

# Lead Generation System - Documentation

## Objective

This document provides a comprehensive guide to setting up, running, and extending a lead generation system using React, n8n, and SendGrid. The system captures leads from a frontend form, sends email notifications, and offers flexibility for future integrations like CRM systems or lead scoring.

## 1. System Setup

Prerequisites:

- Node.js (v16+)
- React
- n8n (local/cloud)
- SendGrid account
- Gmail or domain email

Folder Structure:

```
/lead-gen-app  
  /frontend  
  /n8n  
  README.md
```

## 2. How to Run the System

A. Frontend:

1. Install: `cd frontend && npm install`
2. Set `fetch('http://localhost:5678/webhook-test/lead-webhook')` in your form.
3. Start: `npm start`

B. n8n:

1. Start: n8n (runs at `http://localhost:5678`)
2. Create Webhook + Send Email node.

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3. Use dynamic fields: \$json.body.name etc.

4. Configure SendGrid with verified sender.

## 3. n8n Integration

Workflow:

1. React form ? n8n webhook
2. Webhook receives payload
3. SendGrid sends email
4. (Optional) log to DB, Slack alert, etc.

## 4. Extending the System

- A. Lead Scoring: Add Function Node in n8n with scoring logic.
- B. CRM Integration: Use HTTP Node to connect with CRM API.
- C. Database: Add SQL node to store leads.
- D. Admin Dashboard: Build React + Firebase/Supabase UI.

## 5. Testing & Debugging

- Inspect network request in browser
- Use Execution History in n8n
- Ensure SendGrid sender identity is verified to avoid 550 errors

## Summary

React ? Lead UI

n8n ? Workflow automation

SendGrid ? Email delivery

Webhook ? API entry point

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### Example Email Output

Subject: New Lead Submission

Name: Nakkala Mani Sankar

Email: manisankaran...@gmail.com

Company: Error

Message: Hello