Five steps

to creating a lead magnet
THAT ACTUALLY WORKS

We're glad you've downloaded this resource and, very soon, you will be too.

Our eBook, **Five steps to creating a lead magnet (that actually works)** guides you through the entire process, from audience research to result analysis.

While we've designed it to be a clear guide, don't hesitate to get in touch with any questions you may have.

Happy lead gathering!

LET'S DO IT!

What is a lead magnet and why should I have one?

You've seen them all over – valuable resources or incentives offered by a business to potential customers in exchange for their contact information, typically an email address.

You've probably even engaged with a few. Some were worth it, some weren't. When done correctly, a lead magnet is a fantastic marketing tool to help you build a targeted email list, engage with prospects, and nurture them into loyal customers.

Immediate value, tailored to your audience

Lead magnets provide immediate value, fostering trust and demonstrating a business's expertise. Effective lead magnets come in the form of eBooks and white-papers in the tech industry, free workout plans or meal prep guides in the fitness sector, exclusive webinars or training sessions for the education field, and discount coupons or free samples in the retail market. Each of these examples gives relevant and compelling value, tailored to the audience's needs, thereby increasing the likelihood of conversion and customer retention.

In this eBook, we'll take you through **how to** create an effective lead magnet – one that actually works – **step-by-step**, with clear **action items** and **fun facts** to boot.

FUN FACT

50% of marketers who start using lead magnets report higher conversion rates – <u>wpforms.</u>

Research your audience

To ensure your lead magnet is fit for purpose, you need to determine your customers' pain points, preferences, and content consumption habits.

ACTIONS

SURVEYS AND POLLS

Create a detailed survey with targeted questions to gather information about your audience's pain points and content preferences. Use free platforms like SurveyMonkey or Google Forms, and distribute via email and social media. Remember to:

- Ask questions like, what are your biggest challenges in [your industry]? What type of content do you find most helpful (e.g. articles, videos, eBooks, webinars, checklists)?
- Use different question formats – multi-choice, matrix, ranking etc.
- Offer an incentive to entice participants
- Distribute via email and social media

Once the survey has closed, analyse the responses to identify common pain points, content types, and interest areas.

TOP TIP

Always offer an 'other' option on multi-choice questions.

CUSTOMER INTERVIEWS

Choose a few of your customers from different segments of your target audience for one-on-one interviews. Remember to:

- Prepare open-ended questions to get detailed responses
- Record the interviews (with permission) and transcribe these for a detailed analysis
- Look for patterns and recurring themes in the responses

USE YOUR OWN DATA

Website data

Use GA4 to dive into your web traffic, customer behaviour, and demographic insights. Identify which website content is most popular and where visitors spend the most time.

- Key metrics: Page views and time on page, bounce rate, conversion rates, and audience demographics

Social media data

Use social media analytics in the same way – Facebook, LinkedIn, Instagram etc. You'll see which posts and content types generate the most engagement.

- Key metrics: Post reach and engagement, click-through rates on links, audience demographics and behaviour

Email data

Review your EDM data to determine topics and content formats with the highest open and click-through rates.

- Key metrics: Open rates and click-through rates, engagement with different types on content, unsubscribe rates and reasons

COMPETITOR ANALYSIS

Identify your main competitors and review their lead magnets and content offerings. How do they present these? Look at customer reviews and feedback, and compare their performance metrics with your own to see areas where you can improve or differentiate.

COMPILE FINDINGS

Gather all your data and insights and highlight the most common challenges and pain points, identify preferred content types and formats, and understand how and where your audience consumes content.

FUN FACT

Offering an incentive can increase the number of survey responses by up to 15% – Peoplepulse

Outline your lead magnet

Planning out your lead magnet is key – this is, after all, likely the first time your potential customer is experiencing your topic leadership.

ACTIONS

FORMAT
Based on your audience research, decide on the most effective format for your lead magnet – ie. eBook, checklist, webinar etc.

CONTENT STRUCTURE
Think about the logical order of the information you're imparting, and structure your lead magnet around this. What does your audience need to know in order to achieve their desired, and your designed, outcome?

- Outline your key sections – bullet points and headlines or prompts are all you need at this stage
- Start with an introduction, featuring the purpose and overview of the lead magnet, and provide a hook to grab the audience's attention
- Move through the different sections of your lead magnet
- Finish with a compelling call to action

ACCESSIBILITY
How will your audience access your lead magnet? Is it compatible with most devices? It pays to offer a downloadable PDF and web-based formats.

Create your lead magnet and opt-in form

Here's where the fun starts – developing the content and designing the opt-in form to attract and convert leads.

ACTIONS

CONTENT CREATION

- Provide high-quality, actionable content for each section of your lead magnet. Your audience needs to be able to read/watch it, understand it, and apply it for their purposes
- Include real-life examples, tips, statistics, and case studies to illustrate key points
- Focus on clarity and readability – if your audience can't understand you, then what's the point?

TOP TIP

After you have proofread your content, get someone else to as well. It's near impossible to see your own mistakes – a fresh set of eyes is far more likely to catch them.

DESIGN

Now, your lead magnet doesn't have to be fancy, but it does need to be **clear** and **uncluttered**, and look **professional**. To do this:

- Keep all pages or on-screen graphics consistent
- Incorporate your brand's colours, fonts, and logos throughout
- Make sure the imagery, graphics, charts, and illustrations reflect your brand
- Use clear and readable fonts
- Use hyperlinks where available

OPT IN FORM

This needs to be simple and user-friendly, clear and concise.

