

THE | CONTENT DIRECTION AGENCY



Content Upgrade Workbook

WHAT ARE CONTENT UPGRADES?

A content upgrade is a lead magnet specifically tailored to the piece of content you're reading.



WHY DO CONTENT UPGRADES WORK?



Content upgrades work so well
because they are tailored to
exactly what your reader needs
exactly when she needs it.

WHAT MAKES A GOOD CONTENT UPGRADE?



- It should upgrade your content.
- It shouldn't take too much of your time to produce.
- It should be actionable and consumable in 10 minutes or less.

THE HIDDEN BENEFITS OF CONTENT UPGRADES

- Test new content.
- Segment your list.
- Pre-produce products.



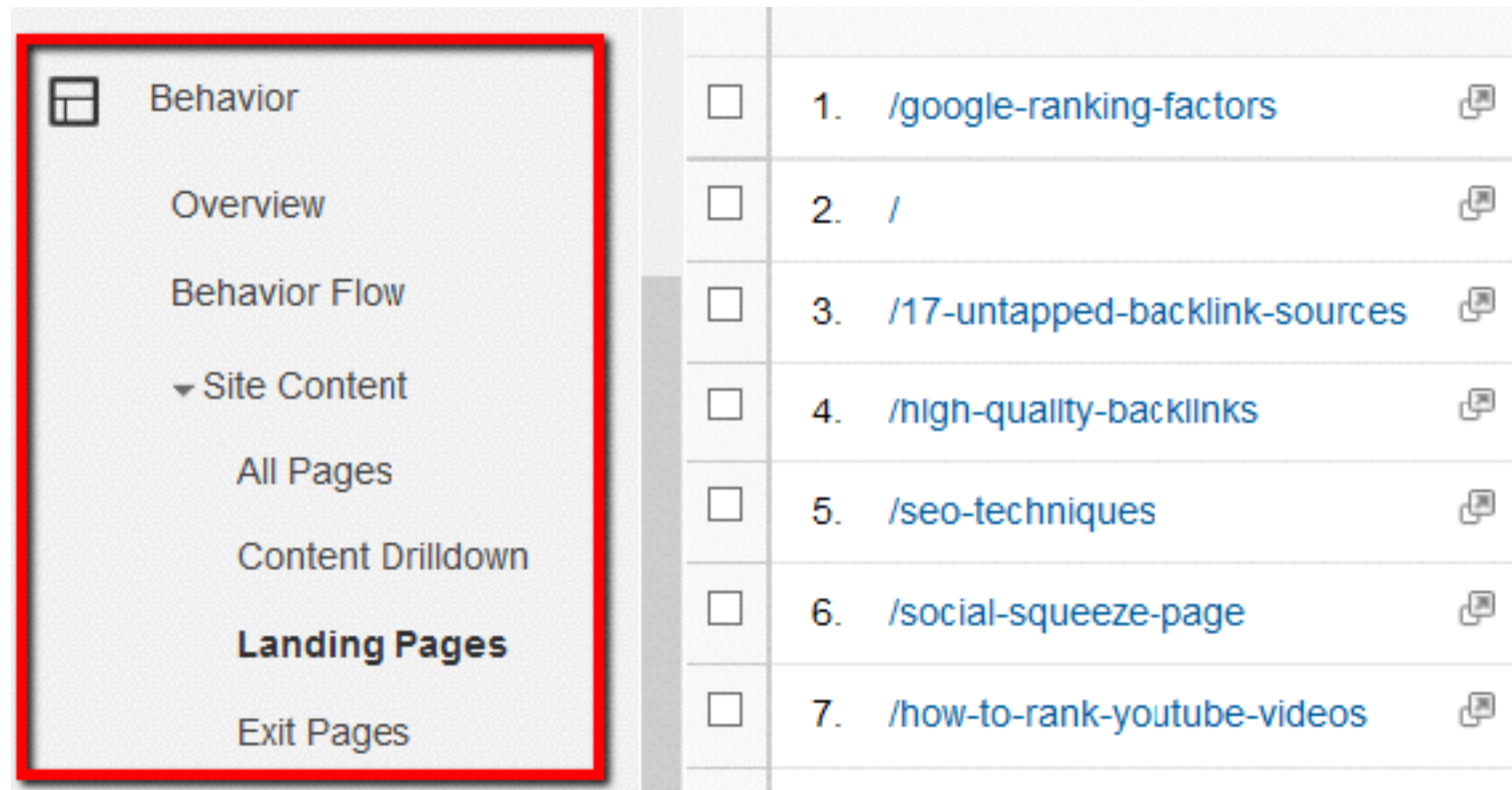
Where Do I Start?



