



Ryan Deiss's Digital Marketer Lead Magnet Funnel

from Campaigns of the Titans



DIGITAL MARKETER

DigitalMarketer.com is a community where marketers, growth hackers, entrepreneurs and small business owners come to get ideas on:

- Driving More Traffic
- Increasing Conversion Rates
- Boosting Social Engagement

In a sea of marketing and business growth blogs, Digital Marketer is unique because it's owned and operated by real marketers who actually sell their own products and services online.

In other words, they aren't journalists or so-called "researchers"...

THE CAMPAIGN

Digital Marketer offers several lead magnets that drive prospects to a sale.

There's a process they take prospects through for each of their follow-up campaigns including a lead magnet, trip-wire, main offer and profit maximizer.

They use PlusThis to create expiring offers and countdown timers on some of their core offers.

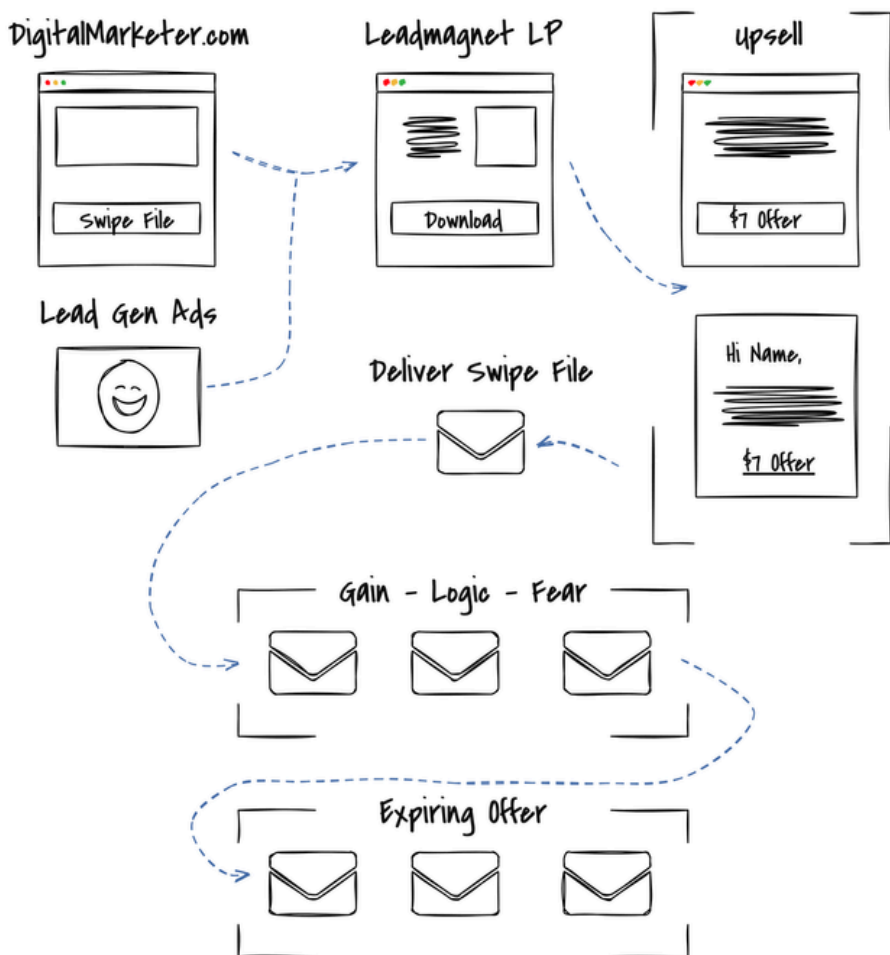
The campaign includes:

- Their complete process of converting a lead to a customer
- How they track their sales throughout the funnel
- Expiring offers and countdown timers for their core products.

This is a model that works really well for their business and their clients.

It's a model that anyone can adapt to their business and start seeing results quickly.

THE JOURNEY



THE JOURNEY

Someone starts their funnel by downloading one of their lead magnets.

They can do this on Facebook, their website, etc.



