



Episode 18: 8 Lead
Magnets You Can Use On
Your Website

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

00:01 Female Announcer: Welcome to the Neon Noise Podcast, your home for learning ways to attract more traffic to your websites, generate more leads, convert more leads into customers, and build stronger relationships with your customers. And now your hosts, Justin Johnson and Ken Franzen.

[music]

00:16 Justin Johnson: Hey everybody. Welcome to the Neon Noise Podcast, where we decode marketing and sales topics to help you attract more visitors, generate more leads, and close more customers. I am Justin and with me is my co-host, Mr. Ken. Ken, how are you doing today?

00:34 Ken Franzen: I am doing great. How about yourself?

00:37 Justin Johnson: I'm doing awesome. Awesome awesome, can't complain. Let's talk a little bit about generating some additional leads for your business.

00:48 Ken Franzen: Yeah, that's a good topic.

00:49 Justin Johnson: That's a good topic. Everybody is constantly asking, "What exactly can I do to generate more leads?" And I thought that maybe putting a list of some different lead magnets together might be beneficial to individuals to test out, and try, and see what works for them, and see what doesn't work for them and all that good stuff.

01:12 Ken Franzen: Cool.

01:13 Justin Johnson: So first things first. What the heck is a lead magnet? In our description of lead magnet is a, a lead magnet can be an offer or a resource that you provide on your website in exchange for your visitor to provide you with submitting their contact information. Lead magnets are basically conversion opportunities. We talk about this a lot. Make sure you have more conversion opportunities on your website. Lead magnets are conversion opportunities that convert your website visitor who you know nothing about



E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

into a lead that will allow you to continue to market and provide value after they have left your website. So, how do we get more leads? Every business owner that is listening right now should be paying a little bit extra attention because that's what they all want to know. How do I get more leads? So what we're gonna do today is discuss eight different ways to add conversion opportunities to your website.

02:22 Justin Johnson: Again these all are not gonna apply to every business but go ahead and try them out and see what applies best for you. What we typically see most companies, most websites that we visit, people that contact us, "How do I get more leads? What do I have to do?" We go to their website and majority of these individuals have, they've got bottom of funnel offers. They have ways for individuals to contact them if they're ready to purchase today. If they wanna schedule a consult, stuff along those lines but they really are missing out on top of funnel offers and middle of funnel offers for these individuals that are still... They don't know what they want yet. They're still doing research, they're still looking around, all that stuff. So what we wanna do is give you guys some helpful tips and some different lead magnets that will allow you to start connecting with those buyers where they're at in their buying cycle. So, let's dive in and start talking about lead magnets. Where do you wanna start at?

03:30 Ken Franzen: Well, I think that's... Before we jump in there, I think one thing, a point you just made which you touched on just a second is, you're right. Most of the offers on sites are the bottom of funnel offers. What we're gonna be talking about here are those top of funnel, middle of funnel offers. And I think the one thing, we've said this before and I think it's important just to point out again, the majority of website traffic, they aren't ready for any... They're not ready for that bottom of the funnel offer. They're 90%, 95% of the traffic coming to your website is not ready to buy now. And so these offers, you say, "Pay special attention." I think that that's pretty spot on. These offers that we wanna talk about, these are gonna be the opportunities to grab these site visitors earlier in the buyers journey, earlier in that cycle. They're not ready to talk to you yet, but, you can still talk to them in a more of a one directional way. So, yeah, let's check this out. I think back to you question, you just touched on now. I think that, let's start off with the most obvious, the easiest route to go in, let's talk about an ebook or like a resource guide.

04:38 Justin Johnson: Yeah. Definitely ebooks and resource guides are probably the easiest route to go to get start in. And just create a resource guide, create an ebook and make sure that it's in a PDF format that has helpful information that's related to a product or service that you have. And I can think of a handful of different ways that we use these ourselves. We've probably got half a dozen to a dozen different ebooks on the Neon Goldfish website. Basically what it is, is it's resource guides that we have available and it allows us to have more opportunities to convert these visitors into leads. One example that I can think of, that we use quite a bit for some of the home improvement companies that we work with that have done really well,

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

we've got a PDF guide that we put up on one of our kitchen bath contractor websites. And it is a, I don't know, it's probably three to four, five, page guide. It's nothing extravagant. You know that...

