

A background image showing a close-up of two hands shaking in a firm grip, symbolizing a business deal or agreement. The hands are wearing light blue and grey business suits. The background is blurred, showing other people in a professional setting. A semi-transparent blue geometric pattern of overlapping triangles is overlaid on the image, creating a modern, tech-oriented aesthetic.

Growing Your B2B Sales:

15 Lead Magnets Your Prospects Will Love

Is your B2B website aloof to 96% of your visitors?

Your website has offers for people ready to buy. What about people who are unaware they need your service? What about people who are contemplating keeping their current solution? What about prospects who aren't ready to buy yet? Do you have a strong offer for them?

This is a massive percentage of your visitors. According to data from [Kissmetrics](#), **96% of web traffic isn't ready to buy**. These consumers are in the early stages of the [buying cycle](#). They won't make a purchase until they do more research.

A lot of businesses don't understand this concept. That's why most businesses aren't great at converting web traffic into sales or leads.

According to [Search Engine Land](#),

“ *Across industries, the average landing page conversion rate was 2.35%. Ideally though, you want to break into the top 10% – these are the landing pages with conversion rates of 11.45% or higher.*

Top-tier landing pages have 81 more conversions per 1,000 visitors than average landing pages. That's a lot more leads and sales. The financial benefit of an effective landing page is quite alluring.

What's the secret? A proven way to boost your landing page conversion rate is to give away a high-value lead magnet. A B2B lead magnet is valuable information that moves prospects along the [buyer's journey](#).

Giving away helpful resources will cement you as an expert in your industry. Prospects gladly submit their contact info for an informative lead magnet. This gives you leads you can contact (via email or phone) in the future. More importantly, you can provide value to these prospects via future email marketing messages. When they're ready to buy, they'll think of you first. People buy from people they like and trust.

It's easy for average businesses to improve their landing page conversions. Most businesses have a weak lead magnet, or no lead magnet at all. If you offer a valuable lead magnet, you can break into the top 10% and higher. That means more leads and more revenue for your business.

This book will discuss 15 popular B2B lead magnets. Infuse engaging design into these resources whenever possible. Your prospects will find them more enjoyable to consume.

1) Ebook



Intro

A B2B ebook provides detailed answers to specific questions your prospects have. A great B2B ebook is helpful and educational. It's main goal is to teach, not to sell. B2B ebooks are much shorter than novels, which average around [64,000](#) words.

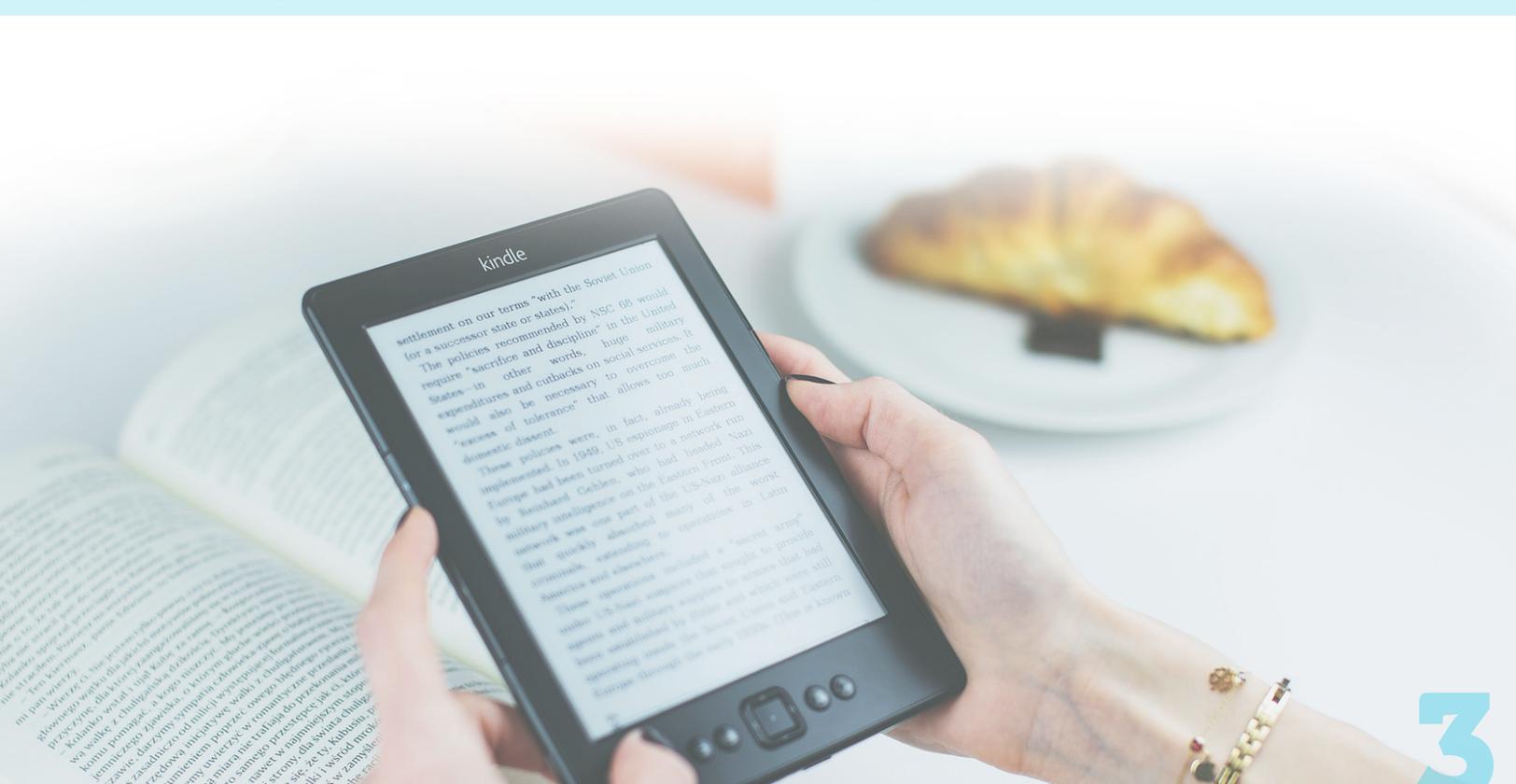
Aim for somewhere around 2,000 to 10,000 words if you're a beginner.

