

Creating Freebies & Opt-in Offers



Writing Attention-Getting and Result-Oriented Emails

According to the Direct Marketing Association, over 66% of purchasers claim they made a purchase based on an email marketing message. That tells you that email marketing is still very important.

In fact, according to McKinsey & Company, email marketing is almost 40 times better at new customer acquisition than Facebook and Twitter combined. The Direct Marketing Association reports that marketing managers, on average, earn an ROI of 38 dollars per every 1 dollar spent on email marketing.

Marketers will tell you that “the money is in the list” and they’re not joking. It’s true. When you have a healthy, targeted email list where you promote relevant products and services, your income will continue to grow. However, you need to develop a plan and strategy to ensure your emails get opened.

You want to build a healthy list, and that means getting subscribers who are interested in what you have to offer, in the form of content and your products and services.

In this course you’re going to learn how to:

- Get Your Audience to Open Your Emails
- Write Effective Email Copy That Your Audience Wants to Read
- Create Results-Oriented Calls to Actions That Your Audience Clicks
- Craft Copy for Email Marketing That Doesn’t Feel Salesy

One great thing about email marketing is you don’t have to reinvent the wheel. You can follow the steps that have already been proven to work and write attention-getting and results-oriented emails. Let’s start with getting your emails opened.

Getting Started

- Having A Plan
- Valuable Opt-in
- Email Autoresponder

The above components are what you need to have in place before developing your email campaigns. Once you decide on who you will choose as your email provider, this will be where all your email campaigns will be created, but more on that later let’s focus on creating the plan first.

Objectives

The goal to anything is what are your objectives with your email campaigns. What actions do you want your followers to take.

- Subscribe to your Youtube Channel
- Join Your Facebook Group
- Follow You On Instagram
- Subscribe to your newsletter
- Send traffic to your website.
- Send traffic to your blog

Once you determine your goal for creating your campaigns then the rest will be easy for you to create. What type of content will you provide for your subscribers once they have taken action and downloaded your free resource.

You have to keep your subscribers engaged and not leave them hanging on your email list without any follow-up.

The ultimate goal is to turn your subscribers into customers. Where you offer your products and services, however before you do this you need to nurture them before you sell to them.

Creating Your Opt-in Offers

The key to getting subscribers on your list is to have a valuable opt-in offer. This comes with knowing your audience and the problems they are having and the solution that you can provide for them via your free-offers.

The key point is your offers should give your subscribers valuable information where they can receive a result... example if you are trying to help someone lose weight by changing their diet, then a great opt-in would be

1. A low carb recipes for breakfast, lunch, dinner and a snack

2. A checklist of the foods that they can purchase that will help them get started on their weight loss journey.

Creating Opt-ins for your audience doesn't have to be complicated, when you know what they are struggling with, then you can create a solution for them in various forms.

- Video
- Podcast
- Blog
- PDF

You can also create an informational guide that gives them key tips on a problem that they are having so your goal is to know who you are creating content for.

Key Tips

- Who is your content for
- What are they struggling with
- How does your product/service help them solve their problem/s

Now is the time to get started in creating your offers and the emails that will accompany them. Don't just create an offer and then have your subscribers sitting on your list, remember you are leading them somewhere.

Don't just sell them something get to know them, ask questions, send a survey to learn how you can serve them better through your content.

And when the timing is right then you can present your subscribers with your offers, and that's the key knowing the timing of when your audience is ready to buy from you.

So now let's get down to work and begin creating those opt-in offers for your subscribers.

Fast Track Guide 1: Setting Up Highly Targeted Opt-In Offers to Grow Your List Quickly

One advantage of doing business online is the ability to set up multiple sale funnels, which offer opt-in freebies and info, in exchange for the reader joining a mailing list. Setting up highly targeted opt-in offers, in order to grow your list, is the key to your success.

An opt-in offer is essentially an ethical bribe that you give your audience to make them want to provide their email address to you so that you can put them on your email list. The item or items used as the incentives are frequently called lead magnets. This is because, like magnets, they attract or draw your chosen audience or leads to your offer, which often involves a mailing list opt-in.

You can add the leads, who opt-in to special lists, where they receive specific topic information designed to inform, educate, engage, and inspire them to take suggested actions. However, you will first need to create an opt-in offer that includes a lead magnet or incentive.

