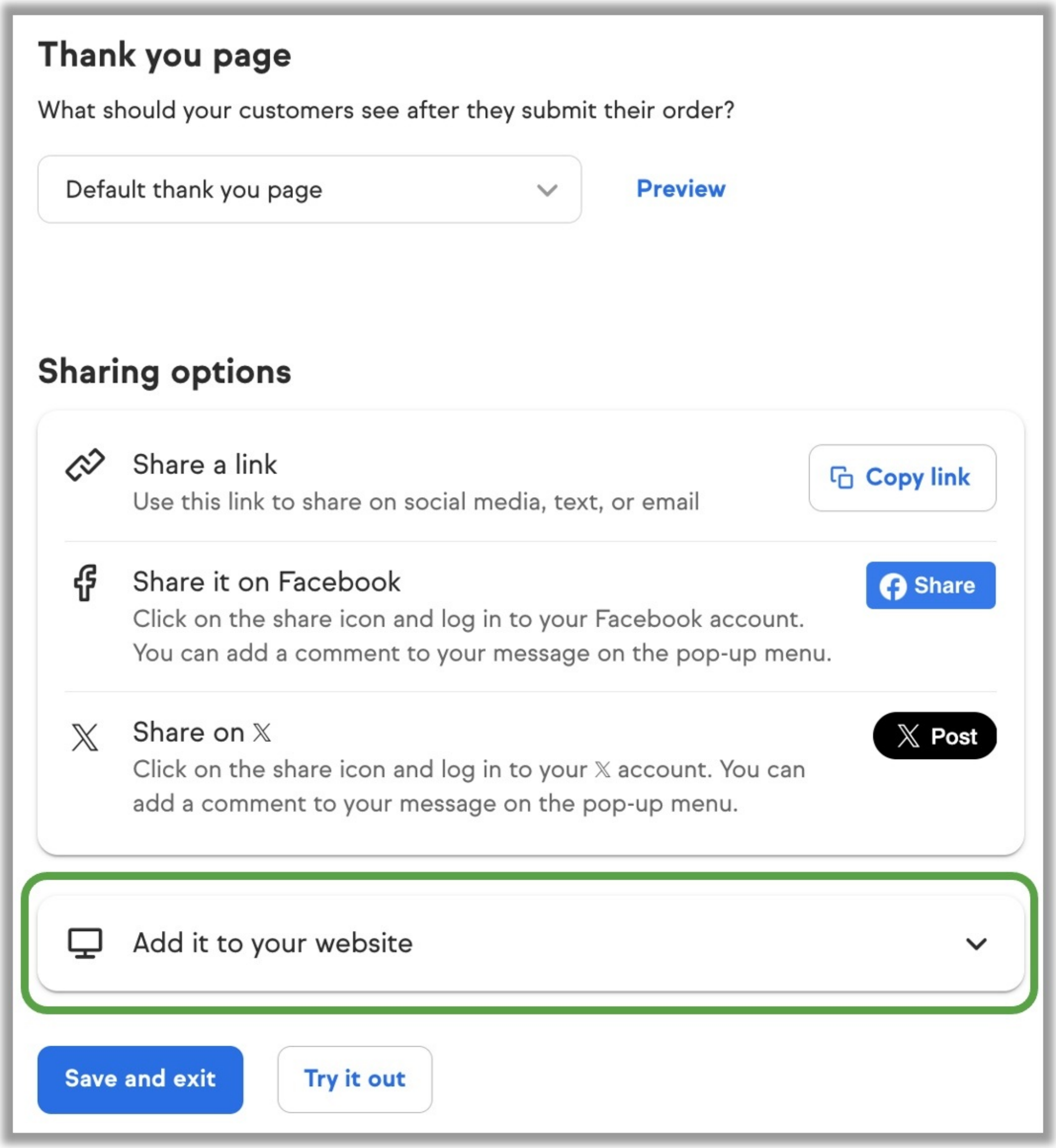
12. Click on the tri-dots next to each item to edit that stage in the automation. For example, clicking **edit** under **Send an email** will take you to the template for this email where you can make changes.



