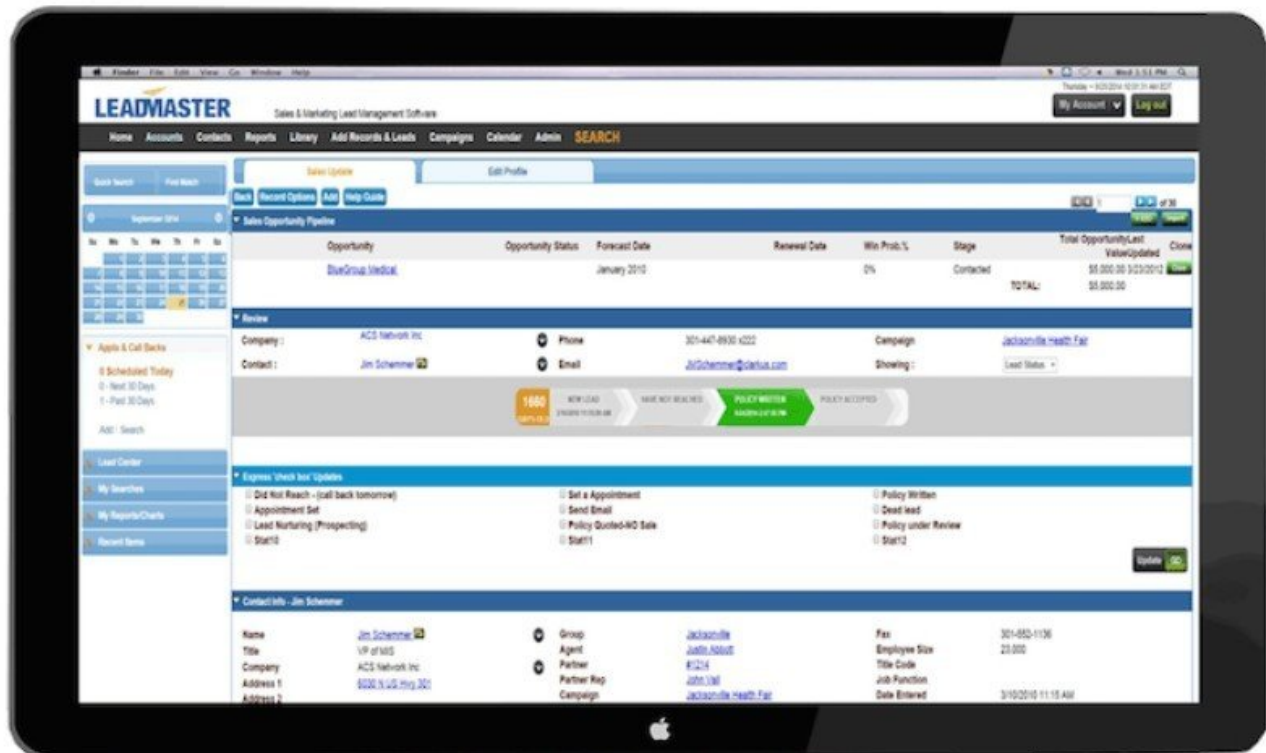


# CRM Solutions by LeadMaster



**LEADMASTER CRM**  
**GRAVITY FORMS INTEGRATION**

CONTENTS

LeadMaster and Gravity Forms ..... 2

Download and Install the LeadMaster Gravity Post Plugin..... 2

Configuring LeadMaster with Gravity Forms..... 3

Mapping LeadMaster Fields to Gravity Form Fields ..... 6

## LEADMASTER AND GRAVITY FORMS

Never miss a Lead! Capture, track and nurture more leads from your Gravity Forms with LeadMaster's Gravity Post plugin! To help WordPress users automate the process of capturing and pushing leads to LeadMaster, now you can sync Gravity Form submissions directly into the CRM with LeadMaster's Gravity Post plugin. Upon integrating LeadMaster with Gravity Forms, all form submissions are pushed to the CRM as a lead via HTTP post.

**NOTE:**

LeadMaster Gravity Post works as an extension to the Gravity Forms plug in –to enjoy seamless and automated lead capture, the Gravity Forms plugin should be installed.

## DOWNLOAD AND INSTALL THE LEADMASTER GRAVITY POST PLUGIN

1. To get started, install Gravity Forms plugin for Wordpress, if not yet installed.
2. Download the [LeadMaster WordPress Plugin for Gravity Forms](#). Navigate to LeadMasterCRM.com > Under About Us go to Support and click on Help Videos to download the zip file.



3. Log into your WordPress Admin Dashboard.
4. Go to Plugins in the menu bar, on the left side of the dashboard and click on the 'Add New' button
5. Upload the downloaded zip file to install then Activate.

