

# LEAD MAGNET PROMO CHECKLIST

## MONDAY ~ SOCIAL MEDIA SPOTLIGHT

Create an attention-grabbing social media post that introduces your lead magnet. Highlight its value and benefits. Encourage your followers to subscribe and share the post with their network.

## TUESDAY ~ UPDATE EMAIL SIGNATURE

Leverage every email you send by adding a call-to-action (CTA) promoting your lead magnet in your email signature. Make it easy for recipients to discover and subscribe to your valuable content.

## WEDNESDAY ~ PARTNERSHIPS

Collaborate with other industry experts who have a relevant audience. Ask if they can share your lead magnet or consider organising a joint giveaway. Participants can enter by downloading your lead magnet.

## THURSDAY ~ WEBSITE POP UP'S

Implement a strategically timed pop-up on your website that promotes your lead magnet. Create an attention-grabbing headline and compelling call-to-action to entice visitors to subscribe and download the lead magnet.

## FRIDAY ~ ONLINE COMMUNITIES AND FORUMS

Engage in relevant online communities, such as industry-specific Facebook groups. Provide valuable insights and when appropriate, mention or share your lead magnet as a helpful resource.

## SATURDAY - PAID ADVERTISING

Utilise platforms like Meta Ads ads to target your audience with tailored ads promoting your lead magnet. Optimise your ad campaigns for maximum reach and conversions.

## SUNDAY - WEBSITE CONTENT

Identify popular blog posts or content pieces on your website. Offer the lead magnet as additional valuable content in exchange for readers' email addresses.

## PRIORITY OF THE WEEK

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## NOTES

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## TO ACTION

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