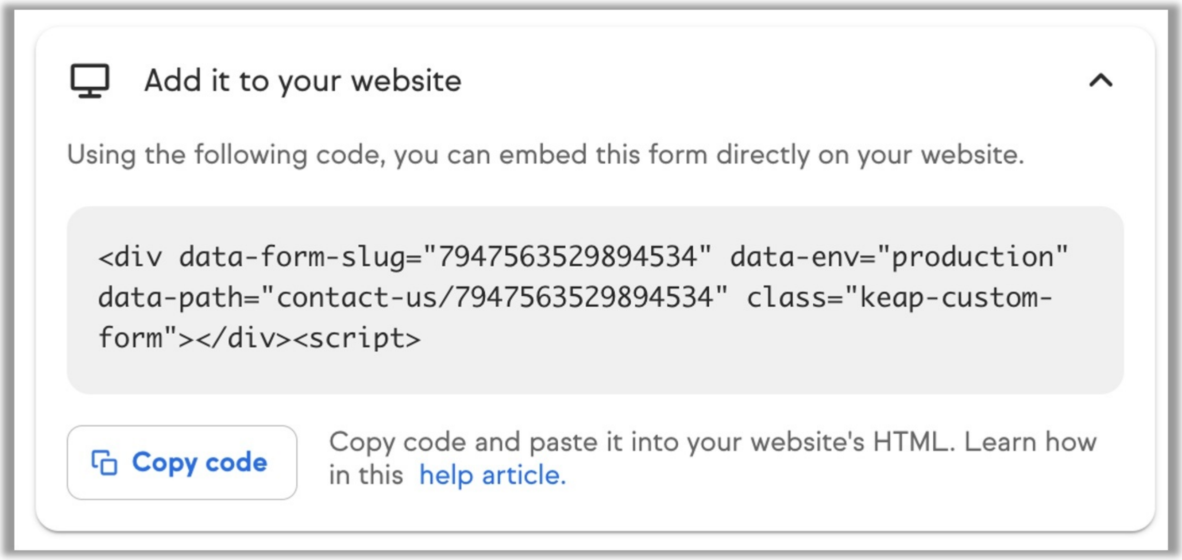
13. Once you have added the desired follow-up actions to your form, click on Next to proceed to publishing your form.



14. On the **Publish** screen, click on **Add it to your website**.



15. In the drop-down, the HTML code to embed this form will appear. You will need this code in the next step to embed the form in your Thryv Marketing Center website. Click on **Copy Code**.



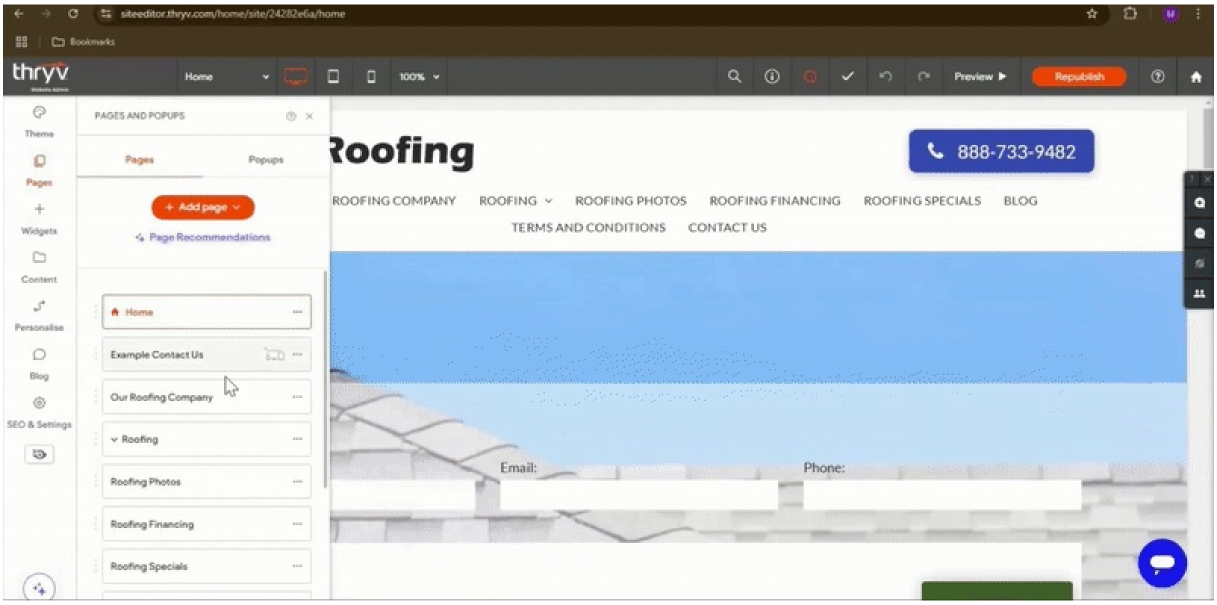
16. Now that the intake form is complete and you have the code, you are ready to embed the form.

