




5 SIMPLE STEPS

TO DOUBLING YOUR LEADS

www.spitfire.co.nz



Legendary marketer Jay Abraham was the first to put forth the irrefutable law of business growth, stating that there are only three ways to grow a business:

1

Increase the number of customers

2

Increase the average transaction value per customer

3

Increase the number of transactions per customer

In this detailed article, we will be explaining how you can double the amount of your inbound leads utilising a lead magnet on your website, to help you achieve growth through the first of Abrahams laws.

So, you might be asking right now "what exactly is a lead magnet?"

A Lead Magnet is the entrance into your marketing funnel and, therefore, provides the highest leverage point. It is an irresistible offer that gives a specific chunk of value to a prospect in exchange for their contact information.

Make no mistake, although no money changes hands, this is a transaction. And, is generally the first transaction you will have with a prospect.




YOU WILL NEED TO PROVIDE TREMENDOUS VALUE WITH THE LEAD MAGNET.

In the online world Lead Magnets are usually delivered through either or both of the following two channels:

- 1 *A specific landing page on your website.*
- 2 *Other lead capture forms such as 'pop-ups' and 'slide-ins' on your website.*



Although lead magnets are typically delivered via your website, the best way to ensure maximum ROI from your lead magnet is to promote it through strategic search engine and social media marketing (we can help you with this if required). Recently, Facebook has emerged as one of the most effective channels for gaining cost effective mass exposure for lead magnets across a variety of industries.

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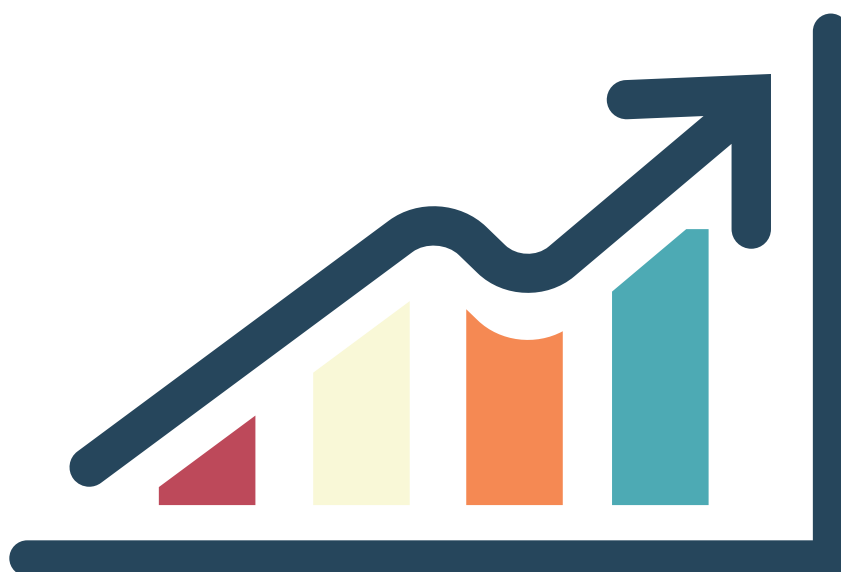


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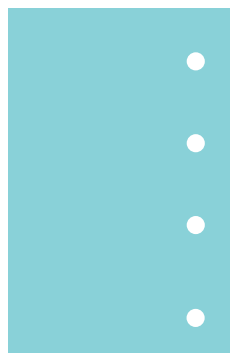
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THE GOAL OF THE LEAD MAGNET IS SIMPLE.



