

Summary: This article provides an overview of Voomly, a tool for enhancing videos with interactive, clickable CTAs, highlighting its user-friendly integration with Doodly.

Meta Description: Discover how Voomly transforms your videos into interactive experiences with clickable CTAs, seamlessly integrating with Doodly for engaging content creation.

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Boosting Engagement with Clickable CTAs (Proven Strategies)



(cover logo)

Ever wondered what makes you click on a "Sign Up" or "Learn More" button while browsing online?

That's the magic of a Call-to-Action (CTA) - a little nudge that prompts you to take action.

[IONOS](#) puts it perfectly: a CTA is a prompt on a website that urges you to do something, right here, right now.

It's not just about getting you to click; it's about creating a clear, engaging message that tells you exactly what you're signing up for.

Now..

Let's talk about making your CTAs pop in the bustling world of digital marketing.

This isn't about slapping a generic button on your content; it's about crafting an experience that speaks directly to your audience.

And guess what?

Tools like Doodly and Voomly are changing the game.

They're taking CTAs from mere text to interactive, engaging parts of your video content that viewers can't help but interact with.

Join us on this exploration into the world of CTAs.

We're set to uncover the secrets to making your messages not just seen, but irresistible.

It's about turning those views into actions, clicks into conversions, and browsers into buyers.

Ready to transform your digital content with CTAs that truly resonate? Let's get your audience clicking in ways they never have before!

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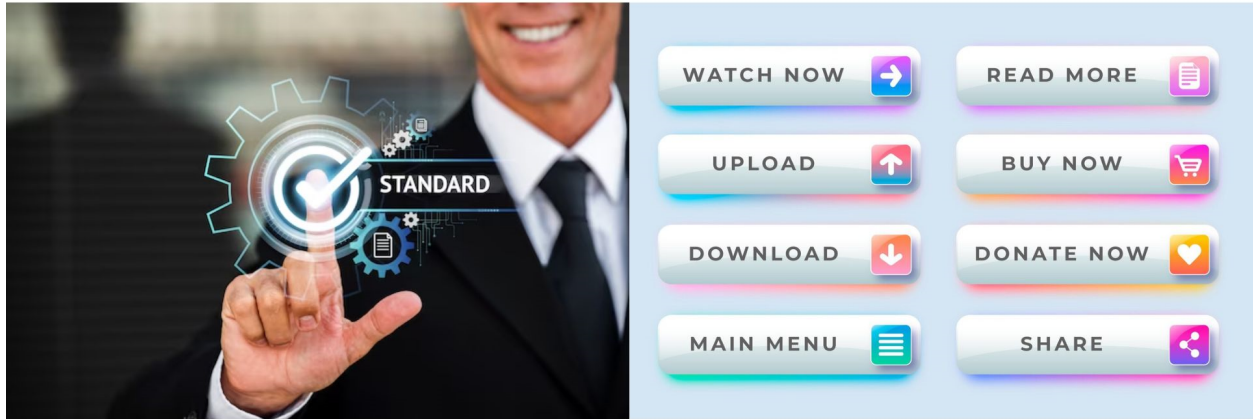
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Standard vs. Clickable CTAs

Standard Banner CTAs vs Clickables CTAs



In the digital landscape, where every pixel counts, understanding the difference between standard and clickable CTAs can be a game changer.

Let's break it down.

The Classic: Standard CTAs

Standard CTAs are like the old friends of the digital world – familiar and reliable.

Think of them as the signposts of the internet, guiding users with simple prompts like "Read More" or "Subscribe".

They're the foundational elements of digital interaction, but they're not asking for much. They're like a friendly invitation, suggesting a path without any pressure.

But here's the thing –

standard CTAs are often part of the background noise.

They're there, but they don't always make your heart race. They're like the polite guest at a party – necessary but not necessarily the life of the party.

The Game Changer: Clickable CTAs

Now let's get to know clickable CTAs – the new kids on the block.

These are not just mere suggestions; they're more like a friendly handshake, inviting you to engage directly.

Clickable CTAs are all about interaction. Whether it's a button that lights up when you hover over it or a link that takes you on a new journey, they're designed to be enticing.

Clickable CTAs are like that person at the party who draws you into a conversation.

They're engaging, they're interesting, and they make you want to know more.

As [HubSpot notes](#), personalizing CTAs can significantly increase their effectiveness. Imagine a CTA that changes based on who's looking at it – now that's personalization at its best.

The Psychology Behind the Click



Why do we click? That's the million-dollar question.

It turns out, color plays a huge role.

According to CXL, the red CTA button consistently outperforms the green one.

It's all about visibility and emotional response.

Red grabs attention and signals action, making it a powerful ally in the clickable CTA arsenal.

But it's not just about the color.

It's about placement too.

As [Michael Aagaard](#) discovered, sometimes putting a CTA at the bottom of a long page can increase conversion rates by up to [304%](#)!

It's about catching users where they least expect it, giving them a nudge right when they're fully engaged with your content.

Crafting Your CTA Strategy

Deciding between a standard CTA and a clickable one isn't just a choice; it's a strategy.

It's about knowing your audience and understanding the context of your content.

For instance, a standard CTA might be perfect for an informational blog post where a gentle prompt is all that's needed.

On the flip side, for a high-energy promotional video or a dynamic landing page, a clickable CTA could be the key to sparking that all-important engagement.

It's about striking the right balance.

Your content could benefit from a blend of both types of CTAs, each placed thoughtfully to guide your audience through a seamless and engaging journey.

The goal?

To create a user experience that feels intuitive, one where each CTA naturally leads to the next step.

Now, let's turn our attention to the advantages of clickable CTAs.

These aren't just attractive buttons on your page; they're powerful tools for boosting user engagement and driving conversions.

In the next section, we'll explore why clickable CTAs are becoming a vital component in effective digital marketing strategies.

Why Clickable CTAs are a Big Deal

Clickable CTAs, those engaging buttons and links that practically invite your fingers to tap them, are revolutionizing how we interact with digital content.

But why are they so effective?

First off, they're about making things happen.

Unlike standard CTAs that sit quietly, clickable ones are like a direct conversation with your audience.

They're proactive, prompting immediate action, be it downloading a guide, signing up for a service, or starting a free trial.

[HubSpot highlights](#) the diversity of clickable CTAs, ranging from form submissions and banners to pop-ups and slide-ins, all designed to convert site visitors into leads or customers.

Then there's the trust factor. [According to IONOS](#), clear and engaging CTAs build trust.

When a customer knows exactly what clicking a button will do, they feel more confident in taking that action. This trust can lead to higher engagement and sales, as it removes uncertainty and fosters a sense of security in their decision-making process.

The Creativity Factor

The beauty of clickable CTAs lies in their versatility.

They're not just "Buy Now" buttons; they can be creative invitations to explore, learn, and experience.

[IONOS notes](#) that imaginative CTAs, which focus on the benefits rather than just the action, can be more effective.