THE JOURNEY

Each lead magnet has a landing page similar to the one below.

DIGITALMARKETER +1 (512) 800-4363

FREE DOWNLOAD
The Ultimate Social Media Swipe File

"Copy & Paste" these 72 PROVEN headline formulas to get more clicks from Facebook, Twitter and your own blog...

- 13 "piggy-back" headlines that ethically align your message with trusted brands and authorities...
- 18 "threatening" headlines you can deploy in any market (be careful with these...)
- The absolute easiest headline formula to write...and 41 examples you can "copy and paste" plus...
- 3 simple hacks to optimize any headline in 12 seconds or less...

Where should we send your template?

First Name

Last Name

Email

Company

DOWNLOAD NOW

As an additional gift you'll also receive a subscription to our bi-weekly newsletter with exclusive offers, and helpful tips.
[View DigitalMarketer's Privacy Policy.](#)

"This is the exact same 'swipe file' the team at Digital Marketer uses every day to optimize all our social media posts and blog headlines. Download it and use them... they work!"

Russ Henneberry, Director of Editorial, DigitalMarketer

Get **INSTANT** Access To The Ultimate Social Media Swipe File
 (PLUS see the free tool we use to crank these posts out fast.)

DOWNLOAD THE ULTIMATE SOCIAL MEDIA SWIPE FILE >>

THE JOURNEY

Once someone opts in, they are taken to their "trip-wire" upsell.

A trip-wire is a low dollar offer that is typically a lighter version of the core offer.



+1 (512) 600-4363

Thank you, Your "Ultimate Social Media Swipe File" is on its way!
(Please allow 10-15 minutes for delivery)

IMPORTANT! If you do any kind of selling on Social Media, then you **NEED** to read this right now, because most people do this the **WRONG** way.

Read the letter below to find out how you can get access to our Social Selling System for just \$7...



INTRODUCING THE

SOCIAL SELLING SYSTEM

How To Leverage Facebook, Twitter, LinkedIn, Pinterest and More To Sell Your Products/ Services (without actually selling)...

"There must be a way to generate MEASURABLE sales and ROI from social media, right?"

Sound familiar?

After all, you know your company needs to "be social." These days it's no longer an option. Facebook and Twitter profiles are as essential in 2015 as the website was in 2005.

And so you do the right thing...

You setup Facebook profile...

...and a Twitter handle...

...and maybe even a YouTube channel...

...and, if you're a business professional, you're probably on LinkedIn, too...

...maybe even Instagram if you're uber-trendy.

But, let me ask you a question...

You see, **WE ACTUALLY DO THIS STUFF!**

Don't get me wrong, we've made our fair share of mistakes and stepped in plenty of you-know-what along the way, too.

That's why we're so careful to document **WHAT WORKS** into simple, easy-to-follow Execution Plans so that everyone on the Digital Marketer team can duplicate our results across all our client and portfolio sites...

In the past, these Execution Plans were for internal use only but now we're making a select few available to the public.

So now you don't have to go it alone!

Normally these Execution Plans sell for \$50 - \$100 each, but I want to make your life selling on Social Media easier...

...which is why I'm going to hand you our same exact Social Selling strategies...

...all for just \$7.

Yep, Just \$7

Literally, you can have one of those fancy coffees at Starbucks or:

You can become a life-saver at your company by being the person who finally creates a Social Selling strategy for your company... turning low and even negative ROI social activities into profitable selling channels.

You'll save time (and money) by learning how to properly sell through Social channels the **RIGHT WAY** the first time, so you can practically just set it and forget it...

And avoid potentially embarrassing "rookie" mistakes (including the big ones that the fake social media "gurus" tout as being "best practices").

The choice is yours. If you want to get started, click the "Add To Cart" button and finally learn how to execute your Social Selling strategy the right way, allowing you to finally start getting a return on your social media time investment.

