



## Customer Acquisition With Web Forms - Palm Beach Photography

### About the business

Palm Beach Photography Inc. is a Florida-based photography studio that has been awarded for their professional approach to wedding photography. Their photo artists are keen on immortalizing all the happiest moments in customers' lives: "our photography services follow a couple through their most important moments in life: engagement, wedding, maternity, newborn, family portraits and event photography", says Tonya Laker, business owner. Their portal showcases the latest photo shoots and invites every newcomer to get in touch with the team.

### Issue

As a result of the company's growing reputation for outstanding photography, new customers are continuously reaching out on their website, requesting quotes, eager to speak directly to a photographer about their special upcoming events. As the business grew, Tonya realized that some part of the prospecting process had to be automatized. She decided to filter potential customers upon their actual demands before setting a face to face meeting. To get the process running, custom marketing web forms were highly needed.

### 123ContactForm solution

The website and blog of Palm Beach Photography did include web forms previously, but they were just the plain standard ones furnished in the predefined template. For the contact page, the team started seeking for a form solution that would allow them to introduce advanced choice fields and nuanced questions to route the prospecting process.

Tonya Laker found 123ContactForm at the first browser search with the term "contact form". No more than a few minutes later, their form was up and running. To maximize lead collection, Tonya published the form on three main spots: on their website, blog and Facebook page.

### Tools used and overall payoff

- Contact form with advanced fields
- Theme customization

The simple contact form that Palm Beach Photography built with 123ContactForm helped optimize their customer relations and boosted lead collection across the web platforms and social networks the business is present on.

## TESTIMONIAL

*"I loved being able to customize our contact page to ask the important questions of clients contact us. I especially loved that once I created the form I wanted to use I could use that form on our website, blog and social networking. It's also super easy to make changes in one place and have the change carry over to all our other locations."*

(Tonya Laker, owner of Palm Beach Photography)

[www.palmbeachphotography.net](http://www.palmbeachphotography.net)

## Summary

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ISSUE



2

SOLUTION



3

PAYOFF

Palm Beach Photography needed customized web forms that would help them analyze the specific demands of prospective customers. The forms had to be easy to build and publish on their website, blog and Facebook page.

123ContactForm offered the tools to build the forms intuitively, with all the complex fields the team needed. A special question within the form helped the team learn how leads had been referred to the company.

The administrators of Palm Beach Photography were able to cut off major stages from their prospecting process and unify lead collection across their website, blog and social media presence, which saved time and optimized sales.