

# Create a Lead Magnet with an eBook and Boost Sales!



# 1. Demand Generation Waits for No One

## You Need Leads NOW!

To grow your company and be successful, you need to introduce complete strangers to your offering and persuade them you can help. Over and over again! This is the core of demand generation.



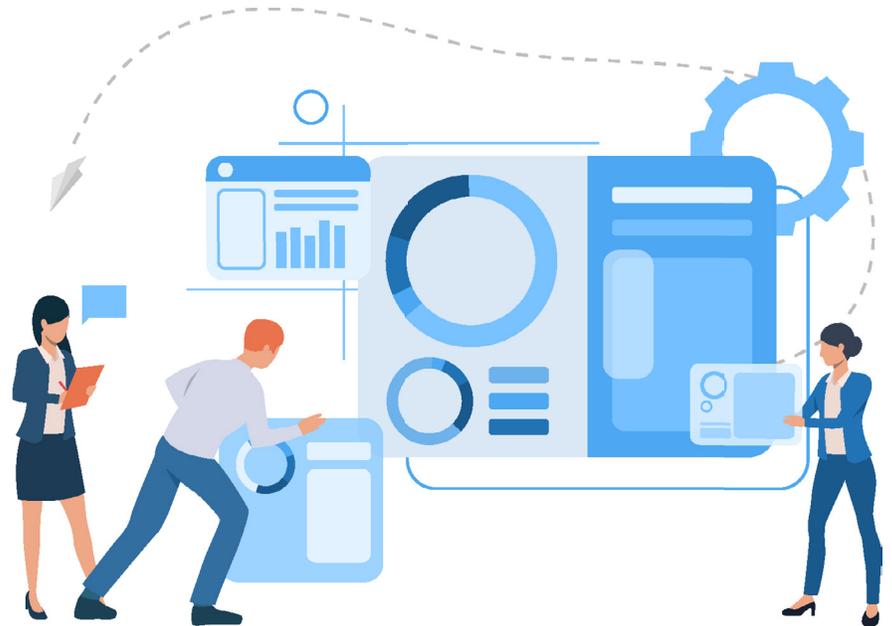
## WHAT ARE YOUR COMPANY'S TOP MARKETING CHALLENGES?



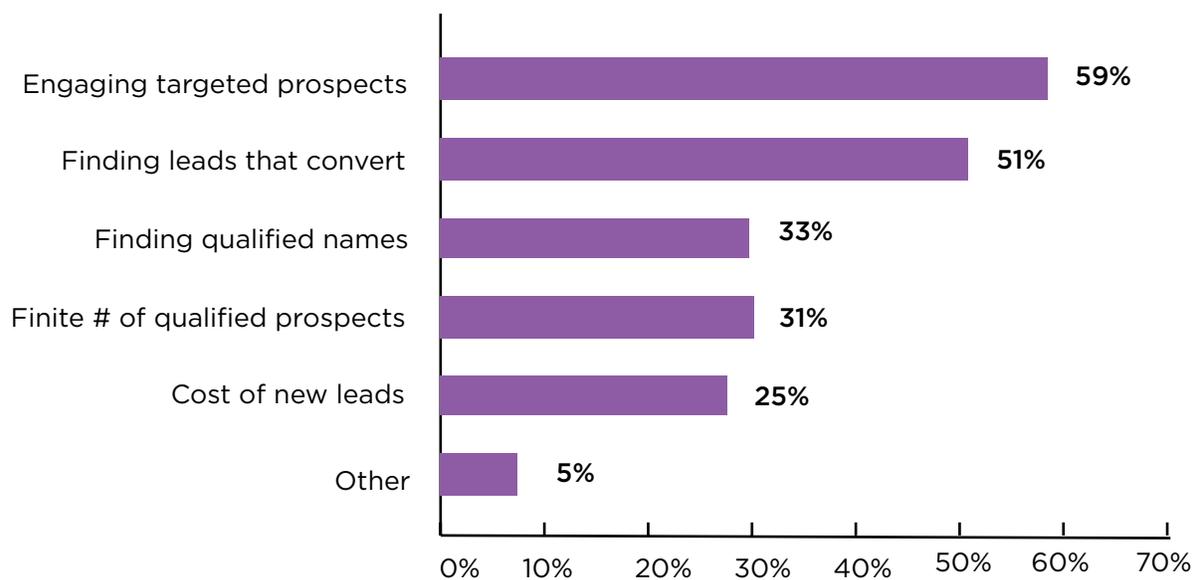
Source: HubSpot Research 2018

## Marketing Challenge

Marketers recognize the growing need to pursue activities that engage targeted prospects and attract leads that convert. Content marketing is the strategy to do that.



