

### Leads Form

- Experienced professionals subscribe to a leads form on Spondei App.
- Forms are designed to ask minimal questions while gathering maximum information.
- If the suitable form doesn't exist, our team collaborates to create a bespoke version specific to your business requirements.

### Visibility

- Ensuring visibility for the website and form is crucial.
- Utilize strategies like Google Ads (paid advertising), Search Engine Optimization (SEO), Google Business, and social media (Facebook, Instagram, Twitter, LinkedIn, etc.).
- Integrate the form into email and messaging campaigns (SMS, WhatsApp, Telegram, etc.).

### CRM - Request Management

- Leads from forms are managed on Spondei App.
- The process includes receiving requests, sending quotes, handling payments, service tracking, and invoicing.

### Form Distribution Channels

- The form must be accessible through various platforms.
- External Link: The form link can be shared via email, SMS, or other messaging applications.
- Website: The site should offer relevant marketing content and be SEO-optimized for search engine visibility.

