



Alternative Health **Digital**
Marketing for the *Health and Wellness* **Industry**

LEAD MAGNETS [Guide]

Any engaging content which is relevant to your audience can be used as a LEAD MAGNET

What is a lead magnet?

A Lead Magnet is an irresistible and valuable free offer or gift in exchange for contact information.

Lead magnets motivate potential customers to move one step closer to your sales process.

The goal of a lead magnet is to build your customer list.

Essential magnet element:

Specificity:

- *solve a specific problem unique to your industry*
- *be specific, use words your customers would use*

RESULT:

With contact information from potential customers, you can build your relationship via email.

List of endless magnet possibilities:

- Guide, Report, E-Book
- Cheat Sheet, Worksheet, Checklist, Handout

- Toolkit, Resource Kit, Templates
- Training, System, Technique - Video, Audio, Webinar
- Software Download/Free Trial
- Try it free for 14 days (no credit card required)
- Discount, Coupon or Free Shipping
- Quiz/Survey
- Assessment/Test
- Blind/Sales Material, Product Catalog, Price List
- Calendar, Plan, Planner
- Inspiration, memes
- Gated (Hidden) Content
- Infographic
- Event Tickets

- Email Course, Newsletter
- Facebook Group Invitation
- Club Membership
- Sample Chapter of Book or E-Book
- Challenge or Contest
- Recipe
- Goody Bag
- Bonus Baskets
- Magazine Subscriptions
- Map
- Strategy Formula



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