



How to Create an Interactive Lead Gen Video



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How to Create an Interactive Lead Gen Video

1. You'll want to start by signing into your pre-existing SimuStream account.
2. In this video, we will be sending our leads to our email end point.
3. First, we are going to create our fully-customizable lead form. Click leads,
4. then Click forms. Select the fields you'd like to utilize & click add.
5. You can also designate which fields are required & create custom fields here.
6. Next, you'll want to fill in the form's details. We'll start with naming the video & adding a description.
7. Next, we'll complete details for the thank you page that appears after the form is completed.
8. In this video, we'll be using email as our endpoint of choice, but you can also connect a wide variety of CRMs as well.



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10. Select email, enter your email address of choice & click create lead form.
11. The next step is to attach your newly created form to your video content.
12. Click streams, then click active. Next, you'll click create new stream, & either choose a video from your previously connected YouTube channel, or paste a link to the URL of your choice.
13. Next, click Choose Products. Then click choose lead form, now you can select your newly created lead form. Then click associate form.
14. After you've associated your form, we'll time your form in & out of your video content. Once you've completed this step, you can click publish & share.