

Beacon Presents

The Ultimate Guide to Promoting Your Lead Magnet



How to make sure your lead magnet
doesn't get ignored.

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About This Guide

If you have ever spent hours creating a lead magnet only to be disappointed when it doesn't generate any leads then you need to read this guide.

It doesn't matter if you have the best lead magnet in the world - if no one knows about it then you will not generate any leads. Promotion is crucial.

If you run a website then you already know that driving traffic is a difficult, time consuming and potentially expensive exercise. Even if you have a separate budget for website promotion you can find yourself running into an entire new set of problems. If your promotion relies on ad spend then you might be able to generate a short term spike. But as soon as you stop paying for those ads, the traffic will dry up.

How This Guide Will Help

Whether you're a one person team or part of a larger setup this guide will help you to:

- Generate free traffic for your website
- Implement strategies that make your lead magnet go viral
- Set up your website so it is optimized for conversions

We have tried to include practical strategies that can be implemented quickly and without any prior knowledge. If you're struggling to promote your lead magnet then you should start here.

Section 1: Generating Traffic



Generating traffic can seem impossible at times. But like most magic tricks, it can be deceptively simple if you know what you're doing.

Publish a Killer Guest Post on a Top Industry Site

Guest blogging is a great way to promote a brand, and yes, drive traffic to your website.

To make guest blogging work for you, you need to do two things:

Find the right website that offers the highest opportunity for exposure.

This is where many marketers go wrong. They pick sites they follow (or ones they THINK their audience visits).

In truth, though, your best leads might be reading completely different sites.

So, instead of guessing where to guest post, ask your audience directly.

Use sites like [Quora](#) or Reddit to find out what websites your target audience would recommend (suggesting, these would be the ones they read themselves).

What are the best websites a programmer should visit?

This question is only for general programming discipline. This is speculative and may not reflect the original purpose.

Requesting contributions for improving the Answer Wiki. Please contact previous editors.

 Answer

Request ▼

Follow

5.8k

Comments 7+

Share 45

Downvote

...



What are the best website(s) to ask for free legal advice?

[Answer](#)[Request](#) ▾

Follow 13

[Comment](#)[Share](#)[Downvote](#)

13 Answers



Ashish Walia, Making legal simple for entrepreneurs at LawTrades.com
#500Strong

Written Sep 8, 2014

And then, once you know what sites to approach, you need to write content that:

- Relates to the same problem your lead magnet helps to overcome, and
- Beats anything the site has published before.

This way, you'll ensure that you position yourself in front of the right audience, and capture their attention with outstanding content.

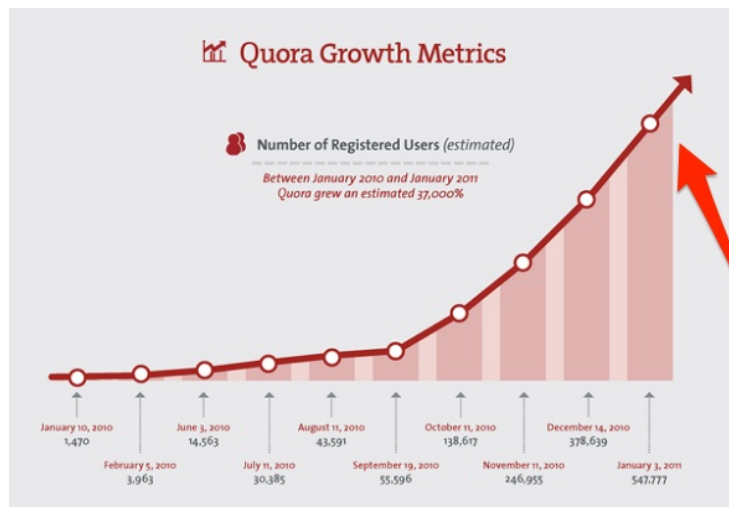
Be sure to finish your guest post with a call to action that promotes your lead magnet. This can replace the traditional 'author bio' that you see on most guest posts. This call to action should follow on right where the lead magnet left off so people will be primed and more likely to click through.

Include a Link to Your Lead Magnet in Quora Answers

Quora can not only help you find relevant places to guest post on but also, promote your landing page directly.

In fact, it offers *an unparalleled opportunity* to do it.

For one, Quora is *huge*. This data suggests a phenomenal growth and massive user base.



([image source](#))



(*image source*)

One fact remains certain:

Your target audience, regardless of who they are, is on Quora.

And they probably use the site to ask questions and look for solutions your lead magnet can offer.

To use Quora to boost your lead magnet's landing page traffic:

Answer their queries, share your insight, and include a link to it within your response.

...measure, and analyze their checkout abandonment problem in order to combat it with the best forces possible...

That said - when picking a payment gateway, you should be aware of the main goal they are focused on. To help, we put together an eBook on 10 questions to help understand the issues that you should be asking your payment provider about before choosing. Check out our ebook here: [Choosing a Payment Gateway Provider \[eBook\]](#)

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I would suggest finding a height-adjustable standing desk that allows you to sit or stand. It's definitely the most convenient option and it won't interrupt your work flow/space.