Get The Social Selling System For just \$7 >>

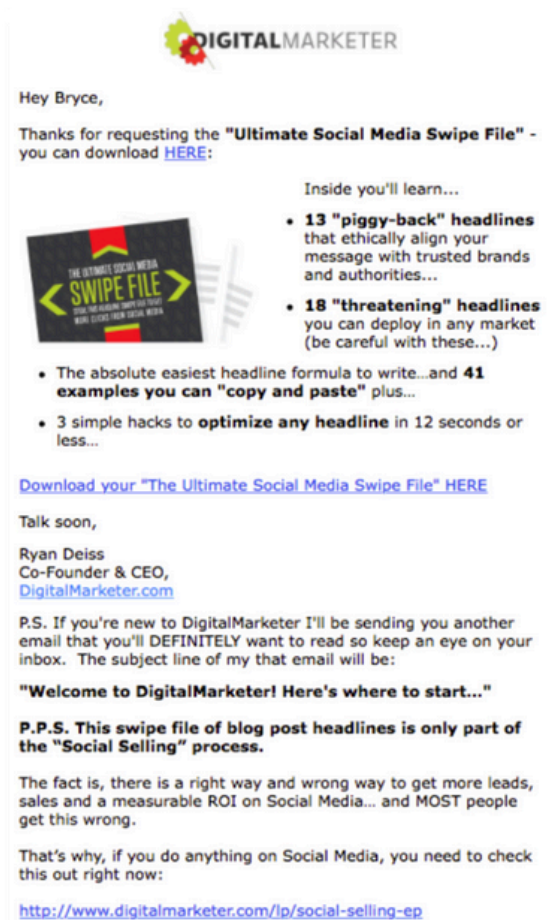
[Add To Cart - Just \\$7](#)

- OR -

[I'm not ready yet, please take me to my download](#)

THE JOURNEY


Once they've opted in, they send them their swipe file.



THE JOURNEY

They then follow up with three emails over three days following a Gain-Logic-Fear sequence.

Watch the following video to learn more about this method for selling.


Resource Center

Video 3: Gain/Logic/Fear Campaign

Email #1 [Gain] - 1 Day After Initial Opt-In

SUBJECT: Did you see this?

SUBJECT: Yep, this actually works

SUBJECT: BOOM! That just happened...

Yesterday you requested my [insert lead magnet title/description here], and I just wanted to check back in a sec if you had a chance to [read/watch] it yet.

More importantly, I wanted to make sure you saw this:


[LINK TO TRIPWIRE SALES PAGE](#)

If you're really serious about [insert topic/known desired end result], then this is the ideal first step.

Not only does it work, at only [insert price] it's the tiniest investment you can make and still have a realistic expectation of results.

We want to thank you for your order.

Downloads

 [Gain - Logic - Fear Series](#)

This 3-part email series is designed to deploy to any subscriber who opt-in from a segmentation campaign but DID NOT purchase your offer.

The emails follow the Gain, Logic, Fear path, and they are designed to be generic so they can be easily edited and placed on the back of any offer.

[Join The Early Bird List](#)

THE JOURNEY

Once they've delivered value and built up some relational equity, they start asking for a sale.

They add urgency by using PlusThis features including an expiring offer and countdown timer.



DIGITALMARKETER

Well Bryce,

It looks like this is your last chance to get access to our system on how to leverage Facebook, Twitter, LinkedIn, Pinterest and more to sell your products & services (without actually selling)...

...and for 85% off!

<http://www.digitalmarketer.com/lp/social-selling-ep>

Why? (I've got a few reasons...)

REASON #1: I figure that if you were interested you would have taken me up on it already...

REASON #2: It's too good to give away at this price! This system is worth at least 10 times what I'm asking, especially at this discount.

So it looks like you're either going to have to figure it out on your own... or pay full price later.

