

Dinky Doc: call-to-action (CTA)

- 🍦 Every piece of content you create should include a CTA – otherwise what's the point in creating it?
- 🍦 Never be arrogant enough to think someone will read to the end of your copy. Get that CTA in as early as possible and reinforce it again at the end.
- 🍦 Hard CTAs, like *'Book a demo'*, can be scary and feel like a major commitment if your audience isn't at the right point in the customer journey.
- 🍦 Think about whether you need to provide reassurance. For example, if you encourage online purchases you could include *'You can confirm your order on the next page'* with the CTA.
- 🍦 Think about including a guarantee to overcome loss aversion. For example, offering a 6-month return policy signals that it must be a quality product/service.
- 🍦 At the start of a nurture flow, soft CTAs, like *'Watch a demo video'*, feels like a much safer, easier action to perform.
- 🍦 Soft CTAs are a great way to nudge your audience, at each step building trust and getting them familiar with taking actions with you.
- 🍦 Be specific so your audience knows what to expect when they take an action. For example, *'Watch the video'* rather than *'Learn more'*.
- 🍦 Make it obvious - hyperlink text, include a button, use a different colour, use a larger font size, make it bold...
- 🍦 Think about how you use CTAs across different platforms. For example, ask a social media follower to subscribe to your newsletter. Or direct a prospect from a key account to a personalised landing page.
- 🍦 Keep CTAs relevant. Think: What other information might they find useful? Who else can they talk to? Where can they learn more about something?
- 🍦 Don't forget all the small spaces: email signatures, social bios, merchandise, engineer's polo shirts - anywhere your brand is present is an opportunity to drive people towards a CTA.
- 🍦 Try to limit CTAs to one per piece of content to avoid confusing your audience. BUT...
- 🍦 Include several CTAs on your website homepage since you don't know who these people are (yet!) and what they might be searching for.
- 🍦 Test your CTAs. As with most things in marketing, the secret to success is testing what works best for your business. Vary the CTAs you use and measure the results.