If you'd like more information on standing desks, check out our ebook at www.MyUpDesk.com/ebook

169 Views

Upvote Downvote Comment



Include the Link in Your Email Signature

Sounds SOOO obvious, doesn't it? And yet, we rarely see marketers availing of this opportunity to acquire traffic.

Sure, they fill their signatures with links to their social profiles, website, and add all the legal disclaimers...

... forgetting to use it to build authority and credibility among the people they communicate with.

Not to mention, attract them directly to the lead magnet's landing page.

So, promote your lead magnet from your signature too.

Include a visual banner directing people to your landing page.

Aja Frost

Staff Writer, HubSpot Sales Blog

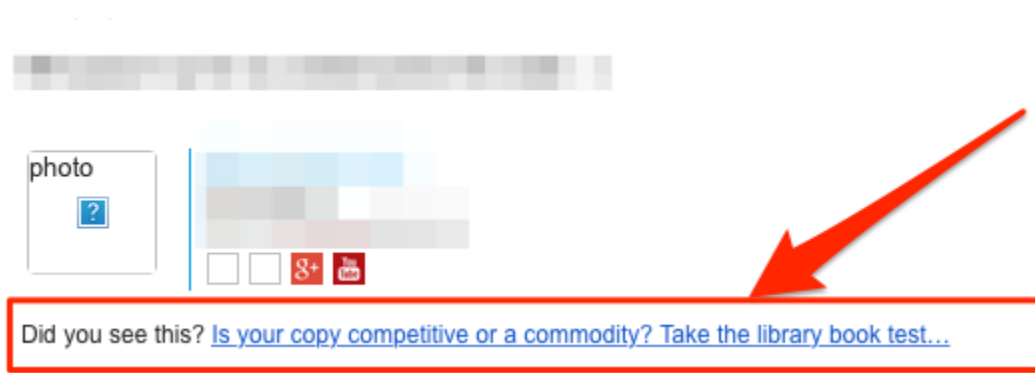
w: blog.hubspot.com/sales

ebook: How to Start a Freelance Writing Career from Scratch



(image source)

Or include a text link with a short blurb telling a person why they should check your lead magnet out.



Many apps allow you to create engaging email signatures:

- [Hubspot](#) offers one.
- [Wisestamp](#) provides another option.

Or you can create it directly in your email program.

Target Long Tail Search

While search engine optimization (SEO) is undoubtedly a long-term strategy, there is a way to avail of search engine traffic much quicker.

Granted, it won't be as huge as the traffic your main key phrases would deliver, *but it would drive targeted visitors nonetheless...*

What's that technique I'm talking about? *Long tail search.*

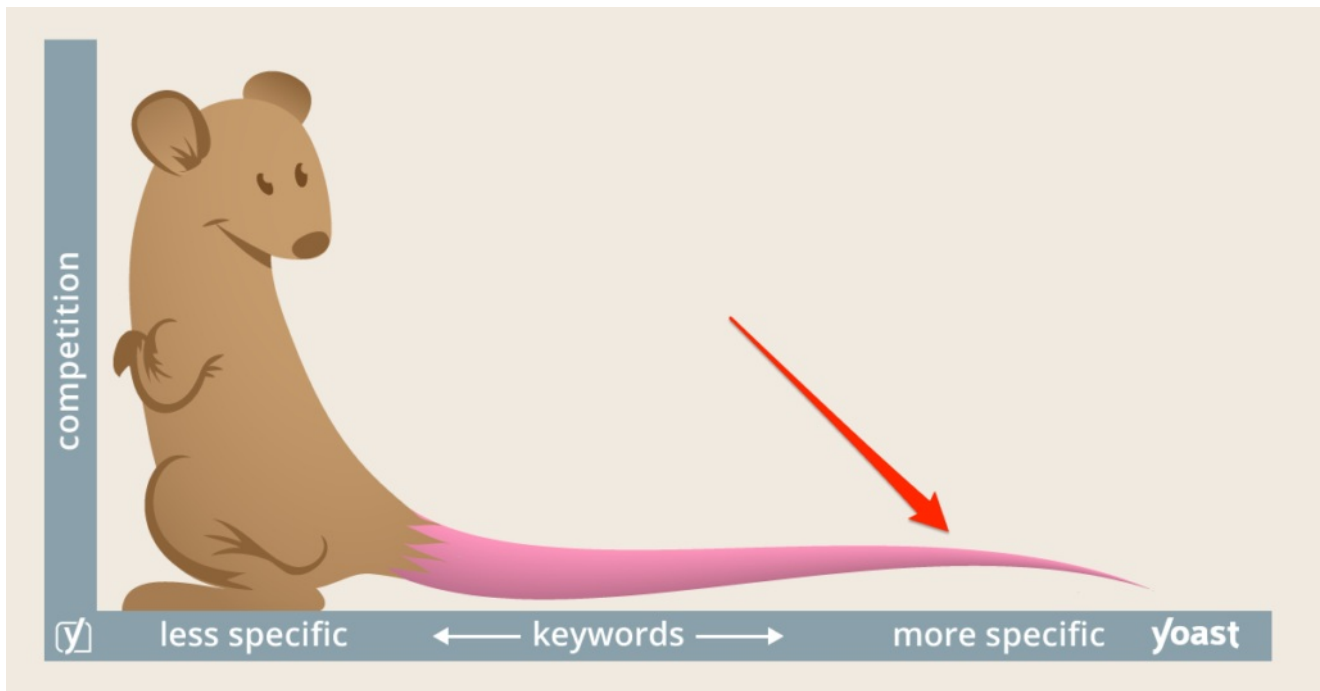
This term relates to website traffic attracted by a certain kind of search phrases, known as *long tail keywords*.