Lead Magnet Opt-in Incentives

When it comes to choosing an incentive for your offer, you have a wide range of options. Here are a few lead magnet content formats that are used widely and successfully to provide readers with solutions, info, and items they want and need most. In the process, your opt-in incentives serve as product samples to new leads, as well as help you to grow and maintain your potential customer base.

- Checklists
- Webinars
- Cheat Sheets
- Spreadsheets
- eCourses
- Short Reports
- Step-By-Step Guides
- Resource Lists
- Blueprints
- Printable's
- Quizzes
- Apps, Plugins, Software
- Templates
- White papers
- Free Graphics
- Free Trials

When selecting the format of the “solution” or information you provide in the opt-in offer, choose the format that best serves your purpose and solves the problem for your readers. You also need to make sure that your lead magnet is helpful, appealing, and it effectively accomplishes the goals you’ve set for the opt-in offer.

Create Effective Lead Magnets

Everyone loves to get freebies. However, you can’t offer just any old freebie and expect to get massive signups. While there are people who signup for anything as long as it’s free, these freebie seekers are not your target market. Your target market has very specific characteristics and needs. It’s their qualities, situations, and pain points that you want to highlight and address in your opt-in offers’ lead magnet incentive to make the overall opt-in offer more effective.

In addition to incorporating what you know about your target market, there are other strategies and essential elements, which help ensure that your lead magnet is doing a good job. Here are a few things you want to keep in mind as you create the most effective lead magnet possible for your business and your potential customers.

- **Quick Usability** – Effective lead magnets should be accessed quickly, usually within a day or so. This allows the audience to begin implementing the solution or applying the information almost immediately. Quick delivery helps to build trust, which means they’re more likely to respond to your follow up email messages.
- **Comprehensible** – The offers and lead magnets must be clear and easy for the target audience to understand. Matching your audience and lead magnet with an experience level can help ensure that new subscribers don’t opt-in to an offer that is beyond their experience level or need. Use simple terms/concepts for newbies and use more advanced terms/concepts for advanced learners. This helps cut the frustration level and the unsubscribe rate down to a minimum. Identify who it’s for and who it’s not for.
- **Quick Results** –The best lead magnets quickly provide a certain degree of relief from specific pain points related to a problem or question. Quick results help to build your authority and expert status on the topic, which prompts your audience to buy paid products and provide you with earned media.
- **Laser Targeted** – Offers, solutions, and information must be laser targeted to the audience that you want to sign up for your email list. Use a profile persona, created from your demographic research, to make sure your offers and lead magnets always contain solutions and words that are specific to the audience segment and topic. This helps to keep freebie seekers and confusion to a minimum, as well as keeping your list clean.

- **Funnel Vision** – Whether you do it at the end of the lead magnet document or in a follow up email, give your new subscribers a hint of what action they should take next. Just as a syllabus helps students follow along in school, getting a small glimpse of your sales funnel lineup helps subscribers to follow your suggested recommendations in an orderly fashion. In addition, it helps you to make more sales after an initial signup offer.
- **Brand Consistent** – It's important for your opt-in offers to be brand consistent. This means the visual branding and the quality of the items should be the same as your paid products. Keeping the topics, branding, and quality consistent throughout your entire business/sales funnel makes your audience feel safe whether they are signing up for a freebie or buying your most expensive product. They know what to expect from you and can easily identify your items. This feeling of safety is ultimately turns new subscribers into returning, loyal, and long-term customers.
- **Focused Relevant Content** – It's easy to lose focus as you create an opt-in offer. To help you make your offer more effective, identify the most popular posts and topics on your site. Create an offer, for content that doesn't already have an opt-in. The offer should be specifically related to the content and the target audience you want to attract.
- **Dedicated Opt-in Landing Pages** – Your landing pages can be short or long, but each should focus on one topic, solution, and offer. Design the page to introduce the freebie and provide details about the offer's benefits. Include an opt-in form on the landing page to collect the name and email address, where the item will be delivered.

An effective lead magnet requires that it be something your audience needs, wants, and is simple for them to understand. It should also be highly targeted to your audience.

