

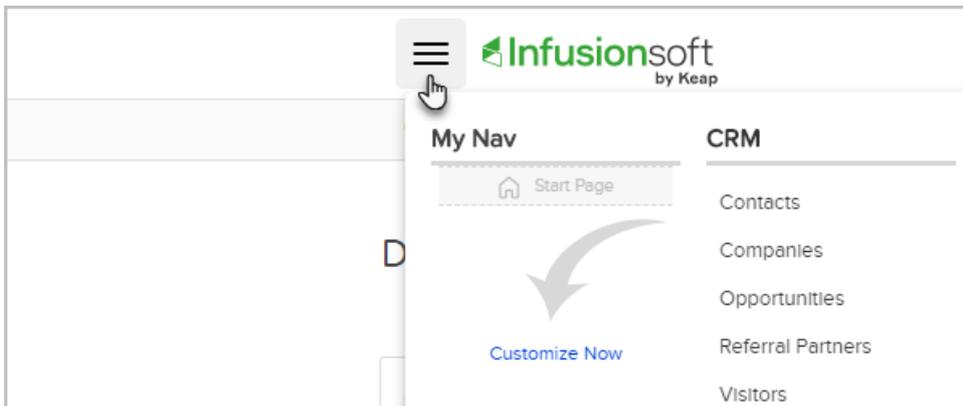
# Campaign Walkthrough Part 1 - Capture Leads

This article applies to:

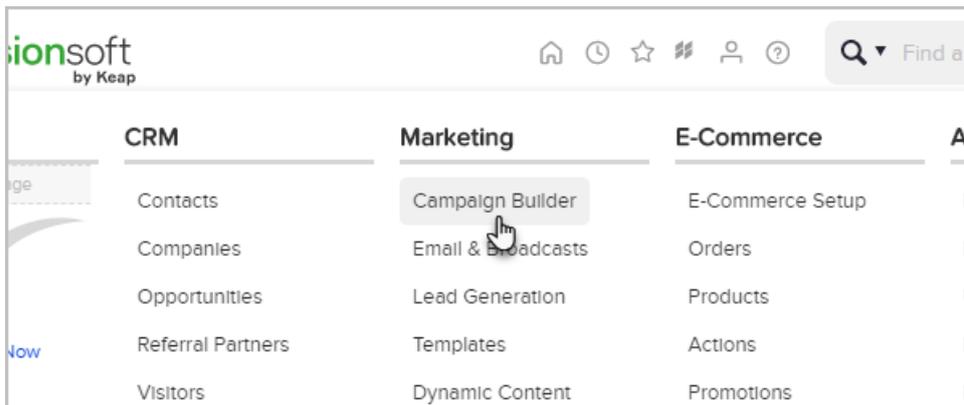
[Max Classic](#)

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

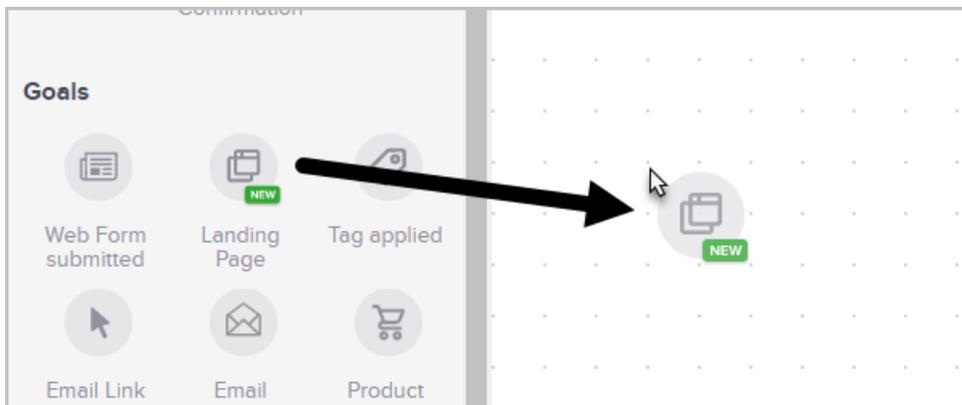
1. Click the main navigation icon.



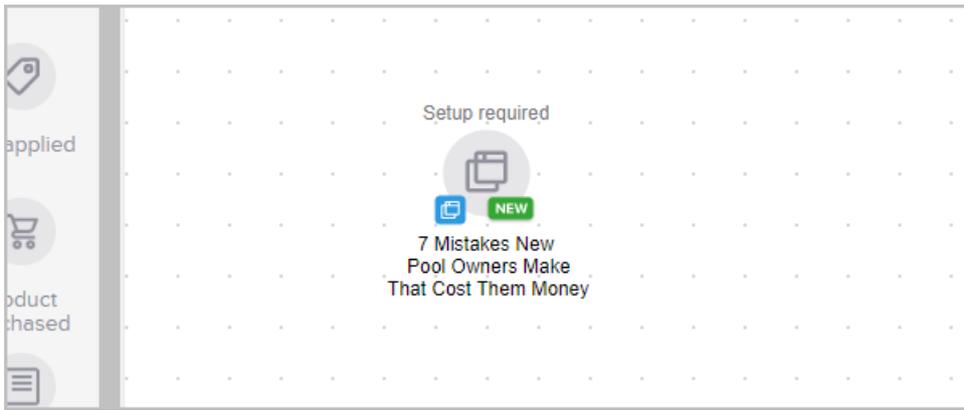
2. Click on Campaign Builder.



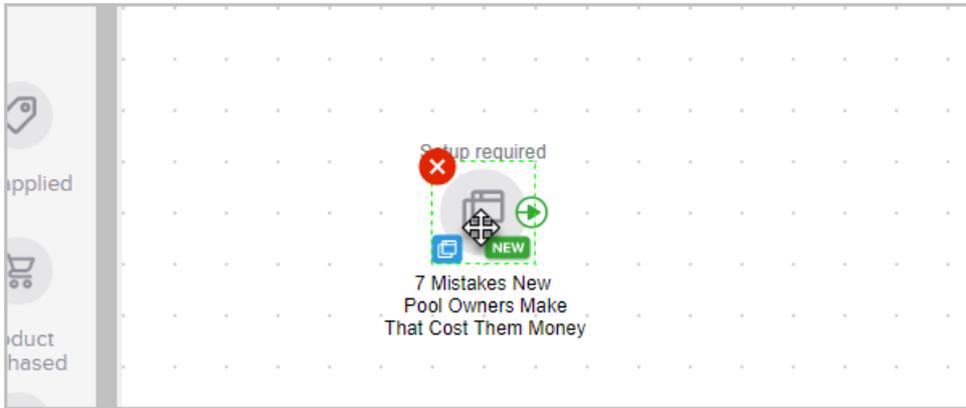
3. Drag the Landing Page Goal onto the campaign canvas.



4. Double-click on the name, "Landing Page" and give it a custom name. You can use SHIFT+ENTER to add line breaks so the title isn't too wide.



5. Double-click the goal to setup the landing page.



6. Go to [Part 2](#).

For the most updated course on this topic, check out this link: <https://academy.keap.com/bundles/advanced-automations-complete-collection>

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