[Marieke van der Rakt](#) from the amazing [Yoast](#), defines long tail keywords this way:

"Long tail keywords are keywords or key phrases that are more specific (and usually longer) than more common "head" keywords. Long tail keywords get less search traffic, but will usually have a higher conversion value, as they focus on a more specific product."

In other words, these are those longer, and more precise phrases you use to find more specific information.

So when looking for advice on a distinct lead generation problem, you probably won't type in "lead generation" into the search box. You'll be more specific, and describe the problem. For example, "*how to generate leads with Twitter*" or "*increase quality leads from a website.*"



(image source)

And you could use this search behavior to immediately boost your lead magnet's landing page traffic.

But before I show you how to do it, let's quickly run through the reason why you should focus on long tail search:

- Lower competition. Since these keywords are highly-specific, fewer companies try to rank for them.
- Speed. Given the less competition, you can rank for long tail keywords much quicker than for [head or body terms](#).
- Higher conversion rate. Since searchers typically use them when looking for highly-specific information, these keywords tend to attract a more qualified and relevant traffic, leading to a higher conversion rate.

So, how do you position a landing page for long tail keywords:

- Identify what long tail phrases to use. You have a number of options how to do it – check the Google Search Console for phrases people use to find your site or use Keyword research software like [keywordtool.io](#).

- Expand your landing page copy to include those phrases to position it for them.
- Include those phrases in meta tags, if possible. Brian from Backlinko offers a good [walkthrough of the process here](#).
- Link to the landing page from other pages on your site using one of the long tail keywords.

Of course, the above is just a quick run through. However, I'd urge you to learn more about positioning a site for long tail keywords. Some great resources to check include:

- [A Step by Step Guide to Integrating Long-Tail Keywords Within Blog Posts](#)
- [The Long Tail Keyword Optimization Guide - How to Profit from Long Tail Keywords](#)
- [Long Tail Keywords: Win at SEO and Acquire More Qualified Leads](#)

Section 2: Going Viral



Viral content doesn't happen by accident. Often it's carefully designed into the lead magnet. In this section, we'll show you exactly how to create lead magnets that your visitors want to talk about.

Make Sure Your Lead Magnet Is Super Easy to Consume

Your audience has probably plenty of information on your lead magnet's topic already.

They've read all the blog posts, ultimate guides, detailed how-to's, and other long-form content.

What they need instead is a *simple solution they could implement right away*.

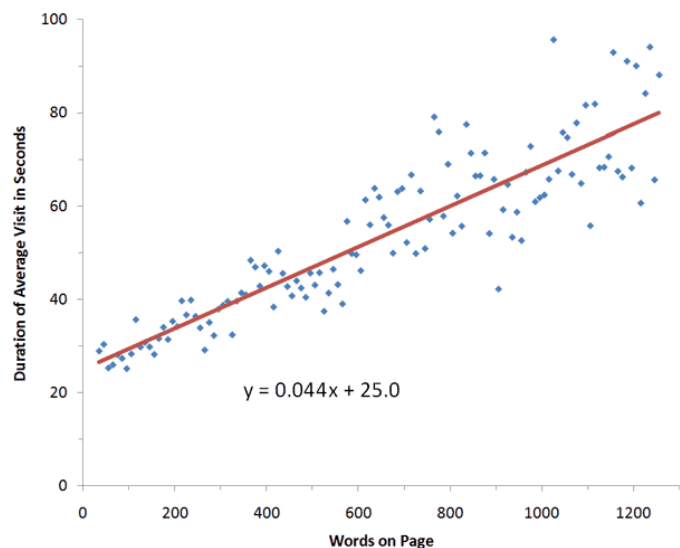
For one, that's because they don't want to be sifting through pages upon pages of copy.

Research by the Nielsen Norman Group found that time spent on a page does not proportionally increase with the length of the text.

In simple terms, this means that even though you might create longer content, visitors most likely won't read more anyway.

In fact, according to the same source, *they will go through only about 20% of the page*.

Gerry McGovern confirmed this behavior [in a separate study](#). In his test, only one out of 15 people was able to find a text that wasn't scannably placed on the page.



