

My call to action

Are you calling your customers to action?

In the nicest way possible, people need to be told what to do. If they're unsure, they'll probably move on to a brand which does tell them what action to take. You know what they should be doing, but do they?

When you're posting on social media, are you telling your customer what you want them to do? Does your website have consistent clear call to action buttons? Think about the action, or actions, you need your customers to take and be brave enough to ask them.

Tip

A direct call to action will ask your customer to do a specific thing which will help them solve their problem and grow your business. Examples of direct call to actions are: BUY NOW, BOOK A CALL, REGISTER TODAY or SUBSCRIBE NOW.

Call to actions such as LEARN MORE or FIND OUT MORE have much less effect and give your customer more chances to leave without taking the action they need to solve their problem.

Think about the one (or key) actions you need your customers to take, then start to implement it (or them) across your social media, website and email campaigns.

CTA

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