Benefits

Ebooks are known as the king of B2B lead magnets. A good ebook will improve the reputation of your brand. Additionally, they can be used in almost any B2B business.

Tips

A good ebook takes planning. First, you need to find a topic that resonates with your [buyer persona](#). When you write your ebook, use the active voice and clear language. Finally, add captivating images, winsome typography, and an eye-catching cover to make it more appealing to prospects.



2) White Paper



Intro

A white paper is a report that presents a problem and provides a solution. It heavily relies on statistics and cutting-edge research.

Benefits

A white paper positions your company as a trusted advisor, building up your brand equity. Good white papers are highly sought out by B2B buyers.

Tips

A white paper is not a brochure. Briefly promote your company at the end of the paper, after the conclusion. White paper designs are more subdued than ebooks, due to the research-based nature of the document.

3) Super Blog Post



Intro

You can combine old blog posts into a super post. This super post is essentially an ebook you don't have to create from scratch.

Like any ebook, you should add a captivating design.

Benefits

Combining old posts is cheaper than writing a new ebook. If you have a lot of appropriate posts, your new ebook could become rather meaty.

Tips

Your old posts may not fit neatly into a new ebook. Add and subtract content to make everything flow smoothly.

4) Infographics



Intro

An infographic is a visual representation of data. It conveys information in an appealing layout.

Benefits

Infographics are shorter than most lead magnets. They take less time to read, so it's easier for prospects to consume the whole thing.

Tips

Good infographics start with good ideas. Combine exciting data with an eye-popping design.

5) Resource List



Intro

A resource list is a list of things potential customers would find useful. For instance, you can list the best blogs, web applications, or podcasts in your industry.

Benefits

A comprehensive resource page provides lots of value to customers. A great list can be used dozens of times.

Tips

There are a lot of resource lists online. Make sure your list adds value the competition doesn't.

6) Video Tutorial



Intro

A B2B video tutorial teaches your customers a skill that will help their business.

Benefits

Many people are visual learners, so video tutorials are popular. According to [Hubspot](#), including video on a landing page can increase conversion rates by 80%.

Tips

Find an average tutorial and make it better. Better yet, make an industry-specific tutorial no one else has made. There are many ways to edit a video, including adding graphics and animation. A unique style will cement your brand in their minds.

7) Podcast



Intro

An audio download that typically lasts anywhere from 20-60 minutes.

Benefits

People can listen to audio podcasts anywhere, such as when they are driving or exercising. A podcast is a great option for the busy prospect.

Tips

Bringing in an influencer or a celebrity will help distinguish your podcast from others.

8) Case Study



Intro

Case studies are super-charged testimonials that help you win clients.

Benefits

You can show clients how you helped businesses just like theirs.

Tips

Consumers in the earliest stage of the buyer's journey may not need a case study. However, case studies are a potent stimulus for consumers farther along in the buyer's journey. Remember, you can have multiple landing pages with different lead magnets.

