

# 5 Targeted Lead Magnet Ideas

*This is an extra resource to go along with the original article:*

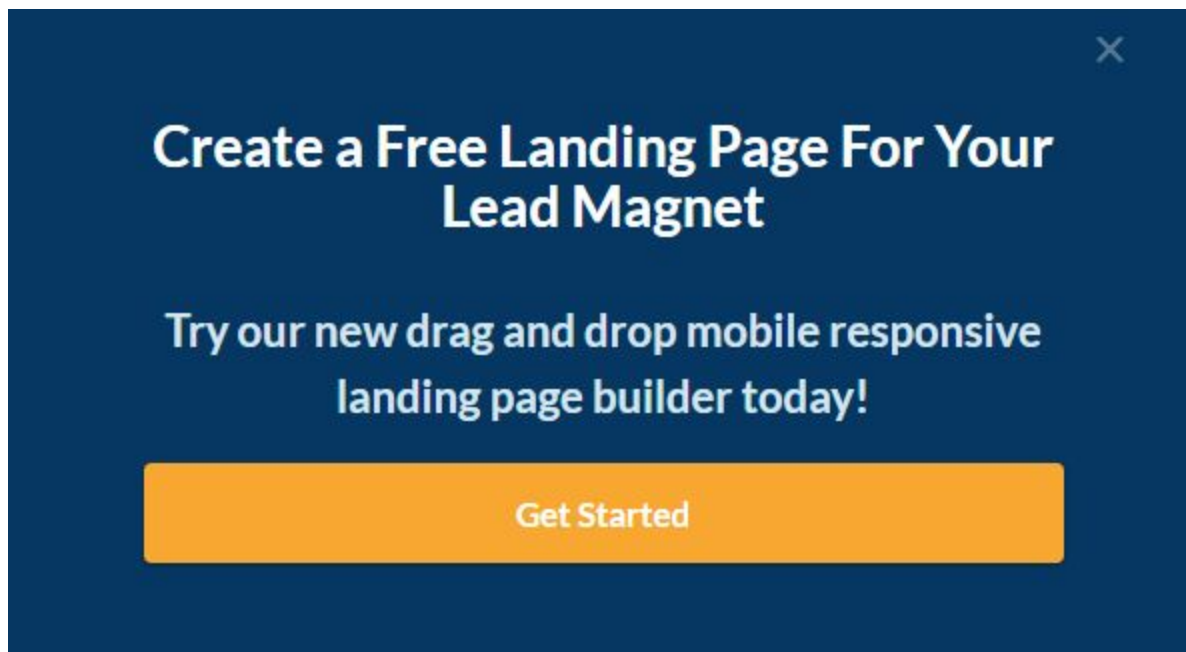
[4 Tips To Build Your Email List Quality](#)

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Well-targeted lead magnets are a great way to develop a quality email list. Here are a few ideas...

## #1. Create Content-Based Lead Magnets

If someone is already reading a piece of your content on a certain topic, you already have a fair idea that they're interested. In this example from Wishpond, an article on lead magnets brings up an offer to create a free landing page.



## #2. Quizzes

A cool advantage of using quizzes is that you can use the results to segment your audience and put them on different tracks depending on what they got. The example below is from the quiz software [Interact](#).



YOU GOT 8 OUT OF 15 CORRECT

## Know-it-all

Wow, you killed this quiz! You know all you're going to know short of sitting down and reading way too many books for your own good. The the people around you probably think you're full of facts. Own It!

SHARE YOUR RESULTS



ANSWER KEY

1	Which country established the first central bank? Your Answer: Sweden	✓
2	When did the first financial bubble burst? Your Answer: 1636	✓
3	Who wrote the first book advocating free trade on the seas? Your Answer: Adam Smith	✓




### #3. Coupons or Discount Codes

Coupons and discount codes help you to be targeted because you know that only people who are interested in your product or service will find them useful. Here's an example from Fabletics, but you could also use something like a coupon code they receive by email and redeem at checkout.