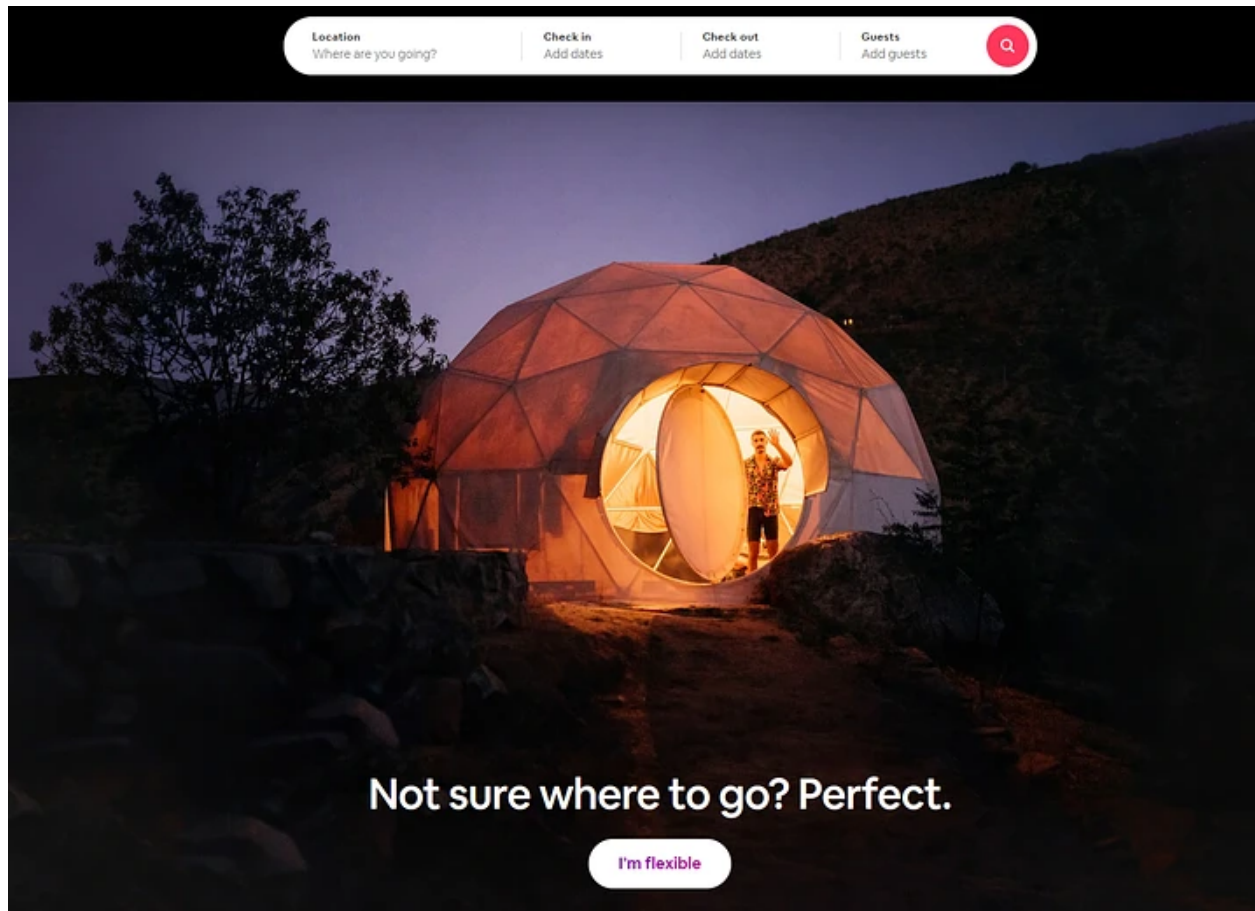
For instance:

"Take your piano playing to the next level" might resonate more than "Book piano lessons now".

Real-World Examples

Now, let's talk about who's nailing the clickable CTA game:

1. Airbnb's "I'm flexible": You know how it is when you're itching to go somewhere, but you're not tied to a date? That's where Airbnb steps in with a wink and a nudge, saying, "I'm flexible." It's like having a friend who's game for an adventure on any day you choose. This CTA captures that spontaneity and willingness to work with your whims—a perfect match for the laid-back or last-minute planner.



2. American Red Cross' "You Can Make a Difference": Picture this: you're scrolling, feeling a bit like you want to add some good karma to your day, and bam! The Red Cross is there, with a warm-hearted invitation to make a difference. It's like they're handing you a superhero cape and saying, "Your mission, should you choose to accept it, involves changing lives." Who wouldn't want to click on that?



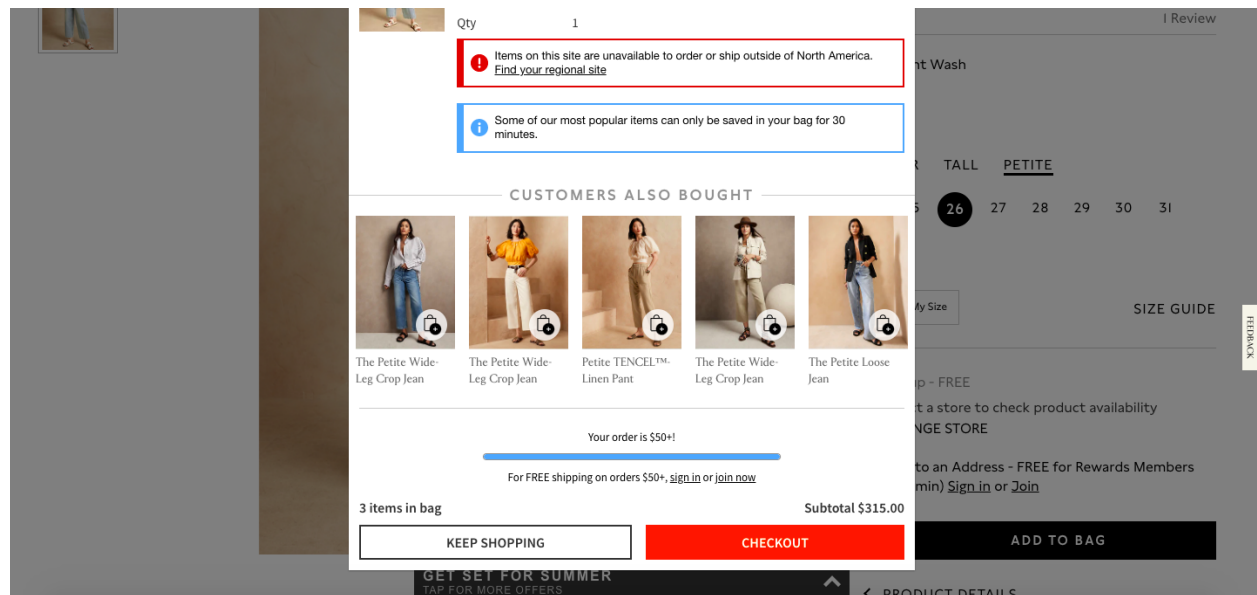
<https://blog.hubspot.com/blog/tabid/6307/bid/33401/14-real-life-examples-of-cta-copy-you-should-copy.aspx>

3. AWS' "Start Building on AWS Today": Imagine you've got all these cool, techy Lego blocks to build your dream project, and AWS slides in smoothly with a "Start Building on AWS Today." They're not just offering tools; they're offering possibilities. It's like being invited to an exclusive workshop where your ideas can take flight, and AWS is your co-pilot.

The image shows the AWS 'Start Building on AWS Today' landing page. It features a dark blue background with a white headline 'Start Building on AWS Today'. Below the headline is a sub-headline: 'Whether you're looking for compute power, database storage, content delivery, or other functionality, AWS has the services to help you build sophisticated applications with increased flexibility, scalability and reliability'. A prominent orange button says 'Get Started for Free'. The page is divided into two main sections: 'For Builders' and 'For Decision Makers'. The 'For Builders' section includes icons for launching an application and getting connected, with descriptions of step-by-step tutorials and finding AWS User Groups. The 'For Decision Makers' section includes icons for optimizing business value and reinventing with data, with descriptions of reducing costs and improving agility, and unlocking growth opportunities.

4. Banana Republic's "Keep Shopping": Just when you think you're done adding to your cart, Banana Republic hits you with a "Keep Shopping" that's as tempting as a second

slice of cake. It's like a nudge from a shopping buddy who whispers, "There's more to see," and who can resist that?



<https://agencyvista.com/insights/50-cta-examples-you-cant-help-but-click/>

5. Amazon's "Add to Cart": Amazon's "Add to Cart" CTA is a classic example of simplicity and effectiveness in e-commerce. This no-nonsense approach directly invites customers to take the next step in their purchasing journey. The button is strategically placed on product pages, making it highly visible and easy to access. This CTA not only simplifies the shopping process but also subtly encourages impulse buying by making the path to purchase as frictionless as possible. The simplicity of "Add to Cart" belies its power in driving sales and facilitating a smooth shopping experience on one of the world's largest online retail platforms.

6. Eventbrite's "Explore events": Eventbrite's like the ultimate event guidebook, opening up a world of happenings with an "Explore events" CTA that's as inviting as a golden ticket. They're saying, "Come check out what's on the roster!" and really, who doesn't love being in the know?