05:57 Ken Franzen: It's very short, yes.

05:58 Justin Johnson: Right. When you hear... I think that the one thing that I just wanna make sure that everybody understands, when you hear "ebook", this isn't a 50-page document [chuckle] or anything along those lines. This is a guide that can be anywhere from typically 3 to 10 pages of information. What we use it for on this particular kitchen contractor's website is they have a planning guide on their site. It has helpful information for individuals that are looking to go in and plan for their kitchen renovation. So it has information on timelines, and measurements, and next steps, and all that good stuff. So this is somebody that is gonna come to your website and they're still doing research. They haven't started planning their kitchen yet. This is a more of a probably middle of funnel offer, wouldn't you say, Ken?

07:03 Ken Franzen: Yeah, I think that this is someone that's kinda moving towards the selection process and they're kinda figuring things out a little bit. It could potentially be a top of funnel offer, though, still in that trying to figure things out, but I'm so glad that you brought up the ebook and that it doesn't have to be this gigantic document because that's the thing that I think so many business owners get intimidated by. And he says, "Okay, I have to create a book? I'm not a writer."

07:34 Justin Johnson: A book? I'm not writing a book.

07:35 Ken Franzen: I'm not a storyteller.

07:37 Justin Johnson: Are you kidding me?

07:38 Ken Franzen: And so, yes these are called "ebooks". Let's call them resource guides, let's call them white papers. White papers have this stigma about them as well that they have to be scientific and technical, I think sometimes. And really what we're looking at is, let's just call them "Helpful PDFs." I think it's an easier



E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

route to go, but in the industry terms you're gonna be seeing in reference to ebooks and things along those lines. But, yeah, no they can only be a couple page documents. They just have to be helpful.

08:10 Justin Johnson: It doesn't have to be ridiculous. It has to provide value.

08:13 Ken Franzen: Exactly.

08:14 Justin Johnson: And once your visitor comes and they see this and hey, they can relate to it, "I need this information, so I am going to give you whatever it is that you're requesting." Which is usually just a simple email address, maybe your first name last name. I probably wouldn't even include a phone number at this point. I just wanna get them into my marketing funnel so I can continue to talk to them throughout their buying cycle. When we enabled this on the particular contractor's site I think that they were getting anywhere from 75 to 100 average downloads on a monthly basis after that was enabled which, I mean that's... I don't know how many folks are normally filling out a contact form or a request form on sites, but I can guarantee you, it's probably not to that scale on a monthly basis. So it's a very effective way to get additional leads into your marketing funnel.

09:14 Ken Franzen: No and I completely agree. I think that's one of the easiest routes to go and in this example, it was just really taking some of those general questions when someone gets ready to plan their kitchen remodel, what do they need to do first? And if you think about your business, a super simple ebook would simply be, "Alright. What are the first steps that someone needs to take in order to begin working with you?"

09:45 Ken Franzen: In our instance, let's say it's building a website and we're gonna get that project going and get that together. Well what does someone need to have ready to go in order to build a website. So we start talking and could include some different things, like we're gonna wanna have an overall purpose of the site and we're gonna wanna have some of the main components that we're gonna need. We're gonna need some images, we're gonna need... Do you have a logo? What's the color scheme? What is the target market that you're going after? And we're gonna have to develop the content around that and so we would create an ebook that would have this website planning guide and what you would need to do in order to... "The measurements you need to take" and the steps... What's the first step, next step. And that's often times enough for someone to be super satisfied and say, "Hey, I know what I want the end result to be, but I don't know what the first one or two steps should be." I kinda can clearly see that I want a new kitchen and I know

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

that I can see the countertops and that maybe the colors... I can envision the end result, but I don't know how to take the first step, what is that first step I should take? And so, no, ebooks, resources, perfect example, that's a great first offer.