Add Your Intake Form to Your Thryv Marketing Center Website

1. Next, log in to your Thryv Marketing Center website editor.

   Note: If you are using a 3rd party website and not a Thryv site, you are still able to use this automation. You will just need to embed the form using HTML into your 3rd party site editor.

2. In the editor, navigate to the page where the form will appear. Then, click on **Widgets**, and select an **HTML** widget. Click and drag it to the desired row on your website. Then, in the **HTML Content window**, paste the code copied from the previous step. Once complete, the intake form will appear on your website. Don't forget to click on **Republish** in the top-right corner for the changes to publish live on your site.



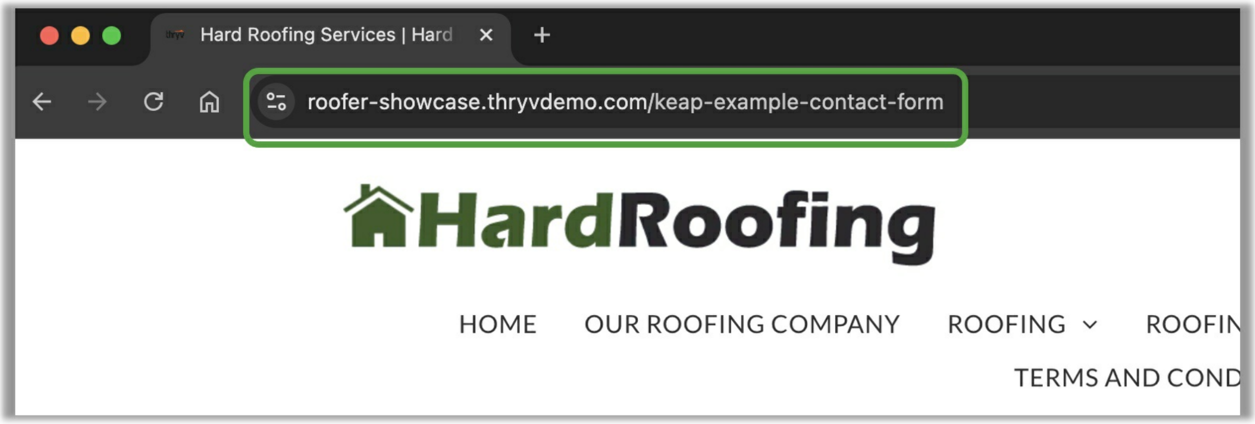
High Thryver Tip: If you want even more advanced analytics on how customers are engaging with your intake form, including data on how much they complete, or if they abandon, make sure your Heatmap is installed in your site.

Once you have added the Keap intake form to your Thryv Marketing Center website, your setup is complete! Going forward, once a lead completes the contact form on your site, Keap will automatically kick off the automation sequence set up previously to nurture the lead and turn it into a deal!

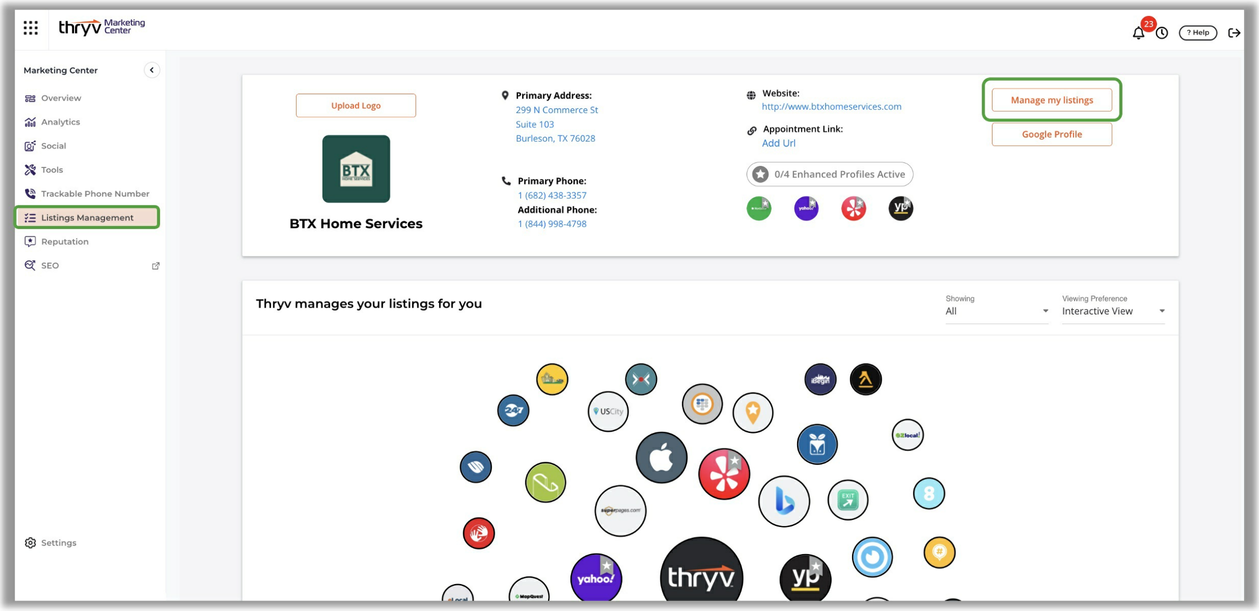
Promote This Intake Form in Thryv Marketing Center to Capture More Leads