**CONVERT TRAFFIC
INTO LEADS**

LEAD MAGNETS WILL BE MOST EFFECTIVE IN YOUR SALES FUNNEL IF THEY ARE:

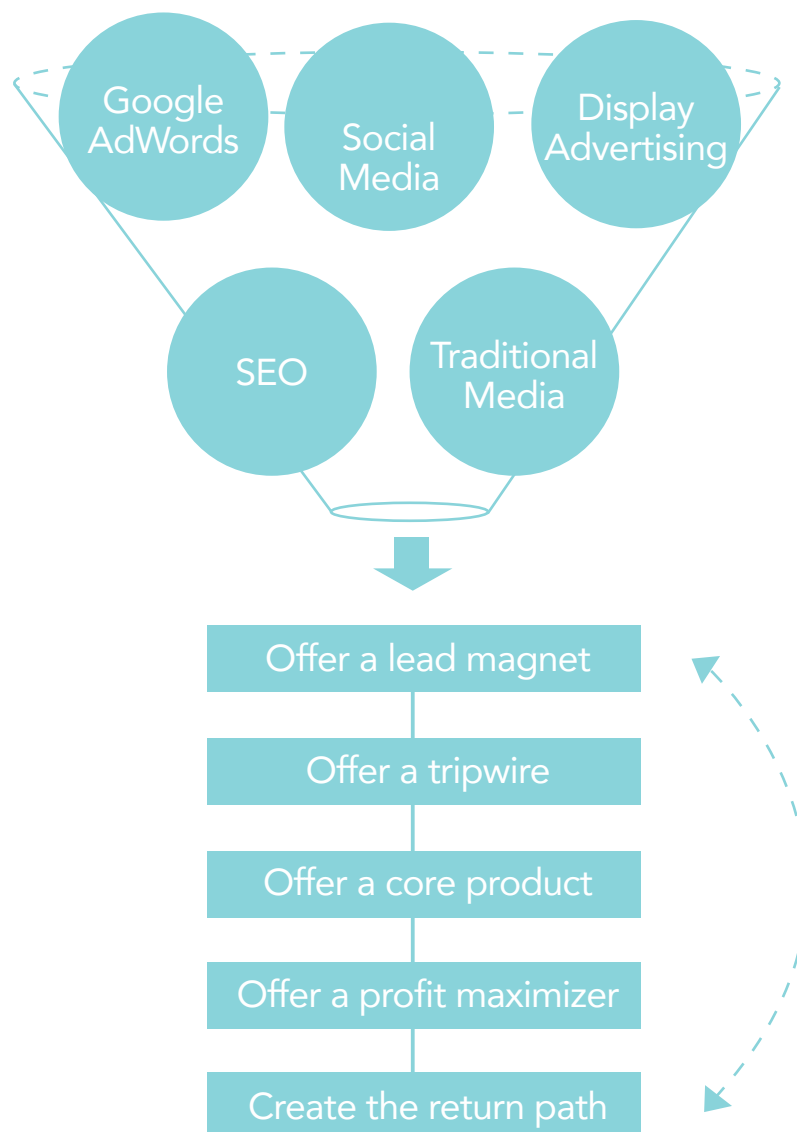


- Relevant to your core offering
- Ultra specific
- Free
- Easily consumed



Tip: This document you are currently reading is our lead magnet.

HOW DO LEAD MAGNETS FIT INTO MY OVERALL MARKETING FUNNEL?



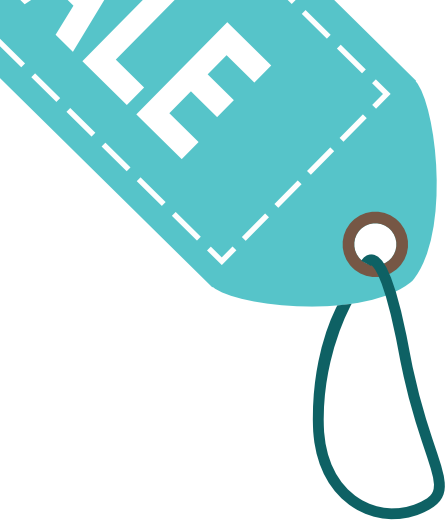
At Spitfire, we follow a marketing funnel process known as Customer Value Optimisation (CVO). The CVO process works as follows:

1. Attract traffic to your Lead Magnet via search engines and social media
2. Use Lead Magnets to convert traffic into leads. Once the Lead Magnet has been accepted and consumed, the next step is to offer the prospective customer a 'Tripwire Offer' - an high value item (or at least high perceived value) for a very attractive price (often in the \$1 - \$20 range depending on your product/service but up to \$500 can still convert well in the B2B space).
3. Once your prospect accepts/purchases your Tripwire, the next step is to offer your Core Product, followed closely by a Profit Maximiser (a fancy phrase for up-selling or cross-selling).
4. Finally we establish follow up and re-engagement offers that enable a 'Return Path' for your customers to do repeat business with your company. This is usually done through remarketing, and/or email marketing.



In this article, we will be focusing purely on the creation and implementation of the Lead Magnet.

**LET'S CREATE
YOUR FIRST LEAD
MAGNET AND
START DOUBLING
YOUR INBOUND
LEADS.**



STEP 1: CHOOSE A MARKET

We've mentioned that your Lead Magnet needs to be ultra-specific and relevant to your prospective leads. This is much easier to execute if you choose a single segment within your market.

The performance of your Lead Magnet (and the rest of your marketing) will improve the instant you segment your market and build something SPECIFICALLY for that segment.

As an example, let's consider Harvey Norman.

What are the different segments for which Harvey Norman could design a Lead Magnet

Here are three potential customer types that Harvey Norman could use lead magnets to engage with;

1. A teenager wanting to purchase a new stereo.
2. A young couple who have recently purchased their first house
3. A hotel manager needing to update their furnishings.

Can you see how each of the above segments have different problems, fears, desires, motivations, etc.?

Consider how different Lead Magnets could be crafted to target each of these market segments.



Once you have decided on the market segment that you want to target, you can move on to the next step.

STEP 2:

MAKE A PROMISE

Your Lead Magnet's ability to generate leads for you will be directly tied to the promise you make to your prospective leads. You've chosen a SPECIFIC segment of your market. Now, make them a promise. As legendary direct response marketer Robert Collier would advise:



"Attempt to enter a conversation already going on in the mind of your prospective lead."

WHAT ARE THEIR Concerns? Fears? Desires?

What conversation are they already having and how can you enter that conversation with your promise? What VALUE will you give them in exchange for their contact information?

Don't kid yourself, this is a transaction. You give them value and they give you their contact information. More importantly – this is your FIRST transaction with this prospect.

Make it a good great one!

That said, remember that the value you deliver with the Lead Magnet should be ultra-specific and easy to consume. It shouldn't be a 14-day course. It shouldn't be a 300 page book. It should have tremendous stand alone value - but that doesn't mean it needs to be elaborate, complex or at all lengthy. Let's do an example . . .



Remember our young couple doing research on the Harvey Norman website who have recently purchased a house? What conversation is already going on in their mind?

Perhaps, you guess, they might be concerned about how much it's going to cost them to furnish their new home. And how will they know that what they buy will work stylistically when they get it home. As a result the Lead Magnet promise might look like this:

"This Lead Magnet will list 10 ways to furnish your house on a budget. We will include descriptions of the various products/furnishings, guidance and tips from interior designers and decorators, and a look-book to give further inspiration"



Take some time on this step because it's important.



If you craft the right promise (Offer) with your Lead Magnet you will be absolutely stunned by the number of leads you will generate. Get a few ideas on paper and then - make a guess. The beauty of digital marketing is that you can test everything, and Lead Magnets shouldn't be time consuming or expensive to create - so if you feel that one Lead Magnet might not be working, you can always try another.

If you feel that one lead magnet might not be working, try another.

STEP 3:

TITLE THE LEAD MAGNET



The headline you use for the Lead Magnet can make an enormous difference in the conversion rate.

If you're used to writing headlines, email subject lines, blog post titles, etc. that get a response - this is no different. If you're new to writing these, it's worth your time to learn the basics before writing your Lead Magnet title.