**HOW THEY
BUILT THE
AUTOMATION**

THE BUILD

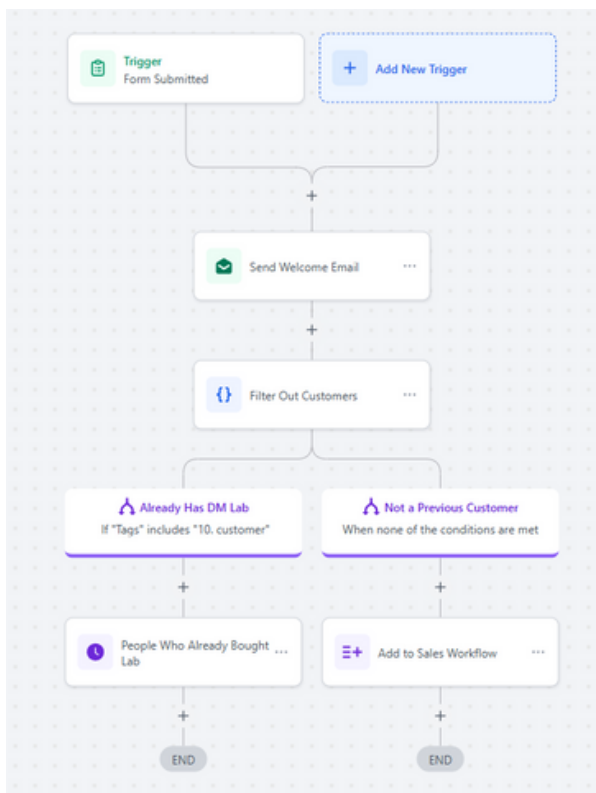
PlusThis Features Required

1. Smart Links
2. Countdown Timer

THE BUILD

Each one of their 'Acquisition' funnels starts out with a webform opt-in for a lead magnet.

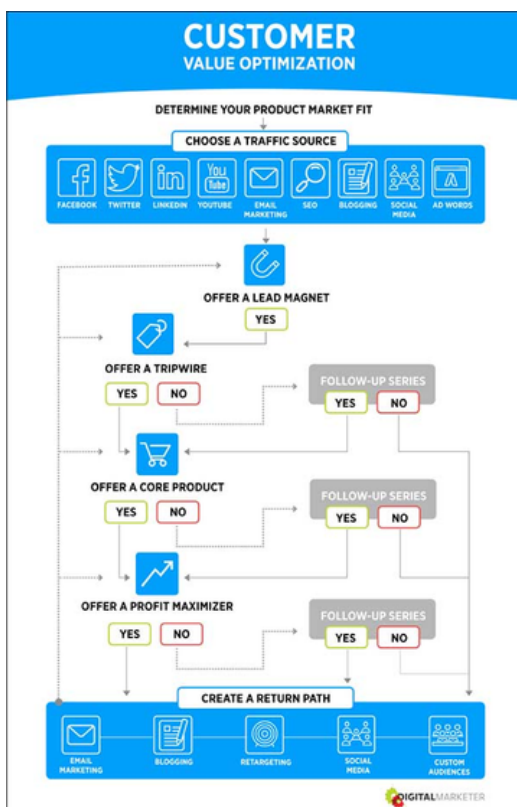
The moment that the lead opts-in, they then send them the welcome mail with the file link, and segment them.



THE BUILD

For the sake of clarity, their sales funnels for acquisition usually flow like this: Lead Magnet, Tripwire, Core Offer, Profit Maximizer.

Experientially, you as the contact would experience one opt-in, one order form, and 2-3 one-click upsell pages within their sales funnel.

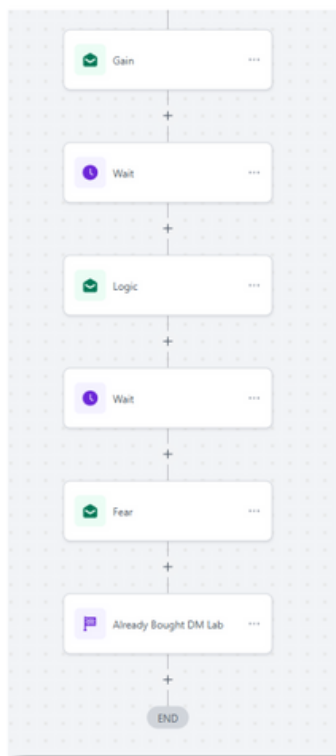


THE BUILD

The next workflow is where they begin to specifically communicate with them about any items in the funnel that they didn't purchase.

