

AWESOME CTAS (THAT ACTUALLY CONVERT)

Sometimes, our ideal audience needs more persuasion to engage with our blog and social media posts. Adding a call-to-action (or CTA) directs your prospect to take action after viewing your post.

A well-written CTA is instructive rather than pushy. Without a CTA, a prospective customer may see a post that resonates with them, but will scroll past it without taking further action.

Here are some CTAs you can use to incite action based on your brand's tone.

TRADITIONAL

- **Comment below** - an oldie but goodie that's great for building engagement. Include with a question
- **Message us** - after promoting your services or product, continue the conversation
- **Join us today** - gives the impression of community with a time-based directive

- **Let us know what you think** - good for promoting engagement on innovative thinkpieces/blog posts
- **Call today** - focuses action on today and encourages a conversion over a more effective medium
- **Get started** - implies a small commitment in a larger process
- **Shop now** - an age-old directive perfect for Facebook and Etsy shops and ecommerce banner ads

- **Click here** - short and sweet, this CTA is a familiar one for consumers
- **Time is running out** - creates urgency and pressure to make a purchase. Best used with sales or launches
- **Download for FREE** - even if most downloads are free, your customer believes they are receiving a deal
- **Book your FREE call** - intro calls require little commitment and allow you to pitch your product or service

TRENDY

- **PM me** - ideal for social media use; more casual than message me
- **Hit me up/Get at me** - helps service providers appear more approachable to millennial audiences
- **Get yours now** - ideal for ecommerce, creates scarcity while indirectly referencing the product previously mentioned

- **Check us out** - ideal for linking a social post to a specific webpage
- **Give us a call** - more suggestive than call today; creates mystery on webpages if there are no buttons to sign up/complete conversion
- **Save your spot** - great for webinars and courses to create scarcity and time pressure
- **Drop a GIF** - builds engagement and helps gauge interest on Facebook

- **Agree or disagree?** - Promotes engagement on controversial topics
- **Here is the link** - passive insinuation for sign ups, best used with a lead magnet or course
- **Talk soon** - places the onus on customer to create conversation
- **Take a look** - ideal for ecommerce, creates a micro-conversion to increase pageviews
- **Let's chat** - focuses on dialogue rather than sales

DON'T FORGET!

Stay interesting by frequently change your CTA for each post. Customers quickly get desensitized when you repeat the same CTAs. Make sure you perform A/B testing to determine which CTAs work best for your audience.

Not sure how to test your CTAs or find the right ones for your business?

Schedule a call today: www.meetme.so/ClairBelmonte