11:00 Justin Johnson: Perfect. I love it. Alright, so let's talk a little bit about number two. I think that this has a lot of similarities to the resource guide, but creating some type of email tips, tips and ideas that your individuals, your visitors can subscribe to. The way that you can do this is very similar to the resource guide. You could actually use your resource guide as your template for this and just chop it up into... Let's say that we do this email tips and ideas course, and we segment it out over maybe eight weeks. So we've got eight different tips that we are going to send out on possibly planning your kitchen, maybe there's eight steps to that guide.

11:51 Justin Johnson: And send out in an email each week, on the different steps of what's step one and then going onto your countertops and so on, so that you've got this segmented email that's going out, automated email that's going out over the span of two months. And it's just another effective way to build trust and brand recognition for your company, for people that... They don't know you yet. So, you still need to get in front of them with some helpful, valuable information.

12:31 Ken Franzen: Yeah. Email tips are great. It's like you said, take that content that you have, maybe from your ebook, or you might have that same idea and say, "Do I wanna make an ebook out of this? Or do I wanna make..."

12:45 Justin Johnson: An email tips.

12:47 Ken Franzen: An email tips, like a bootcamp, or five... Here's the top 10 things that you need to do to get ready for your Myrtle Beach vacation. Think about day one. 10 days, you'd figure right through the days. It'd be like day one is start thinking about what the kids are gonna do. The activities they're gonna be experiencing and making sure that they have the proper... So if you're gonna go to the beach, don't go to the beach without beach toys, because...

[laughter]

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

13:16 Justin Johnson: 'Cause that's not good.

13:19 Ken Franzen: Right. Could you imagine just...

13:19 Justin Johnson: Especially if you have three kids.

13:20 Ken Franzen: Yeah. You live in Florida. You have three kids. You go to the beach.

13:23 Justin Johnson: Go to the beach without beach toys? You are nuts.

13:26 Ken Franzen: Right.

[chuckle]

13:27 Ken Franzen: There's only so many seashells I guess you can find.

[chuckle]

13:31 Ken Franzen: So proper planning. But to go day one. Alright, figure out those activities. Cool, this is helpful. Day two, [13:37] ____ around... By day three or four, so long as the content you're providing is valuable, there's gonna be an anticipation built for that next day, almost to the point where...

13:47 Justin Johnson: They will want that, yeah.

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

13:49 Ken Franzen: "Alright, jerks, give me the rest of the emails. I don't wanna wait the rest of the days." But you're providing value. You're building this credibility and that's the point of this. And at the end of this email sequence, there's likely going to be some type of ask. What could that be? It's like alright, great, well while you're at Myrtle Beach come to my restaurant, Bob's Crab Shack, and receive 15% off. And be like, "Man, Bob just hooked me up with planning my vacation and crabs."

14:17 Justin Johnson: And he's giving me a discount on some crabs.

14:19 Ken Franzen: Right.

14:20 Justin Johnson: I like Bob!

14:23 Ken Franzen: Exactly. So that's one way that that could really work out well, but...

14:28 Justin Johnson: Bob rocks. Bob...

14:29 Ken Franzen: Bob's crab rocks, right?

[chuckle]

14:34 Justin Johnson: How about creating some video tips? Majority of folks, they will probably watch a video before they're going to dive in and read a PDF or go through your website. And I think that we've talked about this quite a bit. How using video, moving forward can be extremely helpful and beneficial for your business but kind of the same concept. Take some video tips. The same thing with the last two examples that we gave you, where you can have a resource guide. Or use that as your template. And go back through and go, "Okay, so I've got a handful of videos that I could create."

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

15:20 Justin Johnson: "And I could send these videos out via email in an automated sequence." I think that one of the examples that I'm thinking of is another home improvement company. Having five factors that affect pricing on a basement, or bathroom remodeling project. We would create five different videos on each of those different factors. Have an email sequence set up for that to deliver those messages over the course of five weeks. It's just another way to get your material out in front of these individuals.