Hell, we've also **started skimming serious literature books.**

In other words, your visitors don't want 20-page eBooks, tens of tips-long checklists, and ultimate lists of hundreds of resources...

...they want a single; practical solution they could go off and implement right away.

Henneke Duistermaat offers a snackable writing course and delivers on the promise.



FREE Snackable Writing Course

- 16 ultra-short emails with easy-to-implement tips
- Discover the power of the subtle nod and other persuasive tricks
- Learn how to write seductive content and win more business

Start My Free Course Now

Every lesson in the course is no longer than 100 words, delivering the value by using bulleted lists, rather than long paragraphs.

Petovera's checklist includes only 11 points. But it still helps to solve a customer's problem.



PETOVERA

Want our

11 Point Perfect Sales Funnel Checklist

for FREE?

— Learn how to create a sales funnel with crazy high conversion rates —

Yes! 
Hit me with some knowledge!

OR

No 
I have enough sales

"The 11 Point Perfect Sales Funnel Checklist"
PETOVERA

FREE Download

THE 10-MINUTE SOCIAL MEDIA AUDIT



Use this Simple Audit to
GRADE Your Social Efforts!

DOWNLOAD NOW >>

And [Digital Marketer](#) offers a checklist so small that it delivers a quick solution to improve social media efforts in 10 minutes

Focus on Providing a Quick Win

Let's be honest about something: Your potential leads demand results.

They want to solve a specific problem.

And to excite them about your lead magnet, you need to target *this particular pain point*.

Benji Hyam calls this the "**Specificity Strategy**" – *focusing on narrow topics that provide an instant win for the user*.

And so, if you want to get your leads talking about and sharing the lead magnet, *it needs to deliver practical and actionable advice to solve a specific, highly-defined pain point*.

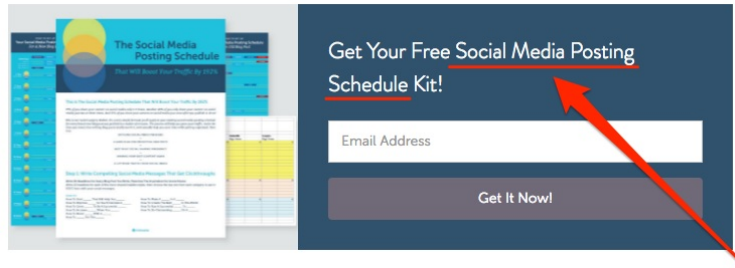
Your lead magnet should tell the audience how to do something, fix a problem, or achieve another gain. Or at least outline the process of they could get there.

Stealth Seminar's eBook, for example, helps participants increase webinar registration by providing a schedule they could follow.



The image shows a promotional graphic for a lead magnet. On the left is a 3D rendering of a blue eBook titled "Highest Converting Webinar Registration Schedule" by Geoff Rowning, with a "NEW" badge. To the right, the text reads: "Get FREE Cheat Sheet: 'Highest Converting Webinar Registration Schedule' to Learn the Exact Schedule to Register the Most People Possible". A red arrow points to the word "Schedule" in the quote. Below this, it says "Get the largest conversion possible on your webinar registration pages with this cheat sheet". At the bottom, there is a yellow button that says "Instant Access! »" and a link "Get My Free Cheat Sheet Now!". At the very bottom, there is a link "No, thanks, I'll pass this opportunity. Take me to the site now..."

CoSchedule offers a social media posting schedule, answering every content marketer's most burning question – when to post on different social networks.



To add specificity to your lead magnets, you need to do three things:

1. Identify your audience's key pain point (e.g. *growing a LinkedIn network*)
2. Then, think of the reasons why they would search for information on the topic (i.e. *they need to build their network fast to prove their authority to first clients*)
3. And finally, validate your assumptions. Research Quora and Reddit to find out which reason your audience asks about the most. I describe the process in detail in [this post](#).

Increase Your Lead Magnet's Authority

I'm sure you've heard it a million times before: *People buy from the people they know.*

But I'd take this business adage one step further:

People also prefer to recommend those they know, trust and consider authorities on the topic.

That's one reason why we automatically share content from certain websites, often before even actually opening it.

And if you want more people to talk about your lead magnets, you need to increase your content's authority.

Luckily, doing so is not as difficult as it seems. And that's because *authority is a perceived value.*

According to Dr. Robert Cialdini, we identify a person as an authority based on certain cues. These could include things like an impressive job title, clothes, expensive possessions like cars or watches, etc.

Based on those signals we make a subconscious decision to respect and even obey a person who exhibits them.

And so, you could include cues that would make your lead magnet more authoritative.

Here is a couple of them:

- **Personal Experience.** Stories, examples, case studies or lessons you've learned while implementing the solution will automatically make your content more believable and valuable to users.

- Research and Data. This will show a reader that you're familiar with relevant research on the topic, understand it. Mention data from reports, cite relevant research and use studies to back up your points.
- Expert and Influence Quotes. Associate yourself with people your audience considers influential, and they'll hold you in a high regard.

