

wishpond HOW-TO

How-To
Create a
**One-Click
Opt-in Link**
for Your
Webinar



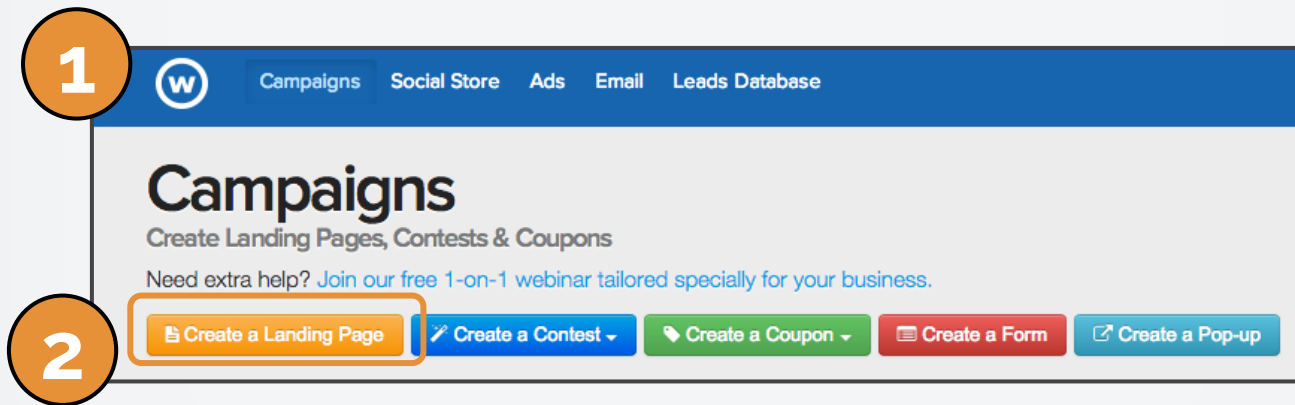
wishpond.com

5 Steps to Create a One-Click Webinar Opt-in Link with Wishpond

1. Create a Webinar Opt-in Landing Page
2. Choose your Webinar Opt-in Landing Page
3. Click on the Form to Open the Form Editor
4. Get the one-click opt-in link in the Form Editor
5. Edit and Copy the URL String
6. Link your Email CTA Button

Step 1: Create a Webinar Opt-in Landing Page

1. Sign in to your Wishpond account.



2. Click on "Create a Landing Page".

Step 2: Choose your Webinar Opt-in Landing Page

1. Choose your landing page template.
2. Create and design your webinar Opt-in page.

1

The screenshot displays the 'Create Your Landing Page' interface in the Wishpond dashboard. The top navigation bar includes 'Campaigns', 'Social Store', 'Ads', 'Email', 'Leads Database', and 'Plans & Billing'. The main heading is 'Create Your Landing Page' with a 'Create Campaign' button. Below this is a 'Choose Template' section. On the left, there is a sidebar with a 'Sort by' dropdown and a list of template categories: All Templates, B2B Lead Generation, B2C Lead Generation, Coming Soon, Ebook Download, Opt-in Squeeze Pages, Sales Pages, Thank you Pages, Video Landing Pages, and Webinar Registration Pages. The main area shows six template cards, each with a 'Use Template' button:

- Lead Gen - Free Form**: Features a headline 'Write a Punchy Headline to Get New Customers' and a sub-headline 'Write a Descriptive Sub-headline'.
- Professional**: Features a headline 'Place your Catchy Headline Here!' and a sub-headline 'Use this landing to tell us more about your service'.
- Pine**: Features a headline 'This is your Primary Title' and a sub-headline 'Sign Up Now'.
- Multiplex**: Features a headline 'This is your Primary Heading' and a sub-headline 'This is your Sub-heading. Customize an image or other content with the drag-and-drop editor.'.
- Amplified**: Features a headline 'Your Business This One Here!' and a sub-headline 'This is your Primary Heading'.
- Two-Column Squeeze Page**: Features a headline 'Watch the experts on how to grow your business' and a sub-headline 'Enter your email address to watch this video'.

Step 3: Click on the Form to Open the Form Editor

After selecting a template, you will be taken to the Landing Page Editor.

Click on the Form in the Editor window to open the Form Editor

The screenshot shows the Wishpond Landing Page Editor interface. At the top, there is a navigation bar with the Wishpond logo and links for Campaigns, Social Store, Ads, Email, and Leads Database. On the right, there are links for Plans & Billing and a user profile for Krista Bunskoek. Below the navigation bar, the main heading is "Create Your Landing Page". There are buttons for "Create Campaign" and "Advanced Options". Below this, there are buttons for "Preview", "Templates", "Create an A/B Split Test", "Edit Background, CSS, and JS", "Pre-Signup", and "Post-Signup". The main content area features a "Webinar" title, a main heading "Does Good Landing Page Design Really Matter? A Recent Experiment Reveals How Design Impacts The Conversion Process", and a list of bullet points. On the left, there are two "Hosted by" sections with placeholder images and text. On the right, there is a "LIVE WEBCAST EVENT" section with the date "Apr 26 at 5:15 AM PDT", a "Reserve your spot" button, and a "Sign Up" button. At the bottom, there is a copyright notice: "©Copyright - All Rights Reserved. Powered by Wishpond".

Step 4: Get the one-click opt-in link in the Form Editor

1. Click on the "Pre-fill Fields" tab.

2. Click on "Auto-submit form if all fields are filled".

The screenshot shows the 'Pre-fill Fields' tab in the Wishpond Form Editor. The 'Auto-submit form if all fields are filled' checkbox is checked. The URL String field contains the text: `http://www.wishpond.com/lp/284221/submit?your-email-address=add_value`. The form preview shows a 'Your Email Address *' field and a blue 'Sign Up' button. The 'Identifiers for your fields' section shows 'Your Email Address' with the identifier 'your-email-address'. The 'Save' and 'Cancel' buttons are at the bottom right.

3. This will activate the auto-submit option and create your one-click URL String.

Step 5: Edit and Copy the URL String

1. Edit the URL String. Delete "add_value".

```
http://www.wishpond.com/lp/307522/submit?your-email-address=add_value
```

2. Replace with the email merge tag of your email list. For example, in MailChimp use the merge tag `*|email|*`

```
http://www.wishpond.com/lp/307522/submit?your-email-address=*|email|*
```

3. Copy the URL String.

Step 6: Link your Email CTA Button

1. Create your webinar opt-in email in MailChimp.
2. Make a Button.

The screenshot displays the MailChimp email editor interface. On the left, a preview of an email template is shown with a 'Sign up Now!' button. On the right, the 'Button' configuration panel is open, showing the 'Web Address (URL)' field with the URL `http://www.wishpond.com/p/303985/submit?your-email-address=add_value`. A large orange circle with the number '1' is positioned over the top right corner of the editor, and another large orange circle with the number '2' is positioned over the 'Web Address (URL)' field.

3. Paste the URL String (that you copied from the auto-submit form) as the web address.

wishpond HOW-TO

When clicked, your link will redirect your email recipients to your webinar thank you page.



They will be registered automatically, without any additional forms to fill out.

You're done!

Go send out your one-click
webinar opt-in emails!

wishpond HOW-TO

If you have any questions, feel free to send an email to support@wishpond.com. We have a fantastic support team that truly loves helping our readers.

Or, book [a one-on-one conversation](#) with one of our marketing success leads and they can help you out.

Thanks for reading!