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# ENJOY OUR FREE COLLECTION OF 46 MARKETING CAMPAIGN IDEAS, 100+ CALLS TO ACTION AND 15 AWESOME LEAD MAGNET EXAMPLES

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Thank you for downloading our eBook. What's inside:

We've included marketing ideas from all over the web. Each campaign idea is listed in **blue** and paired up with a few call to action (CTA) suggestions for you to leverage as you see fit.

We've also hand-picked 15 lead magnet examples from various leading marketing experts. Almost every page should feature a magnet banner with a caption that provides more detail about the campaign and its creators. Enjoy!

# 1. New product guide/documentation promotion (gated via online form)

- 1. CTA: Download now
- 2. CTA: Instant Download
- 3. CTA: Read it today
- 4. CTA: Read on



Content Marketing Guide Lead Magnet Example, Digital Marketer

**“A lead magnet is the (free) irresistible offer you make to get visitors’ email addresses.”**

-CONVERSION XL

## 2.Product webinar promotion (online form)

- 1.CTA: Reserve your seat today
- 2.CTA: Save your spot
- 3.CTA: Save your seat now
- 4.CTA: Will you be there
- 5.CTA: Secure your spot now
- 6.CTA: Register for the webinar

### 3. Product Consultation/ Evaluation promotion

1. CTA: Come in for a free consultation
2. CTA: Sign up for a free consultation
3. CTA: Sign up for your no-charge...

### 4. Product teaser video promotion

1. CTA: Watch our 20-sec video
2. CTA: See the video
3. CTA: See it in action
4. CTA: Check out the 1-minute demo

### 5. Product success story promotion

1. CTA: Find it here
2. CTA: Read the case study
3. CTA: Read the full story

### 6. Product top feature promotion via hashtag/keyword

1. CTA: Find out more...
2. CTA: Start saving today
3. CTA: See the difference it makes
4. CTA: Boost your efficiency now

### 7. Product “secret recipes” drip email promotion (online form)

1. CTA: Go here
2. CTA: Click to continue...
3. CTA: Read the full recipe
4. CTA: Keep reading

### 8. New product launch:

1. CTA: Sign up at....
2. CTA: Register for



Content Marketing Guide Lead Magnet Example, AdEspresso

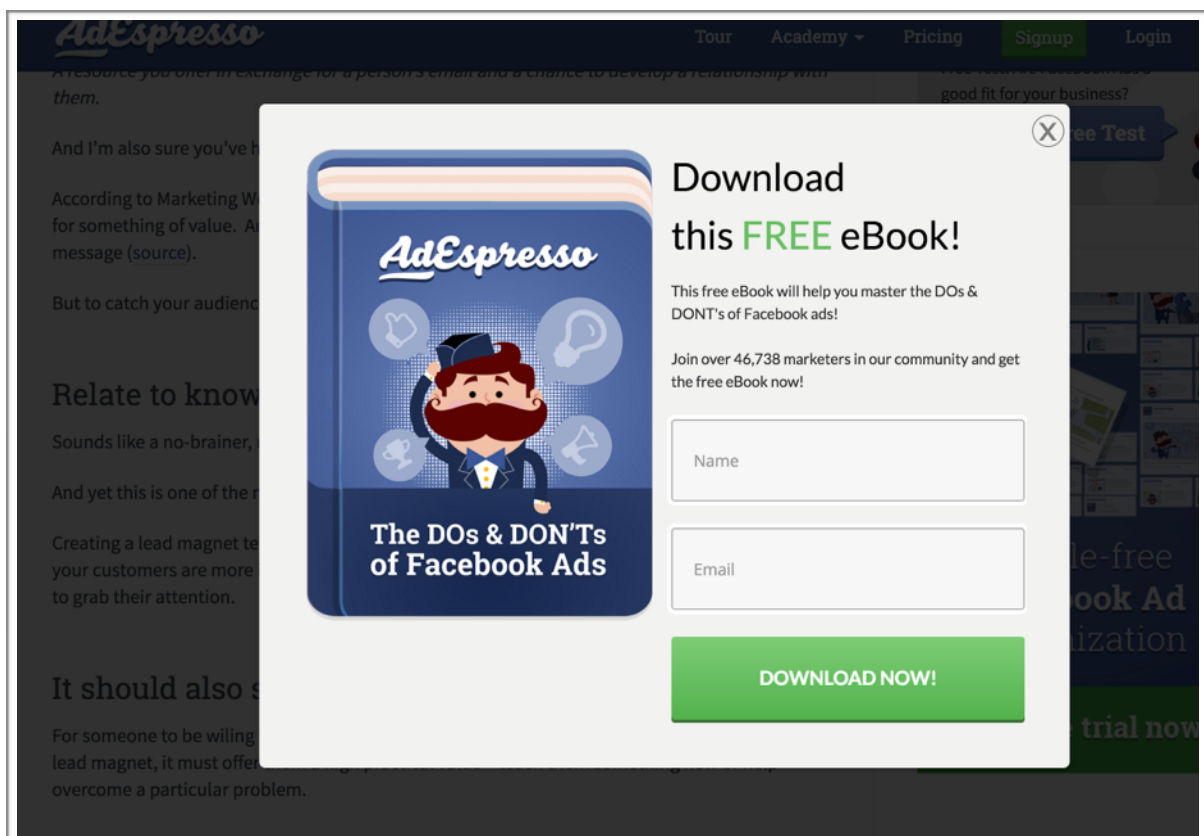
3. CTA: Book now, early birds...

