

## **This Marketing Tactic Will Get You Instant Leads**

Have you ever come across an ad that interests you, and it gives no next step to take?

That is an ad that is missing out on a boat load of leads.

When you see any ad with a next step to take (Phone call, landing page, etc.), they use a CTA - Call To Action.

I'm sure everyone has seen a post saying 'fill out our form to receive a free guide'.

Filling out the form is an action step so you can receive the guide. They also use the word 'Free' to spike up your interest levels.

This gives the lead a next step to take so they can get closer to getting whatever is advertised.

It's easy to make mistakes to confuse people on what to do, but I'll give you some simple solutions to make sure it doesn't happen to you.

## **Simple Mistakes With Simple Solutions**

I've seen a lot of ads in my days, but also a lot of missed leads (More like a ton).

Here's the mistake I see: Giving no context on the action.

If an ad says 'Contact us', but with no information on how, no one will contact them.

We live in a world where people want things simple and easy.

The average person won't go searching through google to find your contact info.

Instead they'll find the next company in your niche.

With that in mind, this is how to bring CTA's to the next level.

## **How CTA's Can Funnel A Ton Of Sales**

This method can be used for any type of business, but everyone has to do some sort of marketing in order to grow.

Maybe you run ads, make flyers or business cards, posters, etc. Everything needs an action for people to take.

If you have an ad with a landing page attached, you may want to say 'fill out our form to receive a free X'. It could be to receive something or get in contact with someone.

If you have some sort of flier or poster, you may want to say 'contact X for a free quote', something along that line.

The only thing that matters is you give the audience a reason to say 'Yes, give me X' or "Please contact me'.

This is where a CTA can crush the competition.

### **Go Out There and Upgrade Your Advertising**

A CTA is a game changer for any marketing. You can attract people who are thinking about buying, and people who are ready to buy.

If you use a landing page you can collect emails and build up a list so you have a community of people interested in you.

So know that you know how to utilize CTA's, go out there and dominate every aspect of your marketing.

Talk soon,

Michael

P.S. Wondering on how I would handle your CTA's or marketing?

Get in touch with my agency today. If we're a good fit I will personally take a look at your business and your marketing, come up with a strategy of what I'd do differently, and discuss it with you in depth on a call.

No obligations, no cost.

Sounds good? Then fill out this form: [Contact](#)