<https://blog.hubspot.com/blog/tabid/6307/bid/33401/14-real-life-examples-of-cta-copy-you-should-copy.aspx>

7. Khan Academy's "Learners, Start Here"

Khan Academy really knows how to talk to its audience. Their CTA, "Learners, Start Here," is like a warm, inviting handshake to the world of knowledge. Sure, "Start Here" is a phrase you see everywhere, but when they add "Learners" to it, it becomes something special. It's like they're saying, "Hey, you're here to learn, and we've got everything set up just for you." It's not just a button; it's the first step on an exciting learning adventure. This bit of personalization turns a common CTA into a powerful magnet for curious minds, making the journey from curiosity to knowledge just a click away.

One solution. So many ways to stay connected.

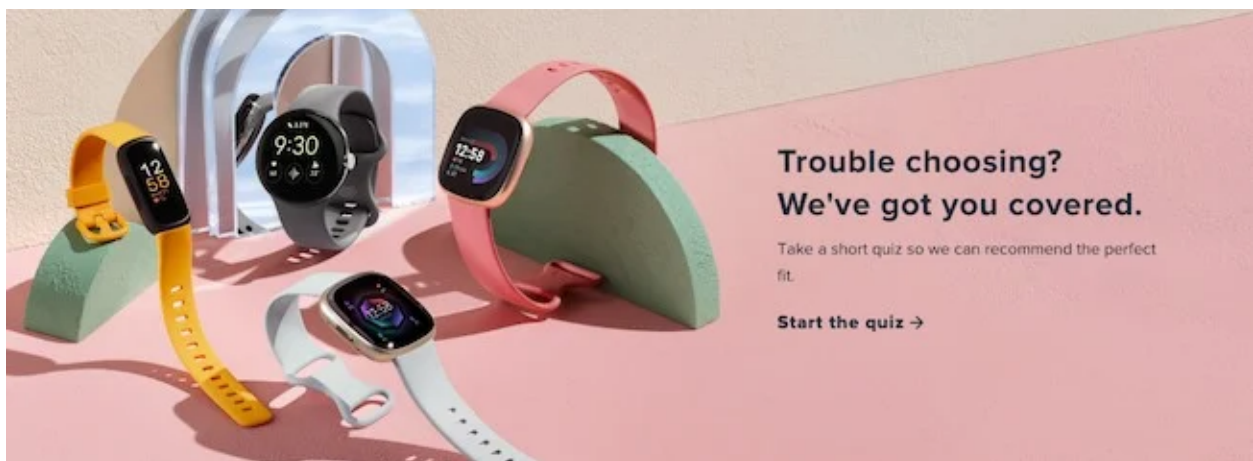
Simple, secure, and built for flexible work, our cloud phone system has meetings and messaging built right in.

[See Plans and Pricing](#)

[Get a Demo](#)

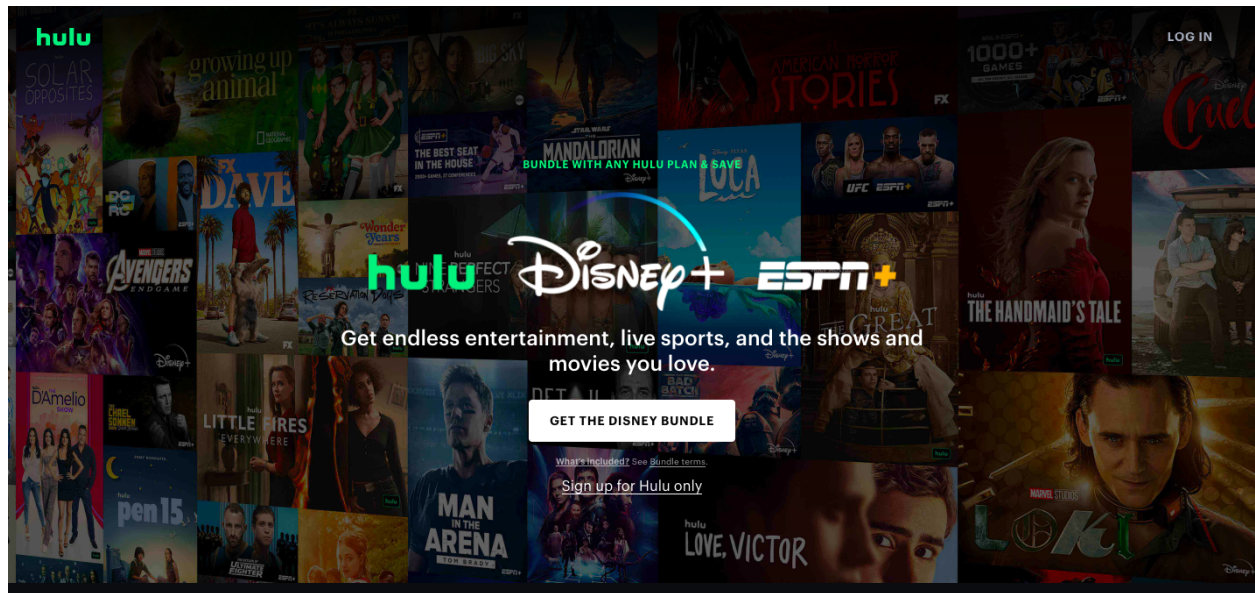


8. Fitbit's "Start the quiz" When you land on Fitbit's page, curious about which sports watch is your perfect match, you'll find their friendly "Start the Quiz" CTA waiting for you. It's like having a personal assistant who knows all about your fitness needs and preferences. This isn't just any quiz; it's a journey to discovering the Fitbit that vibes with your lifestyle and fitness goals. By engaging you in a few simple questions, Fitbit transforms the selection process from overwhelming to exciting. It's their way of making sure you find the sports watch that's not just a gadget, but a companion on your health journey.



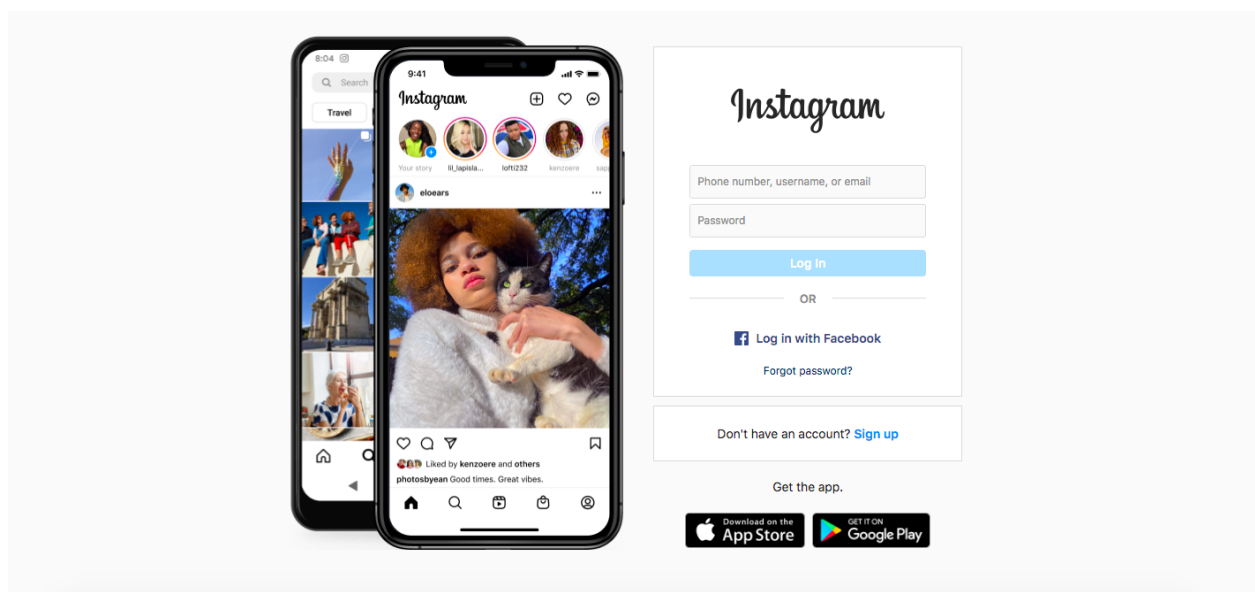
9. Hulu's "Get the Disney bundle": Picture this: Hulu isn't just offering you a subscription; they're rolling out the red carpet to a magical world with Disney. It's like getting a golden ticket that unlocks a treasure trove of entertainment – from nostalgic Disney classics to

Hulu originals. This CTA isn't just about streaming; it's about opening up a universe of stories and adventures that await you and your family.



