



How A Simple Squeeze Page Resulted In Getting 1,000+ Leads With A 70% Conversion Rate

THE CASE STUDY

Back in 2021, John Doe, owner of internet marketing website Optimizer, made a case study on how providing value to your customers can help you grow your marketing list by as much as 2,000% with a 70% conversion rate.

How did he do it? Simple. By giving value to people.

When John Doe started his internet marketing website, he had very few organic visitors. Even though he wrote good content about internet marketing techniques, his blog was cluttered and disorganized.

Then an idea came into his mind. What if he compiled all of his internet marketing tips in one eBook and offered it as a free download on his website? Will users share the link to his website and squeeze page with their friends using social media accounts? And will his visitors be comfortable signing up using their email addresses for more similar content?

Cover Page

THE TEST

John proceeded to create a squeeze page that is optimized to entice readers to download his PDF eBook. The offer on the squeeze page was a free eBook in exchange for one public Tweet on Facebook, shared from the audience.

Instead of asking for emails, John asked his audience to reward the content creator by sharing his internet marketing website. Because people are more likely to be influenced by peers, if they give out their email addresses, John concluded that they would be willing to engage more if they just needed to do a simple tweet or share in exchange for his free eBook.

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THE RESULTS

50
Pre-Campaign
Followers

1,000
New Leads

70%
Conversion Rate

The results were shocking and impressive. From an initial sign-up of 50 people before starting the squeeze page, John was able to get 1,000 new leads after giving out a free eBook. The results were clear.

People respond amazingly when given valuable content or information, as long as they don't feel the need to provide their personal information in exchange for it. In this case, it means that they truly appreciate the value of what you have given, which means that they will be willing to engage with you after having value to what you offer.

Within one month, John's campaign was able to:

- Grow the number of subscribers on his website by 2,000%
- Grow the conversion rate to 70%
- Get a 70% conversion rate by offering a free eBook in exchange for a public tweet
- Increase the number of leads by 20x

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“Before offering a free eBook on my website, I only had around 50 people on my list. After doing this case study, I was able to acquire 1,000+ new leads in just a month.

“This is a nod to my initial impression that people are willing to reciprocate back when given the opportunity, as long as they don't feel forced to do something they are not comfortable with, such as giving out their email addresses.”

John Doe
Internet Marketing Optimizer

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CONCLUSION

This case study showed that to build trust, loyalty and engagement with your followers, you must give them something valuable first. The behavior of consumers and customers in the online space reciprocates the value given to them by companies and organizations that they choose to support.

By giving value in a free and easy marketing eBook and not asking for a share of a Tweet, John was able to gain the trust of his audience. This resulted in a "word of mouth" marketing campaign that gained him 1,000 new subscribers by offering a free eBook in exchange for a public tweet.

Need assistance reaching your own online traffic goals?
Get in touch! Send an email to hello@smartadmarketing.com

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