Developing Multiple Entry Points Onsite

Now that you know the various types of opt-ins you can create, what makes a compelling opt-in offer, plus how to create a compelling offer it's important to know the one key to ensuring you get more signups – have multiple points of entry.

Having multiple entry points in the funnel provides your audience with many opportunities to sign up for your email list. This means that you can segment your list even more in order to super target their interests and pain points.

Let's look at some places you can add an opt-in to get more signups:

- **Before or After Blog Posts** -- Giving your viewers an option before and after blog posts is a great way to get their attention since they're on the page anyway. Even putting the opt-in offer in both spots can increase signups.
- **In the Feature Box** – This area “above the fold” on your website is a good place for a site-wide, opt-in offer. There is plenty of room to draw attention to it and give the viewers a good reason to take you up on the offer.
- **In the Side Bar** – This is another place for a site wide opt-in offer. Most of your viewers will be a little blind to offers here, so this type of offer should be more general to your overall audience just like the one in the feature box.
- **On the About Page** – If a visitor to your site wants to learn more about you and sample the quality of your items, offering an opt-in will increase your sign-ups. Look at your analytics to get some idea about who visits your about page to get ideas but a good freebie for this page would be a resource list.
- **On Custom Landing Pages** – You should create a custom landing page for every freebie you create because it will make it easier to share when you want to. In addition, it helps your audience know what to do.
- **In the Footer** – Someone who takes the time to scroll all the way down to your footer really wants information about you and your offers. A site wide freebie in the footer is a great place to get more sign-ups from very interested candidates.
- **On the Contact Page** – This is a great place to offer additional help to your audience to help them get to know you better. The freebie here should be something suitable for and targeted to your audience on a more general site wide basis.
- **In a Popup, Slide, or Pop-under** – You can set these up now to be specific to the page your audience is visiting which can help you make the opt-in more targeted than a site wide opt-in offer.

While it may seem like a lot of work, the more places you can show an opt-in offer the better your results will be. The great thing is that you can reuse some of the freebies, if they fit with the content on the page.

You have barely 8 seconds to capture and hold your viewers' attention, but with a good landing page and a relevant offer, you can keep their attention longer by getting them onto your list and part of your marketing funnel.

Best Practices for Your Squeeze Page

Let's talk a bit about creating your landing pages for your opt-in offers. There are a few best practices that you can use for any type of squeeze page, landing page, sales page, or opt-in offer. Some best practices make your squeeze pages work more effectively so more people grab your opt-in offer.

Your opt-in squeeze page should:

- **Dedicated to One Offer** – Don't confuse your audience by offering more than one opt-in offer per squeeze page. Your squeeze page doesn't have to be long; in fact, when it comes to opt-ins, a short and simple page is better.
- **Dedicated to One Audience** – When you set up special landing pages for each offer, you can also set up special landing pages for your audience members. For example, if your audience member comes to your site from a specific place, having a specialized and dedicated landing page will make your offer convert at a higher rate.
- **Headlines** – Ensure that you capture your target audiences' attention by using words, phrases, descriptions, and hooks that speak to them or identify them, specifically. If they know the message pertains to them, they're more likely to click through and read more.
- **Testimonials** – Add testimonials from people who are in the same target market. Testimonials help people decide whether you're to be trusted and whether there is a viable solution to make life better or easier. Hint: Ask for testimonials in your follow up emails for every product, service, or freebie that you offer.
- **Video & Images** – To be effective images should be large, attractive, and stand out on your landing pages. An attractive cover image, an introductory video, and big "download" buttons help improve conversions.

- **White Space** – It’s also important to include white space. For freebies, making good use of bullets can help get your points across, without putting too much text on the landing page. In addition, each bullet stands out due to the white space around it.
- **Color** – When choosing colors for landing pages you want to match your website and business branding so that no matter how they come to the landing page the visitors know it’s yours.
- **Invoke Scarcity** – Even though you’re giving something away, make sure that your audience knows that you won’t be giving it away forever. You want them to act now, rather than 6 months down the line.
- **Keep it Simple** -- Don’t ask for too much information. Normally, email address and name are enough. You can always send them a survey and follow up to get more info. In general, the more information you ask for on the form, the fewer people will sign up.
- **Emphasize Value** – When you add copy, focus on the value the freebie has to the audience you want to attract. Tell them what’s in it for them so that their focus is on that and not the fact that they need to provide their email address.
- **Relevant Button Text** – Get more creative than “download” and “sign up.” Instead, go longer and tell them what the results are of clicking the button.
- **Include Stats** – When putting copy on the page, think about stats that will help your audience decide to convert.