## 9. Existing product re-launch promotion

1. CTA: Try it free
2. CTA: Find out how
3. CTA: Get results now

## 10. Product anniversary (serving our customers for (x) years)

1. CTA: Order today and receive a free gift



Facebook Ads eBook Lead Magnet Example, AdEspresso

## 11. New product demo video promotion (gated via online form)

1. CTA: Instant Access
2. CTA: Be the first to see it
3. CTA: Enjoy exclusive access to

## 12. Product new application or market promotion

1. CTA: Get started today
2. CTA: Sign up and save

### 13. Product migration or upgrade (online form)

1. CTA: Get it now
2. CTA: Upgrade today
3. CTA: Get your free upgrade today
4. CTA: Free premium update, get it.

### 14. New product support package offer (online form)

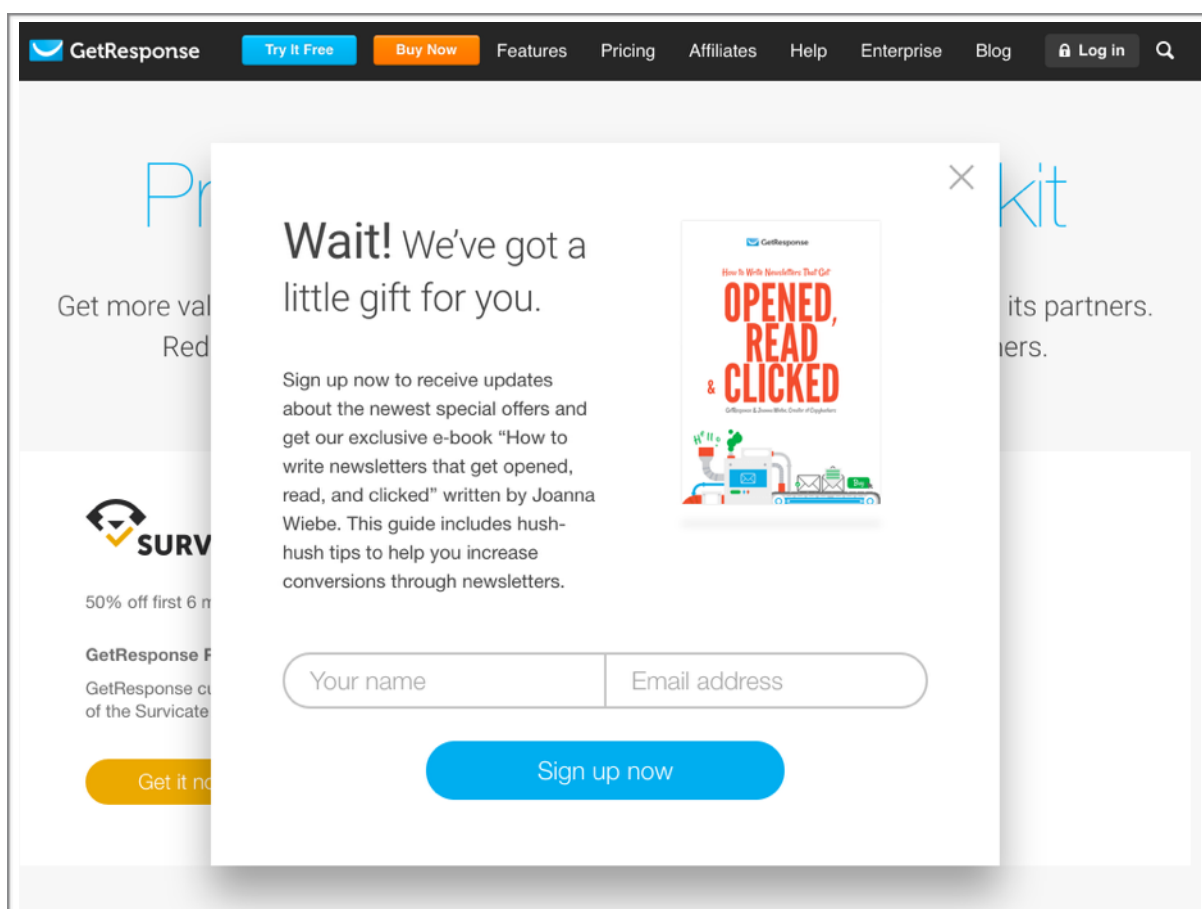
1. CTA: Register now
2. CTA: Try it

### 15. Product education/training offers (online form)

1. CTA: Click here to take advantage...

### 16. Product updates or blog subscription (online form)

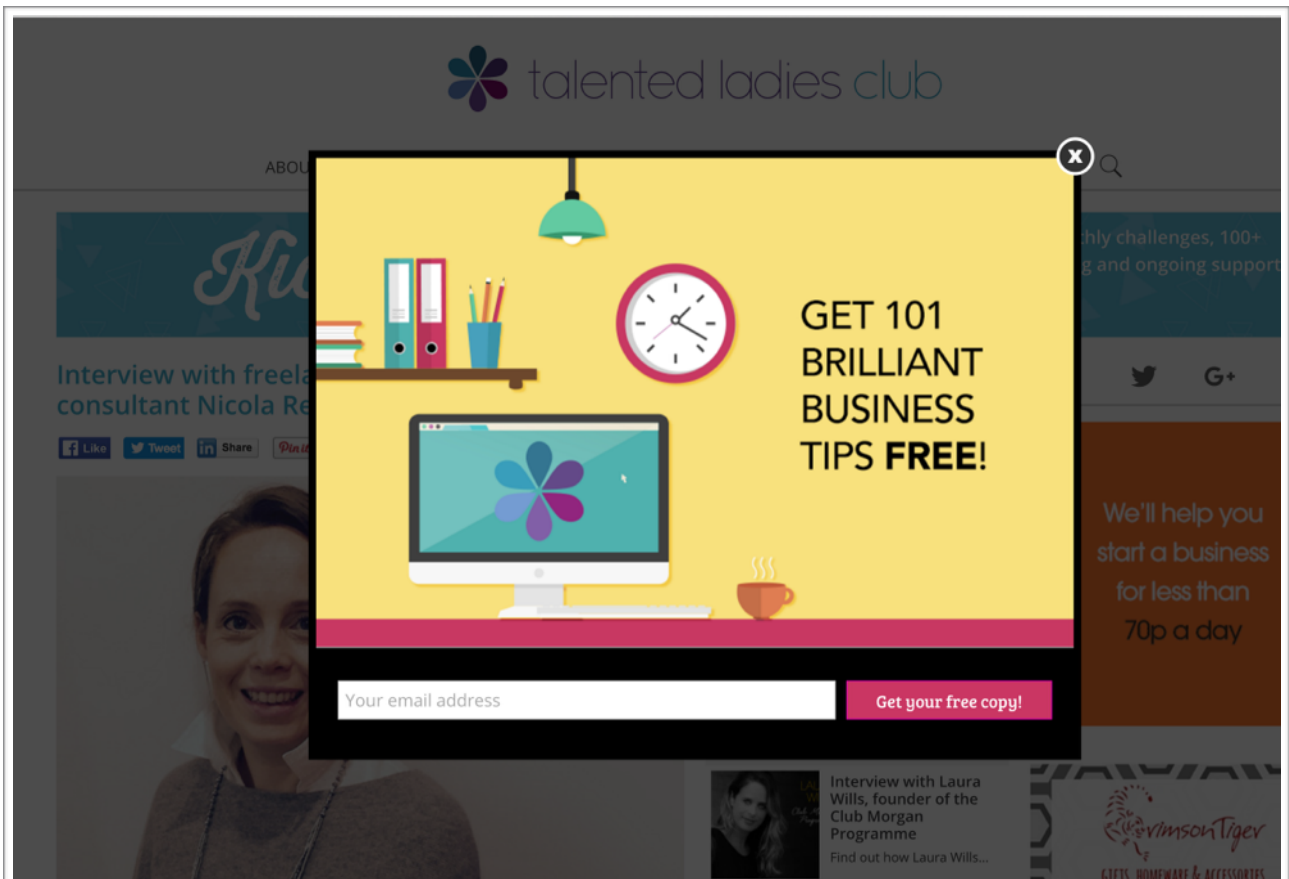
1. CTA: Get updates on...
2. CTA: Get the latest insights...