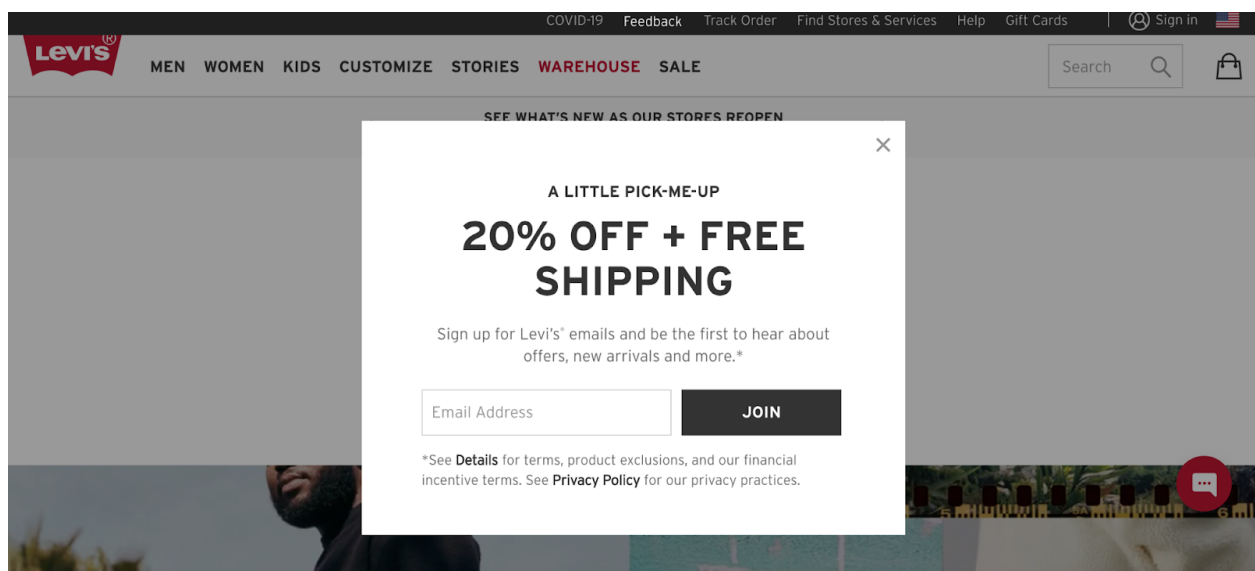
<https://agencyvista.com/insights/50-cta-examples-you-cant-help-but-click/>

10. Instagram's "Download on the App Store" and "Get it on Google Play": It's like Instagram is saying, "Hey, no matter what phone you've got, we've got you covered." These CTAs are like a friendly invitation to join the global community where sharing moments is just a click away. Whether you're an Apple aficionado or an Android enthusiast, Instagram is ready to become your go-to for sharing life's highlights.



11. The New Yorker's "Subscribe" Over at The New Yorker's website, they've mastered the art of the subtle yet effective invite. Atop their page sits a sleek banner with not one, but two distinct "Subscribe" buttons. It's like they're politely saying, "Hey, want some top-notch stories? We've got plenty." But wait, there's more – hover over "Newsletter," and boom, a third option for subscribing magically appears. It's far from being pushy; instead, it's like a gentle reminder of all the great content you could be getting. The New Yorker makes it super easy, almost effortless, to get on their list. No loud pop-ups, just a smooth, classy way to stay connected with world-class journalism.

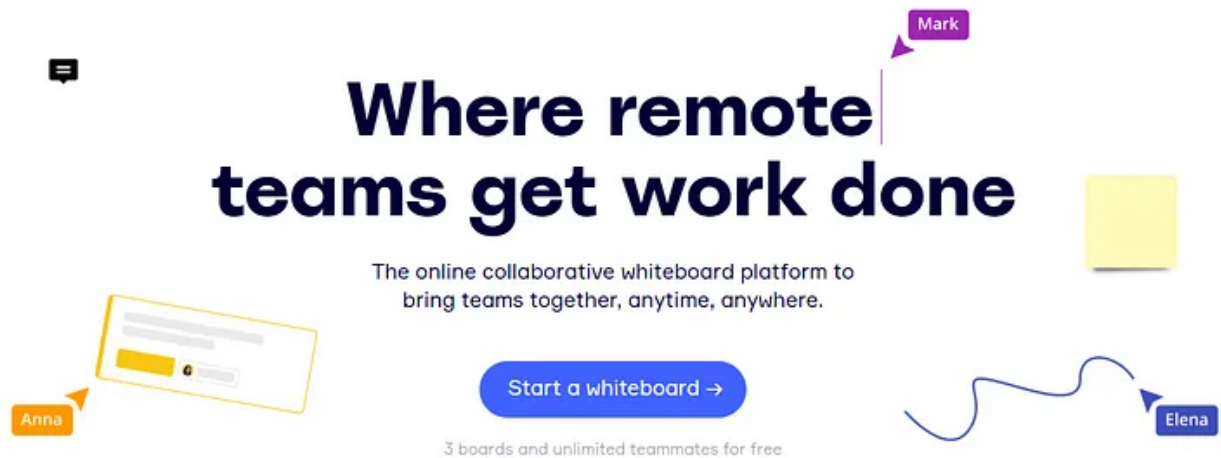
12. Levi's "Join": Picture this: Levi's isn't just selling jeans; they're inviting you to join a legacy. Their 'Join' CTA is like a welcoming handshake into a world of timeless style. It's more than a sign-up; it's an initiation into a community that values quality and classic cool. Plus, the perk of a discount on your next purchase? That's Levi's way of saying, "Welcome to the family."



<https://www.klientboost.com/marketing/call-to-action-examples/>

13. Miro's "Start a whiteboard": Imagine a blank canvas ready for your ideas, and Miro hands you the digital marker. 'Start a whiteboard' isn't just a CTA; it's an invitation to brainstorm, create, and collaborate in a whole new way. It's like walking into a room

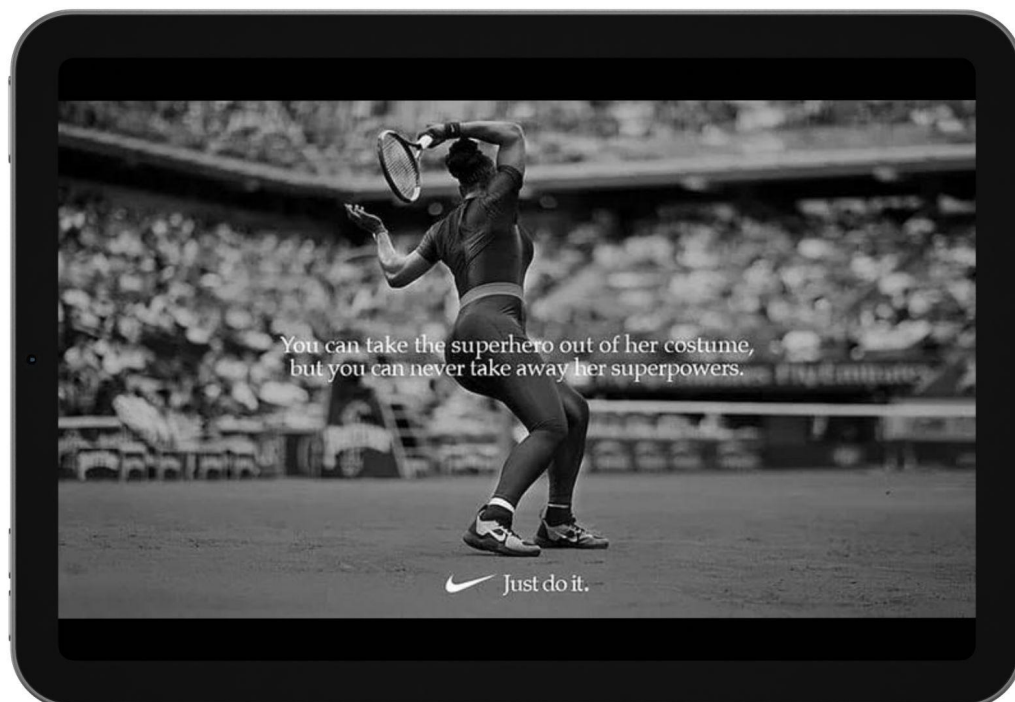
where every wall is an opportunity to unleash your creativity, with Miro saying, "Go on, the floor is yours."