Make It Easy for Your Audience to Talk About the Lead Magnet

Most of your readers will be too preoccupied with your lead magnet to think about sharing it.

Sure, if you make it simple to consume, highly-actionable, and hint at your authority, then some of them might post on social media about it.

But these will be the people who often post about everything that happens in their lives, *the heavy social media users*.

Your average lead, however, will most likely focus on getting the most out of your lead magnet rather than promoting it.

Unless you ask them for help, of course.

How? By including relevant calls to action, prompting them to share your lead magnet.

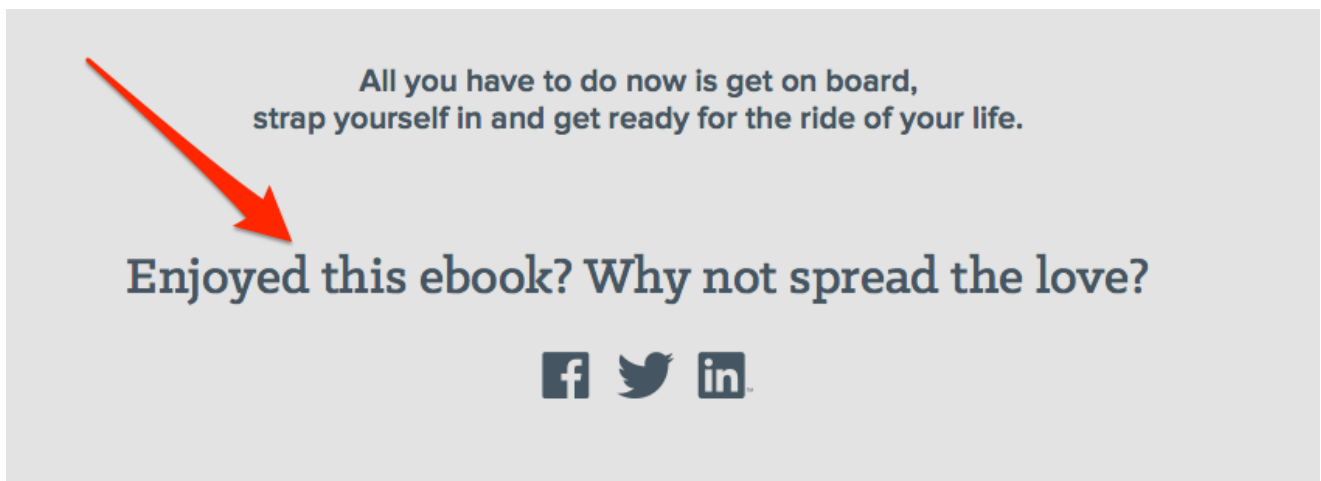
Some ways to do it include:

Creating a separate call to action at the end of the publication.

Velocity Partners, for example, closes their eBook with a visual, full-page "One Last Thing" section asking readers for comments and shares.

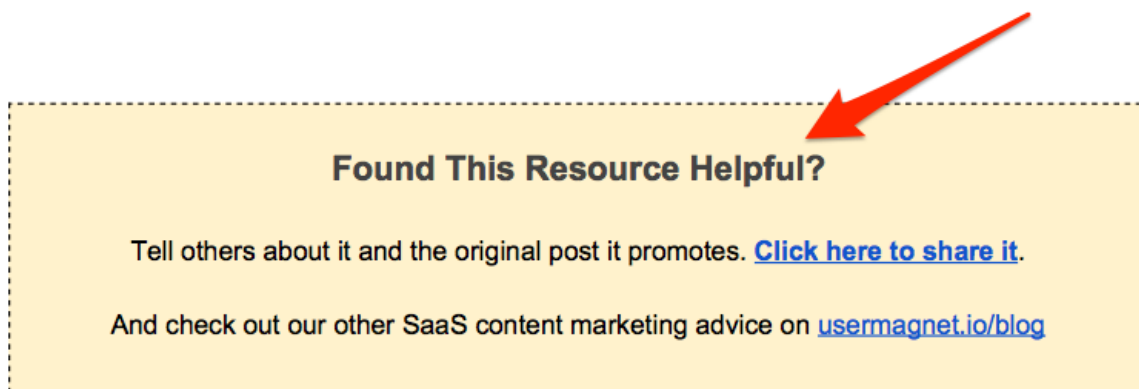


HubSpot closes their "Ultimate Guide to Agency Growth" eBook with a direct call to action:



I include a request for shares in all my content upgrades.

✓ **Feature oddly shaped buttons.** If you're using a graphic-based CTA (i.e. sidebar banner), use an oddly shaped button for the actual call to action. Visitors notice and react to things that are unusual on a page. A button that doesn't look like the other buttons on a page stands a greater chance to attract their attention.



And the result?



Finally, add a request for feedback and shares within the copy itself. You can include it as part of the "next steps" section, outlining what you want a reader to do after finishing the eBook.

Section 3: Self Promotion



When it comes to self promotion you can't afford to be bashful. These strategies will help you make the most of the resources at your disposal.

