

Lead Magnets: What Are They and How Do You Use Them?



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Lead magnet. You may have heard this marketing buzzword and wondered what it is. Or maybe you thought it was a complex concept meant only for the marketing experts.

The guide below will give you and your staff insight into what “lead magnet” means, and more importantly, how you can make the most of this simple yet powerful online marketing asset.

What Are Lead Magnets?

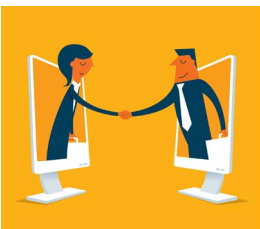
A lead magnet is essentially what it sounds like: a tool for attracting leads, which can include email subscribers or procedure-specific inquiries. Think of a lead magnet as a value exchange. You’re asking for a potential patient’s email address or other contact info in exchange for providing them with something they want. Email addresses are very personal, and most people don’t like to just give them out to anyone. And asking a potential patient to finally submit a consultation request can be another big ask as well.

Don’t confuse lead magnets with spam or other misleading marketing claims. There may be bad actors out there who try to mislead users with their lead magnets, but a true lead magnet is never meant to be a trick. It’s meant to be the opposite: an informative and trust-building exchange between your business and your patients or potential patients.

Tips for a Successful Lead Magnet

When ideating and creating your lead magnet, use the following checklist to ensure you’re setting yourself up for success:

- Determine your target audience and goal.** The lead magnet you use to grow an email list versus one designed to increase your patient inquiries for a procedure are going to look different, so your first step should be determining who you want to target with your lead magnet and the goal you’re going to set.



- Solve a problem.** Provide a lead magnet that solves a problem for your target consumer, because if it doesn't, what reason do they have to pay attention to it?
- Be super specific.** It might be tempting to create something general or address every problem your target consumer has, but don't! The more specific you can be about the benefit of your lead magnet, the better your marketing will be and the more leads you will attract.
- Make it valuable.** Your lead magnet should have both perceived value and actual value (and having actual value doesn't always mean a monetary discount).
- Showcase your expertise.** You are the expert in your field, so showcase that where applicable and show your potential patients what your unique value proposition is.
- Provide immediate access.** People love immediate gratification. Ensure that once you have hooked your potential new subscriber or patient, you immediately provide the lead magnet you promised them. This will start your customer relationship off with a feeling of trust.
- Keep it evergreen.** Don't create something that will be irrelevant in a month or two unless you plan to continually update it.



7 Examples of Lead Magnets You Can Use

1. **E-guide for a procedure:** The topic options are almost endless here. You could cover any part of the procedure, from research to consultation to recovery.
2. **Checklist:** Again, the options for topics are almost unlimited. Provide an anti-aging skin care checklist, a checklist for preparing for or recovering from a procedure, etc.
3. **Exclusive video content:** You can use any of the content from the above lead magnet options and turn it into a video (or video series) for a different and engaging spin. While you don't necessarily need a video producer to create this, do keep in mind that you still want your final video(s) to be high quality, so some video editing skills may be required.
4. **White paper:** Have you been part of new groundbreaking research in your field? Consider using a portion of that as a white paper asset. But remember, don't get too bogged down by technical jargon if your audience won't understand it. (Bonus: this could double as a link magnet for your website as well.)
5. **A discount:** A tried-and-true option is offering a discount of some sort, whether it's on the procedure for which you're trying to increase patient inquiries, or a general discount on treatments or products to encourage email subscribers. Just be sure to stay within the rules and regulations of your industry and your certifying boards.
6. **Gift card to the practice for a related procedure:** Depending on your industry, your practice may offer complementary services that potential patients are interested in. For example, your breast augmentation patients may be interested in CoolSculpting for bra fat or your med spa patients may be interested in multiple treatments for the ultimate rejuvenation experience. Again, you should always check the rules and regulations before choosing this option.
7. **Gift card to a local business:** This is a great opportunity to partner with another local business that offers a related service. Some ideas include gyms, fitness studios, clothing boutiques, lingerie stores, salons, photographers, etc.

How Can You Use Them?

Now that you have your lead magnet created and ready to go, it's time to draw up your plan for promoting it. You have a few options when it comes to promoting your lead magnet.