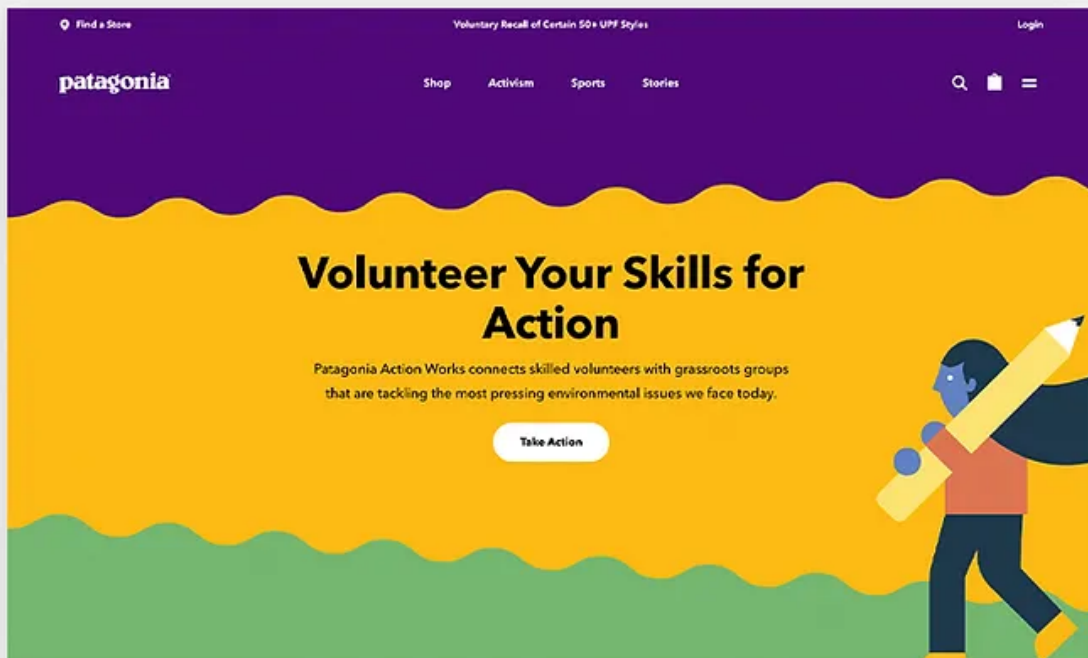
14. ModCloth's "Shop Halloween": Step into ModCloth's world, and it's like walking into a Halloween wonderland. Their 'Shop Halloween' CTA isn't just about buying costumes; it's an invitation to step into a character, to revel in the quirky and the whimsical. This CTA is like a friendly nudge to celebrate Halloween with flair and fashion that's uniquely you.

<https://influencemarketinghub.com/cta-examples/>

16. Nike: "Just Do It": Nike's iconic "Just Do It" CTA is more than a slogan; it's a call to action that resonates powerfully in their marketing videos. It embodies a message of empowerment, urging viewers to overcome challenges and achieve their fitness goals. This CTA effectively captures the spirit of determination and encourages viewers to engage not just with the brand, but with an active lifestyle. Nike's messaging seamlessly blends product promotion with inspirational lifestyle aspirations.



17. Patagonia's "Take action": This CTA is like Patagonia reaching out a hand and saying, "Join us in making a difference." It's not just about buying outdoor gear; it's an invitation to be part of a movement that cares for the planet. This CTA goes beyond commerce, resonating with the values of activism and environmental stewardship. It's Patagonia's way of blending adventure with advocacy.



18. Secureworks' "See Plans and Pricing": Imagine Secureworks as the guardian of your digital world, and this CTA is your key to peace of mind. It's not just about selling cybersecurity; it's about offering a shield in an era of digital threats. This CTA opens the door to a world where your data is safe, and security concerns are handled by experts.

DEFENDING EVERY CORNER OF CYBERSPACE

Secureworks Taegis™ XDR offers threat prevention, detection, and response with the best overall value. With Taegis, stop cyberattacks before they begin.

LEARN MORE

19. TurboTax's Various CTAs: Think of TurboTax as your savvy tax guide. Their range of CTAs is like a personal tax consultant saying, "Let's find the perfect tax solution for you." Whether you're a first-time filer or a seasoned taxpayer, TurboTax's CTAs cater to every need, simplifying what can be a daunting task into an easily navigable journey.

We do your taxes for you

Have a dedicated tax expert handle everything, from start to finish.

Start Full Service

See how Live Full Service works



Live tax experts can help

Get advice and answers as you go, with a final expert review before you file.

Start for free

Pay only when you file

See how Live Assisted works



File your own taxes

Just answer simple questions, and we'll guide you through filing your taxes.

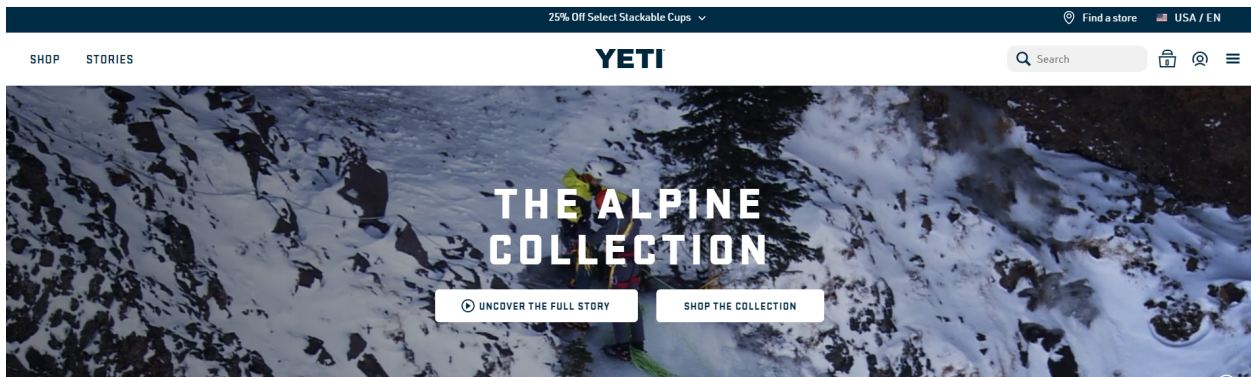
Start for free

Pay only when you file

See how doing it yourself works



20. Yeti's "Shop the collection": Imagine stepping into Yeti's world, where every product promises adventure and durability. Their 'Shop the collection' CTA isn't just an invitation to browse; it's a call to gear up for your next great outdoor escapade. It's like Yeti is saying, "Let's make sure you're well-equipped for whatever comes your way."



Creative Alternatives for Common Calls-to-Action

After exploring the diverse and creative ways different brands use CTAs to engage their audience, let's shift gears to explore how you can revamp common CTAs with a twist of creativity.

These catchy alternatives not only grab attention but also add a unique flavor to the standard prompts, making them more engaging and memorable.

Here's a look at how you can transform everyday calls-to-action into something extraordinary.

