

Content Upgrades That Convert

With Kasey Luck and Elna Cain

Who is Elna Cain?



- Runs TwinsMommy and Elna Cain
- Is a freelance writer for OptinMonster, Blogging Wizard and a contributor to Huffington Post
- Started blogging in August 2014
- Grew her email list to over 1,000 subscribers for her newest blog in only four months
- Loves email marketing
- Grew email list with content upgrades and webinars

Who is Kasey Luck?



- Runs Bold & Zesty (BoldAndZesty.com)
- Previously worked at 500 Startups
- Grew email list by 25,000+ subs in a year
- Loves email marketing
- Grows email list with a combination of content upgrades & strategic guest blogging



Get in touch:

- BoldAndZesty.com
- TwinsMommy.com

Twins Mommy

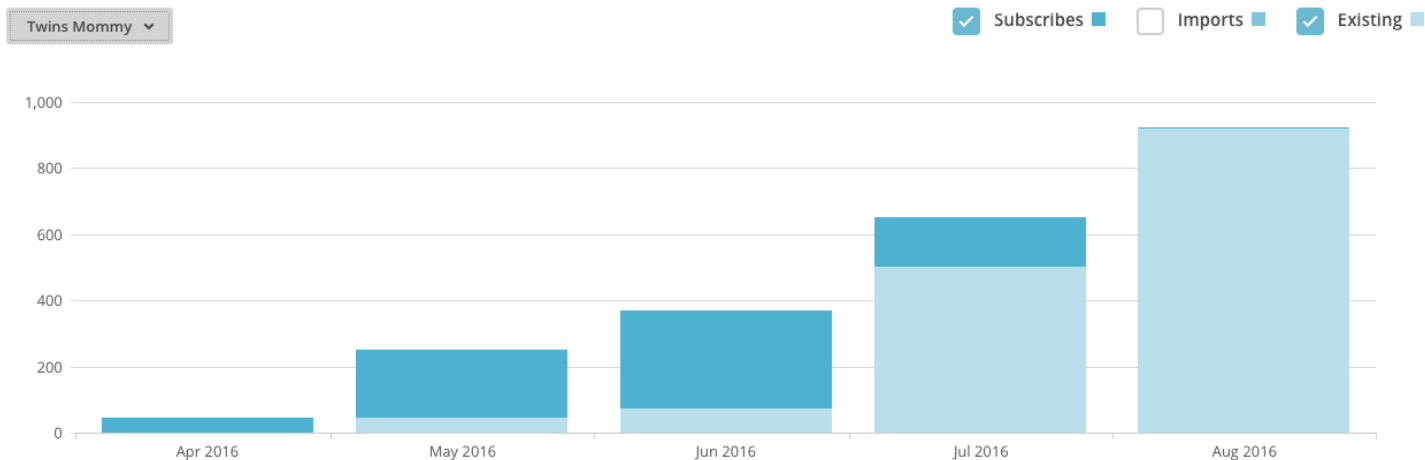
April 2016

no subscribers























July 2016

920 subscribers



Twins Mommy

All because of content upgrades on my blog posts

<input type="checkbox"/>	TM CU Quickest way to make money tmcuquickestwaytomakemoney	65	48	73.85%	 Edit 			
<input type="checkbox"/>	TM CU Perfect pin guide tmcuperfectpinguide	107	76	71.03%	 Edit 			
<input type="checkbox"/>	TM CU Declutter home business checklist tmcudeclutterhomebusinesschecklist	83	50	60.24%	 Edit 			
<input type="checkbox"/>	TM CU Rockin ways to promote affiliates tmcurockinwaystopromoteaffiliates	44	33	75.00%	 Edit 			

QUESTION FOR YOU:

**Have you created
content upgrades
before?**

*If YES, were they effective for growing
your email list?*



Freebie vs. Content Upgrade vs. Lead Magnet

Freebie = a resource you give away in exchange for an email address

Freebie = lead magnet

Content upgrade = freebie = lead magnet
that is specific to a blog post.

