

Call to action - the steps

In order for your customers to take the next step in your social media post or on your website, you need to direct them towards an action.

You can do this by encouraging them to "BUY NOW", "SIGN UP" or "SEE MORE".

A call to action is a point in a message or messages that people now feel like they have enough information or are excited enough about something, they now want to engage with it.

There are 3 steps you can take.

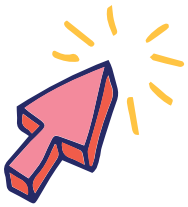
1. Rising action
2. Call to action
3. Conversion

Rising Action

A rising action includes all of your story telling about your product, your company, your why. It is you telling your audience why they need to engage with you. This can be a long lead action, such as telling people about your brand, your story or a short lead to customers who are already familiar with you. Always start out with "what do I want my customers to do here?". This will give you the platform of what your rising action is. If you are asking people to sign up to a newsletter or subscribe to something over many months or years, this requires a long lead time of you repeatedly reminding your audience they need it and why they need it. If you are asking your audience to buy a new product or service (people who are already familiar with your brand) this doesn't require as much content as you have already done the hard work to grow your trusted audience. Now you are asking them to engage with something they are already familiar with.

Call to Action

After your story telling, you need to build what are you asking your audience to do. It may be "Subscribe now", "Buy now", or "Watch now". Make sure this is a clear action and easy to do.

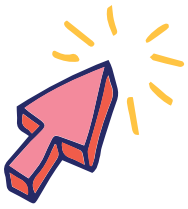


Conversion

Make this step easy to do. Get them to fill out a simple form or engage in an easy sign up process. If you can measure the drop off here, for example, people who don't follow through, ask yourself is there an option to send a follow up email or reminder? Make sure what you were asking people to do or buy is what is showing up. You don't want to have a rising action for something that might be \$30 and when people get to buying it, it is actually \$100. You will break their trust by doing this.

Call to action - the types

- **Lead Generation:** this type of call to action collect leads from your website. You can ask for a name & email. Be careful not to make the process too hard for people.
- **Form Submission:** with this call to action, users fill in a form with details, then receive a free download, access to content or special offer.
- **Read More button:** this call to action often includes a “read more”, “learn more”, or “click here” button. You're offering an invitation to find out more information about your product or service. Usually, the button takes the user to a landing page dedicated to your offer.
- **Product or Service Discovery:** this call to action offers a preview of your product or service, and includes a button or link to a detailed, dedicated page. The call to action might read “discover more”, “explore”, or similar prompts. If you're on social media, the button may read “Shop Now” and direct to the product page.
- **Event Promotion:** these call to action's promote upcoming events of interest to a targeted audience. For example, if you were planning a wedding expo, your call to action could use niche language like “gather your bride tribe”. You can offer early bird tickets or a countdown to the event.



It's in your words

Use strong action words

The right keywords and action words will boost conversions. Specific phrases are common within an industry or theme. Consider what drives a user/customer to interact with your website, product or service.

- **Ecommerce:** “Buy”, “Shop Now”, “Order”, “Reserve”, and “Add to Cart” all promote a transaction between the user and your website.
- **Conversion:** You can use phrases like “Download Now”, “Free Trial”, “Subscribe”, “Sign Up”, or “Get Started” to encourage people to try your service right away.
- **Charities and nonprofits:** These industries use “Donate”, “Volunteer”, “Adopt”, “Support”, “Pledge”, and “Give” to inspire emotion or tug at heartstrings. They’re not asking you to buy any product or service but rather contribute to a cause or movement.
- **Newsletters or Community pages:** You might see these CTAs that read “Subscribe”, “Join”, “Register”, or “Sign Up”. These call to action's encourage you to join a community to discover more about their brand or service. They’re not asking for money but rather time.
- **General:** This covers the rest of the call to actions out there. You’ll often see call to action's asking users to “swipe up” or “check it out”. These call to actions can ask the user to take a range of actions.

Calls to action must make sense to the user while also serving your marketing strategy.

What action do you want a person to do and why?