

yuno

LEAD
MAGNETS

by Yuno Media

WHAT IS A LEAD MAGNET?

A lead magnet is something you'll be offering on your landing pages in order to get something from your website visitors. By something we mean a name, email, phone number etc.

Every successful landing page has a lead magnet and we aren't just talking about signing up to a newsletter. People don't like to give away their information for nothing so we need to offer something of value.

Keep reading and you'll learn some examples of lead magnets, how to decide which ones to use and how landing page design can differ depending on the magnet you choose.

LEAD MAGNET EXAMPLES

Here's a list of popular lead magnets used across the internet. Over the next couple of pages we'll look at a few in more detail to help you understand why you might use them and how your landing page might look different depending on the magnet you use.

When you've chosen a magnet, think carefully about how many sections of information you might need to optimise your conversions. Some magnets may require more details than others.

ebooks

free courses

cheat sheets

guides

audits

resource packs

checklists

templates

EBOOKS

What is an ebook? You're reading one right now! Ebooks are a great resource you can send out to prospects in order to develop a trusting relationship, as well as coming across as an expert in your field.

Landing pages for ebooks are generally shorter as visitors often come through from a call to action to "claim a free ebook". Therefore they often don't require anymore information than that. Give the people what they want!

Choose a subject and get writing!

FREE AUDITS

Audits are also another great way of showing your expertise. As a business you're solving people's problems and an audit is a great way to highlight your prospects limitations. It doesn't have to be detailed, just something to get them thinking.

A landing page for an audit might be longer than an ebook. Some visitors will happily claim immediately but others may want to know more about the audit first. Add an extra section or two to your landing page that gives more detail about you and your audit.

FREE COURSES

Previously we mentioned about coming across as the expert and free courses are the ultimate way to do this. Of course, you have to keep in mind the time and effort it requires to create them.

If you've chosen a free course as your lead magnet then you'll want to consider a reasonably lengthy landing page. The reason for this is that your customers are going to want to know some of the following first. Consider separating this information clearly across your landing page.

Details of the course - Give a break down.

Who are you? - Show them the team and explain why you're the people to go to.

Features/Benefits - Tell them what they're going to get out of taking your course.

WHICH LEAD MAGNETS SHOULD YOU USE?

There's no way of telling which lead magnets will or won't work for you. Perhaps some might suit your business more, maybe you don't have time to make a course or you may find that audits suit the service you're wanting to promote.

Make sure you keep it to one lead magnet per landing page and use more than one magnet at a time to get traffic into your sales funnel.

At the end of the day it's really up to you but, as with most things concerning landing pages, you have to try everything.

Test, test, test.

FORMS

If you want to capture a lead you're going to need forms on your landing page. At a minimum you should have one in your header/hero image and one at the bottom of your page. You should also try and fit some between other sections.

Keep the number of form fields to a maximum of two! Only add a third field if it is absolutely essential. Remember we only want to get them into our sales funnel. You can get more information later!

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THANKS!

Thanks for downloading and reading our ebook. Hopefully you can use the information you've learnt and apply it to your own sales funnels.

Let us know how you get on, we'd love to hear your success stories. Don't forget you can book a 30 minute call with us really easily via our online learning platform.