*Get Fit For  
Summer*

# SALE



NEW VIP MEMBER EXCLUSIVE

FIRST OUTFIT **\$15**  
+FREE SHIPPING\*

**GET STARTED ▶**

#### #4. Reports

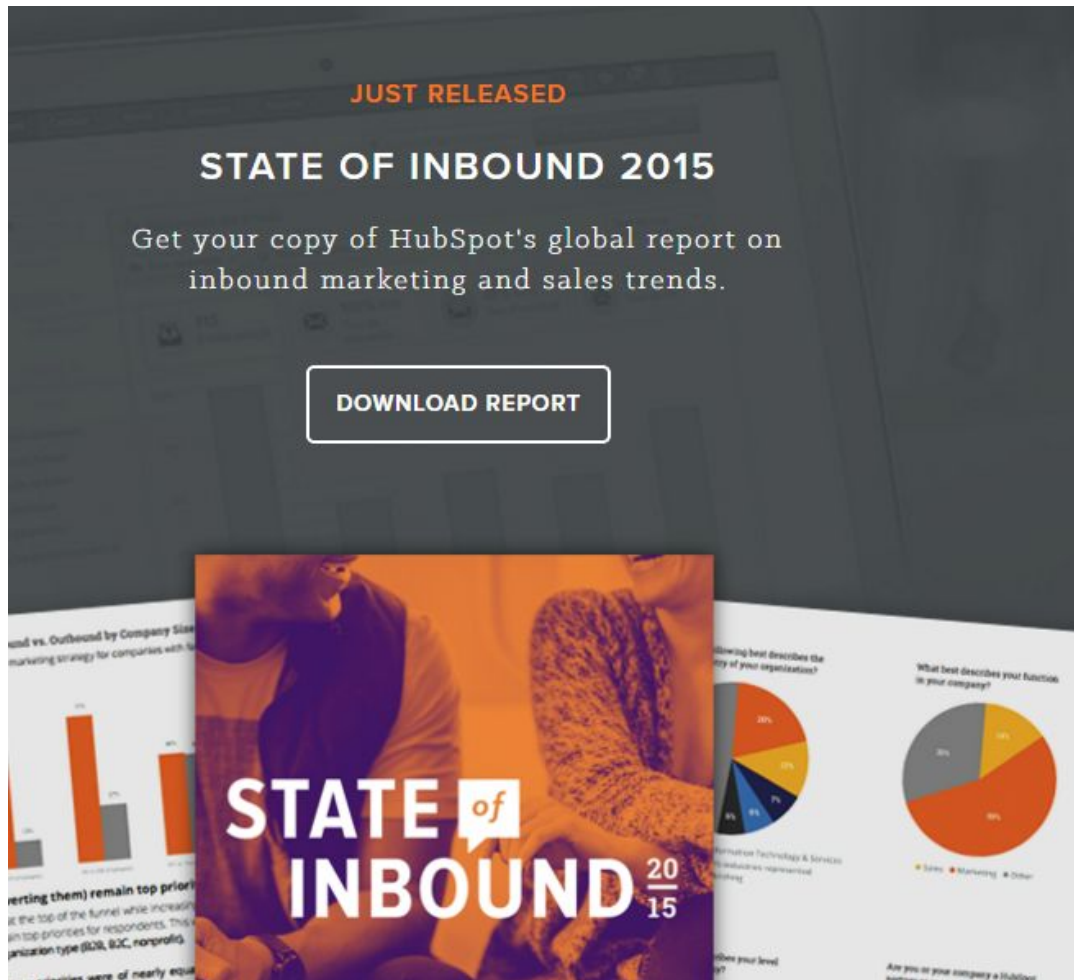
If you can present vital research or industry information in an interesting way, you're bound to attract some good quality subscriptions. People don't want to read reports unless they're interested, so create something of value to your target audience.

**JUST RELEASED**

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## #5. Email Course

An email course which helps your target market with a key pain point they deal with is a great way to build quality leads. Again, this is the kind of lead magnet that only someone who has a vital interest in the subject will want.

## Content Marketing on Autopilot



An email course for founders on how to get an ROI from content marketing without letting the content treadmill burn out you or your team.

**SEND IT MY WAY!**