

# Lead Magnet & Lead Funnel

Seven Boats Academy

<https://www.7boats.com/academy/>

# Discussion Pointers

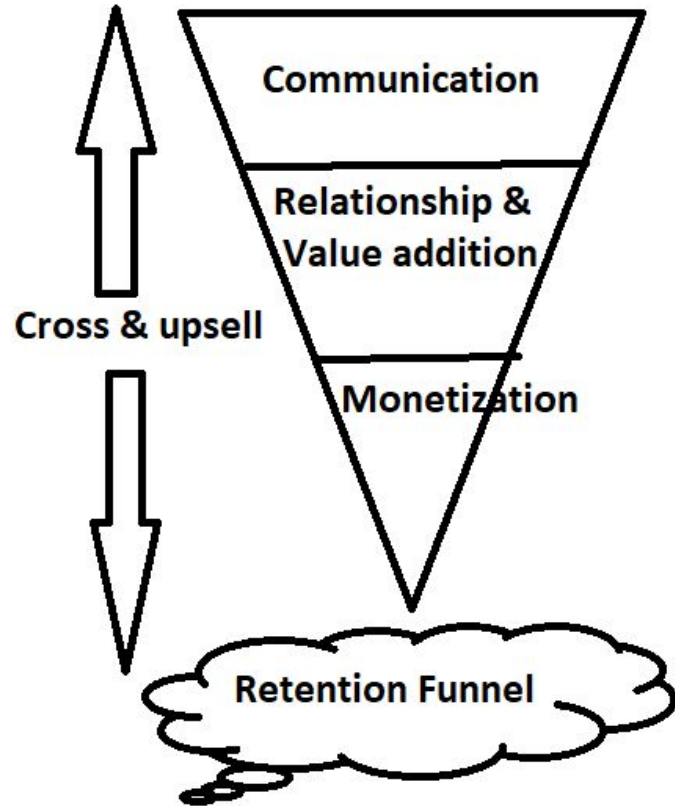
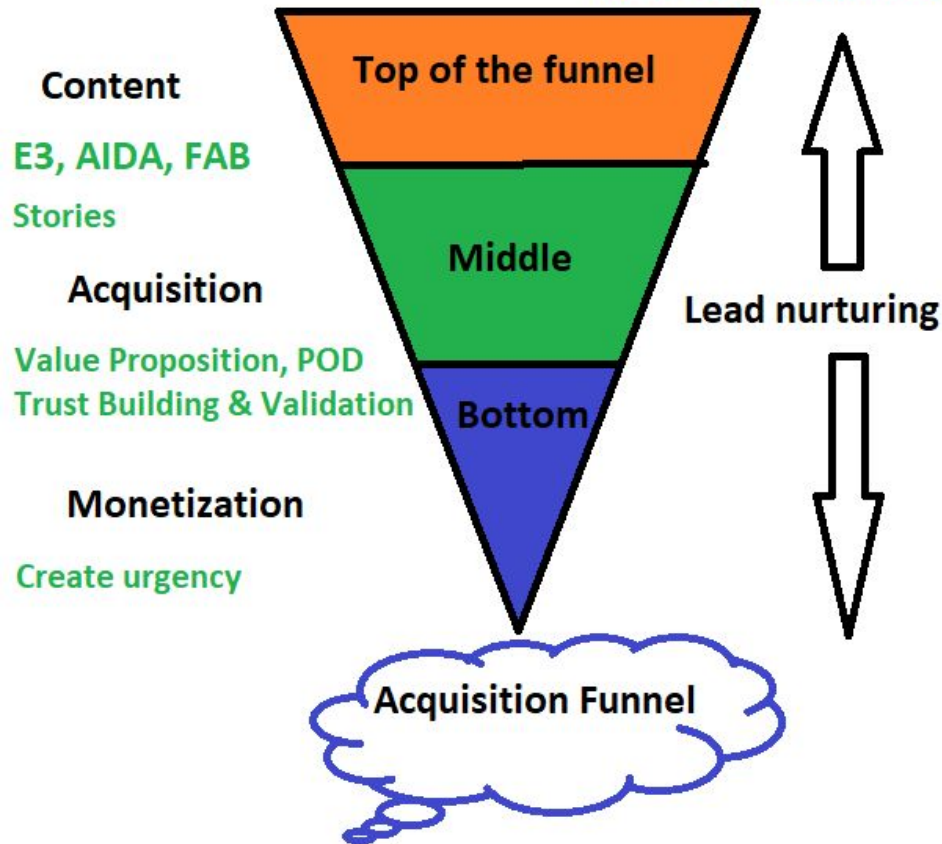
1. What is lead magnet?
2. What is lead funnel?
3. What is squeeze page, lead page, sales page or landing page?
4. Acquisition lead funnel & Retention lead funnel
5. Content, acquisition & monetization strategies
6. Examples & Tools

**Strangers**



**Customers**

 **Lead Magnets**  
Let them try! Irresistible offers



# Content Strategies

E3 - Educate, Excite, Engage Model

AIDA - Awareness, Interest, Desire & Action model

FAB - Features, Advantage, Benefits Model

Story sharing model

POD (Point of difference & Value Proposition Model)

# Strategies & Tools for Acquisition & Retention

Use lead page or optimizepress or intercom or drift or create FB groups with pre membership questions.

Email automation / Automated Marketing campaign

Triggered pop up, Exit intent pop up

Offers & Discount

Push notifications

Retargeting/ Remarketing

Google Search / Display Ads & Facebook Lead Ads/ Facebook Pixel

# Strategies & Tools for Acquisition & Retention (Cont..)

Chatbot, Facebook Messenger AI Chatbot, Whatsapp chat

Bulk SMS/ Bulk Whatsapp, QR Code marketing

SEO, Blogging, Content Marketing, Influencer Marketing

Use proof / social proof tool

Urgency creator / deal finish countdown timer/content.

Loyalty card, redeem coupons, contests

Incentivized social shares

Thank you