## WHAT ARE YOUR BIGGEST CHALLENGES IN GENERATING NEW LEADS?



Source: Chief Marketer 2018 B2B Lead Gen Outlook

## 2. Content Marketing is Intelligent Marketing



### What is Content Marketing?

Not another brochure or sales sheet – please! The Content Marketing Institute states that, “Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.”

The key is that the content, whether eBooks, webinars, blogs, or something else, must be truly valuable from the prospective customer’s perspective. When done correctly, the piece should be more than just content - it should be a lead magnet.

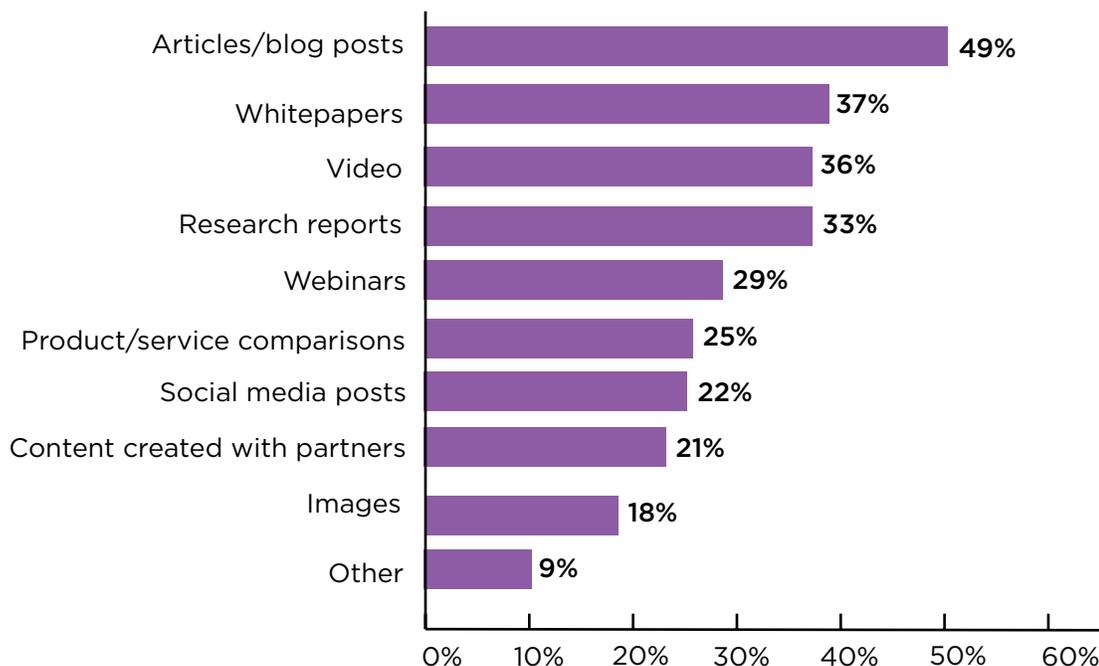


### What is a Lead Magnet?

It’s a bribe! You’re exchanging an irresistible content piece for their contact information or their agreement to move forward in the buyer’s journey. Lead magnets are typically digital, downloadable content, such as an eBook, whitepaper, webinar, video, etc. The goal of the lead magnet is to both maximize your lead generation and to assist in qualifying those leads.

“Don’t interrupt buyers, attract them,” is the tagline on Hubspot’s site.

### WHAT TYPE OF CONTENT IS MOST EFFECTIVE FOR MOVING PROSPECTS THROUGH THE FUNNEL? (SELECT TOP 3)



# 3. Grow Demand using eBooks

## What is an eBook?

THIS is an eBook! You're reading it right now. Rather than a traditional paper published book, this is the electronic version you can read on your computer or handheld device. It is typically easier and quicker to produce an eBook. As part of a larger content marketing strategy, it can help generate leads. Yes - that's right - it's a great Lead Magnet!



## Why eBooks?

Effective eBooks have superpowers! An eBook provides your company the opportunity to connect and engage prospective customers effectively. Here is a list of eBook advantages:

- 1 Builds your brand. In today's marketplace battlefield, brand trust is everything. In fact, studies suggest that 63% of customers would buy from an authentic brand. Build trust - win customers.
- 2 Showcases your thought leadership on a subject. You have the opportunity to leverage a deep understanding of your area of expertise and the marketplace to prove you are a trusted resource.
- 3 Feels far more like a real object of value. Rather than simply a blog or social media post, an eBook by its very nature of length, layout and existence as a separate file, provides a more substantive sense of value.
- 4 Repurposes content. It can be quick to develop an eBook by combining previously created content from blog postings, interviews, press releases, whitepapers, case studies, brochures and web pages.
- 5 Shows links. You can easily integrate web links to access more information and related websites.
- 6 Provides immediate access. After a simple registration page to capture the prospect's contact information, the eBook can be instantly downloaded!



