Venue Hire Lead System: setup guide

For: the venue owner or agency who loads the Venue Hire Lead System snapshot into a GoHighLevel sub-account. Version 3, November 2026.

What you get

- **Enquiry form:** Venue Hire Enquiry Form. Name, phone, email, text message consent, Event type, Guest numbers, Event timing, Preferred space.
- **Pipeline:** Venue Hire Enquiries. New enquiry, Contacted, Site visit booked, Quote sent, Booked, Event held.
- **Calendar:** Venue site visit, 30 minutes.
- **Venue hire page:** Venue Hire Landing Page. A ready-made page for your guests with your venue name, spaces, catering price and phone, and the enquiry form underneath. Your details fill in from your custom values, so there is nothing to edit on the page.
- **Workflows,** all switched off until you are ready:
    - Venue Hire 1 - New enquiry follow-up: an instant text and email to the enquirer, an alert to you, then gentle follow-ups on day 1, day 3 and day 7. Funeral and celebration of life enquiries get a separate quiet text and email and an urgent alert, with no chasers.
    - Venue Hire 2 - Site visit booked: a booking confirmation and a reminder the day before, both by text.
    - Venue Hire 3 - After the event: a thank you, then a review request, both by text. Skips funerals.
    - Venue Hire 4 - Hot lead flag: an event within the next month with 60 or more guests is tagged hot lead, and you get a HOT alert.
- **Bonus: win-back campaign kit.** Two workflows (Reactivation 1 - Win-back, Reactivation 2 - Reply handler), 7 tags, 2 smart lists and 7 custom values for a one-off campaign to your old enquiries and past customers. It has its own guide, the Win-back campaign kit setup guide, sent with this one.
- **Tags:** venue enquiry, venue enquiry - funeral, hot lead, venue review requested, plus the 7 reactivation tags.

What the snapshot does not bring across

You set these up in your own sub-account:

- Your contacts and past conversations.
- Your phone number and text message registration.
- Your sending email domain.
- Your Facebook page and lead form connection.
- Your calendar availability and the team member who takes site visits.
- Your Google review link.
- Your own web address (domain) for the venue hire page.

Setup, start to finish

1. **Load the snapshot** into a new or existing sub-account.
2. **Fill in your venue details.** Settings, Custom Values. Replace every value in square brackets:

Custom value	What to put in it
Venue name	Your venue's name, as guests know it
Venue phone	The number enquirers should call
Venue manager name	The first name of the person who replies
Venue spaces	Your rooms and how many each holds, in one sentence
Catering from price	Your lowest catering price per person, with the currency sign
Venue reply time	How fast you reply, for example "within 24 hours"
Site visit booking link	The booking link of your Venue site visit calendar
Review link	Your Google review link

3. **Set up the calendar.** Calendars, Venue site visit. Add the team member, set the hours you can show people around, then copy its booking link into the Site visit booking link custom value.
4. **Edit the form consent text.** Sites, Forms, Venue Hire Enquiry Form. The two text message consent boxes say [BUSINESS NAME] and [USE_CASE_FROM_CAMPAIGN_DESCRIPTION]. Type your business name in place of the first, and what your texts are about in place of the second, for example: your venue hire enquiry.
    - **Set the phone country.** In the same form, open the Phone field and set the default country to your own. It starts on United States (+1), so local numbers in other countries are rejected as invalid until you change it.
5. **Publish your venue hire page.** Connect your own domain in Settings, Domains & URL Redirects. Then open Sites, Funnels, Venue Hire Landing Page, choose your domain in its Settings tab, and publish. Check the page shows your venue details, not square brackets.
    - **Already have a website?** You can link to the venue hire page from it, put the form on your own site instead, or map your Facebook lead form to the same fields: Event type, Guest numbers, Event timing, Preferred space.
6. **Connect your phone number and email** so texts and emails send from you.
    - **Texting is required.** Venue Hire 2 and 3 send only texts, and every enquiry gets a text first. Without a phone number those steps fail and the workflow carries on without them.
    - **Set your sender.** Until you set your own sending name and address (Settings, Email Services), emails go out under the default sender name of the GoHighLevel account you bought through, not your venue.
7. **Assign the owner.** The alerts go to the contact's assigned user, so make sure new enquiries are assigned to the person who handles them.
8. **Test it.** Submit the form yourself with your own phone and email, once as a birthday and once as a funeral. Check the messages read correctly and your details show, not square brackets.
9. **Switch the workflows on.** Automation, Workflows. Open each Venue Hire workflow and switch it from Draft to Publish.

Day to day

- Move each enquiry along the pipeline as it progresses. Moving it to Event held starts the thank you and review request.
- Anyone tagged hot lead gets a call first.
- If an enquirer replies, the follow-ups stop on their own.

Support

Questions after setup: reply to your purchase email, or email admin@clientahq.com.