# Lead Generation Form

*This customizable lead generation form is designed to efficiently capture and organize prospect information from marketing campaigns, landing pages, or promotional offers. It provides structured data fields and optional sections to tailor the document to any acquisition channel.*

## Basic Information

|  |  |  |  |
| --- | --- | --- | --- |
| **First Name** | **Last Name** | **Email** | **Phone Number** |
| {firstName} | {lastName} | {email} | {phoneNumber} |

## Company Details

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name** | **Job Title** | **Industry** | **Company Size** |
| {companyName} | {jobTitle} | {industry} | {companySize} |

## Lead Source & Status

* **Lead Source:** {leadSource}
* **Status:** {status}

{#interests}

### Areas of Interest

* {interestItem}

{/interests}

## Marketing Preferences

* **Preferred Contact Method:** {preferredContact}
* **Best Contact Time:** {bestContactTime}

{#consentGiven}

Consent Provided: The prospect has opted in for communications and marketing materials.

{/consentGiven}

{^consentGiven}

Consent Status:**No marketing consent obtained from this prospect.**

{/consentGiven}

## Additional Notes

{additionalNotes}

## Follow-Up Tasks

{#followUpTasks}

1. **{taskTitle}:** {taskDescription}

{/followUpTasks}