

Article:

Why Your CTA is More Than A Cherry On Top

In most ads people usually push the CTA to the bottom of the to do list.

Which is fair enough because there are more important sections like the headline and body copy.

However what if I was to tell you that the CTA could be the reason why a potential customer would or wouldn't buy from you!

For example let's say we're a dog toy company selling a new squashy bone, here's an example of a poor CTA:

Visit our website here (link to website) and buy 2 dog toys and get 1 free.

Notice how bland and kind of generic it is?

Let's fix this:

Click this link (link to website) and make your dog even happier.

P.s. if you buy 2 you'll get the third one for FREE!!

Notice how in the second one I've attempted to create a dream scenario for the reader?

This is a key trick if you want to increase your sales because when you can make the dream close to reality then it helps the viewer imagine themselves with whatever product you're trying to sell.

So overall your CTA isn't like a cherry on top but instead more the final toppings which make or break the Ice Cream sundae.

Therefore you should stop looking over it and instead think about helping your reader reach their dream state.

Until next time,

Joe

Also, if you need help creating more intriguing CTAs, feel free to email me at (insert email).