Now that we've created a detailed intake form, and embedded it on your website, the next step is to get this form in front of your leads to make it easy for them to get in contact with you.

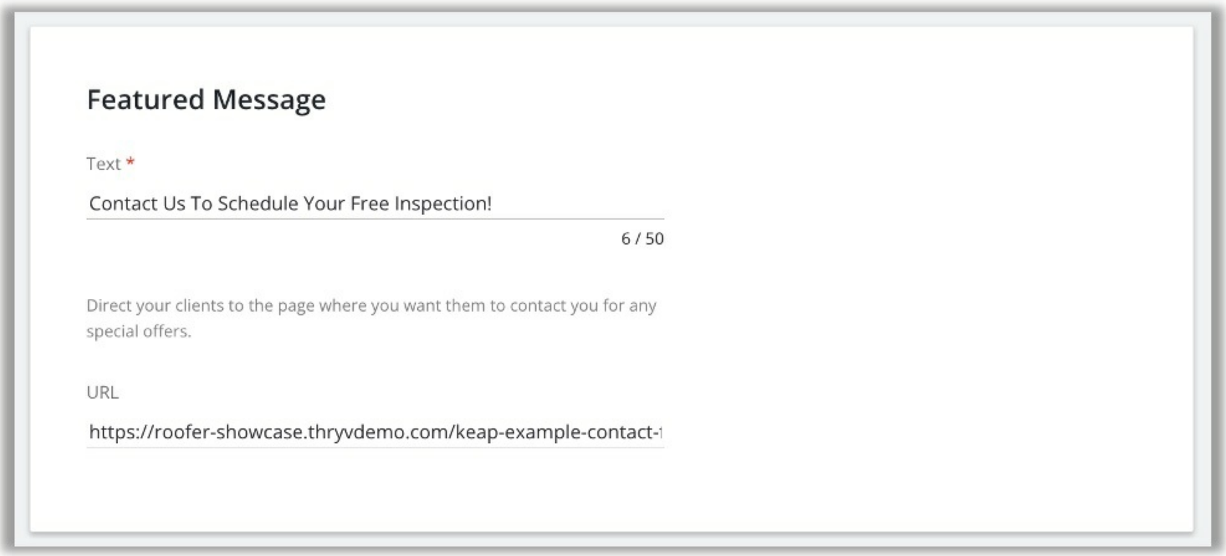
In this step, take advantage of the presence tools that Thryv Marketing Center has to offer. First, you'll need to copy the link to the page in Thryv Marketing Center that has the form. Copy the URL, as you will need it in the next step.