Content Upgrades Are Awesome

1

Grow your email list *naturally*,
without annoying features like pop-ups
and welcome gates

Content Upgrades Are Awesome

2

Grow your email list *effectively*:
content upgrades have higher conversion rates than any other type of opt-in freebie

Content Upgrades Are Awesome

3

Segment your list later based on topics subscribers are interested in, and deliver super-relevant info in emails

Content Upgrades Are Awesome

4

Help gauge interest when you select **topics for your products**

CASE STUDY



Mariah Coz
Femtrepreneur

- Went from <50 to 600 email subscribers in one month by implementing content upgrades.
 - 2-5 subscribers per day *before* content upgrades
 - 25-45 subscribers per day *with* content upgrades

How To Use
Content Upgrades
**To Convert Readers Into
Email Subscribers In 2016?**

The Three Phases Of Effective Content Upgrades

3 PHASES:

CREATION



BUILDING UP EXPECTATION



DELIVERY

Choose the format

What stands out:

- **VIDEO**
 - Tutorial
 - Q&A
- **TIME WITH YOU**
 - One person selection
 - Group session on Blab
- **FAT BONUS**
 - A combination of a few types

Formats that stand out — examples

FAT BONUS

To help you with that, I prepared a special bonus. It includes a few key resources for taking your email marketing to the next level:

- A list of 15 lead magnet ideas to help you grow your email list faster;
- 7 smart ways you can segment your list to keep it healthy and engaged;
- A video tutorial on how to delete inactive subscribers from your email list (to keep your open rates high).

To get access to the bonuses, [sign up here](#) (it's completely free).

Your Bonuses...

Hey, thanks again for signing up! Here are your bonuses:

Bonus #1. List of 15 lead magnet ideas. [Click to download PDF.](#)

Bonus #2. 7 smart ways you can segment your list. [Click to download PDF.](#)

Bonus #3. How to delete inactive subscribers from your email list. Watch below:

