

**CONVERSÃO  
DE LEADS  
ACTIVIDADE**

MBA - MARKETING DIGITAL



Pós-Graduação em Marketing Digital

Conversões de Leads  
Ano Letivo: 2020/2021

**Docente:**

Dr. Carlos Galveias

**Discente:**

Pedro Martins nº 22109714

Lisboa, 16 de Dezembro de 2021

# CONVERSÃO DE LEADS ACTIVIDADE

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O trabalho solicitado na **UC – Conversão de Leads** foi realizado sobre o site onde exponho os meus trabalhos e o mesmo servirá de Projeto Final.

O site tem por base o Wordpress. Foi utilizado um plugin para criar um Popup que contém a CALL TO ACTION. Este direciona para a LANDING PAGE e ao enviar o formulário, criado no Sendingblue, encaminha o utilizador para a THANK YOU PAGE.

Este formulário, alimenta uma BD de contactos na Sendingblue, para mensalmente enviar a Newsletter.

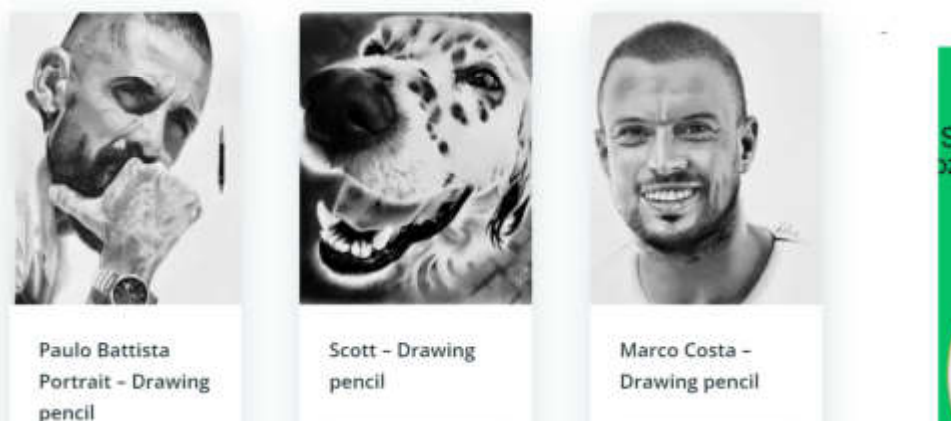
Relativamente ao docente, infelizmente, não me foi possível participar na sessão por motivos pessoais. Contudo, o prof Carlos Gouveias disponibilizou toda a documentação incluindo um video da aula no Moodle e tem demonstrado disponibilidade para dar apoio nesta UC.

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## Site

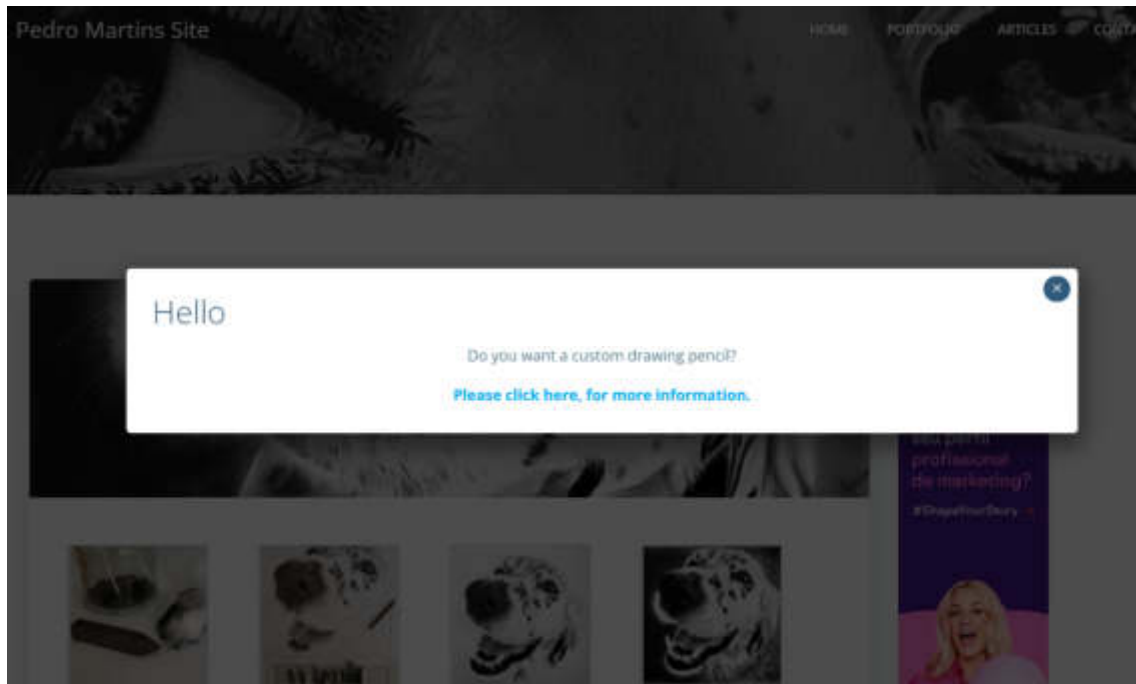
[www.pedromartins.site](http://www.pedromartins.site)



