

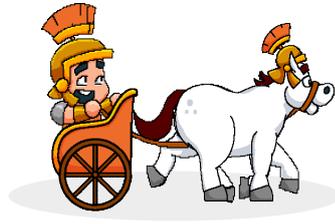


The One Lead Generation Secret All B2B Businesses Should Know

PLUS 14 EXAMPLES OF
HOW TO USE IT



What do “sign up for our newsletter”, “get in touch”, and “fill in this form” all have in common? Take a minute to really think about this and then read on.



Most inboxes are heavily guarded. Many are already spammed out to the max, constantly receiving sales messages from all angles or are already full of tasks to be actioned. **To cut a long story short; receiving more emails means having more work to do.**

Did you know that **up to 80%** of a decision to buy something or take action is emotional? It's crazy high. The truth is that we have to want something, before logic and rationale start to get a say.

So. The One Lead Generation Secret All B2B Businesses Should Know. What is it?

A little earlier you were asked: what do “sign up for our newsletter”, “get in touch”, and “fill in this form” all have in common?

They're all what we like to call **“taking” calls to action**. Do this ‘thing’ we want you to do, and in return - we'll give you this ‘thing’ you don't want to have. Uhh, *no thanks*.

The secret is to replace these **‘taking’** calls to action with **‘giving’** calls to action. Instead of telling someone to do something where the result is something they don't want; try offering something they do want instead.

We're talking about lead magnets.

A lead magnet is something that encourages someone to part with their contact details. It's like a transaction with no money involved. But there's still an exchange of value.

You say “hey, do you want this thing (that you really do want)” and they say “hey, yes take my contact details”. Instead of thinking about more emails and more work, you now have your next potential customer thinking about getting something they want. And guess what, you're the one credited with giving it to them. **It's a win win situation** - a strategy of champions.

So, 'giving' call to actions sound great 'n all, but if you're wondering "how do I use them?", here are 14 ideas for lead magnets to get you started:

The Template

Is your ideal customer workload heavy and time poor? A template could seriously help them out. Take the heavy lifting out of the tasks they have to do by doing a chunk of the thinking for them. This could be a layout, a fill in the blanks, a document pre-set or even a wire frame diagram. The idea is to find a task that soaks up a load of time and effort and make someone's life easier.

The Swipe File

Ooh, goodies! Lots of lead magnets at the same time can be a powerful way to generate leads. These are usually a zipped up folders full of "standoff-that-is-usefull" to help out with a certain problem. For example, a swipe file to attract aspiring sales pros might include boilerplate scripts, sales processes, objection handling guides, qualifying questions, scenario cheat sheets and more.

The Guide

You know that thing you've been struggling with? Imagine if there was a step by step guide where you could solve it in less than 10 minutes. You get where I'm going with this. A guide is usually a walkthrough that takes something challenging or complicated, and makes it easy. Like the guide to choosing the best online advertising agency for B2b lead generation (wink, wink), that kind of thing.

The Cheat sheet

Cheat sheets do what they say on the tin. If you're running a course or if your audience has a lot to learn, or a lot to remember, a cheat sheet might be just the ticket. These bad boys work best as a short cut to having to remember stuff. This could be a glossary of terms, a list of ingredients or answers to questions.

The Brochure/Spec Sheet/Portfolio

Imagine someone's browsing your website and they like what they say, but just need a little more detail on something specific. Or need an easier way to see everything in one place. Or want to be able to email some information to a colleague. **Downloadable marketing literature could be a great answer.** A word of warning - these can perform extremely well, or they can fall flat on their face. It all depends on if your literature aligns with what your audience is looking for (rather than what you want them to be looking for).

The E-Book

Want to attract an audience with a bit more than just a passing interest in what you have to say? Want to position yourself as an expert? In exchange for the small price of an email address, an e-book can be an absolute no brainer. And yes, e-books can be made available in PDF format. And yes, you can expect to write a good few thousand works of quality content.



The Reporter/Whitepaper

Got some specialist knowledge to share?

Have you gathered some juicy industry insights or run an opinion poll? These are all great use cases to create a report or whitepaper. This type of lead magnet gives you the opportunity to flex your brain muscles and show off your expertise to an audience that's hungry for it.

The Private Group

A private members group, how exciting! It's up to you if you want to include a secret knock or special handshake. Private groups have a whole raft of benefits. These include: exclusivity through not being open to everyone, a sense of community with other members, a place to learn and grow. Just remember that a private group isn't a one-and-done kinda thang. You've got to put in the legwork to make it worth people joining and to get people interacting with each other.

The Free Trial

You often see free trials (or free plans with limited features) within the software industry.

They can be a great way to try before you buy. They can also attract people looking for a freebie with no intention of buying - always keep an eye on your conversion to paid customer ratio from your free tiers.

The Locked Content

This content is locked, you'll need a password to read it. Intriguing, I like it. This can be a powerful thing as people often want what they can't have. Especially if they want it enough. Access to a particularly juicy article can be a really good reason for a potential new customer to give you their email address - in exchange for the password.

Louis Halton Davies
Managing Director

The Email Course

You find out that people are reading your how to guide, and not following the instructions. My word, perish the thought! Maybe we could drip feed instructions or a daily, weekly or monthly basis, with one simple step to follow each time. All of a sudden you have your email course. And people who subscribe get a little taster of what it's like working with you. **Bit of a win-win really.**

The Webinar

Demonstrations, insider information, thoughts on current events, there is so much scope for webinars. And in certain industries they work wonders for attracting the right people and creating a platform to generate sales (and no, you don't need to run different webinars every single time).

The Free Consultation

Sometimes people want to get a feel for what they're buying before reaching into their pockets. Sometimes they want to speak to someone to make sure it's right for them. Sometimes they just want to speak to someone. Either way, free consultations can be a really effective way to speak to lots of potential customers to provide advice. A positive experience with the business often means a positive perception of the products or services.

The Offline Version

A simple one, but a good'un. Video transcripts, pdf versions, stuff like that. We're talking about making blog posts, videos, podcasts - media of pretty much any variety available in a downloadable format. **It sounds simple, and it is.** And, maybe surprisingly, this approach has often proven really effective for generating leads.





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**Do you want more customers?
You'll need more leads.**

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