16:02 Ken Franzen: Yeah, it's again, taking that same bit of content and providing it in a different format. And so one of the things that I think is important to note or touch on here is the delivery, 'cause it's a video. A lot of people are gonna prefer to watch video over reading a PDF or anything else. But there are some out there. Some people out there that'll argue, "Well I can't scan a video. I can't look and see the content. Or sometimes I'm in a place where I really can't experience the audio that I want." It's why I think videos, especially on Facebook, that play where the text is overlaying the video itself, so you could actually... You can understand the video. You could visually watch the video and read what's going on without turning the audio up. Perhaps you're in a cubicle at your work, and you don't want the...

[laughter]

16:56 Ken Franzen: Entire office to know what you're doing, or your boss to know what you're doing. Or...

17:01 Justin Johnson: Don't think any ideas again, Goldfish people.

17:06 Ken Franzen: That's right. Or the flip side is is some people just like to scan. They wanna know instantly if the nugget of information is within the piece of content. And so some people prefer... Saying that though, videos kick ass. And I would say that most people are gonna prefer to watch a video, if they could. And so absolutely serve up a video. Shoot the video. Take the video. And put those in an email sequence. Get those out there. Get those available. It's just another way. But I think what it really boils down to is just knowing your buyer persona, and what they prefer. Once you understand, and test some of these different things out... You mentioned earlier in the conversation a test. Figure out what works, what doesn't. If your emails tips bootcamp is flopping or works, let's say it's doing fantastic.

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

18:00 Ken Franzen: You try to serve it up something in a different way. And it doesn't do as well, go back to that your audience likes that. You wanna see if it's getting opened, if it's getting watched and then ultimately, if it's gonna turn into customers 'cause that's what we really care about.

18:16 Justin Johnson: Well that's just it. Each one of these different tips here these last three tips, they are all very similar. It's just a matter of what converts the best. Maybe everybody's gravitating towards the videos, then that's awesome. And like you said, not all of these are going to apply to everybody and you just have to figure out what works best for you.

18:39 Ken Franzen: Exactly, exactly. Alright, what do we have next on your list of offers?

18:45 Justin Johnson: On my list I have, create a calendar download related to a product or service. We work with quite a few landscape contractors and this doesn't have to be applied just to landscape companies but create some type of a downloadable calendar with all the important dates for your clients throughout the entire year. So your gonna have people that are gonna come in there and download this. Some stuff that you can include, just think about, "When do I fertilize my grass? Or when's the proper time to aerate my lawn? When do I winterize my irrigation system?" All of these similar type of items, these are important dates for people. Because they don't have a clue about when to... I don't know when to fertilize my lawn. I would if I had a cool calendar. Typically, these are items that people are contacting you about. Why not provide them with a really cool calendar that they can download and get all this information and then, this doesn't have to be somebody that is a current client of yours.

20:04 Justin Johnson: You gonna have people that are gonna come to your website. Maybe your doing blog posts on your website for when to fertilize your grass. This would be a perfect place to put a nice little call to action for download your yearly calendar. And they got to your website by typing in, "When do I fertilize my grass?" They're not a contact of yours yet, however, they're reading all your information. They're processing that and everything looks good, and then they got this really cool call to action about downloading this calendar. Well, now they download that calendar, you get them into your marketing funnel, and hopefully, you are fertilizing their grass the next time that they need it.

20:51 Ken Franzen: This is a fantastic offer or idea without a doubt. Because if you think about, we'll stick with the landscaping idea, we always forget about that until it's right on top of us. [chuckle] Think about it's up here in Northwest Ohio, we're getting the stretches of warm weather but we just got snow. So there's

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

this, all these seasonal businesses right now are on edge figuring out, "Okay great." Once and we have lots of campaigns ready to go because as soon as it starts turning warm, everyone gets spring fever and there's a mad rush to get your landscaping services. We have a guy that sells lawn equipment. He's looking to getting his lawn equipment, a large campaign pushed out for that. Everyone will have all of this at once ready to do and you'll be part of a mad rush.