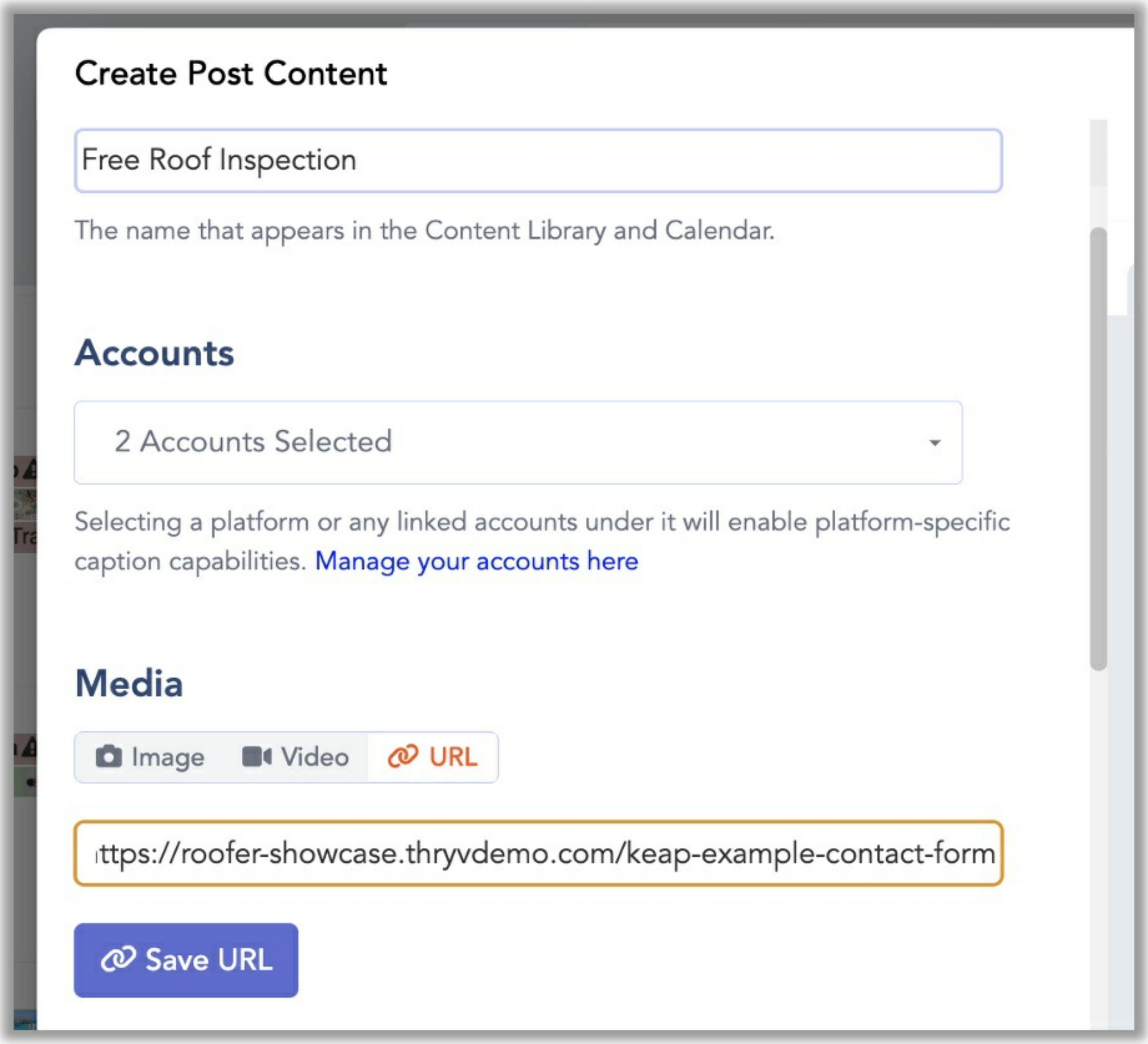
Next, we'll utilize our online listings to make this page accessible for your leads. In Thryv Marketing Center, navigate to **Online Listings**, and on the right-hand side, click on **Manage My Listings**. In this step, you will add the link to your intake form to your listing profile, ensuring that it appears on all of your connected listing sites, including your Google Business Profile, and Enhanced Profiles. In addition, if you have a Growth Package, your listings will appear in front of even more leads!



In the listings management screen, scroll down to the **Featured Message**. This is the area where you can add a call to action in your listings. Here, paste the link copied in the previous step. This will add your intake form to all of your connected listings. In addition, use the text field to explain your call to action to your leads, so that they will click on the link.