Common CTA	Catchy Alternative CTA
Sign Up	Embark With Us Get Onboard Let's Roll
Learn More	Discover Insights Unfold the Secrets Gain the Edge

Buy Now	Secure Yours Purchase with Perks Own it Today
Subscribe	Get in the Know Join the Elite Access Exclusive Content
Download	Grab Your Copy Access Instantly Get it Now
Contact Us	Reach Out Today Speak to Pros We're Here for You
Get a Quote	Personalize Your Plan Tailor Your Cost Get Your Estimate
Shop Now	Browse the Best Find Your Style Select Premium Goods
Read More	Dive Deeper Explore Further Continue the Journey
Join Now	Start Your Membership Get Exclusive Access Enter the Club
Register	Claim Your Spot Secure Your Place Book Your Seat
Try Now	Take a Test Drive Give it a Whirl Experience the Difference
Book Now	Reserve Your Experience Schedule Your Adventure Lock in the Date
Donate	Give Back Support the Cause

	Make a Difference
Visit Us	Drop By Come Over See Our Space
Apply Now	Submit Your Application Take the Next Step Propel Your Career
Order Now	Place Your Order Get it Served Request Your Item
Get Started	Kick Off Launch In Begin Your Path
Watch More	See What's Next Continue Viewing Stream On
Discover	Uncover Newness Find the Unseen Reveal More

The Art of Crafting Clickable CTAs



Creating compelling CTAs isn't just about slapping a button on your page. [LogRocket](#) suggests using clear, action-oriented language that communicates value clearly. Incorporating a sense of urgency or scarcity can also drive immediate action, while strategic placement ensures maximum visibility and engagement. Moreover, the design should be visually appealing and consistent with your brand.

[Business News Daily](#) emphasizes experimenting with different CTA writing styles. They suggest trying emotional words, questions, time-sensitive offers, humor, or solutions to problems to see what resonates most with your audience.

In crafting these elements into your CTAs, remember that the ultimate goal is not just to attract attention, but to prompt action. This leads us to the next crucial step in our journey: making those CTAs not just visible, but interactively engaging. And this is where tools like Voomly come into play. [Voomly](#) offers an innovative approach to transforming static CTAs into dynamic, clickable links within your videos, opening up a new realm of possibilities for audience engagement and interaction. In the following section, we'll explore how Voomly can be leveraged to create CTAs that not only capture attention but also encourage active participation from your audience.

Creating Clickable Links Using Voomly

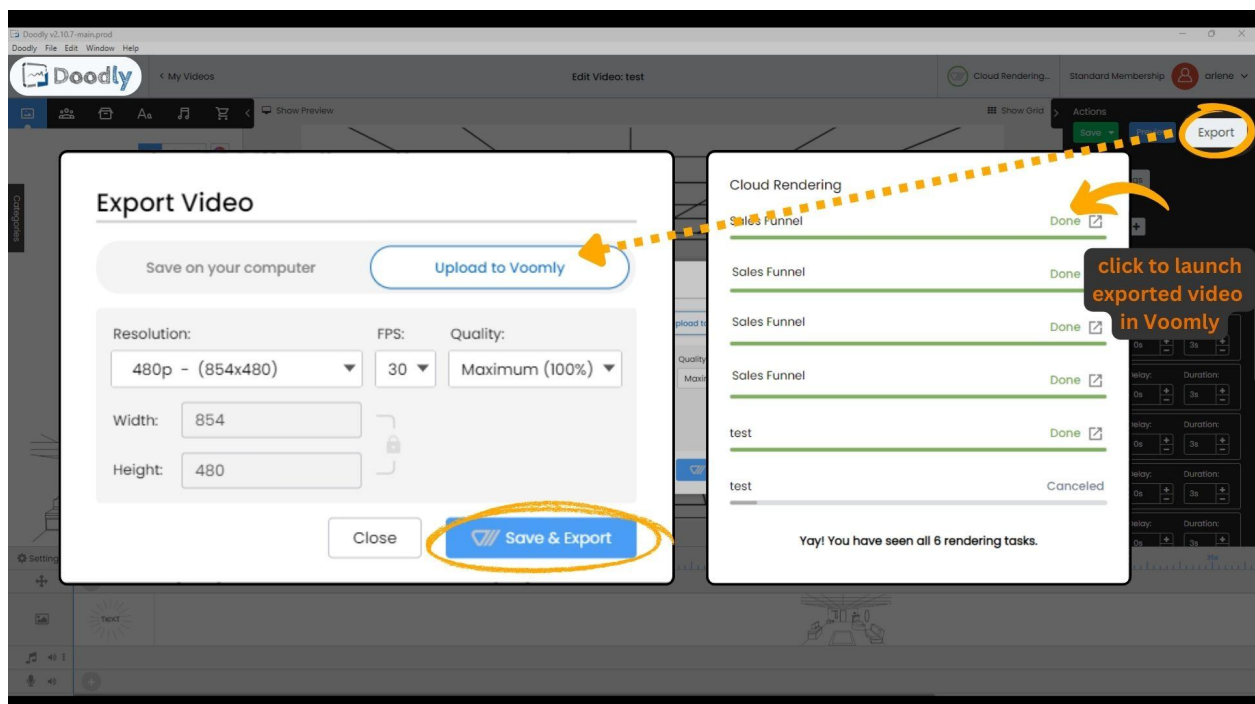
Elevating Your Videos to Interactive Masterpieces

So, you've mastered the art of crafting compelling CTAs and now it's time to bring them to life in your videos. This is where Voomly, an innovative video editing tool, comes into play, turning your videos into interactive experiences that engage and convert.

Let's explore how you can use Voomly to create clickable links that transform your videos into immersive journeys.

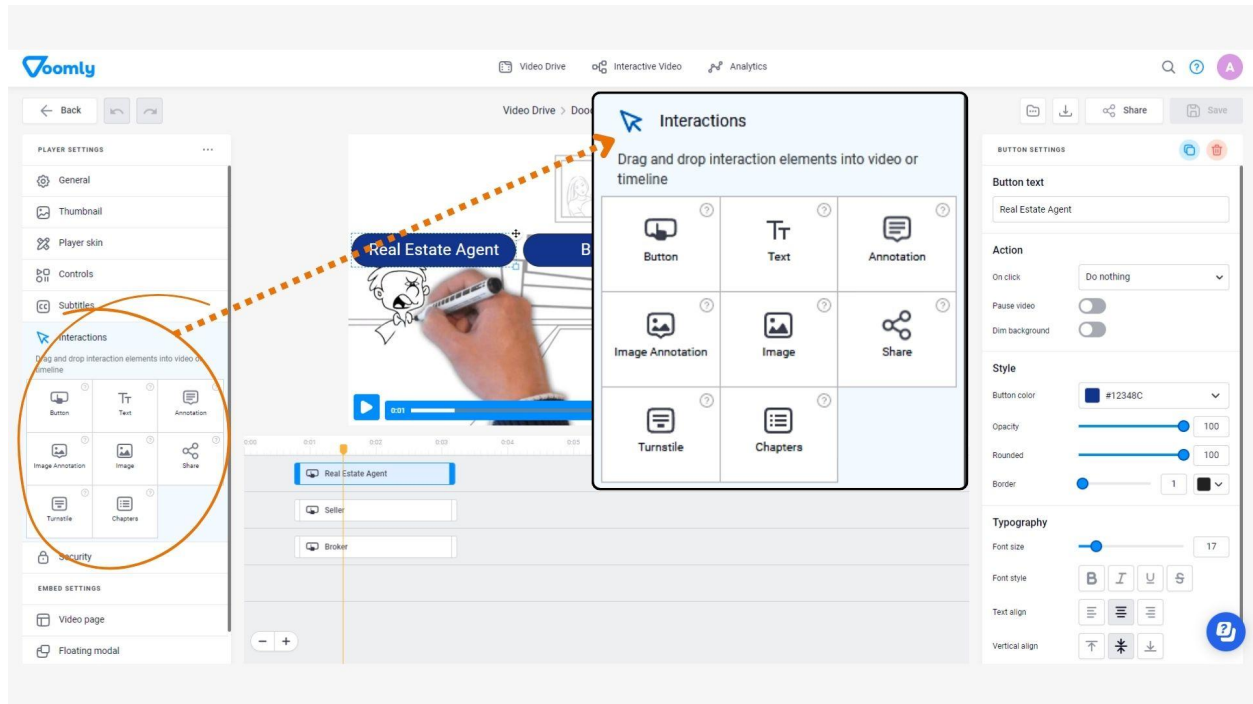
Step 1: The Setup

Alright, let's get your video up and running on Voomly. It's pretty straightforward – just upload whatever video you've got. It could be anything: a promotional video, an educational piece, or something purely for fun. And here's a neat trick: if you're working with Doodly, you can directly export your video to Voomly. This seamless process is what we call cloud rendering, making things smooth and easy for you.