21:47 Ken Franzen: You're gonna be one of many trying to get on a calendar, get on a schedule. But if you knew about this, we kinda know that here, the grass is gonna be growing soon and things along those lines. If I had a calendar that said in the middle of March, "Hey. Call your landscape contractor that does your yearly and coordinate with them now dates of when you can be get on their schedule way before the rush starts. And that's gonna solve all... I would never think about it. It's gonna be one of those, "Hey, it's warm. Oh crap! I need to get my fertilizer down. The dandelions are gonna start popping up here any second."

[chuckle]

22:32 Justin Johnson: You could take this even further and something I just thought of, is just if you set this up to trigger maybe automated messages to go out. After you've got this person that comes in and download this calendar. You plug them into your system and then you set up a sequence of messages to go out to them to give them reminders for that as well. So it's not just their calendar now. Now you've got the ability to actually send them a reminder and let them know to contact so and so for their fertilization.

23:04 Ken Franzen: Sure, yeah. And there's lots of different ways you can slice and dice this. You could make it that standard downloadable calendar file, the ICS file, that you can upload into your Google or Outlook calendar. When those would be fixed calendar dates or you could have them loaded into a list where you are kind of the puppeteer, and you can decide like, "I'm looking at the weather forecast and it's gonna be 70 next Wednesday. So I can really kinda play off that warm weather, the emotion that's gonna come with it." Especially for us up here in the Northern part of the country.

23:45 Justin Johnson: Hey, it's cold everywhere right now. It's not just up there.

23:47 Ken Franzen: It is not cold in Florida, my friend.



E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

23:49 Justin Johnson: It was. Alright, hold on a minute. It was 35 degrees this morning and I know that sounds ridiculous 'cause it's probably 10 there. But 35 degrees in Florida is mass chaos.

24:01 Ken Franzen: That's cold. That's cold.

[laughter]

24:03 Ken Franzen: Yeah, that's shutting down the state right now. That's crazy, yeah. Good luck with you guys. I hope you guys make it through the 35 degrees today. [chuckle]

24:13 Justin Johnson: Alright, I know that sounds ridiculous.

24:15 Ken Franzen: No, no, that's all good stuff. So, no I think the calendar, the offer, the idea that playing off the timeliness of some pointed calendar dates is huge. I think we could build a contraption where maybe you could load up important dates throughout the year. So for instance when my anniversary is coming up, that 10 days beforehand it's like "Hey, Dummy. Your anniversary is around the corner."

24:39 Justin Johnson: Go and get your [24:39] ____ taken care of.

24:41 Ken Franzen: Yes, start thinking about a fantastic gift for your wife 'cause she does awesome stuff.

24:44 Justin Johnson: That's a good idea. I like that.

24:45 Ken Franzen: And then, yeah. This past Valentine's day I actually was proactive and I thought about it beforehand and had all kinds of time to order a gift for my wife 'cause I'm not going to the store, right? So I ordered a gift online for my wife that shows up to the office that I had ready for her on Valentine's day. And

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

we never buy each other Valentine's gifts, so she was a little pissed off that I bought one for her and she didn't, you know.

25:12 Justin Johnson: She didn't have anything?

25:13 Ken Franzen: Right, she's kinda like [25:14] ____ and I'm like "That's okay, that's why I did it." A reminder, not to get off topic too much...

25:20 Justin Johnson: Wanted to make you feel bad.

25:21 Ken Franzen: Right, the calendar thing, fantastic idea. I think there's some real value because you're building that credibility. You're the one reminding them when they should be doing things and who better to provide that service than the person that's reminding you.