eBook Lead Magnet Example, GetResponse

## 17. Product feedback (survey) promotion (online form)

1. CTA: We'd like to hear from you
2. CTA: Your opinion counts
3. CTA: Take the Quiz
4. CTA: Join us today



Business Tips Lead Magnet Example, the Talented Ladies Club

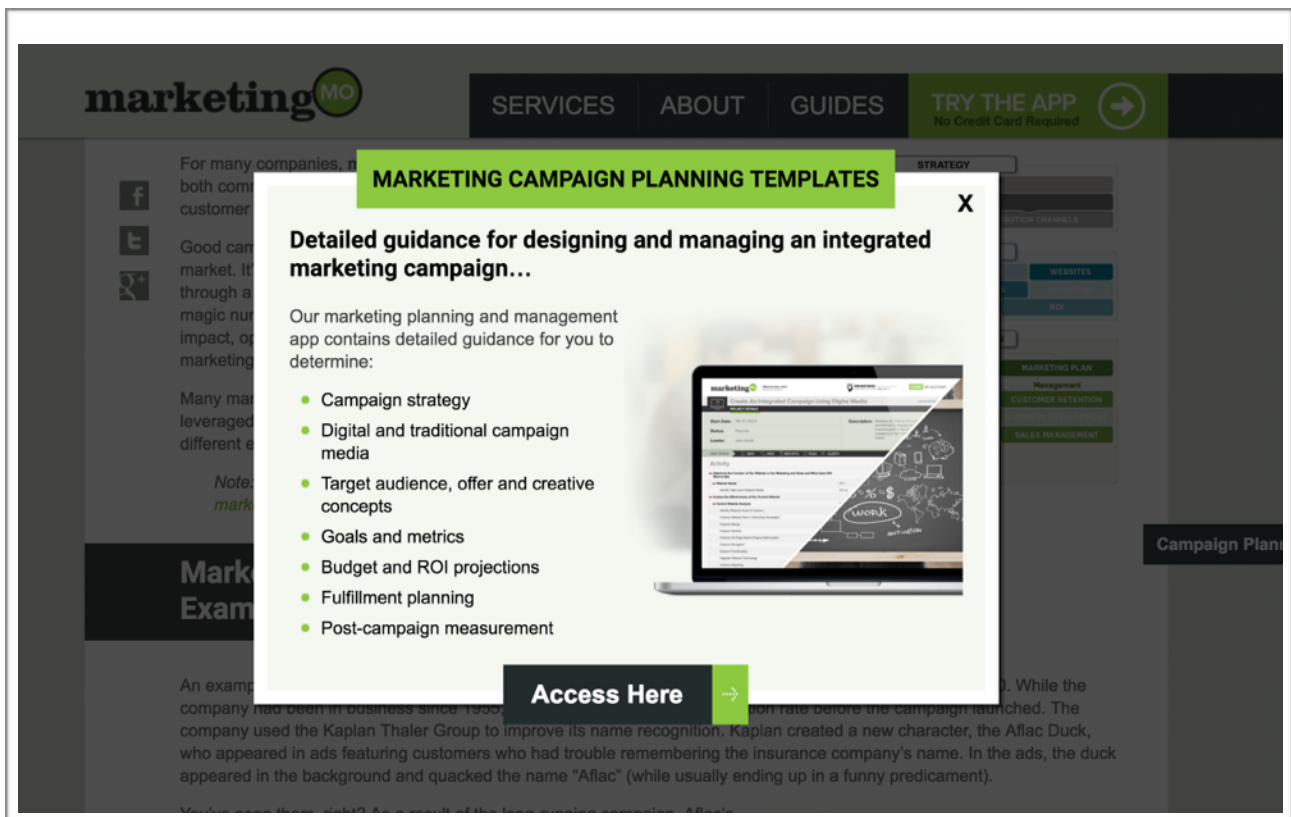
## 18. Contest asking for product testimonials/user generated content (online form or Social registration)

1. CTA: Give us your feedback
2. CTA: Show us how...
3. CTA: Play to win...
4. CTA: RT to win...

## 19. Product live demo invite at a live event/trade show (online form or on-site registration)

1. CTA: You are invited
2. CTA: Join us

### 3. CTA: Register today



Templates Lead Magnet Example, MarketingMo

## 20. Poll campaign for collecting user feedback on desired features, services, or support

1. CTA: What's your favourite...
2. CTA: Have you ever...
3. CTA: What do you think...

## 21. Free product trial offer (online form)

1. CTA: Start your free trial today
2. CTA: Start your trial
3. CTA: 30-day free download
4. CTA: Try it today, it's free
5. CTA: Try for free
6. CTA: Try it now and get 30% off

## 22. Free product-related content offer - white paper, e-guide, calculator and more (gated via online form or social registration)

1. CTA: Click to read more
2. CTA: Instant download
3. CTA: Just click here and...
4. CTA: Get it now
5. CTA: Get it instantly

604-720-9377

New Earth Marketing

EVENTS BLOG CONTACT

**MARKETING AUTOMATION**  
generates leads, drives sales and measures ROI

**YES, I'D LIKE TO LEARN MORE ABOUT MARKETING AUTOMATION.**

First Name  Last Name

Email  Tel

Website

I agree to receive electronic communication from New Earth Marketing. You can unsubscribe at any time. See our [privacy policy](#) here.

Please invite me to your next online demo about marketing automation.

**REQUEST A FREE CONSULT AND DEMO** →

**451%** Marketing automation drives a 451% increase in qualified leads for businesses

**3%** Get ahead of the competition. Only 3% of B2B companies are currently using marketing automation

New Earth Marketing is excited to help you create content of your competitors.

our web content and the increase your conversions.