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## Call to Action



# CONVERSÃO DE LEADS ACTIVIDADE

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## Landing Page

<https://pedromartins.site/landingpage/>



Pedro Martins Site

HOME PORTFOLIO SERVICES CONTACT

I'll draw a unique portrait for You and Your Close people! Each painting is one of a kind in the World because it's made exclusively for you! My drawings can catch the soul in the eyes drawing on a beautiful special paper with high quality. It's a custom portrait of a favorite photo of a beloved family member is the perfect sentimental gift for any parent, grandparent, sister, brother, or just lover.

Just send me a private message with a photo of the desired person attached, and we'll discuss how to create the best artwork for you!

Please feel free to contact me to discuss the portrait and ask any other questions you may have about the process or necessary photos.



### I want to have a custom drawing pencil

Leave your contacts here for more information on how to have a personalized drawing pencil!

**Enter your FIRSTNAME \***

Customize this option by clicking publishing your form.

**Enter your LASTNAME \***

Customize this option by clicking publishing your form.

**Enter your EMAIL \***

Customize this option by clicking publishing your form.

I agree to receive news and to the terms and conditions.

Made possible in partnership with a partner network - contact for more information.

We use Socialbrite as our marketing platform. By checking below to submit this form, you acknowledge that the information you provided will be transferred to Socialbrite for processing in accordance with their [privacy policy](#).

**Yes, I want to have a custom drawing pencil!**

Categories: marketing

Previous post Next post

### ABOUT ME

I am Pedro Martins, enthusiast in drawing since I can remember. I live in Lisbon, Portugal.

I made this site to show you the evolution of my works and what knows how to sell my works, using the profit from the sale to re-invest in my artist hobby.

I'm glad you visited my page, you got to know a little more about my work and, if you can, you can refer me to other people.

### FOLLOW ME

- Instagram
- Facebook
- Pinterest

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## Thank you Page

<https://pedromartins.site/thankyoupage/>

Pedro Martins Site

HOME PORTFOLIO ARTICLES CONTACT

I'll draw a unique portrait for You and Your Close people! Each painting is one of a kind in the World because it's made exclusively for you! My drawings can catch the soul in the eyes drawing on a beautiful special paper with high quality. It's a custom portrait of a favorite photo of a beloved family member is the perfect sentimental gift for any parent, grandparent, sister, brother, or pet lover.

Just send me a private message and I'll discuss how to create the best artwork for you!

Please feel free to contact me to discuss the portrait and ask any other questions you may have about the process or necessary photos.



Thank you for submitting your information, I will contact you soon.

THANK YOU!

Categories: Marketing

Previous post

sage One

FATURACÃO ONLINE, SIMPLES, RÁPIDA E FÁCIL. DESDE 1,06€/ MÊS!