25:37 Justin Johnson: Yep. Cool, calendars rock. Figure it out, right? Alright. Next on the list is one for free consultation offer. I think that this is interesting to me. As I mentioned before, this is more of a bottom of funnel offer. However, a lot of people do not put this on their website for whatever reason they have. They just leave it off. And you'd be surprised how many people... Yes, again probably only 1% to 3% of the people that are coming to your website are ready to buy today, however, this isn't something that we don't want to leave off and I would just suggest that you put it in a spot where people are absolutely going to be able to see it. Make sure that you have something in your header that stays in your header and that you have something if individuals are on different pages of your website, make it accessible. Make it so that they can see it so that if they are viewing something that, "Hey, I want additional information. I want to talk to this person about this service." That you have the ability to let them communicate with you relatively easily through whatever that conversion opportunity for that consultation is.

27:02 Ken Franzen: Yeah, the free consultation offer is, as you mentioned, it's closer to the bottom of funnel, but you make a great point. If you just have a "Contact us" or a "Buy now", you're really not providing that helpful hand. It's like holding your hand out and saying "You're probably pretty close to making your decision." And here's an opportunity for us. We're gonna say, "Come on in. No obligation. Yes, you're gonna have some... We're gonna try to sell you on some stuff eventually, but let us try to help you figure out where

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

it is you wanna go. What are your challenges? What are your problems? And what solutions can be presented, provided and we're gonna have ours, to help scratch that itch."

27:46 Justin Johnson: Yep.

27:51 Ken Franzen: So yeah, great bottom of funnel option. And like you said, make it prominent, easy to find, easy to see.

27:55 Justin Johnson: Alright, so how about coupon offers? Having some type of a download for coupon offers. This works great for restaurants. I can think of pizza companies, anybody along these line that where you can offer up some type of a discount, some type of a percentage off and display that coupon on your site, possibly set up some type of an email campaign that would be tied to that. Maybe you've got an offer that you put up on Thursdays or maybe Tuesdays is a day at the restaurant where you would like to see more business. Have that set up to trigger automated messages out every Tuesday with that different coupon offer. Very effective for restaurants and I've seen a handful of people use this just to, like I said, if they're having difficulty with specific days of the week, they send out these coupons and all of a sudden they're getting traffic through their door.

29:10 Ken Franzen: Yeah, coupons are definitely great for filling in those down days. I know several restaurant owners where the weekends are always jam-packed. They don't have to dangle a carrot at all to get the seats filled in the restaurant those days, but that Monday, Tuesday is more of a challenge. So look at the coupon offers where you offer maybe a special discount on those particular dates, but another thing that could be used for coupons is... And these are probably more prominent for the B to C business than the B to B, so if you think about maybe a retail site where maybe you're selling, let's just say you're selling boots, work boots online. I'm a first time visitor coming to the site, I could offer up maybe a 10% off my first purchase when I joined the Rewards Club.

30:07 Justin Johnson: Yep.

30:08 Ken Franzen: And by joining the Rewards Club, I get my coupon delivered to me via email, and that's good to be used within the first 14 days from the receipt date, to redeem. So, what that does is it gives me an incentive to provide my email address, become part of that audience. And then now, I have a timed offer,



E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

where I'm really trying to push, "Okay great Ken, we have to use this. This isn't like an infinity coupon, where you can use it whenever you want, pass onto your grandchildren. No, you must use this within 14 days." And...

[chuckle]

30:53 Justin Johnson: Here yeah go, Jimmy.

30:54 Ken Franzen: Here you go. On my death bed, you get 10% off Bob's.

30:56 Justin Johnson: It's been a long time. Go get it.

30:58 Ken Franzen: I know you wanted the lake house, but you get this coupon.

[laughter]

31:03 Ken Franzen: Yep, my grandkids are screwed.

[laughter]

31:07 Ken Franzen: But no, the coupon offer can be used in a couple different ways, but it ultimately not only it can be used as a way to fill that restaurant seat on a Tuesday night, or get someone to buy something, but get them to opt in and become part of your listening audience so that you can continue to market to them and that's an on-going. With the boot, you know selling boots online or selling pizzas, you have a more frequent purchase cycle than if you're selling RVs or roofs. So your opportunity to sell pizza, I've I mean I've had in college, I think I had five out of seven days and of the week, I'd eat pizza. I can't do that any more because of what that did to my body in college but...

