

EFFECTIVE CALL TO ACTION

TIPS AND EXAMPLES TO TRY NOW

Call to Action (CTA) - is an image, button, or line of text that prompts online visitors, leads, and customers to take action, or rather a "call" to do an "action."

AN EFFECTIVE CTA FOR YOUR MARKETING SCHEME GIVES:



A CLEAR VALUE PROPOSITION

CTA MUST-HAVES

A SPECIFIC LANDING PAGE

CONVINCING MESSAGE THAT WILL COMPEL ONLINE USERS TO ACT

EYE-CATCHING DESIGN

EFFECTIVE CTA TIPS



LAY THE GROUNDWORK FIRST

Users must recognize the need first before they take action; thus, you should identify the problem, present a solution, and explain the benefits of responding in your CTA.



OFFER SOMETHING EXTRA

Encourage users to complete the call to action by giving incentives such as discounts, gifts, freebies, or an entry into a contest. In doing this, you are giving them a return favor for responding to your call to action. Likewise, this will help you succeed in your marketing scheme.



KEEP IT FEW AND DISTINCT

Limit the number of your CTAs and make them distinct to avoid overwhelming website users.



USE ACTIVE, URGENT LANGUAGE

Tell users what you want them to do by placing active words. Push them to act "at the moment" by creating a sense of urgency. These contribute to a great marketing scheme.



GET THE POSITION RIGHT

Position your CTA adjacent or in line with the reader's focus and, if possible, above the fold.



USE CONTRASTING COLORS

Draw the user's attention to your CTA by using a shade that will contrast the main color theme of your site.



TEST YOUR CTA

Create multiple versions of your CTAs to figure which of them will drive better results. In the same way, experiment with alternate designs, verbiage, colors, and sizes.

TOP CTA



EXAMPLES

TO ENCOURAGE CALLS

CALL US NOW

CALL US TODAY

GIVE US A CALL

TO ENCOURAGE IMMEDIATE PURCHASE

GET YOURS TODAY

PURCHASE NOW

SHOP NOW

TO PROMPT USERS TO SIGN UP

REGISTER NOW

SUBSCRIBE TODAY

START NOW

SOURCES:

<http://blog.hubspot.com/marketing/what-is-call-to-action-faqs-ht#sm.0000sfkntf1357edjplmoz16t8sq>
<https://boagworld.com/design/10-techniques-for-an-effective-call-to-action>
<https://marketingtechblog.com/what-is-a-call-to-action/>
<https://blog.red-website-design.co.uk/2015/09/21/30-calls-to-action-that-can-help-you-convert-more-website-visitors/>



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