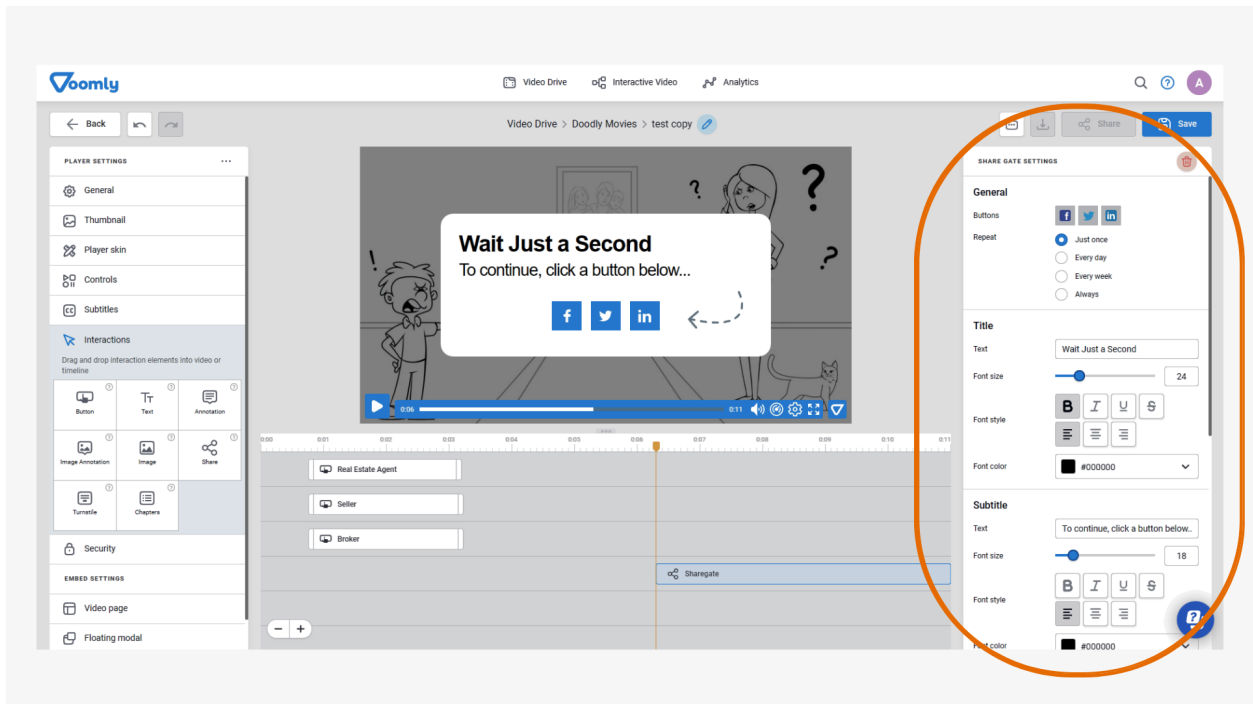
Step 2: Crafting Your Interactive Elements

Now, it's time to add clickable links. Voomly makes this process intuitive and user-friendly. You can embed links directly into your video, creating interactive touchpoints that viewers can engage with. This feature is a game-changer, allowing you to link to product pages, additional information, or even feedback forms, directly from your video.



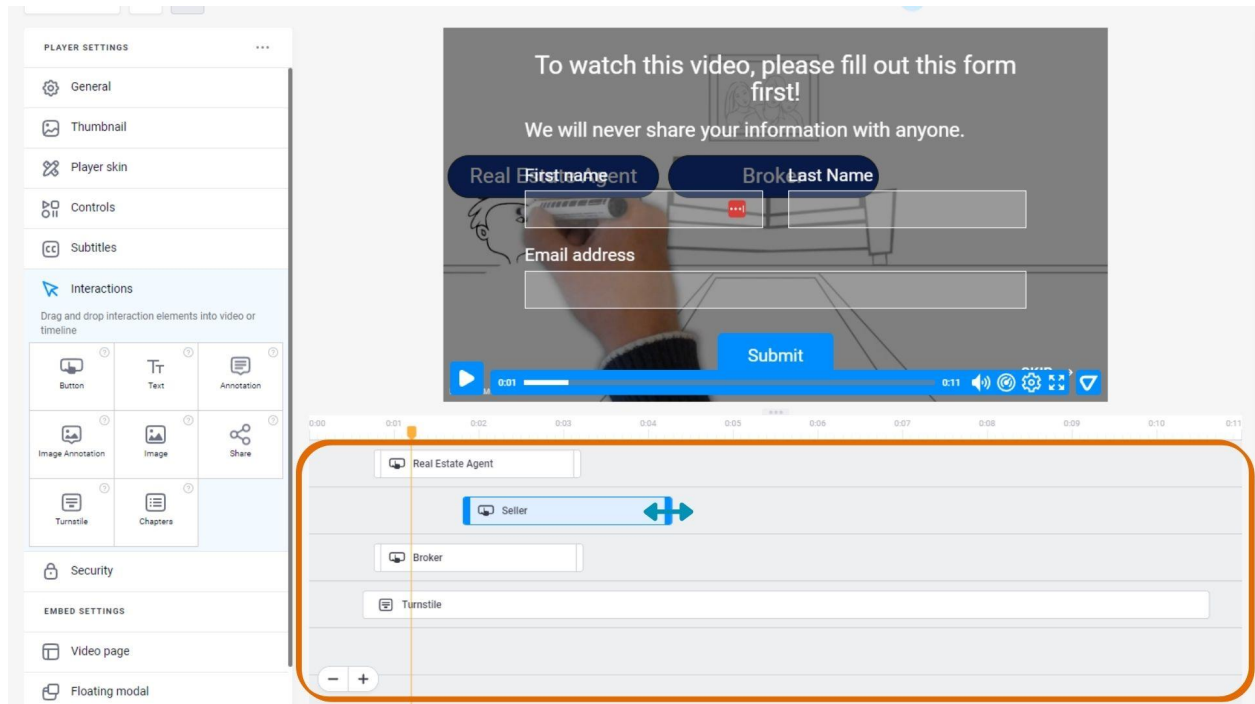
Step 3: Customize for Impact

Customization is where your creativity shines. In Voomly, you can tailor the look and feel of your clickable links to match your video's style and your brand's identity. This includes adjusting the appearance, size, and placement of your links to ensure they complement, rather than distract from, your video content.



