

## **Become Top of Mind**

More than brand awareness or a household name, it's your preferred style, brand of clothes, favorite drink or cell phone.

How does a product stay in a customer's head?

An old trick to get someone to remember you in a group meeting, is asking them to pass you something, or borrow a pen.

By asking them to do something, you will be more memorable.

When they say yes to one small thing, it makes it easier to say yes to buying your product later.

Ads that call to action will stick in their mind more.

“Just do it”

“Think Differently”

“Take the taste test challenge”

By asking to do something brands become more memorable, and customers become part of the tribe (the first time they say yes).

Even if it's only yes to an opt in email.

It's a CTA.

No, that's not some fancy accountant.

It's a Call To Action, and it should be a part of every ad.

Trading an email for an ebook on the very thing that they are interested in, for some contact info is a simple yet effective CTA.

Giving some value upfront and being able to contact potential customers later lets you build up trust and eventual loyalty to your brand and products.

Before you can do any of that.

You need to be seen.

Then you can ask for their business.

That means running ads.  
Lots and lots of ads.

Both organic content showing potential customers about what you do and how you can make their life better, and paid ads telling people why and how to buy from you.

Across multiple platforms, in multiple forms.  
You may even find the ads that are great on X do bad on Facebook. And vice versa.  
That is why we constantly test and change different ads and different CTAs.

Try adding a CTA to all your future marketing, the worst that could happen is you end up getting so busy, you can no longer make up stories to your sister in-law about how you can't hire your nephew because you don't need more staff at the moment.  
Meanwhile, you've expanded three times this year and just bought the lot next to yours to double the size of your company headquarters building.  
On second thought, maybe you don't want to add a CTA afterall.

PS. What would an article about CTAs be without one?  
If you found any of this helpful for your business and would like to learn more about this and other marketing tricks drop me a line and I can see what custom strategies would work best for your specific company and industry.

PPS. Fill out the form below with details about your biggest problem today.

-Dane Ladimer