foreUP
Affiliate Program

Partner Resource Page

How to Send Leads to foreUP

If you'll be sending leads to foreUP as part of our Affiliate Program, you have many resources at your disposal.

Partner Resources Page

You can use the Partner Resources page to:

1. Download "Call to Action" images that link to a lead collection page.
2. Download copy & image elements.
3. Download marketing and educational collateral.
4. View our brand guidelines.
5. Find contact information for our team members
6. Find important links (social accounts, site links, etc.).

Log in to the page here. The password is **foreUPResources** (it is case sensitive).

Lead Collection Tools

We will create a page unique to you. You can direct your clients or online traffic to this landing page as a clean, easy way to collect leads for foreUP.

A unique-to-you lead form (explained below) will be on the page, allowing us to track all leads via our CRM & automated reporting.

Email amy@foreUP.com to request a custom lead-collection landing page.

Lead-Collection Form

If you do not want a custom landing page, we will simply provide you with a digital form that allows us to pull contacts directly into our pipeline & CRM. It will allow us to track leads, move them through our funnel, report on the status of every deal, and pay our affiliates.

When you want to submit a lead to foreUP, simply open the form, plug in the information, and wait for your email to arrive thanking you for the lead. You'll receive a monthly report of all leads that have been submitted via your form(s), including where they are at in our pipeline.

Lead collection form includes:

- Autoresponder to your client/contact who became our lead.
- Autoresponder to YOU so you know it went through and can hold us accountable.
- Autoresponder to US so we can sell the lead.
- Auto-report once/month with leads for us to review if necessary.

Example of foreUP Landing Page

How to Get Started

1. Send material to kaylie@foreup.com:

a. Send a high resolution icon & logo(s)

i. Square icon for the Integration Marketing (found in the foreUP software).*

ii. Standard logo for all marketing material (no background).

b. Provide the name, email address, and role of your main contacts.

c. Create copy for the Integration Marketplace.*

i. 100-300 words.

ii. Tagline(s) to use in marketing copy.

2. Direct your traffic/clients to your custom landing page:

a. Request your lead collection landing page by emailing amy@foreUP.com.

b. Provide the email address of the individual(s) you want notified when a lead is submitted.

c. Download "call-to-action" images from the foreUP Partners page.

d. Place calls to action on your site, blogs, social account, emails, etc.

e. Link calls to action to your custom lead collection page.

3. Submit leads without a landing page:

a. Request your lead collection form by emailing amy@foreUP.com.

b. Provide the email address of the individual(s) you want notified when a lead is submitted.

c. Use the form to submit contact information when sending leads to foreUP.

*Integration marketplace assets only required for integrated software partners.