- Use a compelling headline
- Outline the benefits of the lead magnet
- Include fields for name and email (the less info someone has to enter, the more likely they are to do it)
- Add a clear call to action
- Provide a privacy statement to reassure potential leads their information is safe with you
- Include a thank you message or thank you page. Besides being polite, it gives you the opportunity to link through to more value-add content

TOP TIP

Place the form above the fold so it's easily visible to visitors, and embed it in multiple locations on your website to maximise visibility.

4

Promote your lead magnet

What's the point of a lead magnet if it's not reaching potential leads? The aim of promoting your lead magnet is to drive traffic to the opt-in form and encourage downloads. By leveraging a mix of website optimisation, targeted email marketing, social media promotion, and strategic collaborations, you'll have your promotion bases well covered.

ACTIONS

- Build an effective dedicated website landing page
- Clear, persuasive, and benefited-oriented copy – highlight your lead magnet as the solution to your audience's problem
- Clear and compelling CTA buttons that stand out
- High-quality relevant visuals to make the landing page more attractive
- Testimonials or quotes from satisfied users to build credibility and trust
- SEO optimisation using relevant keywords, meta descriptions, and alt texts to improve organic traffic

CREATE A TARGETED EMAIL CAMPAIGN

- Segment lists based on demographics, behaviour, and interests to tailor the email content for different audience segments
- Write attention-grabbing subject lines to increase open rates. Focus on the benefits and value of the lead magnet
- Create persuasive and concise email copy that highlights the key benefits of the lead magnet. Use a conversational tone to engage the reader
- Include clear and compelling CTAs in the email body
- Develop a sequence of follow-up emails to nurture leads who download the lead magnet.
- Provide additional value, such as related blog posts, tips, or exclusive offers

SEND IT OUT ON SOCIAL – ORGANIC AND PAID:

Organic social

- Use tools like Canva to create engaging social media visuals
- Write benefit-focused social media posts with engaging visuals
- Highlight key features and advantages of the lead magnet
- Use a mix of post formats, including images, videos, and carousel posts
- Use relevant hashtags and keywords to increase the visibility of your posts and reach a broader audience
- Schedule regular posts across your social media channels to maintain visibility and keep the lead magnet top of mind

Paid social (advertising)

- Use targeted social media ads to reach specific audience segments based on demographics, interests, and behaviour
- Create compelling ad copy and use eye-catching visuals to attract attention. Highlight the benefits and include a strong CTA
- Conduct A/B tests with different ad creatives, copy, and targeting options to optimise ad performance and maximise ROI

FUN FACT

47% of emails are opened or discarded based solely on their subject line. – Business2Community

CONNECT WITH COLLABORATORS

- Reach out to influencers with partnership proposals. Offer them a free copy of the lead magnet and explain how it can benefit their audience
- Collaborate with influencers to co-promote the lead magnet through their channels, such as social media posts, blog mentions, or email newsletters
- Develop joint marketing campaigns with complementary businesses to promote your lead magnet. This could include co-branded content or joint webinars
- Promote each other's lead magnets and content through mutual channels
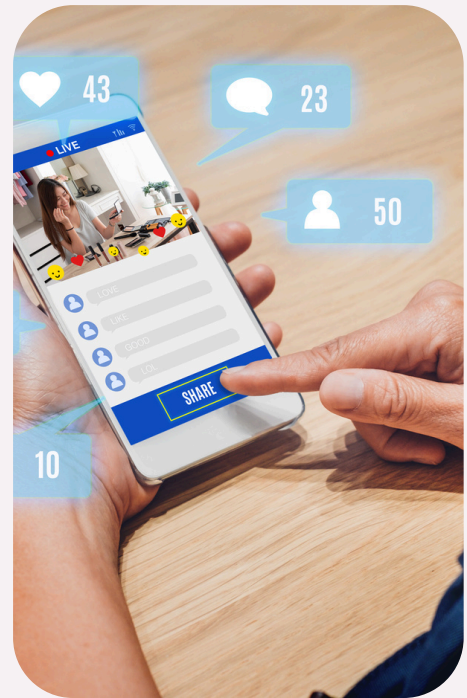
Analyse data and refine your lead magnet

Your lead magnet is out there and it's gaining traction. So, what now? This isn't the end – you need to continuously improve your lead magnet based on performance data and feedback to enhance its effectiveness and maximise lead generation. You can do this by systematically tracking metrics, gathering feedback, conducting A/B tests, and updating content based on data.

ACTIONS

1

TRACK THE FOLLOWING METRICS VIA GA4, YOUR CMS, AND EMAIL MARKETING PLATFORM:

- Download rates
- Conversion rates
- Engagement levels

Which traffic source is driving the most downloads? Which pages are being viewed and links being clicked?

2 Analyse the performance of different promotion channels (email, social media, paid ads, etc.) to determine the most effective ones.

3 Gather feedback via post-download surveys and asking for direct feedback. Compile and analyse this to identify common themes and areas where you can improve your lead magnet.

4 Use A/B testing to test different headlines, descriptions, form fields, CTAs, layouts, and designs. Track conversion rates, bounce rates, and user engagement for each variation.

5 Regularly review and update your lead magnet content (we recommend doing this quarterly). Incorporate new industry insights, data, and trends to keep your content relevant and valuable.

6 Do it all again – keep tracking metrics, gathering feedback, testing content, and implementing changes (slowly – focus on high impact areas first).

Thank you for downloading

Five steps to creating a lead magnet (that actually works).

We'd love to hear how you get on. And of course, should you need any help, you know where to find us…

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