



Digital Traffic Institute

Irresistible Lead Magnets

A **lead magnet** is the (free) offer you make to get visitors' email addresses. Getting their email is a transaction. You want their email, so you have to offer something they want in return. Your job is to sell the idea of subscribing to your list, and you need an attractive offer to do it.

Workbooks

Provide a downloadable document with fill in the blank fields. This is a great option if you upsell straight into a webinar or a session with you. For example if they opt-in for this your thank you page would then say something like "Thanks for getting our workbook. Would you like help filling it out or customizing it to you? Then join our upcoming webinar below..."

Suggested Industries:


Coaching, personal development, health & fitness, education

Example:

A recipe booklet with fill in the blanks.

**GET 15 DELICIOUS AND EASY TO
MAKE RECIPES FOR HEALTH,
HAPPINESS AND CLEAN LIVING
IN THIS GORGEOUS LITTLE
DOWNLOAD.**

PLUS get our
bonus
Weight Loss
Visualisation
MP3!



FIRST NAME

E-MAIL ADDRESS

Send it to me now!



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Webinars

Teach a free online workshop where people can see a demo of what you offer or a taste of how you work. You can even do live office hours once a week where people can jump on and ask you questions.

Suggested Industries:

Service Based, consultants, software, B2B

Example:

Hubspot, a software platform, offers ongoing live broadcasts.



HubSpot Academy's Inbound Learning Broadcast

Twice a month

2:00 - 3:00 pm ET

A LIVE CRITIQUE OF YOUR LANDING PAGES AND EMAILS

September 15th from 2:00 to 3:00 pm ET

Are you hoping to convert more visitors into leads? Join us for this broadcast and you will get the chance to have your landing page or email critiqued by a HubSpot expert. You'll discover how your organization can optimize your landing pages and emails to maximize your lead generation potential.

We'll discuss some tips to help you finely-tune your landing pages and share some of the industry's latest research on conversions and landing pages. We'll cover the main reasons why some emails perform so well and others don't, how to align your content with your email subject line and body, and how to contextualize your emails to each person you're sending to.

Save Your Seat for the Broadcast

FIRST NAME*

Heather

LAST NAME*

Porter

EMAIL*

heather@porterproductions.com.au

YOUR HUB ID (FORM COLLECTED)*

REGISTER NOW



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eCourses

You can offer an ongoing course that includes videos, audio and/or downloads.

Suggested Industries:

Coaches, consultants, software, subscription products, education

Example:

LeadPages, a landing page builder, offers an ecourse to show how their product can get you a result.

HOME FEATURES PRICING MARKETPLACE TUTORIAL WEBINAR CAREERS BLOG

GET LEADPAGES LOGIN

FREE 4-STEP TUTORIAL

How We Created Our Highest-Converting Opt-In Bribe
(And Our Best-Performing Landing Page)

FREE INSTANT ACCESS

Your information will *never* be shared or sold to a 3rd party



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The “One-Pager”

Cheat Sheets, Checklists, Flowcharts, Infographics or Personal Rolodexes work well here.

Suggested Industries:
Coaches or consultants

Example:

This is our flowchart of how we tripled our traffic, which also shows the tools we used to achieve each point.





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Audio and Video Recordings

Audio ebooks, quick tutorials to get a result or event highlights work well.

Suggested Industries:

Coaches, consultants, events, education

Example:

We have away an audio version of one of our Kindle Books.





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Physical Products

This is something you would actually ship out either for free or the cost of postage. It can be a sample of your subscription product, such as a dried fruit pack to sell a “fruit of the month” club, or a cufflink to sell a “shirt of the month” club. It could be your book. It could be an educational DVD.

Suggested Industries:

B2B, services, high-ticket items, subscription products

Example:

This was a package that a real estate company would send out that included DVDs and event tickets, amongst more.





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Member's Only Content

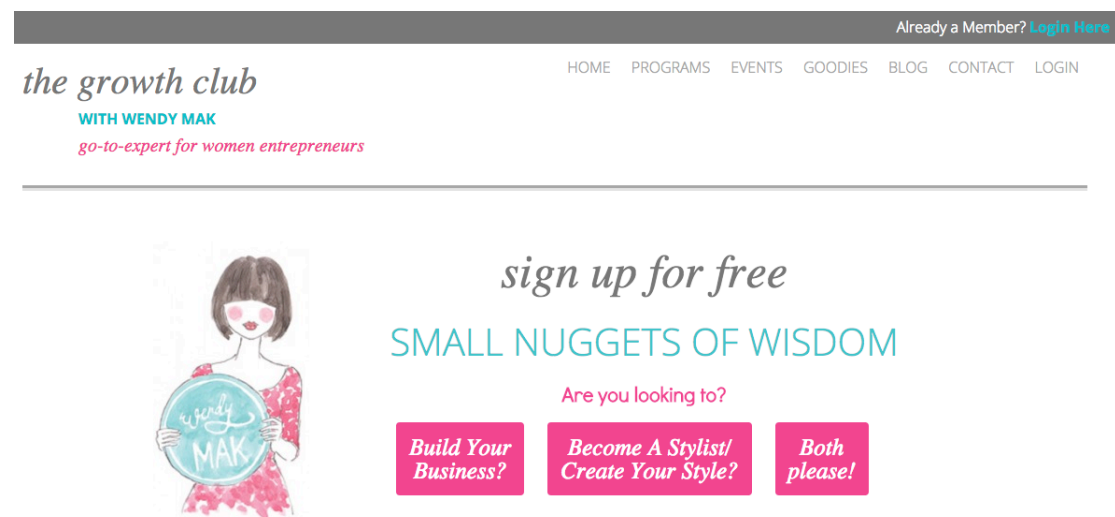
You can give free entry into a members only area of your website where you provide amazing resources, upsells to unlock more content and discounts to products or workshops you sell.

