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Why Run It: To generate leads

Who It's For: Businesses that need to fill their funnel with new prospects

🕒 Implementation time: 15-20min

Play Snapshot

A Lead Magnet is a play that allows you to exchange something valuable that you create for the contact details of a potential lead. Fundamentally, it is important to remember that the more valuable the asset you create, the more powerful your lead magnet will be, and the more leads you will attract. You are not restricted to having one lead magnet either -- most successful businesses have a variety of lead magnets that allow them to capture different types of prospects who are looking for different solutions they provide.

Ask yourself, *"What is the most valuable thing that I can give away to a potential customer?"* This should be something that someone would be willing to pay for. Once you have an asset to give away, you can build a delivery mechanism to capture their contact information using a landing page and deliver the asset using an automated email. Now that you have the contact's information, the door is open to educate and nurture the prospect towards a future purchase.

A lead magnet can be anything of value that you create. Some of the best examples are:

1. E-Books that educate and induce action
2. Training videos that help educate the viewer
3. Templates that your audience can use
4. Discount coupons
5. And so much more...

Follow the Quick Start Guide below to get your play running. You'll be gathering new leads in no time.

Quick Start Guide

In-Depth Action Plan

Below is your in-depth action plan that breaks down the strategy and tactics of each step and details the assets, content, skills, and specific actions to follow to execute this play like a pro.

The reason why your Lead Magnet play is so powerful as a lead generator is because it not only gathers leads throughout the funnel, it also gets cornerstone content in the hands of your prospects that builds trust, value and

starts a conversation.

Your Lead Magnet should contain relevant (to your product or service) and enticing information that educates and moves prospects to action.

The most powerful way to run this play is using automation in your Keap App. We have pre-built Easy Automations and Advanced Automations in the Automations bank below that can get you started.

Step 1: Create Your Lead Magnet ▼

Step 2: Setup Your Landing Page for Lead Capture ▼

Step 3: Setup the Lead Magnet Delivery & Follow Up ▼

Automations Bank ▼

Measuring Success + What's Next ▼

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Common Next Plays

- Lead Magnet Follow Up + Offer [Recommended]
- Automated Sales Offer
- Nurture Campaign
- Newsletter