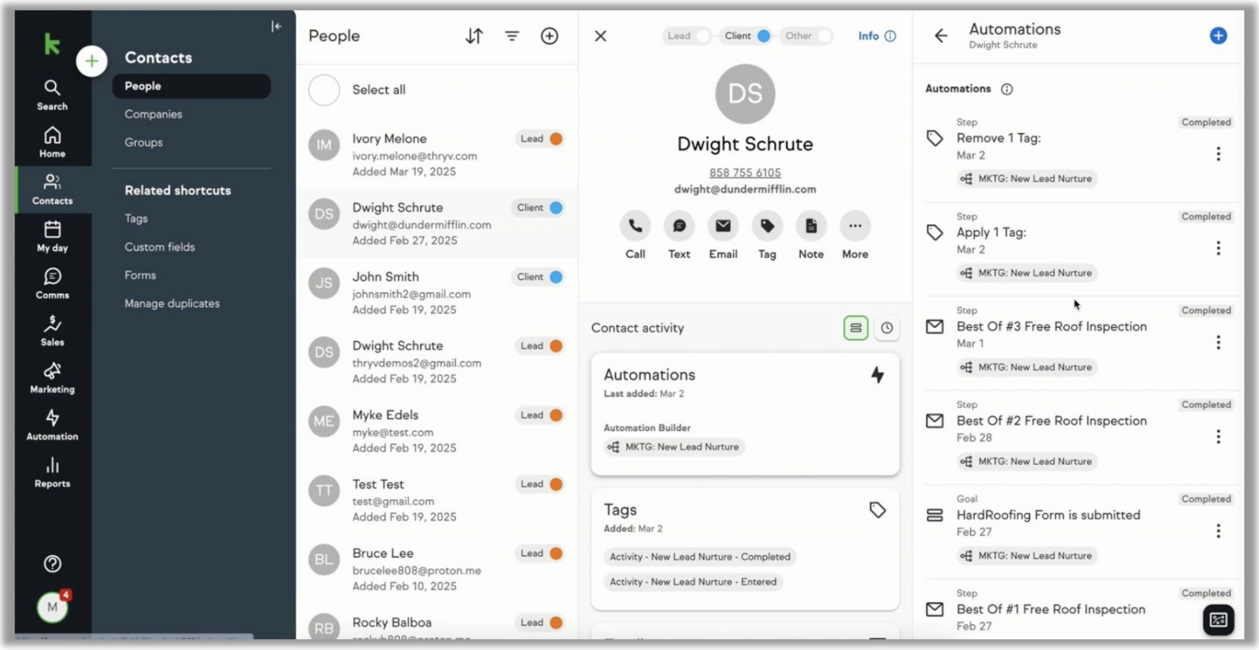
In addition to your Online Listings and Google Business Profile, you can also add this link to your social posts. When creating a social post, select **URL** in the **Media** section of the post, and paste your link in the field provided. If you need a full guide to creating a social post, Click Here. By promoting your intake form on social posts, you'll reach even more potential leads and make it easy for them to contact you.



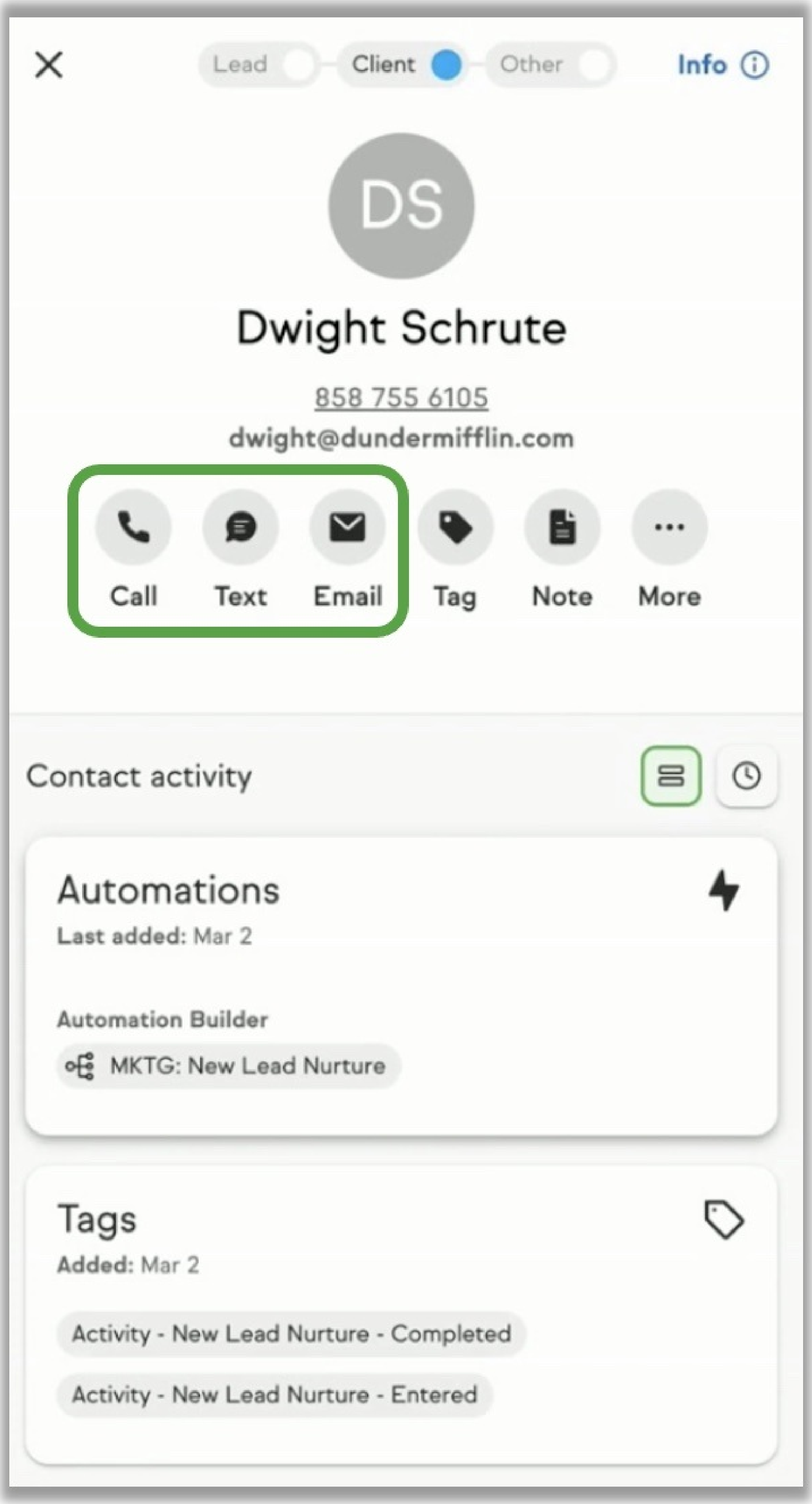
The goal is to add this link everywhere that you capture leads. In this way, you'll make it easier for leads to contact you, and be able to both **track your lead generation in Thryv Marketing Center, and automatically nurture each lead in Keap!**

