



LIFECYCLE MARKETING ESSENTIALS

CALLS TO ACTION

*GETTING YOUR CUSTOMERS
TO DO SOMETHING*

By Andrea Parker





All-Stars In Your Lineup

You've brought potential customers to your website through a carefully crafted SEO strategy and a brilliant social media campaign, so why aren't your leads converting? It might be possible that you have forgotten one of the most important things in marketing: asking your potential customer to do something after reading all of the great information on your website. This is when the call to action (CTA) becomes most critical.

While you want to give leads a good look at what your small business has to offer, you don't want to give away too much up front, or else you might never hear from them again -- unless you've created a valuable, well-placed CTA.

Placing a direct, informative CTA at a critical point in your content will allow you to capture your lead's name and contact information so that you can turn that lead into a paying customer.

In this e-book, we will discuss all you need to know about making calls to action work for your small business.





Know How To Spot Them

A call to action can take many forms; you've definitely seen them out there and likely clicked on a few yourself. They are not authoritative, boastful or very specific. Despite their succinct nature, CTAs are extremely powerful in helping to remove the "potential" part from "potential customer."

Common CTAs

- | | |
|-------------------------|-----------------------|
| >>> <i>Download Now</i> | >>> <i>Try Now!</i> |
| >>> <i>Add To Cart</i> | >>> <i>Click Here</i> |
| >>> <i>Learn More</i> | >>> <i>Sign Up</i> |
| >>> <i>Free Trial</i> | >>> <i>Buy Now</i> |

A good call to action will capture your potential customer's attention, but also give them a reason to click. Let them know what they will receive once they click, do not just assume they understand the value of clicking. Small business lead generation comes from a prospect's one simple click on your CTA, so you want that CTA button to shine!



The Basics

By following a few basic guidelines, you'll be well on your way to a collecting user information and a higher conversion rate. Know that users want to be given specific instructions and their eyes will travel towards whatever is most eye-catching on your website.

- >>> Be specific in what you want prospects to do
- >>> Place your CTA (or CTAs) in a conspicuous place
- >>> Make the CTA eye catching
- >>> Don't bombard prospects with too many CTAs



Say it right and the clicks will follow

Crucial to the success of your CTA is the language, so taking time to craft a concise, but instructional message will get potential customers to want to learn more about your small business.

Use language that creates urgency, but not fear or scarcity. "Offer only good for the first 25 sign-ups!" does not have the encouragement a prospect might be looking for, rather, it might instill a sense of fear that they are missing out if they don't sign up immediately.

Encourage potential customers to sign up by letting them know that your business can help them solve a problem that you know they have. Make your prospects aware that you want to serve them, include the link of your download with your expressed desire to help, remind customers that they do in fact have to find a solution and provide a time-based incentive based on price, not quantity of offers remaining. This gentle prodding should get your potential customers closer to clicking on your CTA without even realizing that it wasn't their own idea in the first place.

*Your business can help them
solve a problem*



Use Sparingly & Strategically

Often times you will see not only one CTA on a web page, but two or three strategically placed around the page so that a potential customer never has to go searching for their next step. This is a smart way to never leave a potential customer wondering what to do next. However, don't think that if two or three CTAs are good, then five or six different CTAs must be great.

The worst thing you can do, besides miss an opportunity with a misplaced CTA, is bombard your lead with too many choices. It's an invitation for a potential customer to leave your website without having ever clicked on any of your CTAs, or given you their contact information so you can follow up. You can absolutely place several CTAs on your site, but do be certain that they request similar actions to take.

*Don't think that if two or three CTAs are good,
then five or six CTAs must be great.*



Use Sparingly & Strategically

Notice how the Dale and Thomas Popcorn Company utilizes a very even ratio of quality CTAs to quantity. Each of the three calls to action utilize the same language, but each click yields a different result, so there is no confusion as to what will happen when a prospective customer clicks on any of the CTAs.

The screenshot shows the Dale and Thomas Popcorn website. At the top left is the logo with the text "DALE & THOMAS POPCORN" and "SHARE SOME". To the right is the slogan "The Rolls Royce of Popcorn!" with "— Today Show" underneath. Below this is a large image of several bowls of different popcorn flavors. On the left side of the image, there is a text block: "Dale and Thomas Popcorn® is a healthy snacking Company which manufactures and markets a variety of gourmet popcorn flavors under the Dale and Thomas Popcorn and Popcorn, Indiana® brands. Our popcorn is available across the United States in retail stores." A blue arrow points to the text "Click Here to visit us at Popcorn, Indiana for great tasting popcorn!". At the bottom right of the image, there is a small icon of a person and the text "For Popcorn, Indiana Product Recall Information, Click Here". A blue arrow points to this text. At the bottom left, there is the text "Email us: Click Here" with a blue arrow pointing to it. Below that is the phone number "1-800-767-4444" and "Customer Service". A blue arrow points to the phone number.



