Wordpress Opt-in campaign goal

This article applies to:

[Max Classic](#)

If you use WordPress as your website builder, and have already installed the [WordPress Opt-in form Plugin](#), you can [create Infusionsoft-compatible opt-in forms](#) on your WordPress site and use the WordPress Opt-in goal to connect them to your marketing campaign.

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Connect your opt-in form to your campaign automation using the WordPress Opt-in goal

1. In Campaign Builder, locate the **WordPress Opt-in** goal in the left-hand sidebar. If you don't see it here, make sure that you installed the [WordPress Opt-in form plugin](#).
2. From the campaign goal section on the left-hand sidebar, click on **WordPress Opt-in** and drag it to the campaign canvas.
3. Double-click the WordPress Opt-in goal on the campaign canvas.
4. Next, select the name of the opt-in form from the drop-down list that you want to connect to this campaign goal. If you have a long list of opt-in forms, type the name of the desired form to locate it in the list. If you don't see your WordPress opt-in forms here, make sure that you have correctly [created your WordPress opt-in form](#).
5. Click **Save**.
6. To finalize your WordPress opt-in goal setup, connect it to a sequence and configure the sequence to initiate automation when contacts complete your WordPress opt-in form.

For more information on campaign sequences, [check out these articles](#).