Nurture Your Leads in Keap

Once the lead is added in Keap and the automation has begun, you can track the progress on their contact screen in Keap.

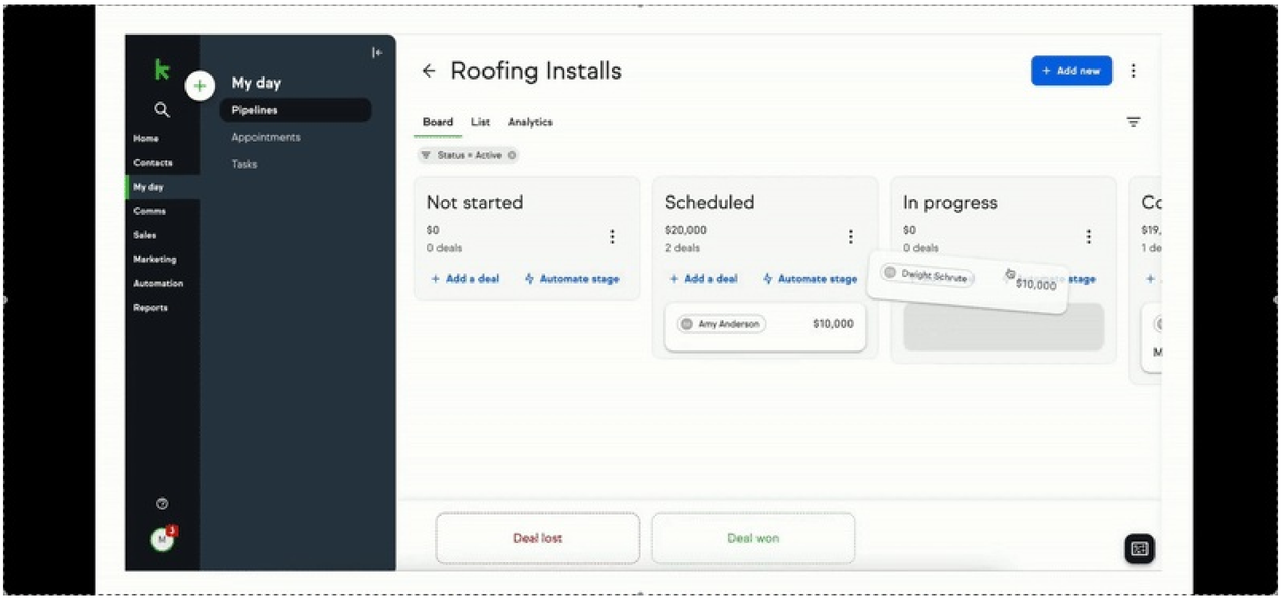


In addition to the automated follow up, use the contact buttons on the contact screen to continue to communicate with your lead.

