

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