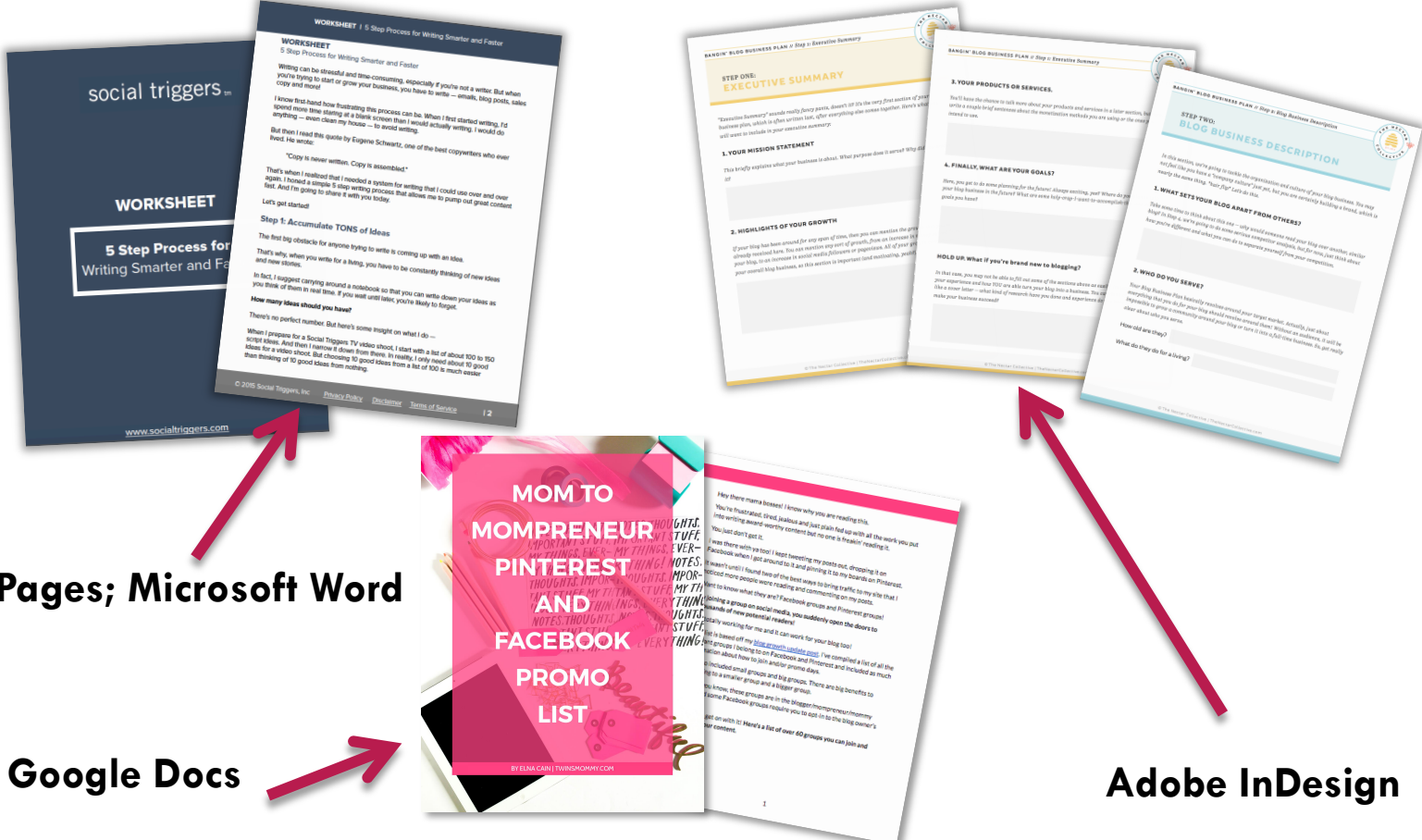


Choose the software

For PDF files:

- **Adobe InDesign**
- **Pages**
- **Microsoft Word**
- **Google Docs**
- **Canva** (for short documents, 1-2 pages)
- **PDFescape** (www.pdfescape.com) - make PDFs fillable

Examples of PDF-based content upgrades



Pages; Microsoft Word

Google Docs

Adobe InDesign

Choose the software

For video files:

- Record & Edit
 - Camtasia
 - QuickTime
- Host & Share
 - Wistia
 - VimeoPro
 - YouTube

You need to build **expectation** and **climax** into your blog post.

Treat your post as a pilot episode of a TV show. Your goal is to leave no option for the reader but to watch the next episode (i.e. get the content upgrade).

Let readers know there is a bonus at the end of the post.

- introduction
- middle of the post
- conclusion

Examples.

Introduction



Kasey Luck
Email Marketing @ Bold & Zesty



I've seen it many times over: marketers with small, but engaged and quality email lists do amazing things in terms of sales.

How?

They understand the difference between a cold email subscriber and a nurtured subscriber, and they apply strategies that turn the former into the latter.

If you want to build a healthy and engaged email list (i.e. high open rates and high click-through rates), you need to learn and apply the same strategies in your email marketing.

In this post, I'm going to show you list-nurturing strategies that can make a qualitative difference for your email list, but you should know up front: these are not quick'n'easy hack-tics. Nurturing email list takes time and effort, but it pays off in the end.

Hook #1

I also included a sweet bonus at the end of the article, so make sure to read all the way through.

H1

Very quickly: what's email nurturing

Email nurturing is simply consistently communicating with people who've trusted you with their email address, i.e. permission to visit their virtual home.

Examples.

Middle of the post

To give you more inspiration for creative opt-in freebies, I've included a list of 10 ideas for engaging non-ebook lead magnets in the bonus gift at the end of this article.

I signed up for Yesware **free 30-day trial**, installed it on my Gmail account, and created three Mail Merges (detailed video tutorial on how to do it is at the end of this post).

And you can make that chance even higher by creating content upgrades that are *irresistible* (like the one at the end of this article).

(Note: I've created a training video to show you how to do this. Be sure to **check it out** at the end of the post.)

Note: Pick up the free **bonuses** to go along with this Formula. They will give you a step-by-step guide to implement this strategy.

Conclusion

- Build up a climax that ends in the last paragraph
- Capitalize on it and transition into introducing the content upgrade.
- *Give the reader an opportunity to press the “NEXT EPISODE” button.*

Conclusion

3 parts:

- Conclusion + transition
- Introduce the content upgrade
- Clear call to action

Examples.

