

20 Lead Magnet Ideas for B2B Companies

1. Checklist

The checklist is a lead magnet that is helpful for the prospect to think of all the important points related to their problem solving.

It is important for a good overview that all information fits on a single page.

2. Newsletter

The newsletter informs at regular intervals about news from the company and important industry news.

The more personalized the newsletters are, the better they will be received by the B2B lead.

3. Industry Report

With an industry report as a lead magnet, you make yourself a competent discussion partner.

You use it to report on developments and trends from the industry that will interest your ideal customers.

This lead magnet is well suited for the distribution of gated content in social media channels.

4. Template

With a worksheet or template, your potential customer receives a sample that he can use in his own business.

It makes his work easier and is therefore a valuable help.

5. Infographic

Many people respond particularly well to graphic elements.

Often, a meaningful graphic is better than several pages of text.

Make it easier for your ideal customers to understand complex interrelationships.

6. Calculator

For companies that sell solutions in the B2B segment, the product calculator, combined with a form, is a helpful lead magnet.

Thus, the desired customer receives informative calculations as a result, which he can retrieve after disclosing his e-mail address.

7. Guidebook

The guidebook as a lead magnet provides the prospect with important tips that may be important in solving their needs.

A good guidebook also includes alternative possible solutions and improves the perspective of the viewer.

8. Cheat Sheets

Just like in school for classwork, the cheat sheet is a lead magnet that presents important information briefly and concisely summarized on one page.

Cheat sheets facilitate the collection of information and are visually very appealing.

9. Whitepaper

In a whitepaper as a lead magnet, the reader finds very extensive information on a topic.

There is often a comparison of pro and con positions to highlight the advantages and disadvantages of a content.

It is somewhat more extensive than the cheat sheet.

10. E-Books

With the e-book as a lead magnet, a complete collection of important information is created.

Here, facts are explained in detail and enhanced with graphic elements.

In principle, it follows the same principle as the whitepaper for acquiring new customers in the B2B area.

11. Case Study

A concrete case study as a lead magnet gives you the opportunity to explain a complex issue impressively using a real-life example.

This makes it easy to explain applications and points out possible challenges in connection with the example given.

12. Statistic

With a statistic you can impressively bring trends in the industry into a context with your company's product portfolio.

With this lead magnet you can well bring the relevance of your own company to the fore.

13. Guide

The guide or manual are very valuable lead magnets for potential customers.

They are used directly to fix existing problems and usually show in very detailed form the individual steps to solve them.

The guide is well suited as a download or email attachment.

14. Expert advice

Make the experts in your company visible to potential ideal customers.

In your lead magnet, mention the name of the person with qualifications and preferably add a photo.

This increases the credibility of your company and appeals to your ideal customers on an emotional level.

15. Survey

The result of surveys is often an important indicator for decision makers in B2B for a possible purchase decision.

As a Lead Magnet, you have the option to send the result of the survey to the prospect after entering the prospect's contact information.

16. Quiz

The quiz is a lead magnet that stimulates to lighten the mood of the potential customer.

Everyone likes to test their own knowledge and additionally learn something new in the process.

Your desired customer will receive the results of the quiz after the e-mail address has been disclosed.

17. Webinar

With the webinar as a lead magnet, you give your target customer an insight into your operation.

After providing contact details, the user can log into the webinar and receive important information.

In addition, a live chat enables communication with the other participants in the room.

18. Tutorial

With a tutorial as a lead magnet, the target customer receives valuable instructions.

This is an excellent way to explain products in practical application.

The advantage of the video message is that it can be viewed as often as desired by the prospect.

19. Audio version of an article

If you have collected interesting articles with privacy in mind from external sources, you can summarize this information in a lead magnet as audio messages.

This gives your ideal customer a broad spectrum of opinions.

20. Trial version

With the test version as a lead magnet, the potential customer gets something to touch and try out.

After depositing his contact details, the desired item is sent to him.

This increases the seriousness of your company and conveys a lasting positive impression.

Generate valuable leads with Aioma.

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