


HOW TO CREATE A GREAT LEAD MAGNET





Creating a great lead magnet is essential for any business looking to generate more leads. When it comes to marketing your business online, it's essential that you create a strategy for [generating leads](#).

The most popular method for generating leads is using a lead magnet. For decades, marketers and business owners have used lead magnets in lead generation as they work remarkably well in generating high-quality leads.

This article will discuss the different types of lead magnets and how to create a great one that will help you generate more leads and email subscribers.


How to Create a Great Lead Magnet that Will Generate More Leads

Lead magnets are valuables that you give for free in exchange for an email address and permission to share more offers.

So, how do you create a great lead magnet that will help you get better conversions for your web visitors?

Understand Your Audience

[Understanding your audience](#) is one of the most important things you need to do before creating your lead magnet. What are their needs and wants? What are they struggling with?



To have a clear picture of who and what your target audience is all about, you can start by creating a buyer persona. A buyer persona is a semi-fictional representation of your ideal customer.

It includes demographic information like age, sex, location, job title, and psychographic information such as interests and needs.

Creating a buyer persona will help you understand your audience better and create a lead magnet that resonates with them.


Also, try looking for what people are already paying for. If your target audience is already paying for something, then you can know for sure that they are committed to finding a solution.

Knowing your audience will help you create a lead magnet that will attract more attention and generate more leads. It will also give you an idea of the best way/ format your visitors will want the lead magnet to be.

Specify The Value You Want to Provide

After determining the ideal customer you want to target, the next step is to find a compelling reason that will make your lead magnet irresistible to your web visitors.

What value does the lead magnet provide? What are they getting in return for their email address?



The best value proposition is one that your leads will find useful, valuable, entertaining, educating, or convenient.

The value should touch directly on the biggest pain point your lead wishes to resolve. Therefore, it should also be irresistible. It should be clear and communicated in a way that communicates its relevance to your audience.

A great way to identify your value proposition is by using the PAS formula, which is:

P - Problem: What problem does the lead magnet solve?

A - Agitate: How does the lead magnet agitate this problem?


S - Solution: What solution does your lead magnet provide for this problem?

The PAS formula will help you create a great offer to get more conversions from your web visitors.

Choose the Type of Lead Magnet You Want to Offer

After determining your audience and specifying the value you want to provide, the next step is choosing a type of lead magnet.

Types of lead magnets include; eBooks, templates, cheat sheets, coupons, reports, webinars, case study reports, webinars, mini-courses, surveys/quizzes, free trials, printables, and discounts.



When choosing the type of lead magnet to use, here are some things you should consider;

It needs to be simple; A lead magnet should be easy to understand and consume. Your audience should be able to utilize it and find its value without taking too much time.


Your target audience; Consider your target audience when considering the type of lead magnet to create. If they prefer reading books, you may want to create an ebook rather than a video. If your target customer is a busy executive who does not have time to read an eBook, then a video training course will work.

Your business model; You also need to consider your business model when choosing the type of lead magnet. For example, if you have an eCommerce store, you can consider discounts and coupons over ebooks.

Create Your Lead Magnet

Now that you better understand your audience, the value you want to provide, and the type of lead magnet to use, it's time to create your lead magnet.

A lead magnet has 4 main components; A form, the content, delivery email, and a thank you page.



Form; This is the form where your web visitor will enter their email address to receive the lead magnet.

Content; The content is the attractive downloadable item that your visitors receive in exchange for their information.

Delivery Email; The email address that sends instructions to your leads on how to download/access the lead magnet.

Thankyou Page; The thank you page is the page your visitors see after signing up/ downloading your lead magnet.

Designing Your Lead Magnet

The goal of designing a lead magnet is to ensure that your visitors can move from consuming your free lead magnet to buying your products/ services.

Therefore, your lead magnet needs to be presentable and professional to appeal to your audience.

Make sure that the content of your lead magnet is properly edited to a professional standard. A lead magnet that is poorly organized or presented will give a poor experience, and your newly found lead may unsubscribe.

You can outsource any design work on platforms such as UpWork, or use Dribbble and Designrr to prepare your content.



Features A Great Lead Magnet Must Have

It Should Be Valuable; Your lead magnet must provide value. For your web visitors to give you their email addresses and remain subscribers, your lead magnet must provide great value to them.

It offers instant gratification; A lead magnet targets people looking for a quick solution to a big problem. Your lead magnet should be easy to access and readily deliver the promise of solving the problem it addresses.

It's properly designed; As mentioned earlier, a poorly designed lead magnet will harm your brand. Take the time to design your lead magnet for a professional look.

It aligns with Your Business Goals; Your lead magnet must align with your business goals. A lead magnet should help you get quality leads for your business and get your customers looking forward to buying your products/services.