

How to Create Compelling CTAs

Attract & Convert More Leads

TIP #1: DEFINE THE PURPOSE OF YOUR CALL TO ACTION

Determine what type of call to action your campaign needs. Do you want your reader to:

- Engage (e.g. follow on Twitter or sign up for a newsletter);
- Access more information / move along the sales funnel (e.g. attend a webinar, view gated content);
- Make a purchase (e.g. accept a promotional offer or request meeting with sales).

And keep in mind that the fewer actions you ask your reader to take, the more likely he is to take any.

TIP #2: BE VERY CLEAR ABOUT THE VALUE PROPOSITION

Be sure to tell the reader what he will receive and how he will benefit from clicking on the call to action. Concisely and clearly set the reader's expectation about what will happen when he clicks.

TIP #3: CREATE A SENSE OF URGENCY

Your reader is busy, and you're fortunate to have his attention for a few seconds of his day. So don't let him move on without clicking on your call to action. Using words like "today," "now," and "don't wait" can help encourage immediate action.

TIP #4: MAKE IT VISIBLE

Your design should leave no doubt in the reader's mind about the call to action. With a conscious use shapes, color and white space, you can draw the reader's eye to it and help him easily discern what portion is 'clickable.' It's also important to provide an alternative to the reader in the event his browser doesn't support the images in the email.

TIP #5: WRITE FOR RESULTS

There are a few things to keep in mind as you draft the copy for your call to action:

- Short and simple – write like you are talking to your reader
- Active language (and action verbs) encourage actual action
- Speak directly to the reader by writing in the second person ("you")
- Don't use a generic "click here"

TIP #6: TEST, TEST, AND TEST SOME MORE

Regardless of how carefully you craft and design your call to action, be willing to make adjustments based on the results of your testing. Elements you can easily test include:

- Language (e.g. "Sign Up Today" vs. "Join Now")
- Placement (e.g. top or bottom of email)
- Design (e.g. color of CTA button)

