

# Play Blueprint: Contact Us



**Why Run It:** The Contact Us play is run to collect leads. More importantly, it might be the difference between making a lifelong customer or losing a client whose experience isn't up to par.

**Who It's For:** Virtually *any* business can and should run this play!

 Implementation time: 10-15min


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## Play Snapshot

Most every business now has a "Contact Us" page on their website, but usually, that only links to an email or a direct phone line in the office. By creating an embedded Keap form to handle online inquiries, you can ensure nothing gets missed.

Ultimately, the automation you'll use in this play can not only create tasks, it can also generate several possible automations, such as signing the new lead up for your company newsletter, applying tags, or even generating a new deal in your sales pipeline.

**Pro Tip:** When the Contact Us form is filled out, set up the automation to send a text notification or apply a task to the internal person who handles all website inquiries. This helps ensure no contact is missed or forgotten about.



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[Play Action Plan](#) 

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[Our experts can build this play for you!](#) 

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