Start with your high-ranking content



You can easily find your most popular pages by going to Behavior → Site Content → Landing Pages in Google Analytics.



The screenshot shows the Google Analytics navigation menu on the left, which is highlighted with a red border. The menu includes 'Behavior', 'Overview', 'Behavior Flow', 'Site Content' (expanded), 'All Pages', 'Content Drilldown', 'Landing Pages', and 'Exit Pages'. To the right, a table displays the top 7 landing pages.

<input type="checkbox"/>	1.	/google-ranking-factors	
<input type="checkbox"/>	2.	/	
<input type="checkbox"/>	3.	/17-untapped-backlink-sources	
<input type="checkbox"/>	4.	/high-quality-backlinks	
<input type="checkbox"/>	5.	/seo-techniques	
<input type="checkbox"/>	6.	/social-squeeze-page	
<input type="checkbox"/>	7.	/how-to-rank-youtube-videos	

My high traffic blog posts are:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Types of Content Upgrades



- Bucket Upgrades
- PDF Process Upgrades
- Cliffhanger Upgrades
- Content Blocker Upgrades





BUCKET UPGRADES

Create one valuable content upgrade
for each of your buckets,
and then use it repeatedly.

Pros: Easy to use, least time consuming, easily add upgrades to every post in your back catalog.

Cons: Big upfront time investment, doesn't convert quite as well.



PDF PROCESS UPGRADES

A PDF version of your post
that the reader can download.

Pros: Easy to create, time efficient, repeatable strategy, unique upgrade for each post, rivals the content blocker for conversion rate.

Cons: Not many, except it may feel too easy! May decrease in usefulness over time

CLIFFHANGER UPGRADES



Tease your previous/next post.

Pros: Simplest kind of content upgrade, good when you don't have anything else.

Cons: Doesn't convert as well as other types.

CONTENT BLOCKER UPGRADE



Holding back something valuable that they can only get by opting in — blocking additional content behind an email opt-in.

Pros: Best converting type, valuable, endears you to readers.

Cons: More time and resource intensive to create.

Types of Upgrades I Intend to Create:

1.

2.

3.

4.