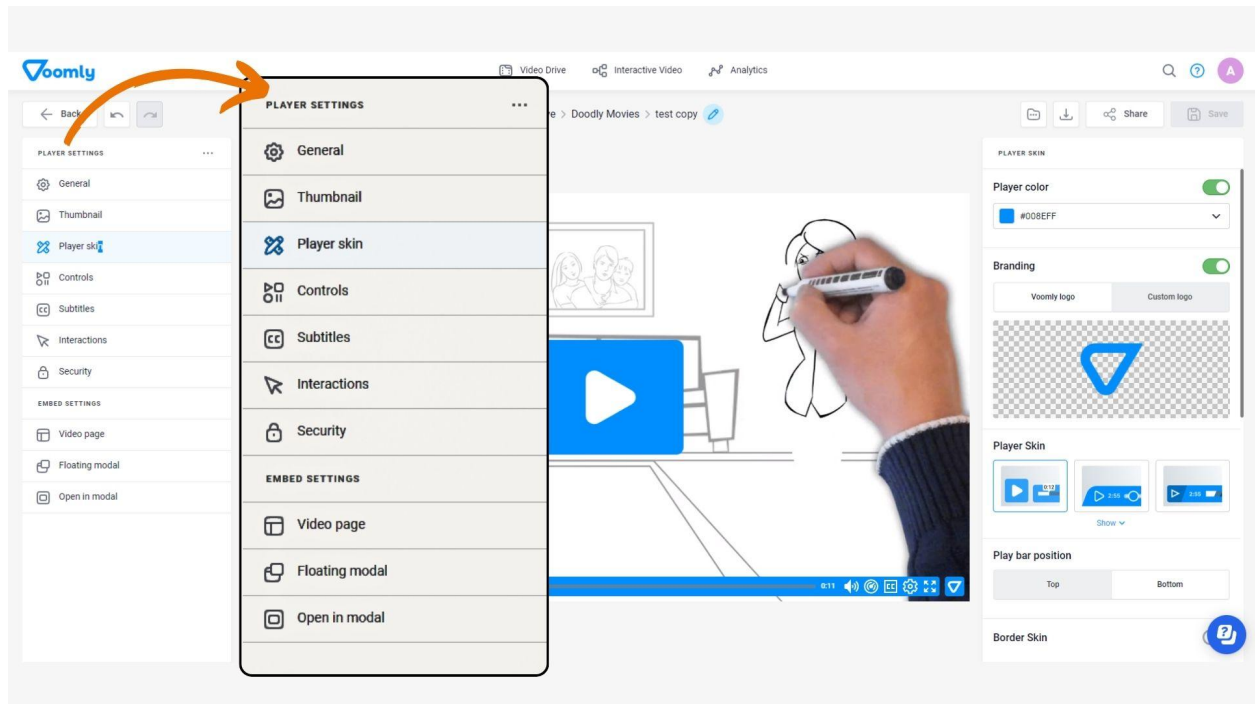
Step 4: Timing and Placement

Timing is crucial. With Voomly, you control when and where each clickable link appears in your video. Place them at strategic points to maximize engagement without interrupting the viewing experience. This precise control ensures that your CTAs are seen at the optimal moment.



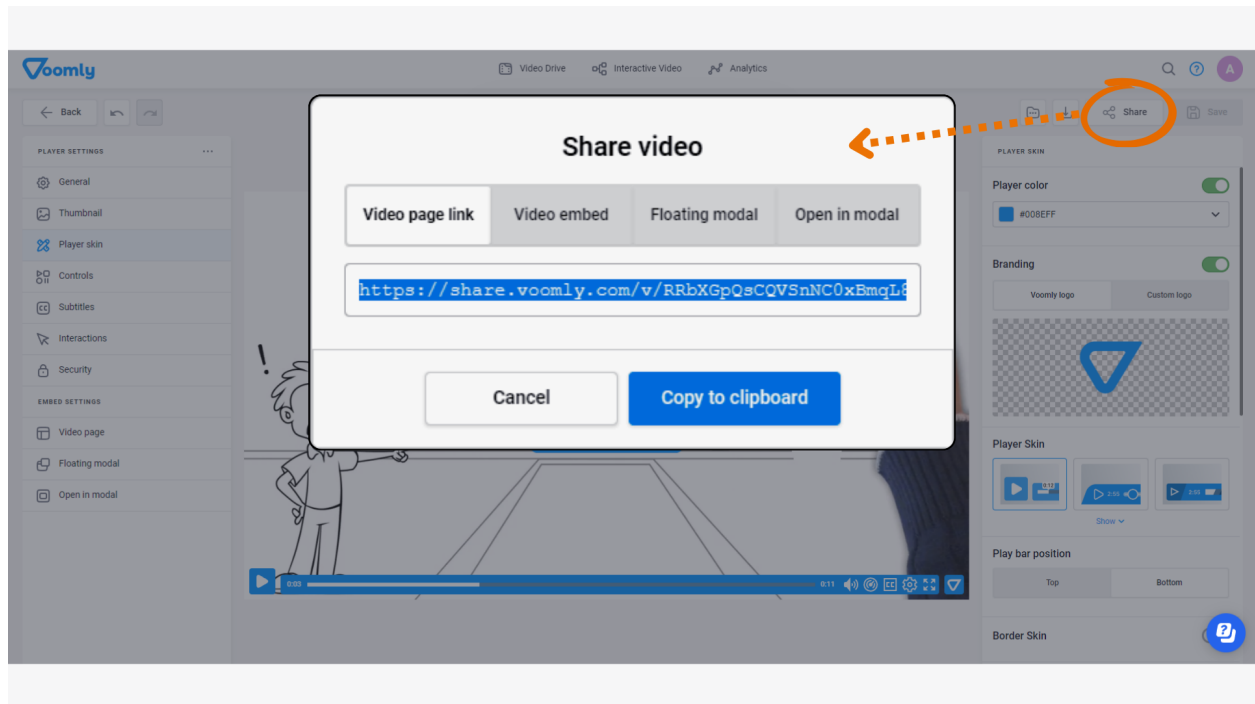
Step 5: Preview, Adjust, and Optimize

Before going live, use Voomly's preview feature to see your interactive elements in action. This is your opportunity to make adjustments, ensuring everything flows smoothly. The goal is to create an interactive experience that feels seamless and natural.



Step 6: Share and Engage

Once your video is polished and ready, it's time to share it with the world. Voomly simplifies the distribution process, allowing you to share your interactive video across various platforms. This step is crucial for reaching your audience and driving engagement.



The Impact of Interactive Videos

Interactive videos are more than just a trend; they represent a shift in how we consume digital content. By turning passive viewers into active participants, you enhance user engagement, increase retention, and drive conversions. Voomly equips you with the tools to create these dynamic experiences, making your content not only informative but also highly engaging and interactive.

Through the use of Voomly, you can transform your standard videos into captivating, interactive narratives that not only tell your story but also invite your audience to become a part of it. This level of interaction fosters a deeper connection with your viewers and significantly boosts the effectiveness of your CTAs.

Tips to make CTAs stand out

Now that we've explored how Voomly can enhance your videos with clickable links, let's focus on another key element of engaging your audience: making your CTAs pop. The art of creating an effective CTA involves much more than just a catchy phrase; it's about connecting with your audience on a deeper level.

Here's how you can craft CTAs that not only grab attention but also resonate and motivate your audience to take action.

1. Speak Like a Friend, Not a Salesperson

Think of your CTA as a friendly suggestion from a pal, not a sales pitch. Use language that's conversational and relatable. Instead of "Purchase Now," how about "Grab Yours Today!"? It's like giving a nudge to a friend, making the action feel more personal and less transactional.

2. Use the Magic of Storytelling

Everyone loves a good story. Why not weave a mini-narrative around your CTA? For instance, if you're selling gardening tools, your CTA could be, "Start Your Gardening Adventure Here." It paints a picture, right? Suddenly, it's not just about buying a tool; it's about embarking on a journey.

3. Color Psychology Can Be Your Secret Weapon

Colors evoke emotions. A vibrant orange might convey excitement, while a cool blue can be calming. Pick a CTA button color that aligns with the mood you want to set. But remember, it should also pop out from the rest of the page. A splash of color against a muted background? That's a CTA that catches the eye!

4. Create a Sense of Urgency (But Keep It Real)

"Limited time offer!" "Only a few left!" These phrases can create a sense of urgency, but only if they're true. You don't want to cry wolf and lose credibility. If there's a genuine time limit or scarcity, let your audience know. It can nudge them to act before it's too late.

5. Play with Words – Be Witty or Rhymy

Who says CTAs have to be boring? A bit of wit or a playful rhyme can make your CTA memorable. "Join the Fun – Get One!" or "Don't Delay, Start Today!" Such CTAs can bring a smile and make the clicking part a lot more fun.

6. Size Matters – But Bigger Isn't Always Better

Your CTA should be easy to find, but you don't want it to overpower everything else on your page. Find that sweet spot where your CTA is visible but not shouting at your audience. Think of it like a signpost, guiding rather than dominating.

7. Location, Location, Location

Where you place your CTA can make a huge difference. At the end of a compelling blog post? Above the fold on your homepage? Right after a powerful testimonial? Place your CTAs where they feel like a natural next step, not an afterthought.

8. Test, Learn, Repeat

Finally, remember that every audience is unique. What works for one may not work for another. So, test different CTAs, learn from your analytics, and keep tweaking. It's a journey of discovering what resonates best with your audience.

Conclusion

Crafting captivating CTAs is more than just a marketing strategy; it's an art that connects you with your audience. Now that you've learned the ropes, it's time to take the plunge and put your newfound knowledge into action. Challenge yourself to create CTAs that stop the scroll, spark curiosity, and get folks to take that desired action.

So, go ahead, create, innovate, and watch your audience click, engage, and convert like never before. The digital stage is yours to conquer, one CTA at a time.

Ready to take the next step? Get started now and witness the enchantment unfold!

[Start Your Voomly Journey Now!](#)