

50 Content Upgrade Ideas

Asking for an email isn't enough anymore. Get an insane amount of subscribers by offering your visitors a content upgrade, like a free download, in exchange for their email address.



Content Upgrades: 50 Creative Ideas

50 Free Content Upgrade Ideas

✓ Checklist (resources, links, etc)	✓ Ebook
✓ PowerPoint	✓ Spreadsheet (w/ a great formula)
✓ Contract template	✓ Website Template
✓ Stock Photos	✓ Stock videos
✓ Stock Vector Images	✓ Stock Audio File
✓ Survey (w/ important data)	✓ Case Study (w/ interesting results)
✓ Audio download	✓ Exclusive Interviews
✓ Free Trials	✓ Educational Course
✓ Watermark free images	✓ Calendar
✓ Webinar	✓ Enter a contest
✓ Cheat Sheet	✓ Coupon code or discount
✓ Video tutorial	✓ Free consultation
✓ A tool you developed	✓ A PSD (Photoshop file)
✓ WordPress Plugins	✓ Report or whitepaper
✓ Transcript (podcast or audio file)	✓ Recipes
✓ How to guides	✓ Exclusive content or newsletter
✓ Printable article	✓ PDF article
✓ Unique calculator	✓ Online event tickets
✓ Sample chapter (book or ebook)	✓ Quiz (w/ results)

Desktop wallpaper

Mobile phone wallpaper

Free shipping

Free catalog

Travel Itinerary

Map or directions

Group access (Facebook or LinkedIn)

Charts or Graphs

Resource center access

Email templates

Scavenger Hunt clues

Home remedies