They first start by talking about the tripwire.

Because they make sure that their tripwire (or low dollar offer) is a lighter version of their core offer, if someone doesn't want their tripwire, then they don't talk to them about anything else that follows in the funnel.

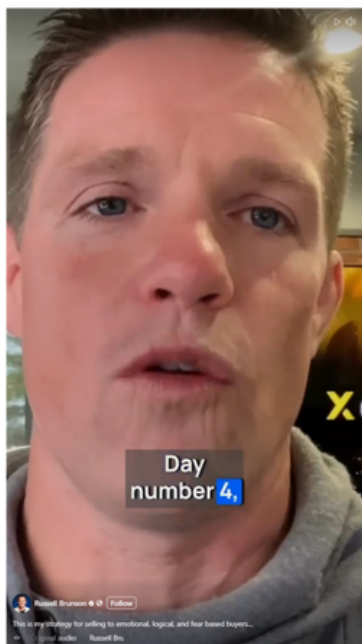


THE BUILD

They typically deploy three emails over the span of three days that comprise what they term a Gain-Logic-Fear sequence.

Russel Brunson covers the Gain, Logic, Fear pitch for selling more clients in this excellent 2 minute reel with a real example he used on stage.

[Check it out here.](#)



THE BUILD

For “Gain” you’re looking at how to convert emotional buyers.

Russel did this by taking photos with the people who bought, so they could have a keep sake to inspire them to work toward their goals.

Digital Marketer painted a picture of what their world will look like once they’re a member of lab.

“No more hunting for answers, people who are there to help you succeed...etc”



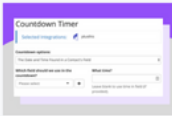
THE BUILD

The logical people we just have to show them the math of what it takes to 2x their sales.

We break down how we can help them get “x” more leads, convert “x” more sales, or add “x” more revenue from profit maximizers. Then show them where they can get these answers in our Lab Program.


That just leaves the people who are holding back due to fear. And the best way we do that is by using PlusThis for urgency and scarcity.

How It Works




Configure Your Countdown Timer

Choose whether to have your timer set based on a custom date and time in a contact field, a fixed date and time, or a specific amount of time. Redirect contacts to a different page once a date has been reached.



Style Your Timer

Choose from a variety of fonts and colors in order to create a timer that fits your brand.



Embed Your Countdown Timer

Embed your custom countdown timer into an email, your website, a thank you page, and more.

THE BUILD

You've all heard the facts.

People are more afraid of what they have to lose than what they have to gain.

So the best way to do this in marketing is to use scarcity and urgency.

Digital Marketer used PlusThis Countdown Timers and Smart Links to pull this off.

We'll show you more details of how in the video walkthrough.



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www.plusthis.com

THE BUILD

For Smart Links, this is what the setup looks like.

The link in the email above expires if they don't take action in a few days.

Smart Links route people to different pages based on when they click the link.

Smart Links

Selected Integrations: plusthis

☐ No Would you like to sort the rules?

Rule 1 Delete Rule

☐ No Use a URL found in a contact field?

Redirect your contact to the following address:

☐ No Perform an action on the contact when this rule is met?

Users will be redirected to the URL above if any of the groups in this rule evaluate to true.

Group 1 Delete Group

This group will evaluate to true if all the following conditions are true.

Condition (date based)

If the date the link is clicked is

Please select a Date or Datetime field **Timezone**

Delete Condition

Add a New Condition

Add a New Condition Group

New Rule

Fallback Settings

☐ No Use a URL found in a contact field?

Fallback URL (if no rules are met)

☐ No Perform an action if none of the rules are met

CONCLUSION

This is the business model Digital Marketer still uses today.

It's proven, it works, and it's consistent.

PlusThis and HighLevel are powerful tools for saving time and multiplying the number of people we can convert to customers.

Give it a try, you won't be disappointed.