




Engaging First-Time Guests Through Lead Magnets

THE ART OF 
REACHING

with Carey Nieuwhof and Mark Clark

The Art of Reaching

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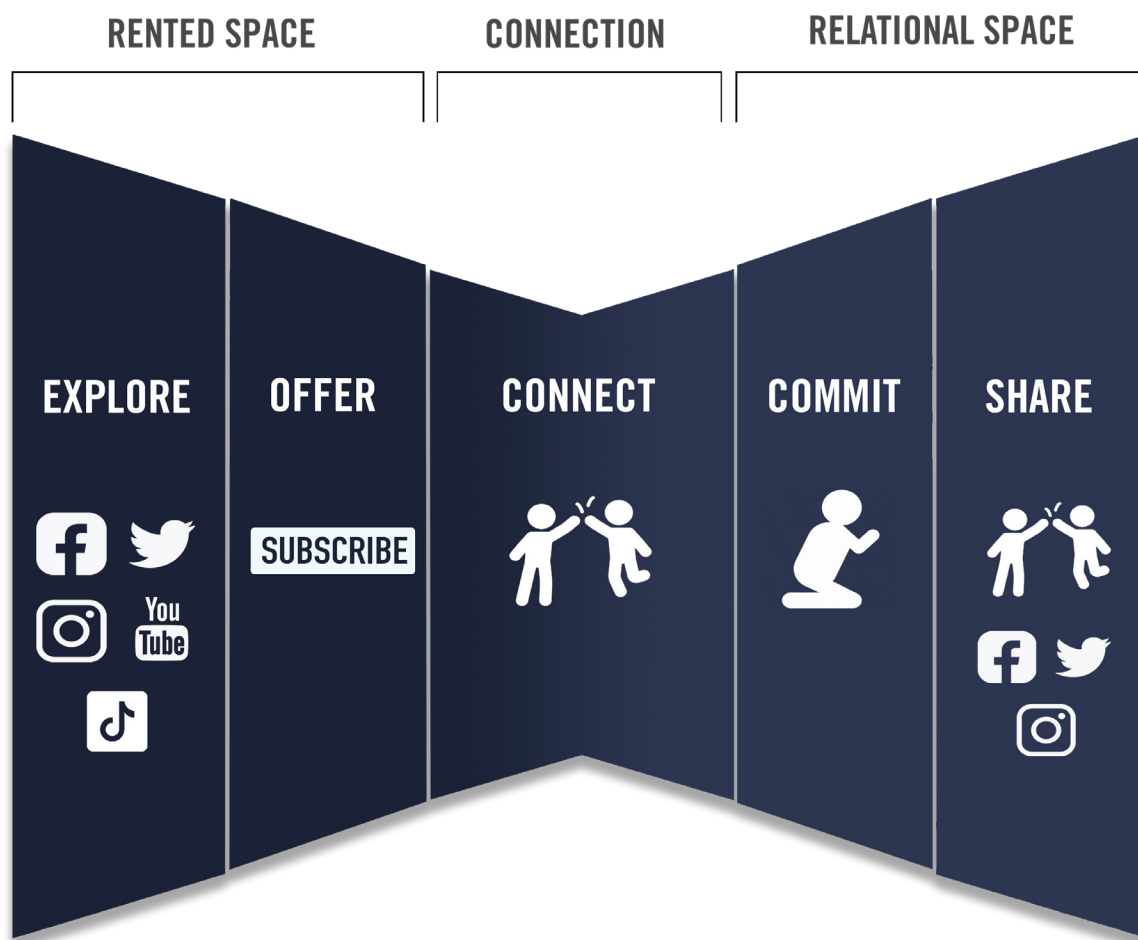
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In Session 7 of The Art of Reaching, Carey introduces you to the Digital Engagement Funnel, and talks about the difference between rented space, connection, and relational space. Remember, the goal of digital content isn't consumption, it's connection and community. Lead magnets are an effective way to make a connection and move one step closer to community.

In this resource, you'll get some practical examples of "offers" that move people from rented space to true connection with your organization.