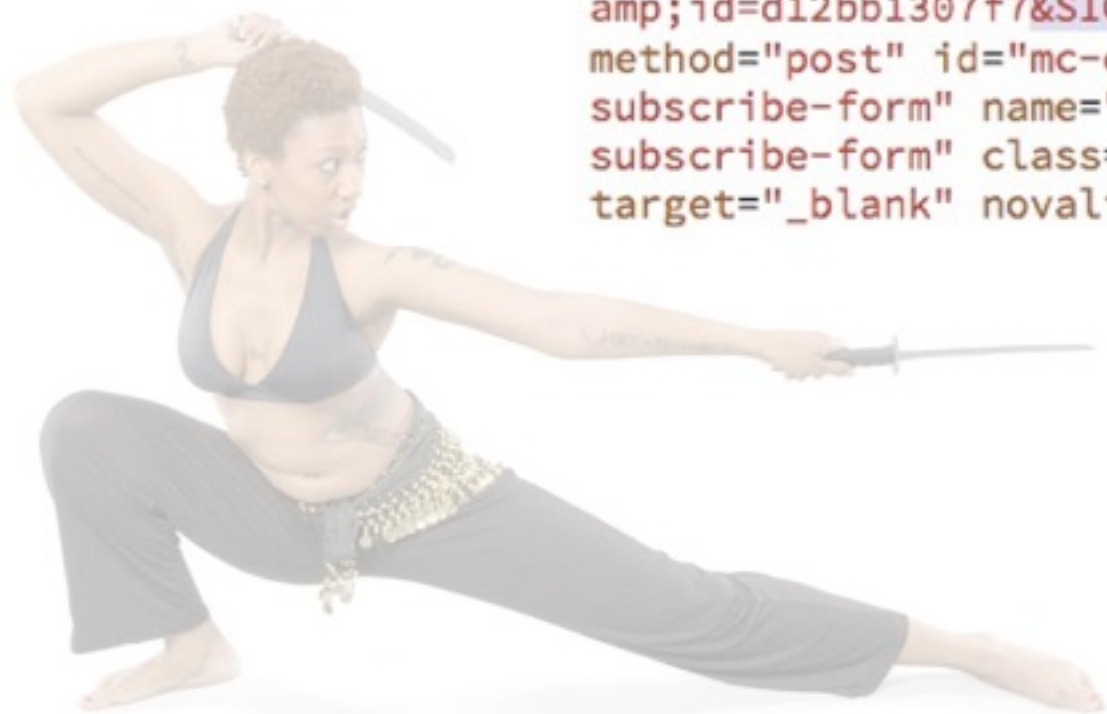
Content Upgrade Best Practices

Two opt-in opportunities for every post:

- Yellow opt in box near the top after intro
- Button or box at the bottom
- 2-step opt in with a pop-up works best

Solving the Tech Problems





```
<form action="//mailchimp.com.us8.list-  
manage.com/subscribe  
/post?u=225aa3318eeb514d79a8e5c27&  
amp;id=d12bb1307f7&SIGNUP=Homepage"  
method="post" id="mc-embedded-  
subscribe-form" name="mc-embedded-  
subscribe-form" class="validate"  
target="_blank" novalidate>
```

This is your latest blog post

Permalink: <http://webdesignerbeautyschool.com/latest-post/> Edit

Add Media Types Add Form

Add a gravity form to any page/post

B *I* ABC

Heading 2 U

Visual Text

Chupa chups topping donut bonbon pastry gummies muffin. Gummies donut chocolate tiramisu. Bear claw biscuit marshmallow cookie ice cream.

Bonbon ice cream cake marshmallow cheesecake. Marzipan tiramisu fruitcake carrot cake lollipop cotton candy fruitcake pudding. Sesame snaps ice cream chocolate cotton candy apple pie candy canes wafer gingerbread bear claw.

Gingerbread tootsie roll gingerbread lemon drops lemon drops. Pastry dessert sugar plum toffee cupcake tiramisu muffin cheesecake jelly. Marshmallow jujubes cupcake dragée dessert carrot cake. Cotton candy sweet liquorice.

[gravityform id="21" title="true" description="true"]

This is a gravity form shortcode

h2

Word count: 83

Draft saved at 5:37:05 pm.

Form Settings

Confirmations

Notifications

MailChimp

Form Settings

Form Basics

Form title ⓘ

Start creating your own Content Upgrades to say no to a client

Form description ⓘ

Download the FREE checklist.

Use can use the Form Title and/or Form Description as headlines for your form.

Form Layout

Label placement ⓘ

Top aligned ▾

Description placement ⓘ

Below inputs ▾

Sub-Label Placement ⓘ

Below inputs ▾

CSS Class Name ⓘ

Form Button

Input type

Text Image

Button text ⓘ

Get It Now!

Update the "Submit" button with a unique call-to-action.

Bonbon ice cream cake marshmallow cheesecake. Marzipan tiramisu fruitcake carrot cake lollipop cotton candy fruitcake pudding. Sesame snaps ice cream chocolate cotton candy apple pie candy canes wafer gingerbread bear claw.

