Solving technical hiccups on LeadPages
By Mandy Marksteiner

In the past few months I've been working on a new project, a printed newsletter called *Monster Mice* that I send out to monthly subscribers.

In order to make it work I needed a web page where I could explain what the newsletter did, collect email addresses and integrate them with Constant Contact and take recurring monthly payments. I was able to do all of those things using LeadPages.

There was only one problem. When I was putting together my LeadPage for *Monster Mice* I hit a couple of technical snags. It felt frustrating at the time, but I learned a lot about the nuts and bolts of LeadPages.

Read on to hear about a few problems you might encounter, and how to solve them.

Choose a package that will let you have access to support

LeadPages offers landing page templates and lead generation software so you don't have to build it all yourself.

Start by going to the website (https://www.leadpages.net/).

You will have to choose between the Standard ($25 per month), Pro ($48 per month) and Advanced ($199 per month). Those prices are based on you paying for a full year, which means that you can pay more if you pay for one month at a time or less if you pay for two years at once.

I recommend choosing the Pro version, especially if you're a beginner. That's because when you get the Pro level you will have access to the chat support feature, which I found very helpful. Whenever you hit a snag, or get confused, you can start chatting with a support person.

Usually, if you need to figure out how to do something, they will make a video that shows you how to do it. Without the support chat feature, you'll have to wait for your questions to be answered by email, which can derail your progress.

Choose a template that matches your goals

Call me lazy.

But LeadPages is designed for people like me.

When you start your project you can choose from several templates with different styles and colors, with sample text based on a particular product.

If you're not sure which template to choose, choose one that features a product similar to the one you are giving away or selling.

If you are selling a webinar, choose a template that has a webinar on it. If you are giving away a book, choose a template that gives away a book. If you are selling a book, choose one that sells a book.

Once you choose a template that works, you can replace the text and images with your own, drag and drop elements into your page and integrate it with other programs and analyze your results.

What you'll need

If you are planning to integrate your landing page with other platforms like Constant Contact and PayPal, get those accounts started before you build your landing page. Otherwise you'll have to stop and start.

LeadPages can integrate with Google analytics, Google Tag Manager, and Javascript based tracking platforms. It connects with marketing automation programs like Hubspot, Marketo and Ontraport; CRM programs like Infusionsoft and Salesforce; ecommerce programs like 1ShoppingCart, Interspire, and Shopify; email platforms like ActiveCampaign, AWeber, Constant Contact, ConvertKit, Drip, Emma, GetResponse, iContact, MadMimi, MailChimp and SendReach.

It also integrates with apps for advertising, payments, calendars and social media. See all the integrations here: https://www.leadpages.net/integrations

Connecting to Constant Contact

Connecting my LeadPage to my Constant Contact account was one of the more frustrating issues that I faced. And I ended up using the chat support and asking for their help.

But when you are building a Drag and Drop landing page it should be pretty straightforward, especially if you follow the directions in this article (https://support.leadpages.net/hc/en-us/articles/216869508).

Start by opening a Drag and Drop page. If the page has a form already, click on it. The settings will appear on the left hand sidebar. Look for an "Integrations" tab and then click on that. Then click "Add and Integration".

The default setting is for you to get an email notification when someone signs up. To change the setting to Constant Contact (or another service provider) click on "Add Integration" which is directly below the Lead Notifications button, then click "More Services". You will be able to see all of the different email providers and choose the one you want.

At that point you name your list so you know where the leads came from, enter your login information and click connect.

Sounds simple. So why was I having such a hard time with it?

I'm really not sure. My computer was acting up, and my template was slightly corrupted. So for some reason I didn't see the box that said "Add Integration." It wasn't there.

When I realized it wasn't working the way it should I used the chat feature. They immediately recognized the problem, and fixed it for me within minutes.

Connecting to PayPal

The other issue that I struggled with was finding the right way to collect payment.

LeadPages is made to collect leads, not payments. So there is no payment button on there.

To get one, go to PayPal.com. Once you are in your account to to the Tools tab, and scroll down to "All Tools" and find "Recurring Payments" in the menu. You can also access the recurring payments option directly from the tools dropdown menu.

On the right side of the screen there is a button that says "Create an automatic billing button." Click on that.

From there you can choose the type of button you want (i.e., donate, buy now, shopping cart or subscription). I chose subscription. Then you can enter the amount that the person will be charged every month, you can create a username and password, and you can offer a trial period.

Select your choices and push the yellow "Create" button.

Once your button is created you will have a dashboard with all of your saved buttons. The next step is to go to "My saved buttons" and click on the "Action" button, and scroll down to "view code".

You copy the HTML code and then go back to the LeadPages site. From the drag and drop menu on the left, choose a blank HTML box and place it where you want the PayPal button to appear. Paste the code into the box. And you're done.

I am still a beginner, just scratching the surface of what LeadPages can do. Even though I had a few moments of frustration working on my pages, the good news is that with their articles, their blog, and their support staff, help was always available.