



TAYLOR DESENS

Virtual Marketing Partner

How to Create an Effective Call to Action

A Call to Action is your way to show customers exactly how they can get your product or service. Your CTA should be direct and obvious, but it doesn't have to be intimidating!

This easy checklist will help you create an effective CTA in 6 easy steps!

Two Types of Powerful CTAs

The first step of creating an effective CTA is to choose which type you need.

If you want to **show customers how to buy now**, then [you need a Direct CTA](#).

If you want to **educate customers and build authority**, then [you need a Transitional CTA](#).

If you're not sure which CTA you need, you can learn more about the two powerful types of CTAs in the article [What is a CTA & How to Use It](#).





TAYLOR DESENS

Virtual Marketing Partner

How to Create a Powerful Direct CTAs

1. Create Action

Use action words to motivate your customers to **engage now!**

- Buy Now
- Request a Demo
- Get Started
- Start Free
- Sign Up
- Schedule a Call
- Download the Guide



2. Keep it Simple

Reduce CTA text to 3 words or less. Cut out unnecessary words so your CTA is brief and easy to understand.



TAYLOR DESENS

Virtual Marketing Partner

3. Make it Obvious

Your CTA should look different from regular links or buttons on your website. Make it bold, colorful, and big.



REQUEST DEMO



A/B TEST PERSONALIZED SHOPPER JOURNEYS

A/B test and identify winning shopper journeys effortlessly

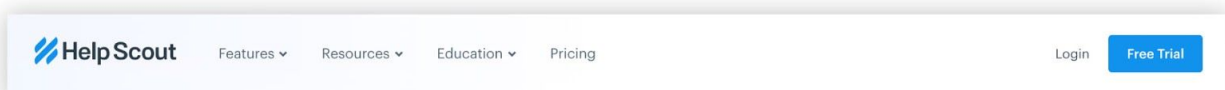
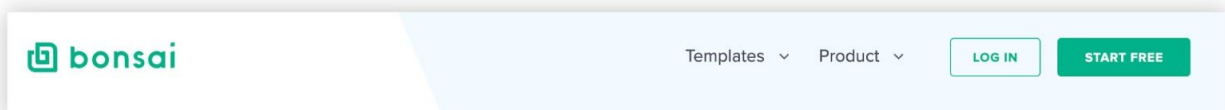
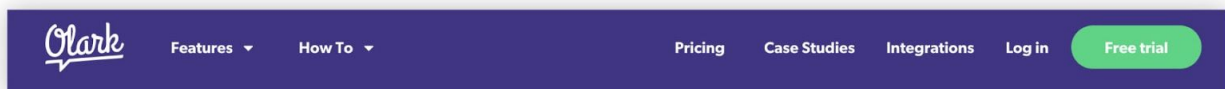
Our A.I. platform enables retailers to test and identify personalized journeys that lead to increased conversion, AOV, engagement, revenues and profitability.

Work email*

REQUEST DEMO

4. Add it to Your Website Header

Give your CTA a prominent position to the right side of your menu on your header.





TAYLOR DESENS

Virtual Marketing Partner

5. Add it to Your Landing Page

Combine your CTA button with a clear header that addresses your customer's pain point at the top of your page to encourage action.

You can repeat your call to action multiple times on your page as needed. Use the same styles each time so it builds visual consistency.

6. Measure It!

The best way to know that your CTA is effective is to measure it! Most social platforms and CRMS automatically track CTAs when set up correctly.

If you're adding your CTA to a website, set up a goal in Google Analytics to track click through rate and completion rate.

For pro tips & final steps, [skip to the end of the guide!](#)



TAYLOR DESENS

Virtual Marketing Partner

How to Create an Effective Transitional CTAs

1. Create Transitional Opportunity

Offer materials that promote or educate your customers through transitional Calls to Action. Examples of awesome Transitional CTAs are:

- Free Information
- Free Trials and Samples
- Customer Testimonials or Reviews



2. Keep it Simple

Reduce CTA to 3 words or less and use action to make them engaging:

- Download the Whitepaper
- Get the Easy Guide
- Signup for Free Trial
- Read Customer Reviews

3. Make it Obvious

Transitional CTAs should still be bold and obvious but shouldn't take away from your Direct CTA. Often, Transitional CTAs are inverted versions of Direct CTAs. In the example below, the "See Pricing" button is a transitional CTA that educates potential buyers - it's positioned next to the Direct CTA, but is much less colorful/exciting.

Get started now

We've made it fast and easy to experience Hotjar.
Start with our free account by installing one script in a matter of seconds.

SEE PRICING

TRY IT FOR FREE

Need help using Hotjar? We've put together a no-nonsense guide packed with advice and tips to use our tools and [increase conversion rate](#).

<https://taylordesens.com>



TAYLOR DESENS

Virtual Marketing Partner

4. Measure It!

The best way to know that your CTA is effective is to measure it! Most social platforms and CRMS automatically track CTAs when set up correctly.

If you're adding your CTA to a website, set up a goal in Google Analytics to track click through rate and completion rate.

Pro Tip: Measuring your CTA

You can measure several different details of your CTA with just a few goals and events. A couple of examples are:

Effectiveness: Track number of CTA clicks / number of page-views

If your landing page is viewed 1000 times and gets 250 clicks, that means it's effective 25% of the time.

Conversions: Number of CTA Clicks / Purchases

If 20 of your 250 clicks result in a successful purchase that is a really awesome 8% conversion rate

Connecting the Dots

Now you know exactly how to nail your Call to Action, get out there and start using it! Remember, your CTA is so powerful it doesn't need to be limited to your website - you should engage customers at every opportunity, including your instagram stories, your email-blasts, google ad campaigns, and marketing materials!

If you found this guide helpful, I'd love to hear about it!

Tag [@virtualmarketingpartner](https://www.instagram.com/virtualmarketingpartner) on Instagram and show off your new CTA!

<https://taylordesens.com>