Free Consultation Lead Magnet Example, New Earth Marketing

## 23. Product referral promotion - free gift or offer if you refer a friend (online form or social registration)

1. CTA: Act today
2. CTA: Share with your friends today
3. CTA: Like our product on Facebook

## 24. Product bundle offer promotion (buy 2, get 1 free or subscribe for an year, get 30% off)

1. CTA: Buy now
2. CTA: Get it now

## 25. Related products bundle offer (buy product A, B, and C together, get 30% off)

1. CTA: Offer expires at midnight, act now



2. CTA: Order today to get your 30% off

## 26. Starting a new product group/community or promoting an existing one (exclusive subscriptions or offer)

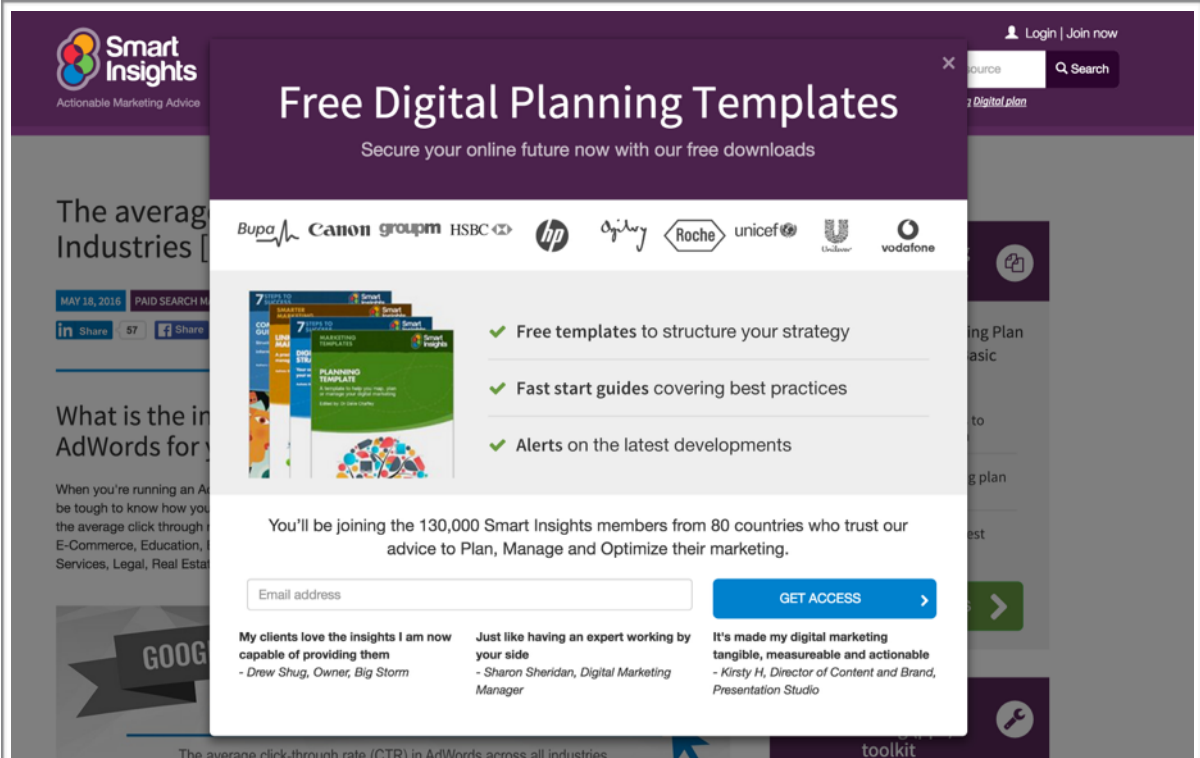
1. CTA: Save your seat
2. CTA: Limited seats available

## 27. Product partner blitz promos (limited offer for partners to focus on prioritising product sale for a short period of time)