What goes into an offer? And how can you use it to reach more people?

First, let's define some terms:

Lead Magnet: A lead magnet is something of value that you offer in exchange for permission to reach out to people by email, phone, or even notifications from a church app. This is commonly referred to as “Permission Marketing” a term coined by marketing expert, Seth Godin.

In the Digital Engagement Funnel, a lead magnet one type of offer you can use to transition someone out of rented space and into connection.

What should your online lead magnets look like? Lead magnets come in different forms, but there are three key characteristics that every lead magnet should have:

- Solves a specific, real problem
- High value
- Provides a ‘win’

In addition, many lead magnets are instantly accessible and quick to consume. On careynieuwhof.com we use...

- Cheat Sheets
- Calendar Templates
- Training Videos
- Downloadable PDFs
- Free Events
- Assessments
- Giveaways

Permission Marketing: “Permission marketing is the privilege (not the right) of delivering anticipated, personal and relevant messages to people who actually want to get them.”
- Seth Godin

Your church likely does quite a bit of permission marketing for your in-person services.

- You collect addresses to send physical mail to people (e.g. birthday cards).
- You might have an in-person lead magnet where you offer first-time guests a gift in exchange for completing a connection card.

To connect with more people online, you can utilize permission marketing by offering lead magnets.

How do you build a lead magnet?

1. Decide who you want to help and how you're going to help them.

Make sure you're specific with the 'who' and the 'how'. Here are a few examples:

- New people watching your church online who aren't sure how to get more involved
- Those in your community struggling with a particular issue (marriage, financial issues, etc.)
- Young families looking for a safe, clean, and fun event

2. Determine where your audience 'hangs out' online and how you'll promote your offer to them.

If you're looking to connect with people who are watching your services online, you can simply 'call attention' to your offer there.

- Social media (followers, explore feeds, etc.)
- Asking your current members to share your offer
- Paid digital ads (Facebook, Instagram, Google Ads, etc.)

3. Develop your promotional materials, a landing page and the delivery process.

For promotional materials you'll likely need to create an eye-catching graphic and write some copy (text to encourage action) to accompany it.

Next is your landing page. A landing page is a standalone page on your website that has the sole purpose of highlighting your lead magnet.

A great landing page will have the following:

- Copy that identifies the audience's felt-need
- A clear promise of what your offer is
- One clear call-to-action (e.g. download now)
- A submission form where you'll obtain permission to contact them

Typically, lead magnets are delivered through email service providers (like Mailchimp or Convertkit), however other possibilities are SMS, a phone call, or even physical mail. However your lead magnet will be delivered, make sure you collect the necessary information in the submission form on your landing page.

4. Publish your landing page and start promoting it.

Now that everything is ready, it's time to start helping and connecting with people - it's time to go live!

There are two key metrics you can keep an eye on to see how your lead magnet is performing.

First is the number of people who have viewed your landing page. If you think the number of views on your landing page is low, take a second look at how you're promoting it:

- What other channels can you use to promote it?
- Are you promoting it in the right places to reach your desired audience?

Second is the number of people who are opting in to your offer. If people are viewing your landing page but not opting in, revisit the key components in Step 3.

5. Follow up with the people who opt-in.

After delivering your lead magnet follow up with people in whatever way they gave you permission to. It could be a next step they can take, other helpful resources your church offers, an upcoming sermon series or even a personal connection with a staff member. Whenever possible, explore why certain people are engaging and why others aren't to help you optimize your promotions, landing pages and offers.

Here are some ideas...

1. Ask people to fill out a digital connect card and offer to mail (or hand-deliver) the gift you would normally give them as a first-time guest.
 - This should increase the number of people that actually fill out the connection card.
2. An old sermon series you can send out via email.
 - Deliver one sermon a week via an email automation. This is a great way to re-purpose some of your best content.
3. Invite people in your community to a free event and set up registration on your website.
 - When people sign up for the event have a pastor (or staff member) reach out to make a connection

Tip to Get Started

Try swapping out “Join Our Newsletter” for a lead magnet.