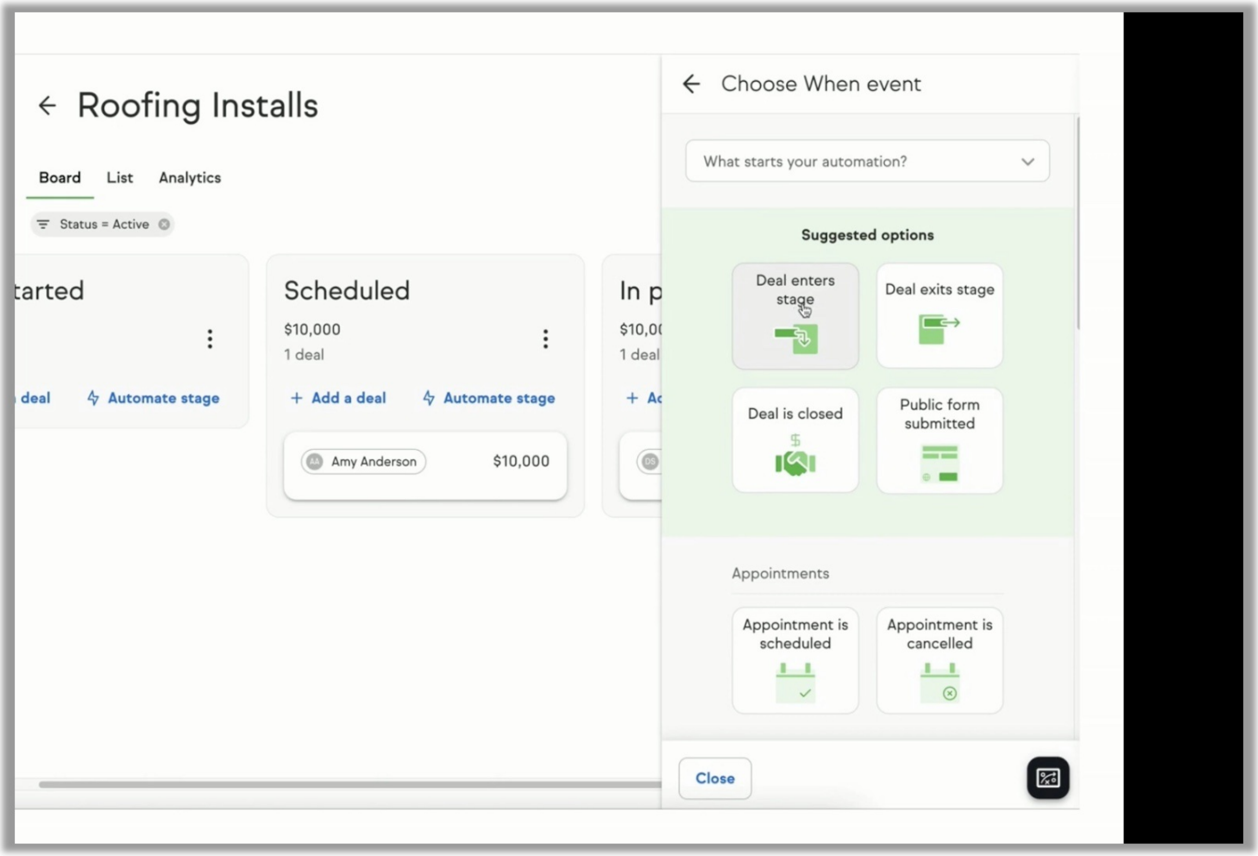


In addition to creating a contact record and kicking off automated communication, you are also able to track this lead's progress by navigating to **My Day** and clicking on **Pipelines**.

As this lead goes through each stage in your pipeline, you can use further automations to nurture them throughout the sales process. Click and drag on the lead to move them along to the next stage.



In your pipeline, you are able to set up additional automations as a lead flows through the pipeline. Click on Automate Stage, and a window will pop out from the right-hand side. From here, create an automation by selecting a trigger based on the movement within the pipeline, and an automated action. This automation make it easy for a lead to take the next step to completing their deal.



From here, your automation is set up! As leads fill out contact forms on your website, leads will never slip through the cracks, as Keap will automate your lead nurture so you can close more sales and increase revenue!