leadfeeder

Getting Started With Leadfeeder:
10 Steps to Turn Your Website Visitors into Insights that Matter

STEP ONE:
Add your coworkers

Make the most out of your subscription to Leadfeeder by adding new users and *watch this quick video here to learn how.*

It's a simple, powerful way to get more qualified leads, gauge your marketing efforts and unite your sales teams!

STEP TWO:
Connect your CRM with Leadfeeder

One of the best ways to become a Leadfeeder pro, is to connect your CRM.

Please visit the following Support articles today and get connected:

- To connect Pipedrive, Salesforce, Zoho, Dynamics 365 or Hubspot CRMs, *visit here.*
- To connect to a different CRM, visit our *Zapier Integration* support *here.*

STEP THREE:
Manage your email marketing

Connect your Leadfeeder account with Mailchimp and track your campaigns' effectiveness with headache-free ease, or utilize our UTM tracking capabilities instead.

Read the following helpful articles to be an email marketing pro in no time:

- *Connect Mailchimp to Leadfeeder*
- *Connect multiple Mailchimp accounts to Leadfeeder*
- *How to write a follow-up sales email that doesn't suck*
- *New Mailchimp pre-set feed in Leadfeeder*
- *Use Leadfeeder to track your competitors*

No Mailchimp? No problem. Visit these articles **here** *and* **here** *to uncover how you can* **use UTM parameters** *to track campaigns, too.*

STEP FOUR:
Learn how to collaborate better together!

From direct messages to group conversations, to setting up your Leadfeeder to send leads directly—our Collaboration tools help teams collaborate more easily and effectively.

Let's get you connected now:

- *Slack set-up directions here.*
- *G-Suite Hangouts Chat set-up directions here.*

STEP FIVE:
Get more leads with Leadfeeder Booster

Leadfeeder pushes new leads twice-a-day to your dashboard—but once you set up Booster, you'll have more data added daily—at 12 times per-day! This gives you leads more frequently to work with than ever before.

The following Leadfeeder Support articles will guide you through Booster setup and implementation:

- What is Leadfeeder Booster? *Read this.*
- How do I setup Booster? *Check this out.*
- What happens after Booster is installed? *Find out here.*
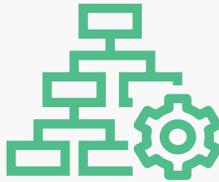
leadfeeder

STEP SIX:
Create Leadfeeder Custom Feeds!

Guess what? If you haven't set-up Custom Feeds yet in your Leadfeeder dashboard, you're missing out on some amazing Premium perks!

Here's your step-by-step directions:

- **Step 1:** What is a custom feed and what is the purpose?
- **Step 2:** How to create a custom feed & sort your leads with different filters in custom feeds
- **Step 3:** What are your pre-set feeds?
- **Step 4:** Why you should care about custom feeds...

STEP SEVEN:
Manage your leads with pinpoint efficiency

Whether you have a robust sales and marketing team, or not, Leadfeeder was designed to make organization and collaboration an important facet of the platform. Which is why our lead management features are so important for you to uncover!

Check out these features and benefits:

Make sure the right person is working on a lead
You can assign a lead to yourself or a colleague. *Here* is how you do it!

Keep track of the type of lead
You can create different tags and make your Leadfeeder more visual! *Here* is how you do it.

Remove irrelevant leads and not see them again
You can hide a lead if it is not relevant to you, and you won't see it again.
Here is how you do it.

STEP EIGHT:
Send Leadfeeder data to more than 1,000+ other applications

Zapier lets you connect Leadfeeder leads to the apps you use most, e.g. such as a CRM we don't integrate with yet, Google Sheets, and many more!

- Learn more about our Zapier integration *here.*
- *Visit our listing* on the Zapier Marketplace for details on apps that connect.
- *Here* are step-by-step directions to show how to get Zapier set up!

STEP NINE:
Track marketing content and ad insights

Learn how to add any Event as a Conversion to Google Analytics and Leadfeeder with Google Tag Manager, and how to **link your Adwords.** For inspiration on managing your marketing campaigns with Leadfeeder, check out **this sweet blog post! Here** is how you can set it up.

STEP TEN:
Automate your pipeline process—completely!

Learn **how to automate your lead management** process. Check out **this short customer testimonial video** explaining how our latest improvement can increase your sales' success! This feature now works with all CRMs we integrate with, and you can **learn more** about the launch on our blog.

Here is how you can do it.