

Promoting Your Freebie – 10 Day Blitz Campaign

Okay, you have a great freebie, based on your market research and what you know people are struggling with. You've come up with a great value-add solution that you know people need. Could be a challenge, an e-course, a webinar, a PDF downloadable, etc. Now you need to get it in front of people, especially new eyes, and generate email leads. Here's how I suggest promoting it.

3-Part System:

- 1) Passive marketing
- 2) Active marketing
- 3) Paid marketing

Over the course of 10 days, you promote your lead magnet like it was a for-pay product. The only difference is that you might just send it out to your current email subscribers instead of soliciting them to buy a product. Besides, they are already on your list. The only caveat to this is if you are setting up a separate email list to deliver the freebie, like an e-course or webinar or challenge, on which they need to be separately added. You will email your main newsletter list and ask them to join the course/webinar/challenge, etc., over on THIS list.

The rest is done via social.

What you need:

- The freebie created/planned/outlined
How the freebie will be delivered
- A landing page to send people to, to sign up (use Leadpages or create a separate page on your WP site) More on this below. Be sure the URL is easy-ish to remember
- A thank you page they get re-routed to after they sign up that gives them additional directions on what's happening next (also you will put your FB ad conversion pixel on this page)
- An image for the promotion, or a series of similar "branded" images that can make the campaign feel cohesive
- 1-2 hashtags that can be used to make the campaign feel cohesive
- A Facebook Ads account
- 3 blog posts - can be older ones that got a lot of organic traction in the past, or newer sticky posts
- If the freebie is a course or challenge, the start/end dates to create urgency
- A signature "description" for the freebie – no more than 300 words with the URL to sign up, plus some social proof and the "why" behind why people need this (more below)

Passive Marketing:

- These are your posts whose entire point is the freebie.
- This will be your FB cover photo that you will change out and leave up the entire 10 days
- This will be your square/pinned post at the top of your FB page that you leave up the entire 10 days
- This will be the CTAs at the bottom (and often at the top and within post) of your blogs that you will re-share or write for the promo to be shared on social media – these are asks to join/enroll/download w/ URL
- This will be the URL you change out on your IG profile to send people to the landing page
- *This will also be direct asks – not story/strategy-based value-adds, but straight up asks to join that you will posts 2-3 times throughout the 10 days. The point of the post is the freebie, they could not be standalone posts.
- These most likely will have a little bit of written content on them, but not so much that the person has to work hard to see what the heck it is, OR they feel like they are being “sold” right away, so they pass right over it. Although, I have been experimenting with great photos with zero words on them, with just a compelling description and CTA and they have been working well. Make sure that the photo is new or eye-catching! People are scrolling, scrolling, scrolling, so it needs to pop! I will often even set up a little photo shoot if I know I am going to be promoting a freebie and then tangential product offering so that things feel fresh, new and cohesive.

Active Marketing

- Also called **Companion Content**, and these are posts that are educational or story-telling in nature, and the CTA is a related add-in at the end.
- This is where you 1) relate and 2) show your competency = trust soup.
- The point of these posts is that **they offer standalone value**. Whether the CTA was there or not, the post would make sense and people would leave having learned something or related to something. However, the content always relates back somewhat to the freebie content.
- THIS IS ONE HUGE OVERLOOKED PART OF THE MARKETING PROCESS. Most people don’t take advantage of these **great value-add pieces to “win over” people FIRST**, then ask them to join/get/enroll in the freebie. Remember, whether someone enrolls or not, they should feel taken care of every step of the marketing process and leave better off.
- These can be **longer social media shares for Facebook, IG, Pinterest**, etc.
- Or they can be **shorter streams on IG stories, Snapchat and Twitter (tweetathons)**.
- **Facebook LIVE** streaming videos are a huge opportunity for Companion Content!
 - *Use the LIVE to get people excited to learn more (in the freebie):* Get on live and talk or show part of your freebie. Give great value, teach. Exert both empathy and authority.

- *Titles and prep:* To make your titles enticing so that people scrolling through the newsfeed will take note, and have a plan. Things like “4 Ways to X” or “3 Mistakes People Are Making About Y,” etc. The longer the better on these (upwards of 40 mins!).
- *Expand on your blog content:* If you wrote a blog that week, you can also talk out the points in the blog (CTA is in the blog already) and then send people to either the blog or your landing page from there.
- *Compelling CTA:* You will speak the CTA in the video, and then also edit the video after the LIVE is over (and will remain posted on your page) with the URL to join, plus some short compelling copy to accompany it (Why should they care? What’s the struggle? Etc.)
- *Be you:* It doesn’t have to be super professional. The nature of live streaming is that it can be gritty and real and as if they are hanging out with you in your living room. It’s about the connection and allowing for them to see you animate, relate and learn something.
- *Frequency:* When you are promoting a freebie, I would do FB LIVE at least every other day – 5 total throughout the 10 days. You will want to try to give people a heads up for when you will be on, and also before you get off the LIVE, tell them the next time you’ll be on, and what exactly you’ll be talking about.
- Active marketing should be **happening daily** throughout the 10 days:
 - Blog shares with hashtag, plus CTA 3x in blog
 - Photos, videos, text-only posts, LIVEs with CTA or just hashtag (see schedule below for suggested timing) on social
 - Relevant content 85% of the time, last 15% can be off-topic if you want.