## Effective eBook Approach

Details matter! To be effective as a Lead Magnet, your eBook must focus correctly. A common mistake with marketing eBooks is that they take a “salesy” approach. This can be counterproductive during the education phase of the lead generation funnel.

In order to help prospective customers the most, you want to combine your industry and marketplace knowledge and experience to solve a pressing customer problem or marketplace challenge. The objective is to build your brand as trustworthy and knowledgeable. This should not read as an advertisement.

For best results, your eBook should address a real customer need. Avoid the general approach that can drift without saying anything. Address a specific audience and their pain points. They will remember your message and they will remember you.



## eBook Perspectives:

Five general perspectives that can be effective for organizing an eBook as a lead magnet:

- 1 Industry specific problem and solution
- 2 Industry specific trends and insights
- 3 Role specific problem and solution
- 4 Role specific trend and insights
- 5 Retelling customer story that provides insights into problem and solution

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Sometimes it is helpful to think through the approach by considering your eBook title.

(Note: Replace “x” with an appropriate number.)



## Sample Ebook Titles:

Top X Barriers to [Insert Industry/Topic]

X Common Mistakes [Insert Industry/Topic] Experience

X Common Questions About [Insert Industry/Topic] Answered

Learn From The Best: X [Insert Industry/Topic] Experts Share Insight

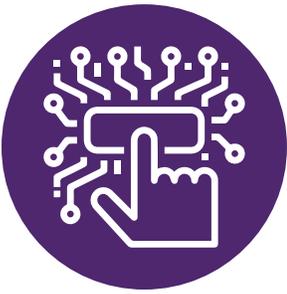
Why Ignoring the [Insert Industry/Topic] will Negatively Affect Business Results

The X Essential Traits of [Insert Industry/Topic] to Position for Future Success

How [Insert Industry/Topic] is the Secret to Competing More Effectively

X Strategies [Insert Role] use to Overcome [Insert Industry/Topic]

How [customer company] Solved [Insert Industry/Topic]



## Call to Action:

Don't just sit there – do something! A call to action (CTA) is an invitation to do something. At the end of your eBook, you want to invite your reader to take a specific action. This should be based on your overall objectives. Tips for an effective CTA:

- Introduce your product/service directly in relation to eBook topic
- Be Brief!
- Use specific benefit orientated phrases – for example: Download Your Project Planner or Send Me Specials Now or Give Our Product a Try – each example is better than simply: Learn More

## It's Not War and Peace!

This is not meant to be a text book or comprehensive research project. Remember, it's a Lead Magnet to attract strangers to persuade them you are credible and can help them. It's a conversation starter!

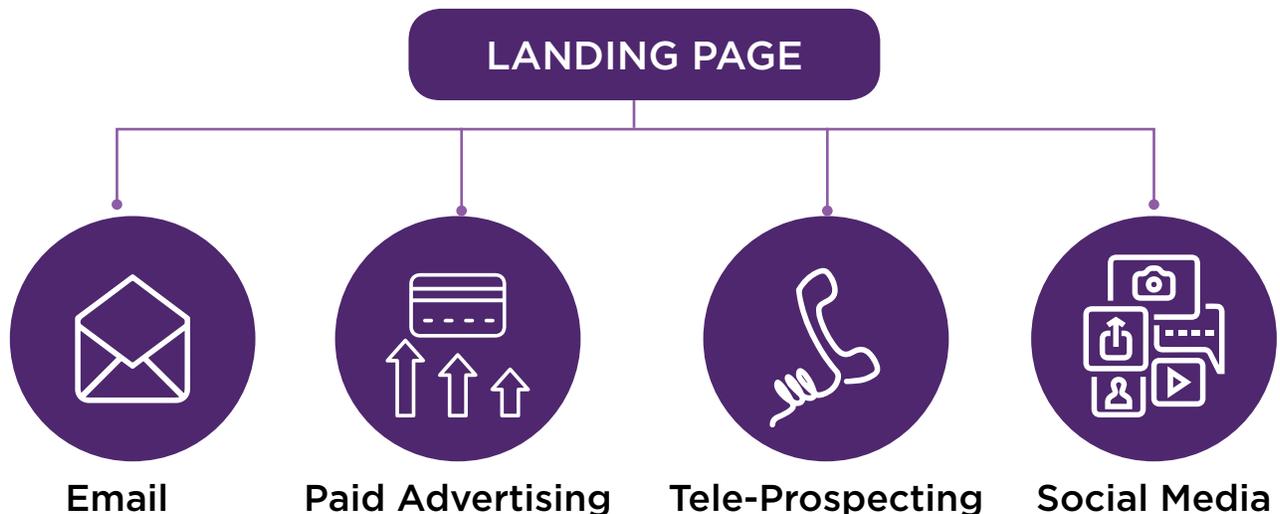
A Lead Magnet eBook is important as part of an overall marketing and sales strategy. One step at a time, we are moving the prospective customer towards a close.