Create Call to Action Banners Underneath Every Blog Post

Your blog will most likely become the no.1 channel to promote the eBook.

After all, you want all types of visitors to download it, people coming from search engines, social media traffic, email subscribers, you name it...

And what most of these people have in common is that they first land on a blog post.

They find your articles online, hear about them from someone or you send them links to them in emails.

And so, as the first step, ensure that they know about your lead magnet regardless of a page they start their browsing experience.

To do it, create a dedicated call to action banners and place them at the end of every blog post.

You can create two types of these calls to action:

One that allows downloading the lead magnet directly from it. In this case, the actual signup form resides on the call to action and a reader can snatch it by filling in the form right there, on the post.

On the quantitative side, we are still running extensive tests with visual website optimizer. We don't have enough data quite yet to report back, but when we do, we'll share it with you.

Have you seen the new site design we've been testing? Did you get to fill out a survey yet? If not, feel free to write your answer in the comments!

Hopefully, in two weeks time, we'll be able to show you even more!

Free eBook: The Ultimate Guide to Social Proof Marketing

Do you want to master the art (and science) of trust and credibility? Join our community and receive our free eBook on **social proof** - with real landing page and ad examples from top brands!

Name Email **DOWNLOAD!**

Facebook Twitter G+ Google+ LinkedIn Pinterest

Or you could direct readers to a dedicated landing page containing more information about your lead magnet, and convince them to download it.

This is a difficult thing to fix once it's in place, so watch for signs of problems and try to implement fixes before it becomes ingrained in how people work.

The responsibility for this often rests with the leadership on each team -- make sure they are communicating with one another and are working to instill the company culture in their team members. And create processes that make it easy yet encourage different departments to work together and rely on each other.

FREE GUIDE |

LEARN HOW TO MARKET YOUR MARKETING AGENCY

Differentiate your agency, increase your credibility, and attract the clients you want.

DOWNLOAD NOW >

Both methods work equally well. However, each offers specific benefits:

- **Allowing for a direct download** from the call to action cuts the number of steps a person needs to take to sign up. And that, in turn, can increase the chances of conversion.

- **Using a landing page**, however, gives you an opportunity to give them more information that could help convince a person to sign up. Plus, you could request more information on a form to validate potential prospects and perhaps receive fewer but better quality leads.

How to add call to action to your blog:

- If you built the site on Wordpress, then you could use various call to action plugins. [Thrive Leads](#) or [Wordpress Call to Action](#) are just some of the examples.
- Many other CMS platforms allow for similar functionality.
- However, if you use a non-standard blogging platform, then you might have to code the call to action into a single post template.

Set up a Popup or Hello Bar to Target Non-Blog Visitors

In the previous strategy, we ensured that blog visitors learn about our lead magnet.

Next, we need to do the same with visitors landing on other sections of our website.

And to do that, use either a Popup or HelloBar.

Note: I'm deliberately giving you a choice here. I realize that not everyone wants to use popups. And HelloBar works as a less intrusive option.

