



Landing Page Style Signups in Mailchimp Forms

While Mailchimp Forms does not have the option to build a landing page sign up, we can accomplish the same idea in a couple of ways! The goal of these is typically to have a URL to include in your email marketing, social media, etc.

Note: If you're running multiple campaigns on your site and only want a specific campaign to show on a certain page or when a certain UTM parameter is present, you'll also want to make sure you set up a page block on your other campaigns to ensure no overlap.

- This looks like going to your sitewide (or equivalent) campaign(s) and setting up a page targeting condition of
 - "currently viewing page url that doesn't contain 'URL/UTM PARAMETER'"

Fire on a Landing Page you Create

You can create a page on your site that is blank and only used specifically for this signup. Then, you can create a campaign in Mailchimp Forms that has a Page Targeting condition for that URL on your site! We recommend these be a fullscreen campaign to fully take over that blank page you created!

Here is an example of this experience from our friends at Caden Lane:

<https://cadenlane.com/pages/sms-sign-up>

Your targeting in Mailchimp Forms should look something like this:

- All Visitors
- Time on page (0s)
- URL Path Matches Exactly

▼ TARGETING

Start if

Only calculated to start

 Start if in Segment All visitors ▼

+ Add a Start Condition (only checked when starting Campaign)

Triggers

When should it show

Same for all variations ▼

 Time on page (0s) Phone, Tablet, Desktop

+ Add a trigger

Pages Targeted

☒ Currently viewing page ▼ URL path ▼ that Matches exactly (any of these) ▼

/pages/sms-sign-up X

+ OR

+ Add a Page Targeting Condition

Fire on a UTM Parameter

If you do not wish to create a page on your site, another way you could create a landing page style campaign is by using UTM parameters.

Here is an example of this experience from our friends at Pinto Ranch:

https://pintoranch.com/?Mailchimp_Forms_trigger=sms_subscribe

With this campaign, you can have this load on your homepage and use the UTM parameter in your page targeting to trigger the campaign. Then, you can take that full link of your homepage + UTM (like the above example from Pinto Ranch) and use that in your email marketing, social media, etc!

Your targeting in Mailchimp Forms should look something like this:

- All Visitors
- Time on page (0s)
- URL contains

▼ TARGETING

Start if

Only calculated to start

 Start if in Segment **All visitors** ▼

[+ Add a Start Condition](#) (only checked when starting Campaign)

Triggers

When should it show

Same for all variations ▼

 **Time on page (0s)** Phone, Tablet, Desktop

[+ Add a trigger](#)

Pages Targeted

☒ **Currently viewing page** ▼ **URL** ▼ **that** **Contains (any of these)** ▼

amped_trigger=sms_subscribe ✕

[+ OR](#)

[+ Add a Page Targeting Condition](#)

Fire on a Button Click Trigger

You can add a CTA on your site to launch a campaign by a Button Click.