Conclusion

Need more help? Here are a few bonuses to guide you along

So, that's it. That's the plan I followed. I started Videofruit on April 30th, 2013 and quit my job on September, 8th of that year. And I did it by following this exact plan.

I want you to do the same thing.

conclusion + transition

So, I'm giving you several bonus resources to help.

- **First**, I've put together a list of 10 services that you can offer by using this method
- **Second**, I've included the exact email template I used to cold contact 10 different companies (and get their business)
- **Third**, one person reading this will get a one-on-one mentoring session with me. I'll personally help you make implement this plan.

Sound good?

introduce the content upgrade

To get all the goodness, **enter the bonus section by signing up here.**

clear call to action

Examples.

Conclusion

conclusion

transition + CU intro

clear CTA

Conclusion

To summarize, here are the insights you should be aware of to build a highly engaged and nurtured email list:

- Make subscribers feel special by giving them exclusive access to some of your content
- Give more than you ask for.
- Greet new subscribers with a strategic welcome email.
- Segment your list to deliver relevant information that increases engagement.
- Be personal in your automated email funnels.
- Find out how often you should email your list by testing it.
- Coordinate your email campaigns so that they feel like a continuous conversation.
- Promote your evergreen content to your subscribers.

To help you nurture your email list further, I created a **free bonus** that includes 15 lead magnet ideas, 7 smart ways you can segment your list, and a video tutorial for how to clean your email list.

Click below to download all the goodness.



About the author: Kasey Luck runs [Bold & Zesty](#), a free newsletter about email marketing & productivity. Previously she did marketing at the most active venture fund in the world, 500 Startups, where she grew email list by 25,000 subscribers in 1 year. [Download the the free bonus here.](#)

CTA Examples



How to avoid Promotions tab Checklist

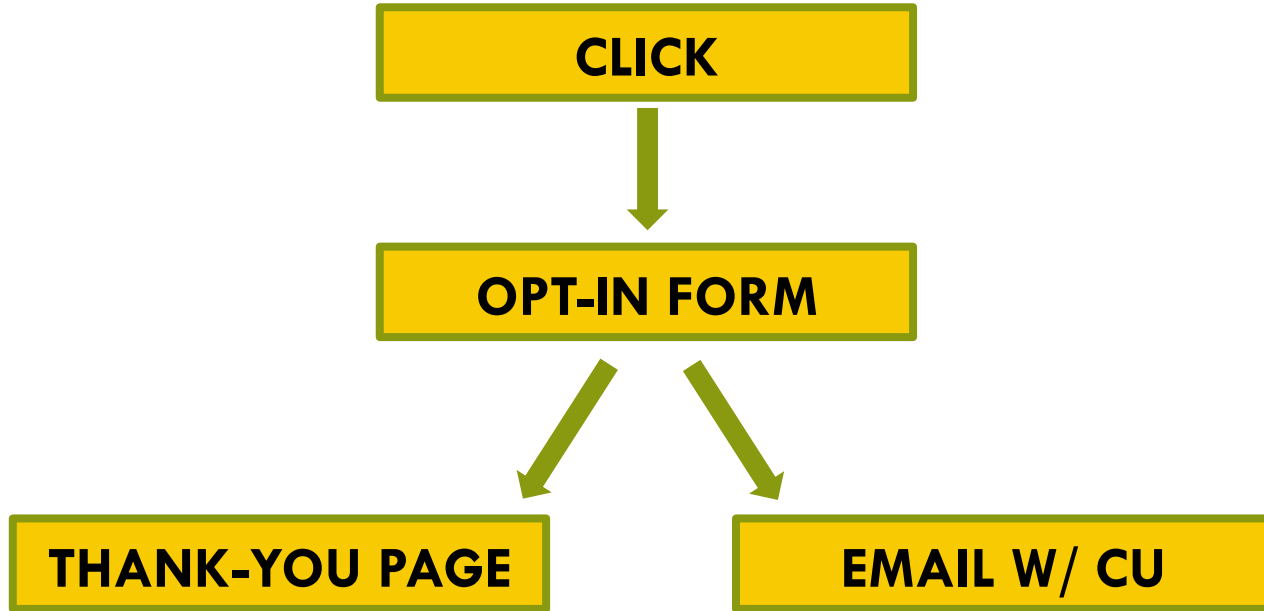
GET IT FREE

Bonus: [Download a free checklist](#) that will show you how to quickly leverage these strategies. Includes 2 bonus on-page SEO techniques not found in this post.

