



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 with a social media marketing gesture. Because people are more likely to be motivated by team 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

1,000

Post-Campaign

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:

- Engage and motivate his audience to share on social media
- Grow his list by 2,000% in 30 days
- Get a 70% conversion rate on his squeeze page
- Increase engagement on his content on social media

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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, teach, and 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 one easy marketing tip, rather than a share or 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 on his squeeze page.

Need assistance reaching your own online traffic goals?

Get in touch! Send an email to hello@smartadmarketing.com

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Prepping For Weight Loss Case Study Examples For Creators And Bloggers

Jane Clemen, Bobbi Schell, Dianna Kirkwood, Daniel Myerson



Prepping For Weight Loss Case Study Examples For Creators And Bloggers:

Best Life, 2008-04 Best Life magazine empowers men to continually improve their physical emotional and financial well being to better enjoy the most rewarding years of their life *The Town that Lost a Ton* Jane Clemen, Bobbi Schell, Dianna Kirkwood, Daniel Myerson, 2002 Fight the Fat is an innovative program oriented way for friends co workers or family to support each other and lose weight The authors show readers how with a weekly workbook recipes self empowerment exercises and antistress techniques

Reviewing **Prepping For Weight Loss Case Study Examples For Creators And Bloggers**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is actually astonishing. Within the pages of "**Prepping For Weight Loss Case Study Examples For Creators And Bloggers**," an enthralling opus penned by a very acclaimed wordsmith, readers embark on an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve in to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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