

Complete MVP Landing Page Tracking Setup

Objective

Set up tracking for your MVP landing page to: - Capture leads from Form 1 and Form 2 - Track all form submissions in HubSpot - Fire Meta Pixel events for conversions - Track ad campaigns via UTM parameters - Enable attribution and reporting for marketing optimization

Forms Setup in HubSpot

Step 1: Form 1 (Primary Lead Form)

Fields: Name, Email, Phone (optional), Company (optional) Embed code added to Landing Page Hero Section
Configure HubSpot notifications and pipeline assignment

Step 2: Form 2 (Secondary Form / CTA)

Fields: Email, Name (minimal) Place at bottom of page or in pop-ups Assign leads to same or separate pipeline for tracking

Step 3: Form Submission Tracking

Use HubSpot JavaScript callbacks to trigger Meta Pixel events:

```
// Form 1
hbspt.forms.create({
portalId: "YOUR_PORTAL_ID",
formId: "FORM_1_ID",
onFormSubmit: function($form) {
fbq('track', 'Lead', {form_type: 'Form 1'});
}
});

// Form 2
hbspt.forms.create({
portalId: "YOUR_PORTAL_ID",
formId: "FORM_2_ID",
onFormSubmit: function($form) {
fbq('track', 'Lead', {form_type: 'Form 2'});
}
});
```

UTM Parameter Strategy

Use consistent UTM tagging across campaigns:

| Parameter | Example Value | Notes |
|--------------|-------------------|-------------------------|
| utm_source | meta | Facebook / Instagram |
| utm_medium | cpc | Paid channel |
| utm_campaign | mvp_launch | Campaign name |
| utm_content | ad_variant_1 | Specific ad or creative |
| utm_term | optional_keywords | Keywords if relevant |

HubSpot Checklist for Forms & Leads

| Step | Action | Status |
|------|--|--------|
| 1 | Ensure Form 1 and Form 2 are embedded and live | ■ |

| | | |
|---|---|---|
| 2 | Confirm HubSpot pipelines assigned | ■ |
| 3 | Test form submissions (incognito) | ■ |
| 4 | Confirm UTMs captured in HubSpot | ■ |
| 5 | Meta Pixel fires Lead event for each form | ■ |
| 6 | Check workflow triggers for UTM campaigns | ■ |
| 7 | Optional: Auto email follow-up setup | ■ |
| 8 | Document ad-to-UTM mapping | ■ |