Let's look at an example:

Remember that our promise to the young couple was:

"This Lead Magnet will list 10 ways to furnish your house on a budget. We will include descriptions of the various products/furnishings, guidance and tips from interior designers and decorators, and a look-book to give further inspiration"

Here is a potential title for our Lead Magnet:

"How to decorate your New Home like an interior designer"

Choose a Type of Lead Magnet

Believe it or not, you've now completed the most difficult part of creating a Lead Magnet. You've picked a segment of your market, determined the promise and crafted the title. The next step is to determine the format in which you will deliver the Lead Magnet.

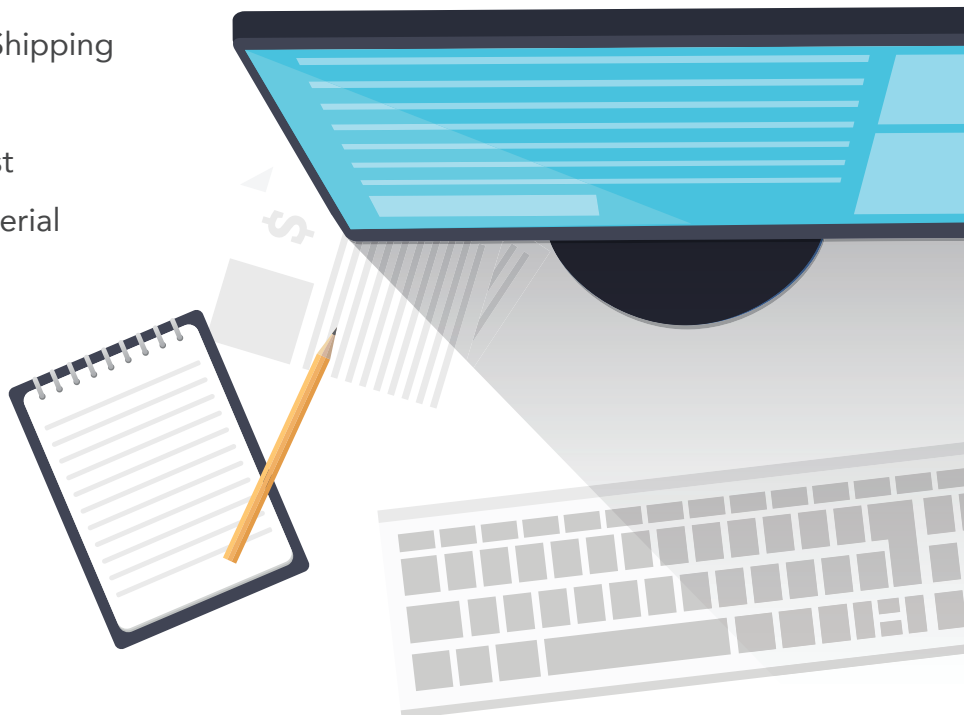


HERE ARE SOME THINGS TO KEEP IN MIND, PARTICULARLY IF YOU'RE NEW TO LEAD MAGNETS:

- Keep it simple - We want to put this Lead Magnet to work so choose a media type that you can easily create.
- Stay within your strengths - If you're not proficient at creating video, don't create a video Lead Magnet.
- Rapid consumption is better - The faster your Lead Magnet promise is delivered on the quicker you can move these leads through your sales funnel. The type of Lead Magnet you choose can sometimes affect the speed of delivery.

Types of Lead Magnets:

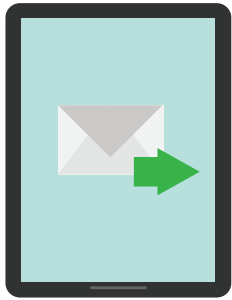
- Report/Guide
- Cheat Sheet/Handout
- Toolkit/Resource List
- Video Training
- Software Download/Trial
- Discount/Free Shipping
- Quiz/Survey
- Assessment/Test
- Blind/Sales Material



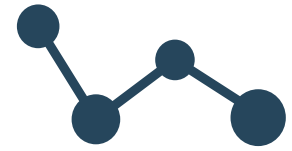
THESE ARE THE MOST COMMONLY USED LEAD MAGNETS.