Gingerbread tootsie roll gingerbread lemon drops lemon drops. Pastry dessert sugar plum toffee cupcake tiramisu muffin cheesecake jelly. Marshmallow jujubes cupcake dragée dessert carrot cake. Cotton candy sweet liquorice.

START CREATING YOUR OWN CONTENT UPGRADES TO SAY NO TO A CLIENT

Form Title



Download the FREE checklist...

Form Description



Your First Name *

Your Email *

GET IT NOW!

Each "Content Upgrade" Needs:

Blog Post for Category No.1

Berbon ice cream cake marshmallow cheesecake. Marzipan tiramisu fruitcake carrot cake lollipop cotton candy fruitcake pudding. Sesame snaps ice cream chocolate cotton candy apple pie candy canes wafer gingerbread bear claw.

Gingerbread souffle roll gingerbread lemon drops lemon drops. Pastry dessert sugar plum toffee cupcake tiramisu muffin cheesecake jelly. Marshmallow jujubes cupcake dragée dessert carrot cake. Cotton candy sweet liquorice.

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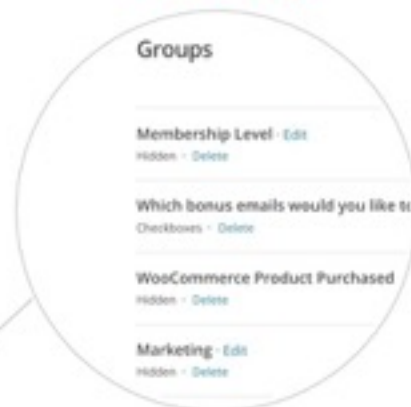
Your First Name *

Your Email *

GET IT NOW!

Content Upgrade Form No.1

Group No.1 in MailChimp



"Confirmation" Thank You Page No.1 in your website



"Add to Group" triggered Automation Campaign in MailChimp



automation email can point back to "thank you" page



Summary of Steps:

1. Add new Group in MailChimp
2. Set-up "Thank You" page in Wordpress
3. Set-up Gravity form
 - (a) Update form Settings "Title," "Description," and button
 - (b) Point "confirmation" to "Thank You" page
 - (c) Update MailChimp settings to sync to the Group
4. Write post and insert Gravity Form

Favorite *List Building* Tools

Product	Cost	Landing pages	In-line forms	Click trigger	Top bar	Slide-in	Sidebar/widget	Exit intent	A/B tests	Pros	Cons
Thrive Leads	\$67/one site \$97/multiple sites		X	X	X	X	X	X	X	<ul style="list-style-type: none"> One time fee for WP plug-in, not external tool Supports content upgrades 	
Opt-in Monster	\$9-39/mo		X	X		X	X	X	X	<ul style="list-style-type: none"> Works with almost every e-mail provider Monster Link for content upgrades 	<ul style="list-style-type: none"> Smaller set of templates Form templates aren't editable - requires technical skills to adjust
Lead Pages	\$25-200/mo	X		X	X				X	<ul style="list-style-type: none"> Great for webinar sign-ups Drag & drop, no coding necessary. Lead Magnet for Content upgrades 	<ul style="list-style-type: none"> Focus on landing pages, instead of integrating with existing pages. LeadBoxes forms aren't customizable Most expensive option on this list.
Popup Ally	free for 2 boxes \$99/one site (\$149 webinar bundle)			X			X	X		<ul style="list-style-type: none"> One time fee for WP plug-in, not external tool Supports content upgrades 	<ul style="list-style-type: none"> Limited templates Tech-heavy -- you need to know hex codes and adjust by pixels
SumoMe	free with "crown" logo \$15-100/mo for packages				X	X		X		<ul style="list-style-type: none"> Initial set-up is quick & free Packages include social sharing buttons, heat-map solution, analytics, etc. 	<ul style="list-style-type: none"> Free version has SumoMe branding You can create only one pop-up form, one floating bar, one scroll box, and one welcome mat.

The Tools I Will Use Are:

1.

2.

3.

4.

After someone opts in, they will get the following emails from me:

1.

2.

3.

4.

5.