## Content Promotion

Does anyone care? Not if they don't know what you can offer. You can have the greatest Lead Magnet but without a thoughtful promotion strategy, no one will know. Drive interested traffic to a simple web registration landing page. In exchange for their contact information, they receive access to your eBook.

There are numerous strategies for driving traffic to your landing page, from purchasing paid ads in LinkedIn, Google, or Industry newsletters to promoting across your social media channels.

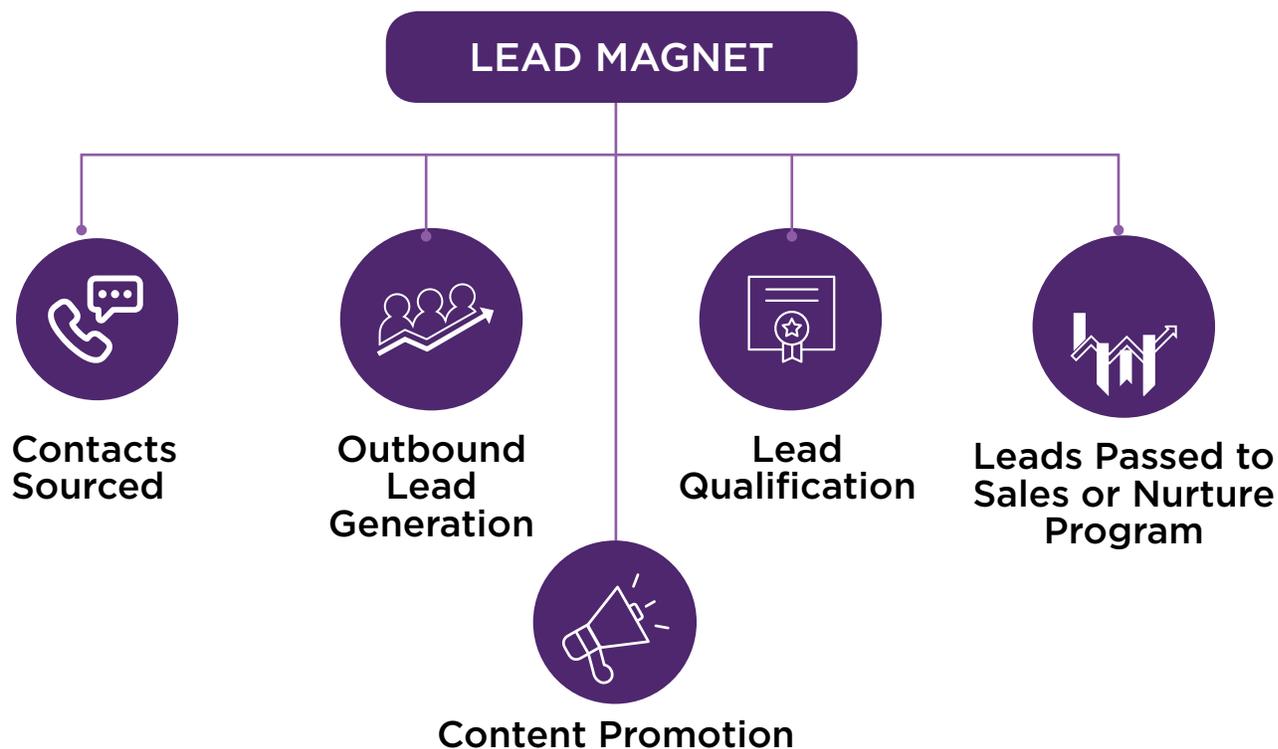
Advanced marketers integrate human-based marketing elements such as tele-prospecting to increase results and qualify leads.



# 4. The Virtual Cause-WAY!

Lead Magnets are a really BIG deal! At Virtual Causeway, our focus is on generating and qualifying leads to grow sales. So an eBook is part of our proven Integrate Lead Engine (ILE) program. This strategic approach best leverages the eBook to reach the intended audience and filter results.

Below is a common ILE process our clients choose to generate new leads for their sales teams.



## Your Call to Action!

We collaborate with our clients and then plan and execute each phase to produce sales opportunities.

As we mentioned earlier, you need to have a call to action in your eBook – so here is OUR call to action for you!

Download your free [eBook Planner Worksheet](#).

Go plan out your eBook Lead Magnet to start those fresh leads flowing! Or contact us if we can help.



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