

# Top Ways to Promote Your Lead Gen Free Gift

By: Ginny Parsons

## Your Website:

1. Place the image of your gift “above the fold” on your website along with an opt-in button so it is one of the first things people see when they land there. The opt-in button goes directly to your opt-in page. [www.mediaspotlightmarketing.com](http://www.mediaspotlightmarketing.com)
2. Create a short website welcome video that invites visitors to get your free gift. Put the opt-in button right next to or underneath your video “above the fold” [www.differencemakersmedia.com](http://www.differencemakersmedia.com) page analysis
3. Exit pop: set up an exit pop that offers the gift before they leave the page. <https://mediaspotlightreport.com/>
4. Timed pop-up: Set up to pop up after someone has viewed the page for 20 seconds.
5. Add your gift to a resources or gift tab on the website.

## Articles or Blog Post:

1. Write an article about your work with case studies or client results. **Put a link to your gift at the end of your article.** Post the article in [www.medium.com](http://www.medium.com) for free. Post it on your website. Mention it in your newsletter. Offer it on social. Example: <https://mediaspotlightmarketing.com/blog/7-video-strategies-that-grow-your-business>

## Social Media:

1. Make a **2-Step post**: Map link: [https://mediaspotlightmarketingmaps.com/maps/NDE3MzA\\_c2VtPTE=](https://mediaspotlightmarketingmaps.com/maps/NDE3MzA_c2VtPTE=) Trained thru this step.
2. Create a new **profile header image** highlighting your Free Gift. Place opt-in link in the description. <https://www.facebook.com/virginia.parsons.370>
3. **Create a 24-hour Story** post about your new free gift to reach your existing followers. Post in both FB and IG. In Facebook Image stories play for five seconds and videos can last between one and 120 seconds. Instagram Stories are no more than 60 seconds.
4. Put your free gift link on your IG and Facebook bio.
5. Promote your new gift in Facebook Groups that allow it. (Join my Facebook group and post it on Fridays. <https://facebook.com/groups/inspirationalentrepreneurs> )

6. When you request to friend someone or when someone makes a friend request to you on Facebook, when you (or they) accept, write them in Facebook Messenger and thank them for friending you and give them a free gift link to show your appreciation.

**Email:**

1. Tell them about it in an email, always emphasizing “what’s in it for the reader”.
2. Add the free gift Link underneath your signature.
3. Ask reader to forward info on the gift to their friends who might benefit from it.

**Livestream:**

1. Do a livestream telling them about your gift, why you developed it. Who it is ideal for. Put the link to the gift in the first comment.

**Video:**

1. Create a short video ad that shares your slogan (What you stand for) and a few frames about the free gift along with a CTA to claim the gift.