EXPERIMENTE 30 DIAS GRÁTIS!



### ABOUT ME

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## Publicação Facebook

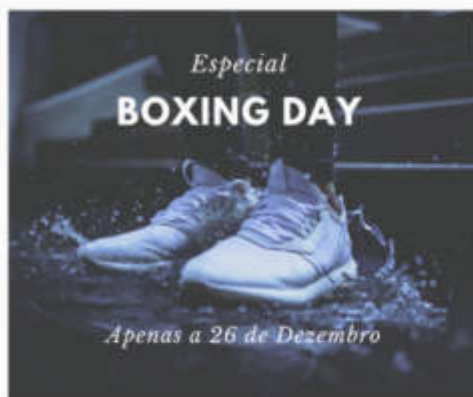


PRODESPORTO

## Quer participar no nosso Boxing Day?

Inscreva-se já para poder ir às compras no dia 26 de Dezembro. Atenção APENAS no dia 26 de Dezembro.

Beneficiar de um desconto de 60%



Inicio Loja virtual Sobre nós Contacto Landing Page Carreira 🌐

## I want to have a custom drawing pencil

Leave your contacts here for more information on how to have a personalized drawing pencil!

Enter your **FIRSTNAME** \*

FIRSTNAME

Complete this optional field and before publishing your form.

Enter your **LASTNAME** \*

LASTNAME

Complete this optional field and before publishing your form.

Enter your **EMAIL** \*

EMAIL

Complete this optional field and before publishing your form.

I agree to receive news and to the terms and conditions.

Please consider it equivalent to a business transaction subject to our privacy statement.

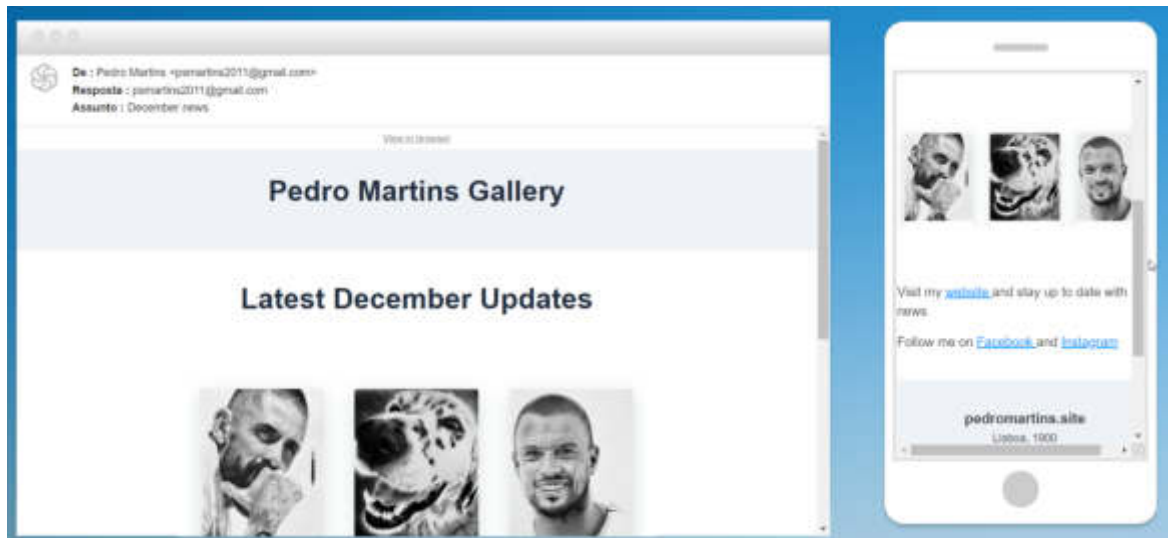
We use Sendinblue as our marketing platform. By clicking below to submit this form, you acknowledge that the information you provided will be transferred to Sendinblue for processing in accordance with their [Terms of use](#).

**Yes, I want to have a custom drawing pencil!**

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## Newsletter



Obrigado!