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

[laughter]

31:50 Justin Johnson: However...

31:51 Ken Franzen: However, that sometimes happen, no I'm kidding.

[laughter]

31:55 Ken Franzen: But if I'm buying a roof or if it's a less frequent purchase yeah, I'm not gonna be interested in receiving those offers. If you're doing home improvements, you can even offer a discount on say free labor, 15% off, or \$200 off your shingles...

32:13 Justin Johnson: Windows or whatever.

32:13 Ken Franzen: Anything like that can be done, but the ability to, to really capitalize on the collection of the email and it comes in to this B to C where your purchase cycle is more frequent.

32:25 Justin Johnson: Alright, so next on my list I've got offer "free trials". Everybody likes to test stuff out before they buy, right? At least, we, typically. We test out quite a bit of software. Almost all of those different software companies have a trial period or something along those lines, that allows us to easily get in and test things out. I will give my email address up in order to test out some software for two weeks that I don't have to pay for and I think it's very effective. Allows you to get individuals into your marketing funnel. It allows you to continue to market to them, even if they, for whatever reason didn't decide to purchase that. And this doesn't apply to everybody. Obviously, every business isn't gonna have some type of a trial that they can run. However, if you do have something that you can offer that you can give them for, "Hey, you can test this out for seven days and if you like it, then awesome. You can make a purchase." But it's an effective way to get people into your marketing funnel that they're more on the... You know this is somebody that's closer to a bottom of funnel individual because obviously, they wanna test out your product.

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

33:46 Ken Franzen: Yeah, software is a real easy one here for trials or demos. And we do, we wanted and especially some of the software that's out there that you can buy. It costs thousands and thousands of dollars. And you don't wanna make a decision on something when you really don't know how it will work, or how it will feel, or integrate in your business. So giving it a shot, giving it a free trial, offering that up is a fantastic idea where I think of more of a non-software type example could be... 'Cause we often want to, we wanna see what that might look like, what it might feel like, before we commit to. It's kinda like test driving a car.

34:30 Ken Franzen: Most people would never purchase a vehicle although I just recently did this without ever driving it. And I know that the online buying, the buying cars online is becoming bigger and bigger and this is becoming more of an accepted practice, but think about, let's go back to the kitchen remodeling example. If you're building a new kitchen, and you found an interested customer who has lots of buying signals and things along those lines, that you wanted to offer up. Let's say that you're running 'em through a funnel, and this kind of applies to someone that's already in your process, but you wanted to say, "Hey, come on in for a free, we'll do a free 3D rendering of your project."

35:21 Justin Johnson: Yeah, that's awesome.

35:22 Ken Franzen: "Or, you might have a design." Because, a design consultant that would say, "Hey, maybe they're not even part of your funnel yet. Maybe this is the entry point, where their entry point is the bottom of the funnel." And you say, "Free design consulting." And you can go in and sit down with the consultant and if they find that, and through their questioning, you can phrase this however you want because I can just see a lot kitchen remodeling contractors going, "Yeah, I'm not doing free design for everyone that wants one." No, that's not what I'm saying. You could figure out...

35:51 Justin Johnson: No but qualify that individual before you're gonna get them to come in and sit down. But I'm with you, that's a extremely effective way to get somebody in the door.

36:00 Ken Franzen: Absolutely. So give them ability to. 'Cause you think about all the things in life that we get to try. I get to hit a golf club before I buy it often times. Or you go to some of these restaurants with the cold stone ice cream, where you're like, I want to try... My wife goes crazy for that, was like, "I want to try that

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

one! I want to try that one! I want to try that one!" And I was like, "You have to be full by now. We don't have to buy things, we could just leave." [chuckle] But you can try so much.

36:29 Justin Johnson: Just go over there and sample those ten and we're good!

36:33 Ken Franzen: And we're good, we're out of here. Kids, take the little tiny spoons with you, we'll use them at home to play with.