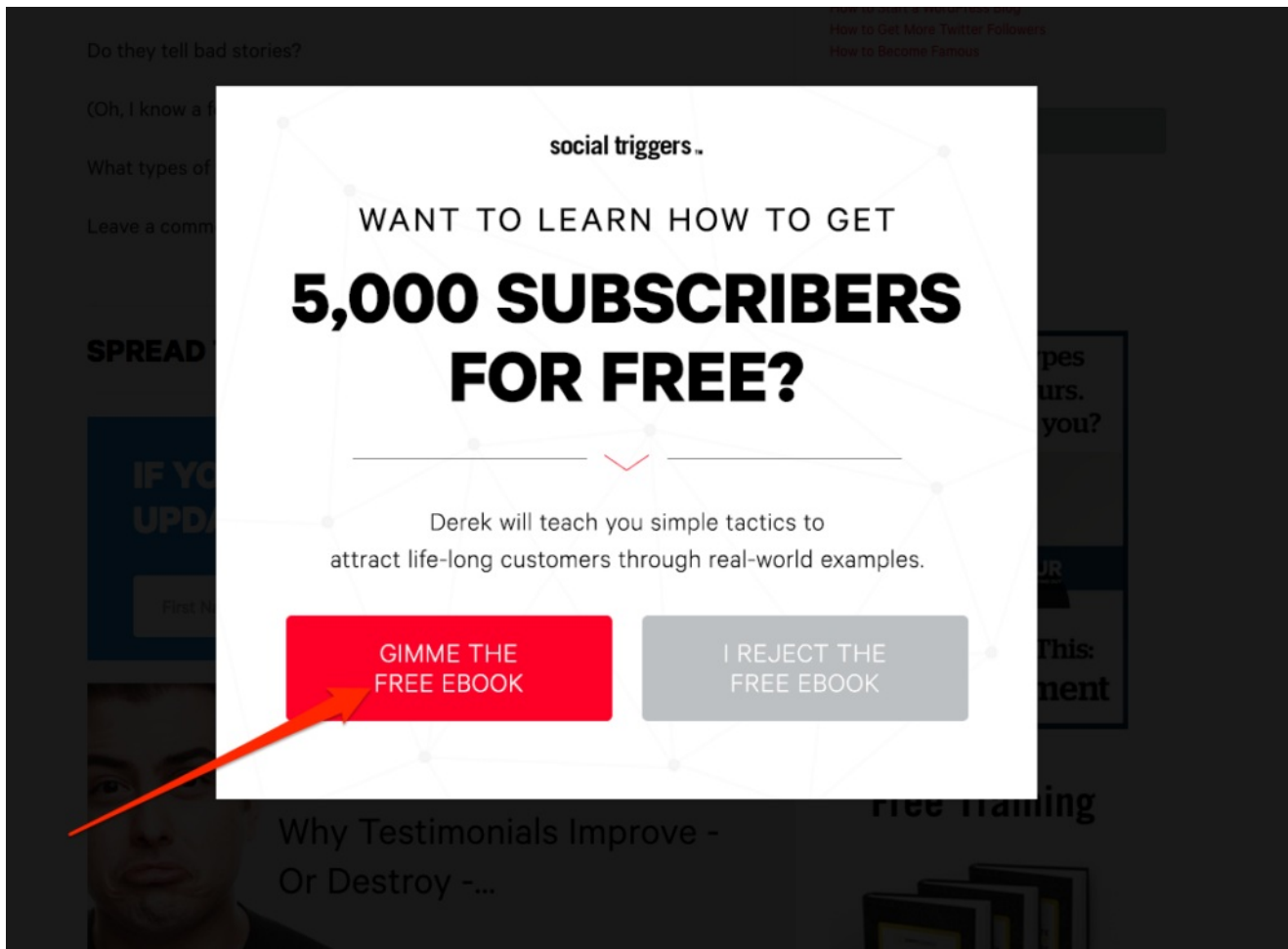
Popups allow you to display a marketing message (in this case, notify visitors about your lead magnet) in a small box that appears on the screen. You can specify different rules for showing them, however, typically they display after a person's been on a page for a certain amount of time or have performed a particular action (i.e. scrolled a percentage of the page, etc.).

Here's an example of a popup promoting a lead magnet from [Unbounce](#):

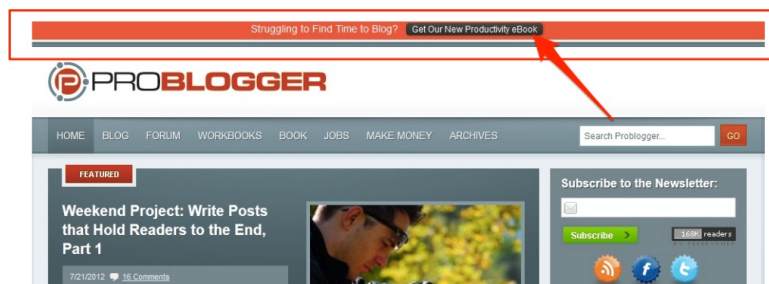


As you can see, this popup includes a form, allowing a person to download it straight away.

You could also display just a call to action to direct a person to your lead magnet's dedicated landing page:



A Hellobar, on the other hand, offers a less intrusive way to notify web traffic of your content. It allows you to add a little notification bar at the top of the browser window and include a call to action directing users to your lead magnet.



Schedule Social Media Updates for 30 Days

Tweeting or posting on Facebook about your lead magnet will most likely have no effect whatsoever on your lead generation efforts.

Because you see:

For the audience to notice your lead magnet, you need to tell them about it at least a couple of times.

Why? Because it gives you a wider reach and more traffic.

Here's some proof:

Tom Tunguz discovered that each time he tweeted about the same content, every new tweet gained 75% of the previous number of retweets. And that in turn, resulted in reaching more people and more site visits.

Average Number of Retweets for Recirculation



Luckily, sharing content multiple times isn't difficult. As Aaron Agius from [Louder.Online](#) points in [this article on Kissmetrics](#):

"A piece of content should produce 20+ snippets that you can share on social media. A snippet can be any of the following:

- *Variations of the title*
- *Short statements from the content*
- *Short quotes from the content*
- *Statistics from the content*
- *And much more"*

So, with your lead magnet in front of you, write a couple of different social media updates to promote it. You don't need to create 20 variations. But at least, compose 3-4 unique tweets and 2 LinkedIn updates.

Then, using apps like Buffer or CoSchedule, schedule those updates for 30 days.

Personally, I schedule 8 Twitter updates:

- On the day of publication
- 8 Hours later
- A day after publication
- 2 days after publication
- 5 days after publication
- 7 days after publication
- 11 days after publication
- 15 days after publication
- 30 days after publication

On LinkedIn, however, I try to schedule no more than 2-3 updates for the month. Typically, I'd publish the first update on the day of publication, then another one around 5-7 days later, and finally one about a month after the lead magnet went live.