- Lead Magnet Checklist
- Is your lead magnet ultra specific?
- Is it one big thing? *I.e. it shouldn't be a number of different reports, rather just one.*
- Does it speak to a known desired end result?
- Does it provide immediate gratification?
- Does it shift the relationship?
- Does it have a high perceived value?
- Does it have high actual value?
- Does it allow for rapid consumption?





STEP 4: DELIVER YOUR LEAD MAGNET



Now that we have the lead magnet created and ready to be sent out, it is time to setup the delivery system.

Your list of subscribers/leads will be housed at your **email service provider**.

Advanced digital marketers might want to use a full service system like **InfusionSoft***, however most companies can get away with a free or paid version of **MailChimp**.

To complete this step, set up your account with **MailChimp**. If you don't already have a similar service in place.

You can start with a **free** account and upgrade later if you need it.

The more leads/subscribers you generate through the Lead Magnet opt-in, the more people you will be able to offer the **Tripwire Offer**, **Core Offer** and **Profit Maximizer**.

To get more opt-ins, you need to add as many locations to opt-in as possible.

Here are four locations for your opt-in:

1. In your sidebar: Subscription widgets in your sidebar are a very simple way to boost opt-ins, and almost every site you visit has one. Be sure that you feature your Lead Magnet in your sidebar opt-in.
2. In-post opt-in: the end of each article, place an opt-in for a Lead Magnet.
3. Hello bar: A company called Hello Bar offers a top-down subscription form, which hangs out at the top of your page as a subtle reminder to opt-in. When a visitor clicks the bar, the opt-in box drops down, offering them a chance to input their email. Hello Bars have become extremely popular because of how unobtrusive they are to readers.
4. Popup opt-in - You can use a program like OptinMonster to create great pop-up opt-ins that feature your Lead Magnet **(RECOMMENDED)**. Ask us for more information if you would like us to set this up for you.

The team here at Spitfire recommend using the Popup Opt-in.

STEP 5: PROMOTE YOUR LEAD MAGNET

In order to get the most from your Lead Magnet, you want to ensure that you are driving as much traffic to your website as possible.

Here are several examples of various traffic sources that you can leverage to increase the number of people who will be exposed to your lead magnet:

- Google AdWords
- Facebook Advertising
- Blogger Outreach / Influencer Marketing
- LinkedIn Advertising
- Search Engine Optimisation
- Email Marketing

It is extremely important that you choose the right traffic source, which will be determined by your target market segment that you established in Step 1.

LinkedIn is great for B2B marketing, while Pinterest and Instagram have the most success with pictorially driven product marketing.

In the example of the young couple, you might want to try Facebook ads - given that Facebook is a preferred social media platform with a wide spectrum of young professional users.

Keep in mind that if you are not having success with one promotional channel, then try an alternative.

Reminder: Your Lead Magnets are just the first step in a 4 step process to maximise customer value (as explained in the introduction section of this document). You will get the most from your lead magnet if you pay attention to the other stages of this process - you can contact us([link](#)) for help with this.



YOU'VE HEARD PEOPLE SAY "THE MONEY IS IN THE LIST."

IT'S TRUE.

If you launch four new Lead Magnets this year and generate (for example) 5,000 new subscribers/leads, you can now market to those people again and again generating ongoing repeat business through this 'Return Path' - for very little cost.



NEED MORE HELP DEVELOPING OR PROMOTING YOUR FIRST LEAD MAGNET?

Give John a call on **09 361 5758** or get in touch at
www.spitfire.co.nz. We're only too happy to help.



*If you are interested in learning more about InfusionSoft
then please get in touch with us on 09 361 5758.