

# HOW TO CREATE LEAD MAGNETS THAT CONVERT



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## How To Create Lead Magnets That Convert

When done correctly, a lead magnet can be highly effective in converting prospects into leads. However, there are a few things to keep in mind when creating a lead magnet to ensure that it is effective.



Here are a few tips for creating lead magnets that convert:

### 1. Keep it Relevant

Your lead magnet should be relevant to your target audience. It should offer value and be something that they would be interested in.

### 2. Make it Timely

Your lead magnet should be timely and relevant to what is happening in the world around us. For example, if you are in the home improvement industry, you may want to create a lead magnet that offers tips on how to prepare your home for the winter.

### 3. Keep it Simple

Your lead magnet should be simple and easy to understand. It should not be overly complicated or technical.

### 4. Make it Eye-Catching

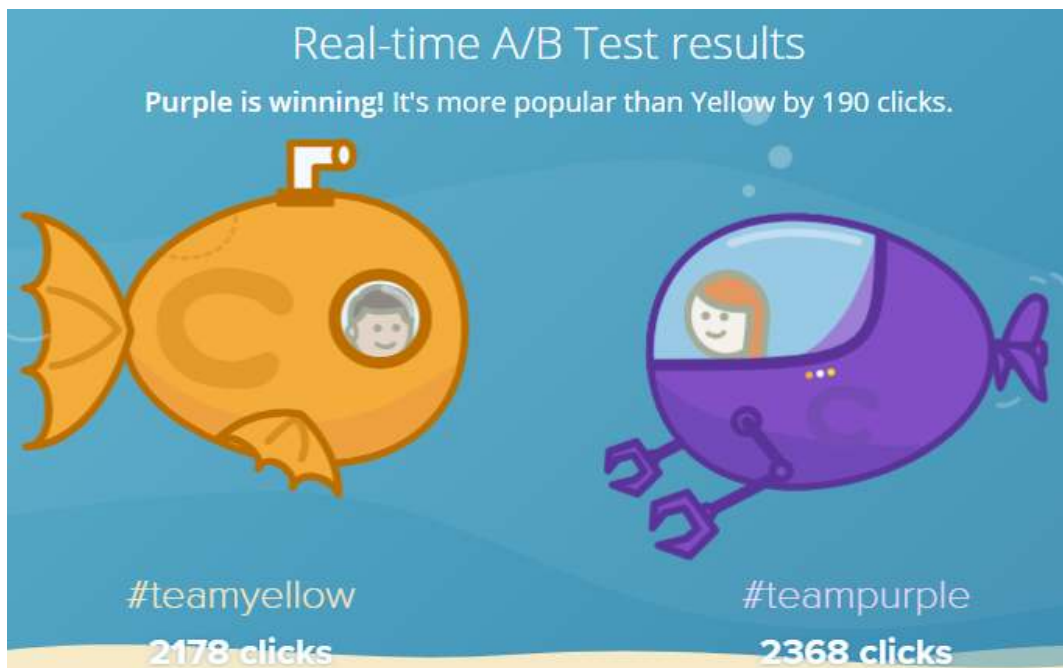
Your lead magnet should be eye-catching and visually appealing. It should stand out and be something that people will want to click on.

### 5. Offer Value

Your lead magnet should offer value. It should be something that people will find useful and be willing to exchange their contact information for.

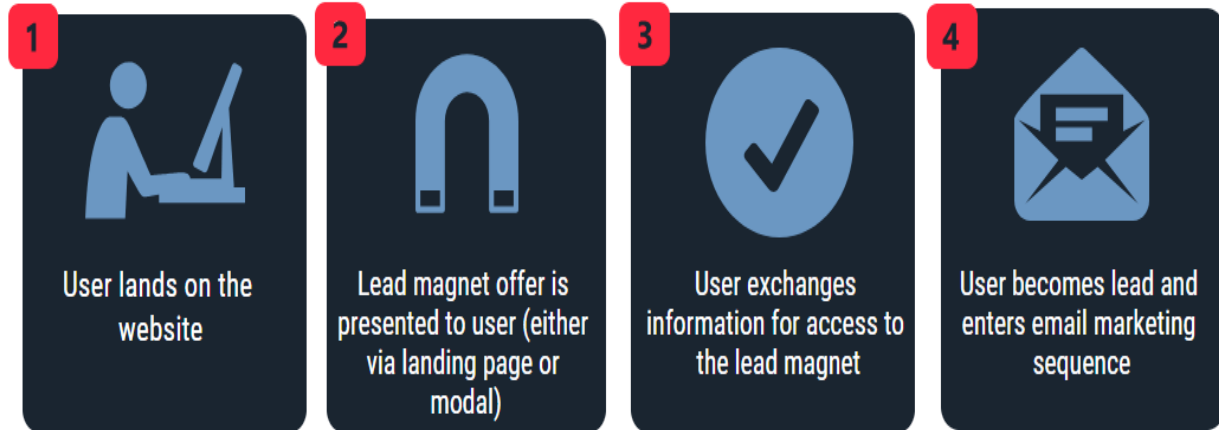
### 6. Test, Test, Test

Be sure to test your lead magnet before you launch it. Test it with a small group of people to see how it performs. Make sure to track your results so that you can make the necessary adjustments.



## 7. Promote Your Lead Magnet

Once you have created your lead magnet, be sure to promote it. Let people know about it and make it easy for them to find it.



### Launching Your Lead Magnet

If you're done with developing and creating a lead magnet for your brand or business, the next step you need to think about is how to launch it.

Launching your lead magnet will be an important part of your campaign's success, so you need to make sure that everything will go smoothly.



Here are some key considerations you need to get on point:

**Create a strong offer** - Your lead magnet should offer something irresistible to your target audience. It could be a discount, a freebie, or something else entirely. But it should be something that will get people to take notice.

**Write compelling copy** - The copy for your lead magnet should be clear, concise, and persuasive. It should explain what the lead magnet is, what it does, and why someone would want it. Be sure to also include a strong call to action.

**Design a beautiful landing page** - First impressions matter, so be sure to design a landing page for your lead magnet that looks professional and intrigues visitors. Include all the relevant information about the lead magnet, and don't forget to include that all-important call to action!



**Promote, promote, promote!** - Once your lead magnet is live, be sure to promote it through all your channels, including email, social media, and your website. You can even create ads specifically for your lead magnet. The more people you can get to see it, the better your chances of getting leads.

**Monitor and measure results** - It's important to monitor your lead magnet's performance to see how it's doing and whether it's achieving your desired results. You can do this by tracking key metrics such as the number of sign-ups, conversion rate, and bounce rate.

## Type of Lead Magnet with the Highest Conversion Rate (% share of respondents\* citing)