36:39 Justin Johnson: Now, everybody full?

36:40 Ken Franzen: Great, cool.

36:41 Justin Johnson: Those were amazing.

36:42 Ken Franzen: We're gonna go to Costco for dinner now.

[laughter]

36:47 Justin Johnson: Hit it up on a Sunday, Saturday or Sunday. Just amazing samples.

36:49 Ken Franzen: That's right, that's right. Just go and make your circle.

36:52 Justin Johnson: Kids, it's time for lunch, come on.

36:53 Ken Franzen: [36:53] ____ make two rounds, and look like someone else.

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

[laughter]

36:58 Ken Franzen: But no, free trials and demos, they're spectacular.

37:03 Justin Johnson: Awesome. [chuckle] Alright, next, I have number eight is create an online calculator or survey, which we do that. We've got a website traffic calculator that allows visitors to come in and plug in some data about their business. And then see the value of a lead. See the value of what a lead is to their business. Now, calculators, surveys, all this, you can apply this to so many different businesses, so many different ways. We've got home improvement companies that you have the ability to go in and plug in some data about a project and it gives you an estimate for what the construction of the project is gonna look like. You could have this set up for a school, where it walks the potential student through a series of questions. And then it provides them with an answer for, "This is the program that you should be associated with." Creating online survey, calculator, anything along these lines, is a effective tool to use for more... This is more of a top of funnel offer than anything, but it will allow you to get that person plugged in to your marketing funnel and allow you to continue to market to them throughout their process.

38:33 Ken Franzen: Yes, this is a level of interactivity too, that I think a lot of websites lack, where it's all one sided and you can read, read, read, watch a video, watch a video. And the calculator is a great, fun tool that they can play around with and get some different results. The survey, where they can kinda go through, or maybe it's called a quiz, where they can go through it and say, "Alright. I know that I want to further my education, but I'm not quite sure. I like the medical field, so I think I might be interested in being some sort of nurse, but I'm not quite sure which program's best. Do I want to go for the RN, or the LPN, or what would fit my scenario best?" And you can read document after document after document and everything else [39:26] _____. Or, maybe have this well-crafted survey or quiz where it's maybe a 15-step questionnaire, and based on the answers they provide, it will give the result of your best fitted, or based on your preferences, or your behaviors, or what your personal situation you would be best for this type of program. Here's the benefits it's gonna provide, and by the way, here's how you get started.

39:54 Justin Johnson: Right. And you didn't have to talk to an admissions rep in order to get that information, which is huge.

E18: 8 LEAD MAGNETS YOU CAN USE ON YOUR WEBSITE

40:00 Ken Franzen: Exactly. And that means a lot to people cause they can do the research without being sold, without being pitched, without... They feel like they're getting valuable information. And yeah, they know they're serving up an email address, or some information, in order to gain access to the use of this tool. But they know at the end of the day it's much better than... Probably at that point in their cycle that...

40:27 Justin Johnson: It's just early on. They're very early on in their cycle. So yes, are you gonna begin to get additional information from these folks? Sure. But at least it allows you to gather all the necessary information that you need in order to make a decision on whether or not, "Okay, I wanna continue talking to these folks, or I don't." And you didn't have to talk to them in the first place, however. You've got all that information to make that decision and move forward or not.

40:57 Ken Franzen: Absolutely.

40:58 Justin Johnson: Alright, well guys that's a wrap for today. There are many different ways to start getting additional leads for your business. Please go out and try some of the different strategies that we talked about today. Hopefully, that will help your business. Have a great day and we will talk to you guys again next week.

[music]

41:18 Female Announcer: Thank you for listening to this episode of the Neon Noise Podcast. Did you enjoy the podcast? If so, please subscribe, share with a friend, or write a review. We wanna cover the topics you wanna hear. If you have an idea for a topic you'd like Justin and Ken to cover, connect with us on Twitter @neongoldfish, or through our website at neongoldfish.com.

