



# Lead Capture App Contact Grouping Strategy: Step-By-Step

Video tutorial: <https://totalexpert.freshdesk.com/support/solutions/articles/22000282744-lead-capture-app-strategy-quick-hit-video>

## Step 1: Create a Group for your Lead Capture App

- On the left-hand navigation, under Leads & Contacts, click Groups
- Click the blue + Create button at the top of the page and write your group name (use whatever name makes sense for your use case) > press submit

## Step 2: Create a Lead Source with the same name as the Group you made in step 1

- On the left-hand navigation, under Leads & Contacts > Lead Management > click Lead Sources
- Click the blue + Create button at the top of the page and under source name, type in the name you used for the Group

### Note:

This is case sensitive, so be sure to use the exact spelling and capitalization you used for the Group name

## Step 3: Create Lead Capture App with the Lead Source from step 2

- Go through the steps of creating a Lead Capture App
- When you get to Lead Source, pick the name of the Lead Source name from step