Place Them Carefully

Make your CTA's location obvious so that it is easy to see and prospects know what kind of action you want them to take. By placing a CTA next to or around valuable snippets of content, your prospects know that you want them to request further information about your small business' services.

If you're considering a CTA only at the bottom of your web page, chances are that some of your readers might never make it there, thus rendering your CTA useless. Raise your click-Crate by making sure your main CTA always lives above the fold. It will be one of the first things that potential customers see when they come to your website, but also be sure that you have given your customers enough information that will make them want to take action. Without the right information, leads may not understand on what they are clicking.





Place Them Carefully

Daily Candy is an excellent example of properly utilizing multiple, similar CTAs, without overwhelming the consumer. Each CTA is clear and easy to find. There is no question what they are asking you to do: click the deal and share it through social media. They are able to use 5 CTAs because each corresponds with a different deal and it's respective action, even though they utilize the same language. Also notice the blend of above and below the fold CTAs.

DAILYCANDY DEALS LOVES

The Signature at MGM Grand
Up to 66% off at BlueChip Vegas

VIEW DEAL >> SHARE: f t e

All-Day Spa Access with Facial and More
56% off at The Ritz-Carlton Palm Beach

VIEW DEAL >> SHARE: f t e

Natural Snacks Made the Old-Fashioned Way
50% off from Colby's Kettle Corn

VIEW DEAL >> SHARE: f t e

Small-Batch Marshmallow Gift Sets
Up to 51% off from 240sweet

VIEW DEAL >> SHARE: f t e

TICK TOCK, TICK TOCK.
THE CLOCK IS TICKING ON LAST CHANCE DEALS. SHOP NOW >>



Make 'Em Pop

Catch your prospect's eye with a pop of color on a neutral-colored background. This will cause your CTA to rise from the page, encourage a click, and result in an information capture. Follow these design instructions from the folks at www.hongkiat.com:

- >>> Your call to action buttons should ideally be the largest buttons on a given page
- >>> Use contrasting colors to make smaller buttons stand out more
- >>> Use less distinct colors to make oversized buttons fit in better
- >>> Your call to action buttons need to command attention without overwhelming your design

Remember when designing your CTAs that, as with your CTA's language, simple and concise is best. Don't try to use too many colors to make your CTA pop even more; your potential customer might become distracted by the busy quality of the CTA.



Design Rules Of Thumb

- >> ***Your call to action button should be about 20% wider than your company's logo if they are in immediate proximity.***
The eye should be drawn to your CTA over your logo at that point on the website because the logo is really only there for branding purposes.
- >> ***When using multiple CTAs, be sure that your primary CTA is larger than your secondary CTA.***
When looking to capture a potential customer's information, you want to make that CTA the most prominent so the prospect is drawn to it.
- >> ***Tell your users what they're getting into by clicking on your CTA.***
Anticipate skepticism by those who have been burned before by clicking on a CTA that only lead them to a page that required credit card information or a very long form to complete. Be up front and specific; your prospects will appreciate it and likely take the action you had intended.
- >> ***Embrace odd shapes.***
Don't be afraid to get unique in the appearance of your CTA. Embrace non-traditional shapes, which, when combined with those pops of color will really steer your potential customer towards your CTA.



Effective When Done Right

With the right call to action, your small business will see an improvement in its conversion rate. By simply asking a prospective customer to take action and giving them a reason why they should, you take a big step towards turning someone who may only have been browsing to an actual paying customer. Give the people what they want- or don't even know they want- a rewarding relationship with your small business.





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As a Brand Journalist at Infusionsoft, Andrea Parker helps small businesses succeed by creating original content for and managing the Big Ideas Blog, as well as creating e-books for small business consumption. Andrea is an award-winning writer and former professional steeplechaser with a penchant for reading, tutoring and baked goods. You can follow Andrea on [The Big Ideas Blog](#) and on Twitter [@BigIdeasBlog](#).

What is Lifecycle Marketing?

Lifecycle Marketing is a seven-step system devised specifically for small businesses to help them transform their sales and marketing. By combining proven strategies and tactics with affordable, easy-to-master automation technology, small businesses that implement Lifecycle Marketing are in the best position to grow, nurture and retain valuable customers. Watch an online [Lifecycle Marketing workshop](#) to learn more.

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