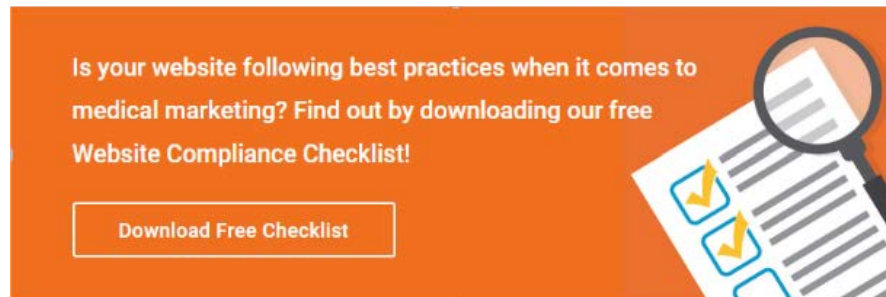
Website or Landing Page

Your website will be your greatest tool in the promotion of your new lead magnet, and depending on various factors, it may be more advantageous to use a dedicated landing page. One of the most common ways you can utilize your website is to create a feature block on the applicable pages with a clear call-to-action. Take, for example, Etna Interactive's free medical marketing compliance checklist. The feature block is included on a related page and when the user clicks the CTA button, it employs a pop-up asking for name and email to receive the checklist. It is then promptly emailed to them.

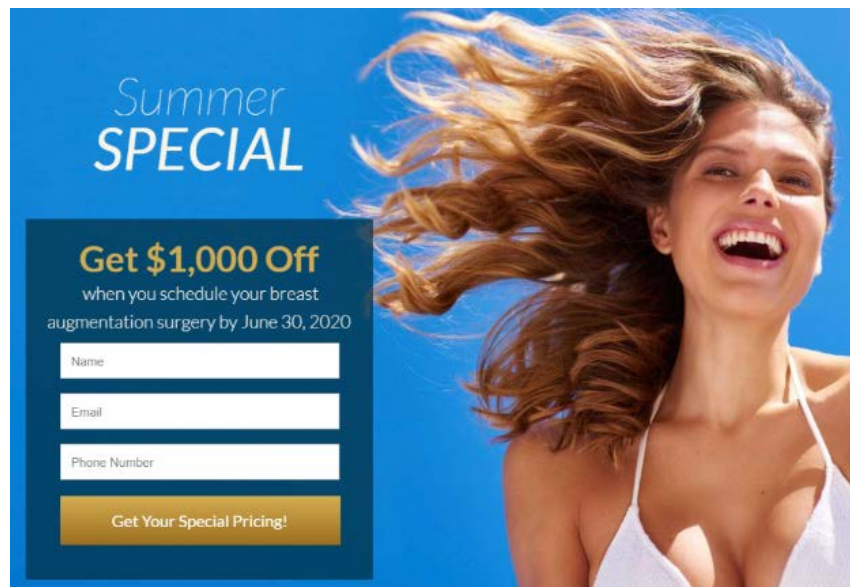


Pro Tip:

The more fields that are on your form the less likely a user is to complete and submit, so consider what form fields are absolutely essential to your goals.

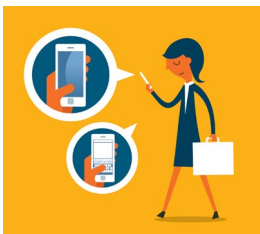
A white pop-up form with a dark background. The title is "Download Your Free Compliance Checklist". Below the title is a short form with the following fields: "First Name*", "Last Name*", and "Email*". There is a checkbox for "I would like to receive the Online Marketing Advice Newsletter!". A large orange "Submit" button is at the bottom. At the bottom of the form, it says "This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply." The background shows a blurred view of the website where the form was triggered.

In some cases, you may choose to use a dedicated landing page instead. For example, if you are using a discount to increase your procedure inquiries, a dedicated landing page helps users focus solely on the action you are requesting they take, while limiting the distractions often present on a main website. A simple and easy-to-complete form coupled with clear messaging on what is being offered will help boost the success of your lead magnet and of your landing page.



Email Marketing

Of course, if your goal is to grow your email subscribers list, you're not going to utilize your email marketing channel to promote your lead magnet (although you will likely use email to deliver your lead magnet to your new subscribers). However, if your goal is to increase your procedure-specific inquiries, email could be a great avenue to promote your lead magnet through segmentation of your current subscriber list to target those most likely to be interested in your lead magnet.



Social Media Channels

Posting on all your social media channels, where appropriate, is a quick and easy way to promote your lead magnet. Plus, because your social media followers are already familiar with your brand, the barrier for them to join your email list or inquire with you about a procedure is lower. Think outside of your own network as well. Encourage your followers to share the posts with others if they found it valuable. If your lead magnet includes a partnership with another local business, ask them to post on their social channels about it.

Paid Advertising

Consider including social media and search advertising in your lead magnet promotion strategy to send users to your website or dedicated landing page. Both advertising channels are a great way to get in front of your target audience and entice a potentially colder audience (i.e., an audience that is relatively unfamiliar with you) to interact with you because you are offering them something of value. With social media ads, you also have the ability to retarget your warmer audiences (or audiences that are familiar with you and have interacted with you prior) to encourage them to request or schedule an appointment.

Do You Have More Questions?

As always, Etna's team of marketing experts is here to answer any questions you might have about lead magnets or any of your online marketing needs.

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