9) Physical Items



Intro

A one-time item shipped to your customers door. If you sell physical products, you could ship a small sample of that product. However, physical items can work even if you exclusively sell services. For instance, you could ship a physical copy of a case study bundled with branded office supplies.

Benefits

Physical items have quite a bit of value. This is a robust lead magnet.

Tips

Physical lead magnets are an excellent way to stand out. However, they are exponentially more expensive than digital downloads. Therefore, they work best with higher-priced products.

10) Productivity Tool



Intro

A desktop, online, or mobile app built for your customers.

Benefits

Entrepreneurs rely on a suite of online tools to keep their business going. If you build a useful tool, your prospects might use it all the time. Is there a better way to build brand equity?

Tips

You don't need to create the next Microsoft Office. For instance, the [Hemingway App](#) helps writers create crisp sentences. [Pomodoro Time](#) helps entrepreneurs track their productivity. Work with a professional app developer to save time.

11) Free Consultation



Intro

A free phone call or Skype call that lasts 15-60 minutes.

Benefits

If you can get a qualified prospect on the phone, it's a great way to build trust.

Tips

Many website visitors are in research mode. They aren't ready for a consultation, so your conversation rate may be sluggish. Promote and employ a **no-pressure** call to increase conversions.

12) Free Trial



Intro

You give prospects a free trial of your product. Instead of asking for a credit card number, you ask for their contact info. This model works best for SaaS businesses.

Benefits

If prospects like your product, they'll turn into customers.

Tips

One company that uses this method is [Instapage](#). A free trial is a lot more enticing when you don't have to enter a credit card.

13) Giveaways



Intro

You run a contest with prizes for the winner. For instance, you could give away merchandise, gift cards, or your product.

Benefits

Giveaways help you grow your email list fast.

Tips

Remember to give away something industry-specific. That will help you acquire qualified leads. Many people never share giveaways, because they don't want to act against their self-interest. The more people who enter, the less chance they have to win. Remedy that by having the rules reward people who share your campaign.

14) Newsletter Recap



Intro

You can repackage old issues of your email newsletter into a super newsletter. Select the best stories, and add more commentary if the situation has changed.

Benefits

It's an inexpensive solution that repackages the materials you already have.

Tips

How can you make your newsletter stand out? Report on stories that get limited coverage. Add insightful commentary that makes you stand out from your competitors. The more valuable the original newsletter, the more valuable the repackaged version will be to a new prospect.

15) Survey



Intro

You ask customers industry-related questions. Just like a personality test, they'll fall into one of so many categories. Give them their category for free. Offer a personalized report in exchange for their email.

Benefits

In addition to collecting emails, you can grab data about your customers. It's a two-for-one.

Tips

You don't have to make a custom report for each customer. Make a report for each category instead.

The Power of Email Marketing

A fantastic B2B lead magnet does more than give you leads. It helps you develop relationships with potential customers. People buy from people they like and trust.

A good lead magnet brings prospects one step closer to becoming customers.

Some businesses wonder if they should invest in blogging or email marketing. Ideally, you should invest in both. Yet, email marketing has higher yields.

According to the Direct Marketing Association, email marketing has an ROI of [4300%](#). That's an amazing return, making it the most effective form of digital marketing.

Well-written blog posts are useful. They bring in targeted traffic from organic search. However, B2B businesses need more than traffic. Without a strong lead magnet, an underwhelming percentage of your traffic will convert into leads and sales. That's why a solid lead magnet should be the foundation of your B2B marketing plan. It gives you a system that allows you to turn traffic into leads. Once you have this system in place, it's time to increase your traffic. This is done through social media, PPC ads, guest posting, blogging, and more.

Elite Lead Magnets Go Beyond Email Marketing

Modern marketing is about building trust. A top-tier lead magnet will help you surge ahead of your competitors. You don't have to run an email marketing campaign to benefit from a lead magnet. For instance, you could give leads a phone call, asking what they thought of the lead magnet. That's much easier than cold-calling. Additionally, you can give physical copies of your lead magnet to offline customers. Or you can send digital copies to interested colleagues.

Ultimately, an email marketing campaign is recommended, but it's not required. Lead magnets are impressive B2B sales resources. They have flexibility that extends beyond email marketing. Get started on your lead magnet today and watch your business flourish.



About the Author

Zachary Moore is a Hubspot-certified marketer who graduated with a marketing degree from UC Riverside. He creates ebooks, white papers, blog posts, emails, and other content for B2B companies. Zachary is published in [Sitepoint](#) and other marketing blogs.

You can find him at [Zachary Writes](#) or on [LinkedIn](#).