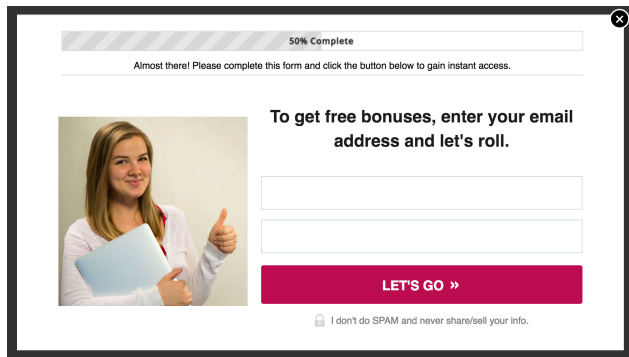
DELIVERY

- Collect email address
- Add it to your email list
- Deliver the content upgrade to the subscriber

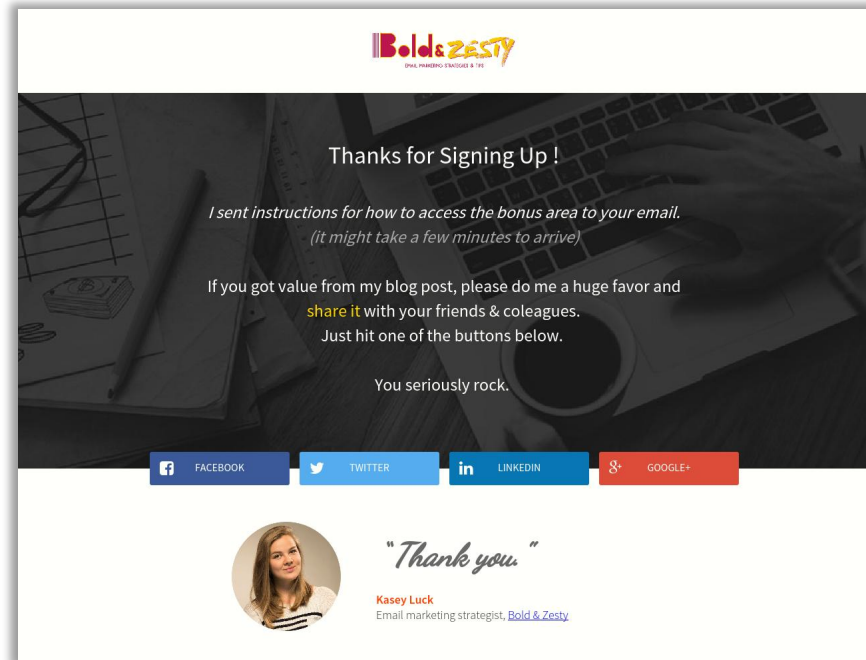
Content Upgrade Delivery Flow



LEADPAGES



Leadbox



Thank-you page

OTHER SOFTWARE

- Thrive Leads
- Content Upgrades Pro (has a free version)
- OptinMonster
- Magic Action Box (free WP plugin)
- SumoMe (Leads – in beta. Has a free version)

You delivered the content upgrade.

NOW WHAT?

DRIVE TRAFFIC

to posts with content upgrades



More eyeballs



More opt-ins

DRIVE TRAFFIC

- **Share on social media MULTIPLE times**
 - Increase the frequency of shares. Uses a scheduler.
- **Syndicate your content**
 - Medium, The Huffington Post, LinkedIn, Quora + more
- **Facebook ads**
- **SEO**

What content upgrades do for you:



- Grow your authority
- Improve granularity of your list
- Give a resource to re-use
- Grow your email list (and email list is your revenue potential)

TAKEAWAYS



- The potential of content upgrades to **transform your opt-in rates**
- How to **create content upgrades**
- How to **incorporate them in blog posts**
- How to **deliver content upgrades**

THANK YOU!

More content:

from Kasey: BoldAndZesty.com

from Elna: TwinsMommy.com