Write a LinkedIn Pulse Post On The Topic

I'm sure you've heard of the LinkedIn Pulse already. This social network's publishing platform allows you to publish articles, much in the same way as you'd do it on your blog.

What's the Pulse's appeal then? Well, anything you publish on the platform, instantly reaches your entire network. And if someone shares it further, your reach continues to widen.

And here's how to use it to promote a lead magnet.

(Note: I learnt this method from my colleague and a fantastic B2B copywriter, Rachel Foster. Rachel describes it in detail in [an interview over at Content Champion podcast](#)).

- Rework a section of the eBook into a blog post. Or write a custom post that's relevant to the lead magnet.
- Publish it on LinkedIn Pulse (I describe the process more in-depth in [this post](#))
- At the end of the post, include a "Next Steps" section. Here's what Rachel says about it: *"Every time I write an article, either for my blog or for LinkedIn Publisher, at the end of it there's a headline that says, three ways to apply this information now. Then, underneath that, I have three things that they could do right away. Usually, one would be to download the content upgrade, whatever that is."*
- Include a link to your lead magnet (with an appropriate call to action) within those next steps.

Here's [one of Rachel's articles](#), showing this strategy in practice:



Rachel Foster

80

14

0

Publish a post

customers. According to Forrester, the first thing to check is whether you spend all your time talking about you or talking about things that interest your customers. The better you align your website with your target audience, the better results you will achieve.

3 Ways to Apply This Information

1. [Download the Content Upgrade Checklist: 9 Steps to Turbocharging Your List Building with Targeted Resources.](#)
2. **Read this article on [how to make your B2B marketing more human](#)** for tips that will help you better engage your target audience.
3. [Share this article on LinkedIn](#). Sharing quality content increases your visibility and credibility with your existing contacts, creating conversations and potentially new business.

How do you think B2B websites are failing? Please share your comments below.

Email Your List About the Lead Magnet

Here's a common misconception about lead magnets:

Most business owners and marketers think they only serve to attract NEW leads.

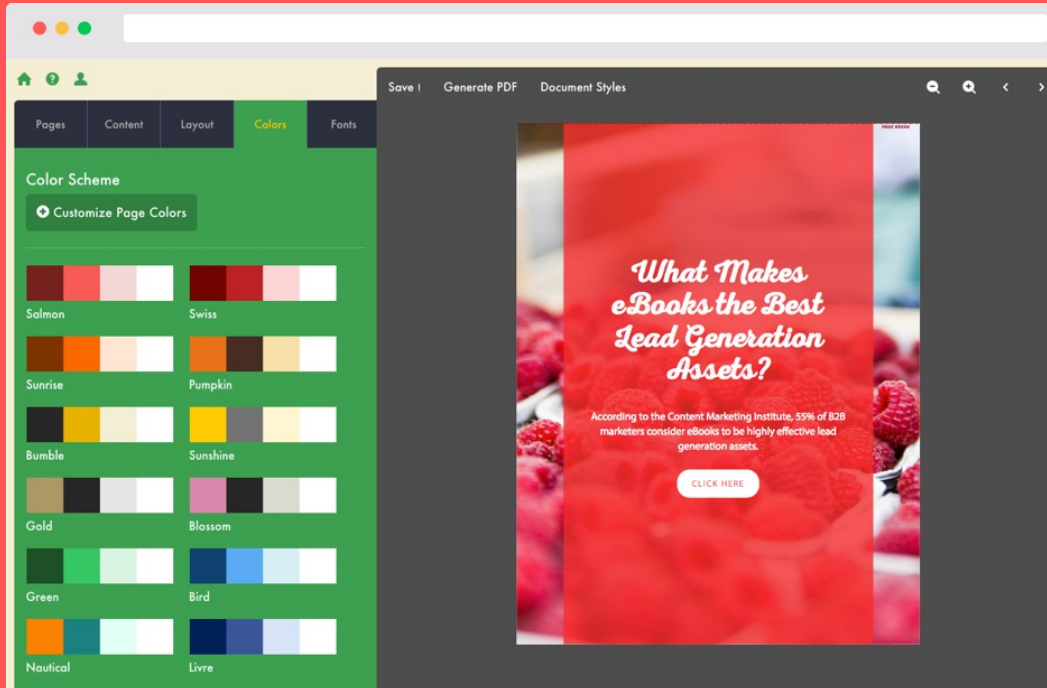
However, when you think about it, a lead magnet could also help you strengthen the relationship with EXISTING ones, and push them further down your funnel.

Here's how:

- Publishing a new lead magnet gives you a valid reason to reconnect with a lead.
- It allows you to share your new expertise
- It also provides another touchpoint for a lead to engage with your company.

And so, send your email list a note about the new lead magnet, outlining why they should download it.

Beacon



If creating lead magnets has ever been the bottle neck in your marketing process then you need to try Beacon. Create professional lead magnets in minutes without hiring a designer.

CREATE A FREE ACCOUNT
TODAY

made with
Beacon