1. CTA: Claim your 30% now
2. CTA: Redeem your coupon now

## 28. New product addition to product category or portfolio via product partnership or acquisition

1. CTA: Learn more...
2. CTA: Visit our website today
3. CTA: Get a sneak peek...



The image shows a lead magnet form for Smart Insights. The form is titled "Free Digital Planning Templates" and includes a sub-headline "Secure your online future now with our free downloads". It features logos of partner companies like Bupa, Canon, HSBC, HP, Ogilvy, Roche, UNICEF, and Vodafone. The form lists three benefits: "Free templates to structure your strategy", "Fast start guides covering best practices", and "Alerts on the latest developments". Below this, it states "You'll be joining the 130,000 Smart Insights members from 80 countries who trust our advice to Plan, Manage and Optimize their marketing." There is an input field for "Email address" and a "GET ACCESS" button. At the bottom, there are three testimonials from clients: Drew Shug (Owner, Big Storm), Sharon Sheridan (Digital Marketing Manager), and Kirsty H. (Director of Content and Brand, Presentation Studio).

Planning Templates Lead Magnet Example, Smart Insights

## 29. New product integration (via app) into important service or website

1. CTA: Get it now
2. CTA: This is the solution...
3. CTA: Get the app

### 30. Product competitor action counter-offer (limited promotion in response to competitor-led campaign)

1. CTA: You don't want to miss...
2. CTA: Limited availability
3. CTA: Only for VIPs...
4. CTA: Thank you for your business, here's your gift
5. CTA: Buy it today

### 31. Product loyalty "thank you" promotions with bonus points or limited offers for long-term customers/users

1. CTA: Offer expires...

**The Ultimate Collection of Twitter Marketing Tips from the Pros**  
 A New Book Coming Soon from Mike Kawula - CEO of Social Quant & Bestselling Author of "Connect"

Learn Pro Tips to Convert your TWITTER FOLLOWERS into PAYING CUSTOMERS!

- ✓ Use Advanced Search & Social Listening to Find Customers and Drive Sales for Your Business
- ✓ Learn How Twitter Chats Can Connect You with Twitter Users Who Want to Buy What You're Selling
- ✓ Use Twitter Lists to Get Mentioned on Media Sites like CNN & Forbes & Drive Massive Traffic Back to Your Site





LIMITED TIME OFFER: Reserve your advanced copy & get it FREE when live!

YES! I WANT A FREE BOOK! »

Pro Tips Lead Magnet Example, the Social Quant

### 32. Product loyalty "thank you" exclusive event invites or deals for product evangelists

1. CTA: Get your reward now

### 33. Product loyalty exclusive access to Beta versions

1. CTA: Only for you...
2. CTA: Take a sneak peak

Listicle Lead Magnet example, Digital Marketer



### 34. Free Product chat sessions via Social Media (Twitter)

1. CTA: Limited seats available, reserve today

### 35. Reactive product promotion (responses to question on external forums and entities)

1. CTA: Talk to support, sign up here
2. CTA: Find the solution here
3. CTA: Find out more here

### 37. Exhibiting at an event, with or without partners

1. CTA: Join us

2. CTA: Stop by...
3. CTA: Visit us...

IMPACT branding & design

INBOUND MARKETING ROI WEBSITE DESIGN RESOURCES ABOUT BLOG TALK TO US

Follow us: [Twitter](#) [LinkedIn](#) [Google+](#)

by [Vin Gaeta](#) on June 7, 2016

## 4 Simple Tweaks to Convert More Subscribers On Your Blog

Turn your blog into a lead converting machine.

LEAD GENERATION

Master the *essentials to a inbound website design* for *free*.

We're sharing our secrets with our loyal readers. Subscribe and download it now.