Paid Marketing

FB ads: I recommend doing an ad for your freebie at \$5/day if possible. Check the FB tutorials in the portal for exact steps. You’ll need a FB ads account from your business page. If it makes sense you can also make the ad go to IG too.

FB ad to a landing page, you will need:

- A landing page to send people to (URL for the ad) – Leadpage or site on your WP site
- Thank you page to add the FB Conversion Pixel code on (Leadpages has a spot to place it, or if your TY page is on your WP site, you install the Facebook Conversion Pixel plugin, and then add code on the exact page in editor)
- Either an image OR a video for your ad – I recommend at this point an image without any text, but something that is eye catching, so that when people are scrolling, scrolling, scrolling, they have that “what’s that?” response. You can use one of your own (if it’s great quality or curiosity-piquing) or a stock image.
 - For video, gritty is fine, you don’t have to put so much production value into it, especially since you will be tweaking based on conversion numbers.

- But you have about 3 seconds to capture their attention (remember, this is cold traffic, they don't know you!). Start with something fun/funny/curiosity-piquing.
- You'll need a catchy headline telling people exactly what it is
- A short 140-character description that goes below the headline, this should expand on the value/desired outcomes
- A "pre-frame" for the post. Shorter/pithier is better here. Be sure to have the most important attention-getters and compelling argument for why this thing needs to exist (what's the problem?) BEFORE the "See More" prompt. Hook them fast and short.

FB ad to a great blog:

You can ALSO (optional) do a FB ad for a super sticky BLOG that has gotten organic traction in the past OR you know will crush. There will be at least 3 compelling CTAs within the blog to the freebie. So in the ad, instead of sending them to the freebie landing page URL, you will send them to the blog URL with a great pre-frame for why this blog is useful/needed/solves a problem. You can even frame it up using social proof: "This is my most popular blog ever," or "This blog has been getting a ton of traction," or "I've received more emails about this blog than any other one," or "I normally don't write posts like this," etc. These are subtle prompts to click. Craft a statement that's *true*, though, even if you have to tame the sensational-ness of it.

Assembling Your Landing Page

Can be on a Leadpage:

Create Your Landing Page (sign-up page)

■ [Leadpages.net](https://leadpages.net) or on your own [WordPress](https://wordpress.org) site:



Mindset, Body, and Business

Or on your own Wordpress site:

Create Your Landing Page (sign-up page)

■ [Leadpages.net](#) or on your own [Wordpress site](#):

JOIN THE #FITBLISSCHALLENGE

Do you think you can complete 18 short workouts in 21 days to make exercising a habit?

Join the FREE 21 Day #FITBLISSCHALLENGE to get consistent with your workouts and back on track for the fall.

Add your name and email below to join the FREE 21 Day #FITBLISSCHALLENGE!

Name:

Email:

[SIGN UP NOW](#)

We respect your email

KIM SCHAPER

ABOUT KIM WORK WITH ME BLOG

A free 2 week workout challenge: June 13th-26th

What is it?
After my wedding I've lost some of my mojo and I've been a weeee bit slack in my workouts. So, as an effort to get myself back on track and create some excitement with my workouts, I created this 2 week workout challenge and I would love for you to join me!

How do you get started?
Go ahead and [sign up here](#) and then you will get FREE from me:

- 2 weeks of free workouts delivered right to your inbox
- each day you will get an email from me with the exact workout for the day (14 days straight including the weekend) including a video plus a written form of the routine
- all workouts are 20 minutes and intense
- some of the workouts will be from home and others will be from the gym

Prizes and requirements?

- this challenge is through Facebook where I will be looking for your effort and participation throughout.
- the hashtag for this challenge is **#leanin14**, which should be included in every **post-workout selfie you show on FB**. I also want you to tag me personally so I can see your efforts otherwise it doesn't count.
- you will also need to **# the workouts so #1, #2, all the way to #14** if you're looking for the final prize
- **whomever posts the most will be eligible for 2 FREE custom online workouts from me + a FREE food journal assessment (all valued at over \$200)**
- note: you have to use my workouts in order to be entered for the prizes above so I ask you give a quick description of what you did, how you felt after this workout and post it up to my email

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What you need:

Create A Killer Landing Page

■ What You Need:

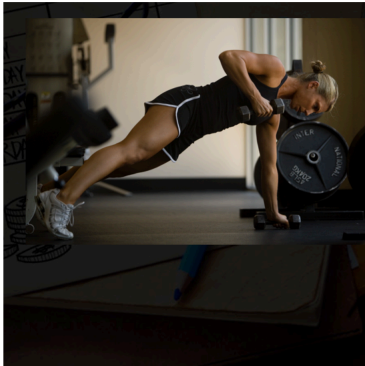
1. Clearly state what it is exactly: "30-Day Exercise Consistency Challenge: Complete Twenty 20-min Workouts in August"
2. State the problem – what exact problem is this going to solve?
3. What are the key words and phrases that women are using? Tell me why this needs to exist
4. Clearly state what is included – what they "get" and/or will learn
5. Clear directions on what happens next: "Upon free registration, you will receive an email from me with XYZ..."
6. The DETAILS and deadlines/prompts: dates it's open, if spots limited, fee (FREE), prizes (if applicable), etc.
7. Use a hashtag to make it feel sticky!
8. Paragraph about who you are and your philosophy (+ photo)
9. 1-3 Sign-ups on the page
10. One more time: what you are guaranteeing!

Mindset, Body, and Business

Example:

Create A Killer Landing Page

- Example: #20x20Challenge page - <http://jillfit.leadpages.co/20x20challenge/>



Think you can complete 20 intense workouts in the 31 days of August?


Join the 2nd annual JillFit #20x20Challenge! It's a FREE Workout Consistency Challenge

Join Now >>

Your Information is 100% Secure and Will Never Be Shared With Anyone

Here's how the #20x20Challenge works:

- The name of the game is consistency and accountability! The reason we started this in 2015 was because coming off the summer months can feel



An exercise to put together the pieces on your own:

Create A Killer Landing Page: Exercise

- Start with the freebie – name and solution it's providing
- Clearly state what it is exactly
- State the problem – what exact problem is this going to solve?
- What are the key words and phrases that women are using? Tell me why this needs to exist
- Clearly state what is included – what they “get” and/or will learn
- Clear directions on what happens next: “Upon free registration, you will receive an email from me with XYZ...”
- The DETAILS and deadlines/prompts: dates it's open, if spots limited, fee (FREE), prizes (if applicable), etc.
- Use a hashtag to make it feel sticky!
- Paragraph about who you are and your philosophy (+ photo)

Mindset, Body, and Business

Suggested 10-Day Blueprint:

Day 1:

- FB Ad goes live
- Do a FB LIVE
- Cover photo/pinned post changed out (share to personal page)
- Change URL on FB page
- Passive marketing post on IG/change URL in profile
- Using hashtag on all platforms
- Email out to current subscribers offering them access, ask them to share with a friend (send to landing page)

Day 2:

- Companion content on all social media channels with URL to landing page
- Blog post with CTAs within blog (old edited or brand new)

Day 3:

- Do a FB LIVE
- Companion content on all channels with hashtag (don't have to share URL)

Day 4:

- Companion content on all channels with reference to URL to landing page

Day 5:

- Do a FB LIVE
- Blog post with CTAs within blog (old edited or brand new)

Day 6:

- Value-add email to your list, plus a reminder about freebie (plus, "It would be a huge favor to me if you'd share this with one person you think would be interested and could use it. Send there [HERE](#) (landing page URL)")
- Companion content on all channels with URL to landing page

Day 7:

- Do a FB LIVE
- Companion content on all channels with hashtag, try leveraging social proof at this time (how many have already signed up? Are you getting emails about it, etc?)

Day 8:

- Blog post with CTAs within blog (old edited or brand new)
- Companion content with hashtag

Day 9:

- Do a FB LIVE
- Companion content with URL to landing page with last chance to add/get is tomorrow. Exclusivity/urgency language

Day 10:

- Send a value-add email to your list with a reminder about the freebie with scarcity language about deadlines, etc.
- Companion content with URL to landing page with last chance to add/get is today.
 - Exclusivity/urgency language
 - Some teasers about what the people who have already signed up are getting
 - Maybe share a piece of the freebie somehow, e.g. “Day #4 of the e-course includes my signature label-reading tool to help you navigate any food with a label on it, to maximize fat loss and minimize negative hormonal effects. Etc etc. why they should care... etc.”
- Optional FB LIVE
- FB Ad ends

Freebie begins/challenge starts/webinar happens.

Miscellaneous:

- Ask people to share with their friends and family – genuine asks or “it would be a huge favor to me if ...” tend to work well
- Ask people to tag their friends in your post if you know it’s something where accountability would be beneficial
- *Social proof*: as more people join, make sure to be creating a “everyone’s doing it” vibe, tell me how excited you are, or how hard you’ve been working on it, etc.
- Yes, this is a lot of work, but you are bringing in not only new leads, but HOT leads for a potential up-sell at the end of consumption
- Refer back to your BOY portal tutorials on how to transition into sell from freebie, how to create your freebie and how to build your product or service ;)