## CONFIGURING LEADMASTER WITH GRAVITY FORMS

1. On your WordPress Admin Dashboard, navigate to Gravity Forms
2. Create or edit your existing gravity form that you want to use in sending data/leads to LeadMaster CRM.
3. Add 3 hidden text fields for the following required fields:

(If you wish to push the leads into a specific List or Campaign, you may do so by adding 1 more hidden field for the Campaign ID)

Name	Gravity Form Field Label	Default Value
Workgroup identifier	lp_CompanyID	Provided by your LeadMaster Consultant
Lead provider username	lp_Username	Provided by your LeadMaster Consultant
Lead provider password	lp_Password	Provided by your LeadMaster Consultant
Campaign ID	lp_CampaignID	Provided by your LeadMaster Consultant

Hidden : Field ID 11

**Ip\_CompanyID**

30254

**Ip\_Username**

hellollic

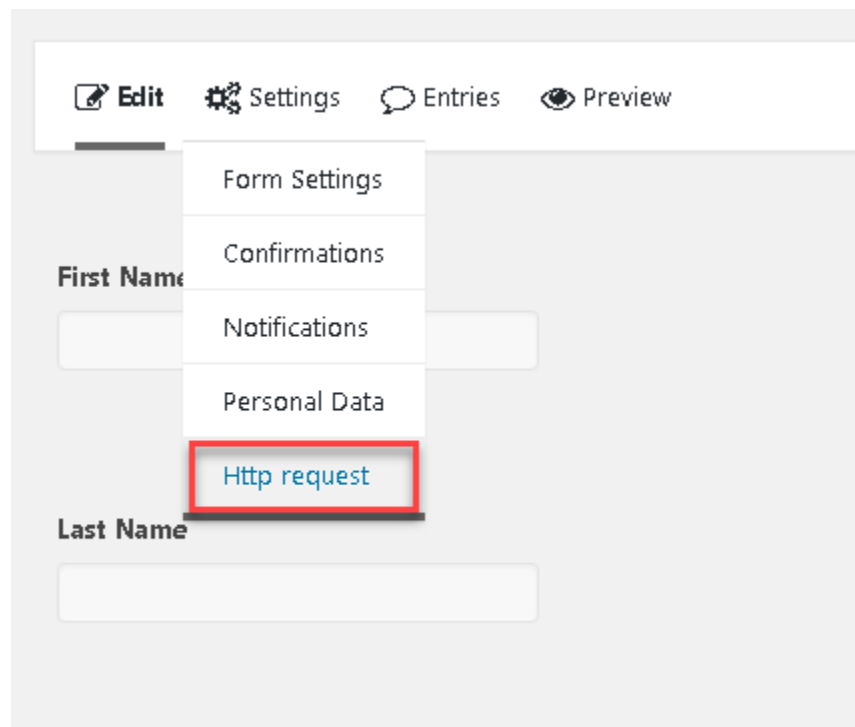
**Ip\_Password**

cf2020

**Ip\_CampaignID**

0001

4. Once you are done adding the rest of your fields as you normally would, navigate to the Form settings and go to HTTP request sub-menu.



5. On the HTTP request settings page, start by entering the HTTP Post URL  
[https://util1.crmtool.net/lp\\_NewLead.asp](https://util1.crmtool.net/lp_NewLead.asp)
6. Set Request Type to "Post Request"
7. Mark it as Active

[Form Settings](#)  
[Confirmations](#)  
[Notifications](#)  
[Personal Data](#)  
[Http request](#)

## Http request Settings

Hello Settings

---

HTTP URL?

Request Type?

POST Request ▾

Active?

☒

## MAPPING LEADMASTER FIELDS TO GRAVITY FORM FIELDS

1. On the HTTP request settings page, navigate to the Gravity Form Mapping section
2. Start mapping away by entering the field labels provided in the Lead Provider Integration Instructions in the Parameter field.

Ip_CompanyID	Parameter <input type="text" value="Ip_CompanyID"/>
Ip_Username	Parameter <input type="text" value="Ip_Username"/>
Ip_Password	Parameter <input type="text" value="Ip_Password"/>
Ip_CampaignID	Parameter <input type="text" value="Ip_CampaignID"/>
First Name	Parameter <input type="text" value="Ip_ContactFirstName"/>
Last Name	Parameter <input type="text" value="Ip_ContactLastName"/>
Company	Parameter <input type="text" value="Ip_Company"/>
Phone	Parameter <input type="text" value="Ip_Phone"/>
Email	Parameter <input type="text" value="Ip_Email"/>

3. Once you're done mapping all the fields, Click Save Changes.

That's it! You have successfully integrated LeadMaster with Gravity Forms.

**References:**

[LeadMasterCRM Help Videos](#)

[Lead Provider Integration Instructions](#)

[LeadMaster Gravity Post Plugin Tutorial Video](#)

**LEADMASTER GRAVITY FORMS PLUGIN**

Version 1.0