

CIAB - CW 43 - 2024

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2024-10-21 - Subject + Source

- Subject: How to build a stronger CTA
- Source 1: <https://www.wordstream.com/blog/ws/2014/10/09/call-to-action>
- Source 2: <https://www.taradel.com/blog/the-power-of-a-strong-call-to-action-cta-and-how-to-create-one>

2024-10-22 - Outline

Subject:

- The Top 3 Ways to Write A Killer CTA
- Killer CTA Blueprint
- What Makes A Killer CTA
- 3 Ways that Make or Break Your CTA
- **3 Proven Ways to Make (or Break) Your CTA**

Problem:

Ever been to a website reading an article and thinking: "What's the next step?"

And there you are. Scrolling around and looking for the Call-To-Action.

Quickly you realize, there is no CTA.

Agitate:

Hm... Maybe there's more info in the "About Us" section, No?

Hmm... What About "Support"?

No?

And just like that your interest is gone.

So let me break down 3 crucial steps that ensure your page visitors don't run into the same problem.

Solve:

- Make It Easy
- Use Words That Bang
- Tailor and Test Your CTA Based On Device

Close:

Get in touch with us for a free analysis and strategy to improve your conversion.

2024-10-23 - First Draft

3 Proven Ways to Make (or Break) Your CTA

Ever been to a website reading an article and thinking: “What’s the next step?”.

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Hm... Maybe there’s more info in the “About Us” section, no?

Hmm... What about “Support”?

No?

And just like that your interest is gone!

So let me break down 3 crucial steps that ensure your page visitors don’t run into the same problem.

Make It Easy

Yep, you heard right. Make it easy!

Just because you know what steps should be taken, doesn’t mean your page visitor does.

So how can you make it easy?

- Have a clear goal in mind for what you want your audience to do. Do you want them to sign up for a service, download a lead magnet or just contact you for more information?
- Communicate in a short and concise human tone, not jargon.
- Only use 1 CTA. There is nothing more annoying than having too many options to choose from. Most of the time the visitor will be overwhelmed and not take any action at all!

Now that you know how to keep it simple you might be asking yourself: “How will simplicity provoke someone to take action?”.

Well... the answer is obvious!

Use Words That Bang

First of all, what makes words bang?

Lots of adjectives that add unnecessary context like: “Click here to get your uniquely handcrafted water- and windproof backpack”?

Or...

Action verbs like: “Buy, Order, Download...” combined with time-sensitive words like: “Now, Limited Time Offer, Today...”?

You goddamn right, action verbs and urgency are the key!

Why?

Because they remove the clutter and get your point across in a direct and easy to understand way, whilst playing with their emotions.

So let's get to the last, aka the most important point.

Tailor and Test Your CTA Based on Device

Whilst the majority of desktop / tablet users are most of the time looking for more information, phone users are more likely to be looking for an immediate solution!

So how can you benefit from this knowledge?

- Create phone call-centric CTAs like: “Call now to get started! Call us today!”, especially if you run a service based-business, for mobile users.
- Create information-centric CTAs like: “Learn more, Find out more” for desktop users.

But always keep in mind... marketing is a game of trial and error!

Just because something works for company xy, doesn't mean it will work for you. So the only way to actually find out if something is gonna work for your business is to **test, test, test!**

Talk soon,
Benjamin

P.S. If you want a free analysis to improve your conversion [click here!](#)

2024-10-24 - Second Draft

3 Proven Ways to Make (or Break) Your CTA

Ever been to a website, reading an article and thinking, “What's the next step”?

And there you are. Scrolling around and looking for the Call-To-Action.

Quickly you realize, there is no CTA.

Frustrating, right?

So let me break down 3 crucial steps that ensure your page visitors don't run into the same problem.

Make It Easy

Yep, you heard right. Make it easy!

Just because you know what steps should be taken, doesn't mean your page visitor does.

So how can you make it easy?

- Have a clear goal in mind for what you want your audience to do. Do you want them to sign up for a service, download a lead magnet or just contact you for more information?
- Communicate in a short and concise human tone, not jargon.
- Only use 1 CTA. There is nothing more annoying than having multiple options to choose from. Most of the time the visitor will be overwhelmed and not take any action at all!

Now that we've simplified the message, how do we ensure the right words provoke action?

Use Words That Bang

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Tailor and Test Your CTA Based on Device

Whilst the majority of desktop users are most of the time looking for more information, phone users are more likely to be looking for an immediate solution!

So how can you use this to your advantage?

- Create phone call-centric CTAs like: "Call now to get started! Call us today!", especially if you run a service based-business, for mobile users.
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P.S. Limited spots available for a free analysis. **[Click here](#)** to secure yours now!