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COPYWRITING SERVICES

LEAD MAGNETS

ideas



Capture data and generate interest with these lead magnet ideas!

Free Downloads



What instant value can you provide or what five-minute problem can you solve? Offering a free download in exchange for email addresses will collect interested subscribers.

Consider the following simple free downloads:

- Infographics
- Checklists
- Mini-trainings
- Templates
- How-to guides
- Ebooks

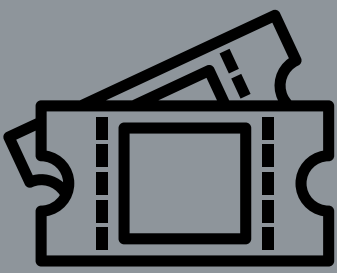
Quizzes

Entertain your audience (and qualify your leads) with a quiz related to your services, and have your leads enter an email address in exchange for the results

You can divide your audience by results so that you know what types of offers or marketing materials to send each category.



Sweepstakes



Hosting a giveaway is a great way to collect data from interested parties (plus, everyone likes free stuff, right?).

Make sure you're giving something away that's directly related to your business so that you know you're collecting truly interested leads!

Case Studies

A downloadable case study can work for both product and service-based businesses, especially if you are selling higher-ticket offers.

Showcase the results of your offer and give prospects an inside look in exchange for their email address.



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