Suggested Industries:

Coaches, consultants, online programs or education

Example:

This is the home page of a membership site for people who want to become a stylist or grow their style business. It is free to sign up.





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Free Consultation

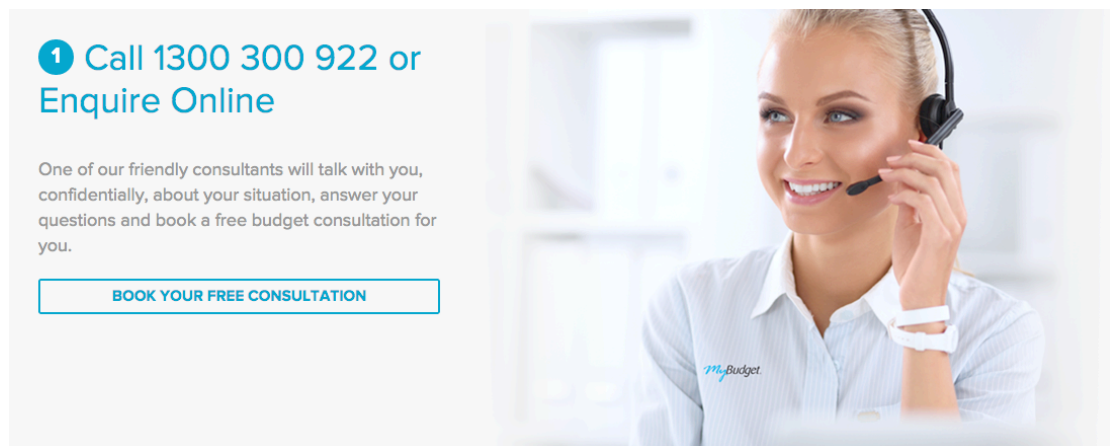
You can give free entry into a members only area of your website where you provide amazing resources, upsells to unlock more content and discounts to products or workshops you sell.

Suggested Industries:

Professional services, financial services or investments

Example:

This is a sign up area for MyBudget, a budgeting company in Australia.





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Discounts or Free Shipping

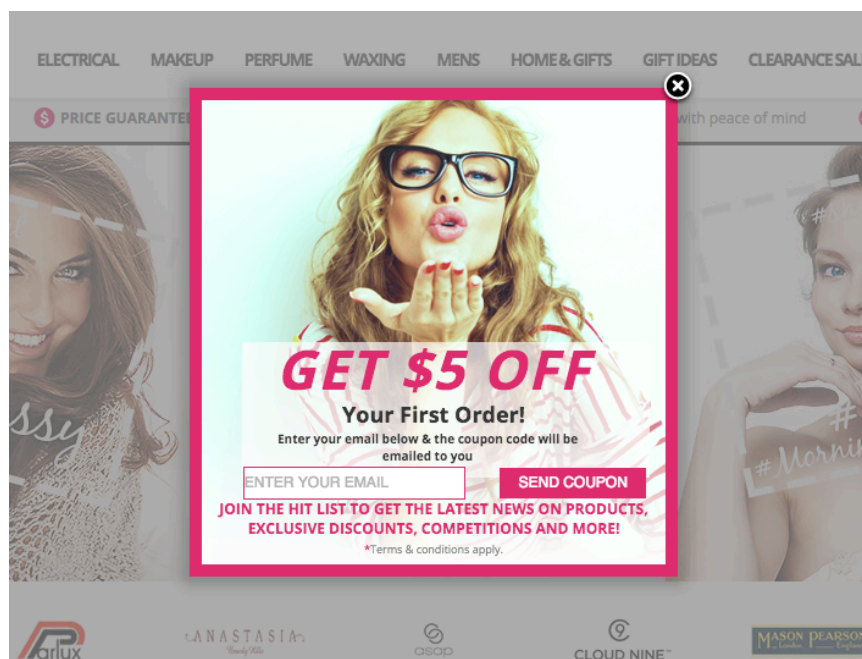
Perfect for anyone with an ecommerce website.

Suggested Industries:

Ecommerce or retail

Example:

This is a pop up that provides a discount for first-time buyers.





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Free Trial

Perfect for those offering a membership services, software or other business tools.

Suggested Industries:

Consultants, coaches, experts, software, subscriptions or business tools

Example:

This is the home page of our training arm Digital Traffic Institute.



Digital Traffic Institute

[My Account](#) [FAQs](#) [Members Logout](#) [Help](#)





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Quizzes

A great viral tool, like what is used on BuzzFeed, quizzes can also be used to collect info about a prospect to then segment them based on interests or their current situation.

Suggested Industries:

Training organisations, coaches or consultants

Example:

This is a quiz used on the website for an organisation that helps chiropractors to grow their practice.

Are you one of the 25% who are doing really well in your practice?

Take our short quiz to find out.

How do clients know when you are open and how to book appointments?

☐ Details on the practice door only

☐ Details on the practice door and on business cards

☐ Details on the door, business cards and voicemail message

☐ Details on the door, business cards, voicemail message and on a website

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