Enter Your Email

Series of Tips Lead Magnet Example, Impact

### 38. Starting a newsletter or an exclusive program

1. CTA: Yes, sign me up!
2. CTA: Yes, count me in

### 39. Starting a new promotional channel (i.e. partner channel, website)

1. CTA: Don't miss out
2. CTA: Talk to us today
3. CTA: Contact us today
4. CTA: Contact a sales rep today

### 40. Starting a new social media presence (LinkedIn showcase page, new Pinterest account)

1. CTA: Join the conversation
2. CTA: Check out our newest (LinkedIn) home

The screenshot displays the Ignite Visibility website. At the top, there is a navigation bar with links for SERVICES, BLOG, ABOUT, and CONTACT US NOW. A 'CONTACT US!' button is also visible. The main content area features an article titled 'HOW TO DEVELOP A LEAD MAGNET STRATEGY' by John E. Lincoln, dated May 10, 2016. A blue popup window is overlaid on the article, asking 'Wait! Want to see my massive, strategy packed whitepaper on growth hacking?' and providing an email input field and two buttons: 'YES! I WANT TO SEE IT' and 'No, I do NOT like free things'. To the right of the article, there is a 'WELCOME TO IGNITE VISIBILITY' section with a welcome message and a 'CONTACT AN EXPERT NOW' section with a 'CONTACT US' form containing fields for First Name, Last Name, Phone, and Email.

White paper Lead Magnet Example, Ignite

## 41. Starting a new brick-and-mortar presence

1. CTA: Visit us at our brand-new location...

## 42. Relocating to a new brick-and-mortar presence

1. CTA: Please update our address...

## 43. Celebrating company anniversary (free offer, limited promotional offer)

1. CTA: You are invited to an exclusive... Sign Up today

## 44. Celebrating company expansion (free offer, limited promotional offer)

1. CTA: Celebrate with us, enjoy this unique (15%) offer.. Get it now

## 45. Seasonal promotions (Christmas limited offer, Easter promotion, Mother's day or Father's day special gift offer)

1. CTA: Special (New Year's) Promotion, (20)% off
2. CTA: New (Year Sale Now on), check it out



3. CTA: (New Year’s Sale), Save 80% now
4. CTA: Top New Year Deal, Get it

## 46. Google Hangout Engagements

1. CTA: In your pajamas, at your house, snuggled on the couch, 30 minutes! Let’s hangout: 5pm EST
2. CTA: Free workshop on Google Hangouts. 11am EDT. Hurry, first-come first-serve.
3. CTA: Join us for a FREE Google Hangout Training now

Capture up to **300% more leads** with our latest venture, Leadformly [Check it Out](#)

lead magnet to capture email addresses for Unbounce.

unbounce + ConversionXL present

**GET YOUR MOBILE LANDING PAGE TORN APART BY 3 CONVERSION RATE PROS**

**January 16th: 10am PT / 1pm ET / 6pm GMT**  
Starring our 3 expert judges:

Oli Gardner Peep Laja Craig Sullivan

**WHAT TO EXPECT**

- The chance to have your mobile landing page blown to bits by Peep, Oli & Craig
- Expert actionable advice that you can apply to your own landing pages right away

**Get Your Page on the Show**  
Learn from the best on what makes a winning mobile landing page.

First Name \*

Email \*

**5. Uses quizzes and surveys as lead magnets**

Why do site like the Oatmeal and BuzzFeed feature so many quizzes? In short, they generate huge amounts of social engagement and are great for capturing email addresses.

2 Lead Magnet examples - top banner and pop up, Unbound

Such as what HubSpot offers.

50+ Shares

Twitter, LinkedIn, Facebook, Google+ icons

### Master the *Essentials* of an Inbound Marketing Website for free.

Get your free copy of the eBook today just for subscribing to IMPACT award winning marketing blog.

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With all of the tools available today, A/B testing to improve conversions is an

eBook Lead Magnet Example, Impact

### Free Cheat Sheet: 5-step marketing hack for SaaS companies

Steal our Ultimate Lead Generation Funnel Cheat Sheet and grow your SaaS business as fast as never before!

We have sent the  our mailbox now!

First Name

Last name

Email

Cheat Sheet Lead Magnet Example, Optimizy (Marketing Automation)

Questions? Comments? Email us at [milena@leafwiredigital.com](mailto:milena@leafwiredigital.com) or join the conversation on [Twitter](#)