Don’t underestimate the importance of your squeeze page even when promoting a free offer to get people to subscribe to your list. It’s still important to treat the opt-in as you would any product you suggest because your audience will learn your standards by downloading your freebie.

Effective Follow Up Strategies

While your email follow-up series is separate from your opt-in, if you want to grow your list quickly, keeping subscribers is as important as getting them to subscribe. The way to ensure subscribers stick with you is to set up a follow-up series based on the opt-in they subscribed to.

- **Thanks and Delivery** – You'll need to send subscribers to a thank you page immediately after purchase. Also send them a thank you email, reminding them of how to download the freebie. Give good instructions so that they know how to get their item and what they can expect from it.
- **Create a Series of Emails** – Develop an email series designed to educate your audience and guide them to the next step in your sales funnel. Talk about their topic related problems, and work up to providing the paid solutions.
- **Keep Emails Relevant** – When creating the autoresponder messages, it's important to think about how the person entered your list, what they downloaded, and what their pain points are so that you can stay pertinent.
- **Add Trending Info** – Once they're on your list, you can also add trending information and one time offers into the mix of the autoresponder emails. A good practice is to promote something after every three or so educational and informative emails.

Following up is imperative because it's what's going to keep them signed up so that you grow your list as more and more people sign up. You'll have fewer unsubscribes if you're providing interesting, relevant, and useful information on a regular basis.

Wrap-up Review

Now it's time to put everything together. Setting up highly targeted opt-in offers, with multiple points of entry to your mailing list, is the fastest way to grow your list. Let's go through the process to help you grow your list, quickly.

Develop Content

This helps to ensure that you fill your online real-estate with information that your audience needs to know.

Create Your Opt-in Offers

Look at the most popular content, based on analytics, and determine what type of content could make it just a little bit more understandable or useful to your viewers. If you don't have content of your own, look at what your competition is doing.

Make a Landing Page for Your Offer

Help your audience make the choice to download your opt-in offer by creating a dedicated landing page for each offer. This will make it easier to add your offers to other areas on your site so that your audience has many ways to obtain the freebies and get on your email list.

Make Thank You / Download Pages

Don't forget to make use of the thank you or download page. You can put an up sell on a freebie download page. However, make the directions on the thank you page prominent, so that they know exactly what to expect.

Develop an Autoresponder Series for Each Freebie

Take the time to create 7 to 10 emails to thank your audience for subscribing to your list, remind them how to grab the freebie, and to educate them about their pain points and your solutions. This is the time to show your subscribers what to expect from you by giving them an example of your knowledge and integrity.

Match Offers with Relevant Content

Once you've created an offer add it to the related content on your website. For example, if you have a blog about meal planning, you could provide a content upgrade (freebie offer) such as a free 3-day meal plan based on the reader's goals.

Place Your Offers in Multiple Places

It's important to have multiple points of entry for your audience to get on your email list. The more offers you can add in multiple places on your site, the faster your target market will find you and opt-in. While you can technically add offers in any areas you want, it's best to use a "related topic" strategy so that the offer will be more meaningful and useful to people who land on that page/post. This makes it more likely that those interested in the topic will opt-in.

Make the Offers Stand Out

Wherever you place your offers, whether via anchor text, in between paragraphs of a blog post, under or over a blog post, in a pop-up or so forth make the offer stand out. Use color, bold text, graphics, outlines, and images to make the free offer stand out so that you can grow your list faster.

Promote Your Content

The final key to getting more subscribers to your list is to ensure that you promote the content that you create. Share every new blog post. Share the content with the people already on your email list. Ask people to share for you too.

Finally, it's imperative that you do what you say you will do. When people sign up for your email list they are expecting to receive the information you promised. Let go of your fear of sending emails to your list, you have knowledge and information that they need and want. It's the entire reason for building your list in the first place.