



Marketing Bites by Bold Studio

3 Tips for Creating Effective Lead Magnets in 2026

Sam Walter

Marketing Specialist





Be hyper- specific

Create micro-playbooks, industry-specific calculators or other quick wins instead of 50 page reports





Stay actionable

Create templates, checklists and other usable bites that deliver a promise of results immediately





Engage & **personalize**

Create quizzes, tools and interactive content that offer personalized results



**Need more help
with designing
lead magnets?**

Get in touch!

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