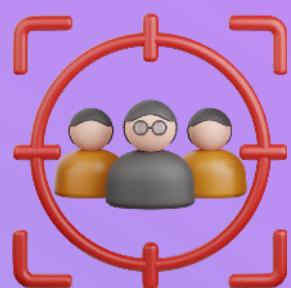


# HOW TO CREATE EFFECTIVE LEAD MAGNET

1



## Determine the needs of your audience

Both a portrait of your target audience and an analysis of competitors' offerings will help you in this. Brainstorm among staff and existing customers. Choose several options for testing the lead magnet in the future.

2



## Work on the design

Very rarely does the design of a lead magnet not matter. Most potential customers want something aesthetically pleasing. You can design your materials using Canva or Google Slides or Prezi.

3



## Develop a strategy

Think in advance what information you need from site visitors, how many fields should be in the lead form. The less time it takes to send an application, the more likely it is that the client will fill it out.

4



## Optimize the lead magnet

To drive organic traffic, you need to create a landing page for the lead magnet. To do this, you need to add keywords and meta tags. The Landing Page itself should be conversion and thoughtful.

5



## Do the testing

A/B testing of the elements of a landing page helps to increase conversion rates. Replacing and testing the lead magnet can enhance the effectiveness. By improving the call to action, lead form several times you will understand your visitors' needs.



**MARKETING LINK**