



# CREATE KILLER **CALLS TO ACTION**

THAT WILL BOOST  
YOUR EMAILS'  
CLICK-THROUGH RATES



## What is a Call To Action?

A Call To Action (CTA) is a linked point in your email that takes the reader to a landing page, a website or online application. They communicate to readers what action they should do after opening the email. The purpose of a CTA is to guide your subscribers, by giving them clear directions about what their next step - action - will be and why they should go through with it.

## Why is it so important?

A campaign's click through-rate can be highly affected by how you make your call to action and how you manage a variety of factors. The main elements are their copy and design. The button design is responsible for showing the readers where to click, it helps to attract their attention. Button copy tells them why they should click on it.

CTAs are essential to help you sending a better and clear message to your readers. They can dictate your email campaign success. But for you to achieve success you must have an email content that supports your CTA, giving value to the reader and a reason to make him interested. You have to give a specific reason for your subscribers to invest their time in your email and landing page.

# BEST PRACTICES TO **OPTIMIZE YOUR CALL TO ACTION**

*Here are listed some best practices that you can work with to create your own optimized call to action.*

## 1 - COPY

The CTA button text is what makes the reader to interact with it. The message should be as short and simple as possible to give a clear and compelling reason to get your readers to take that action. Your visitors should know in a glance what they'll get when they click on a button. If you leave room for doubts, you will certainly get lower conversion rates.

## OWNERSHIP

A study from Unbound shows that by changing only the words on the copy, you can actually increase click through-rates. One big change you can make is using first person determiners such as 'my' instead of using possessive determiner 'your'. This will give the readers a sense of ownership about the content and give them motivation to go through the action.

GET MY FREE CONSULTATION



GET YOUR FREE CONSULTATION

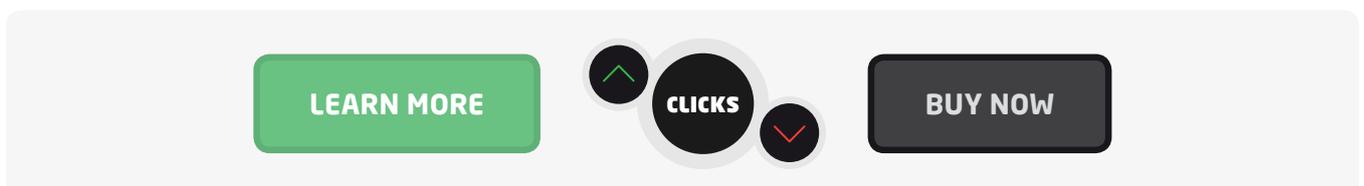
## VALUE THEIR ACTION - PRESENT BENEFIT

You need to show your readers a clear benefit in order to get them to click your CTA button. Use copy that explains them the advantage they'll get if they accomplish the action you suggest. An example of a bad CTA copy is the common "Click Here". The language used is weak and it fails on giving the reader any incentive to perform that action. Not knowing what will happen next will make them lose interest. This doesn't describe the value, it just tells the subscriber what to do. You don't need to reinforce that your button is clickable, leave that to the design of the CTA. Tell your readers why they should follow a link, using words that describe what'll happen if they click on the CTA. Make sure the language clearly calls for a specific action.

## LOWER COMMITMENT

Some of the CTAs copy represent a big commitment for the subscriber, like spending money or time. Instead, present your readers low commitment propositions that add value and do not require a big investment from them.

A call to "learn more" doesn't lead your reader to think that he is going to spend money. Quite the opposite, they think about what they'll learn and how they're going to benefit from it. The key is to give focus on what your reader is going to get instead of what he lose.



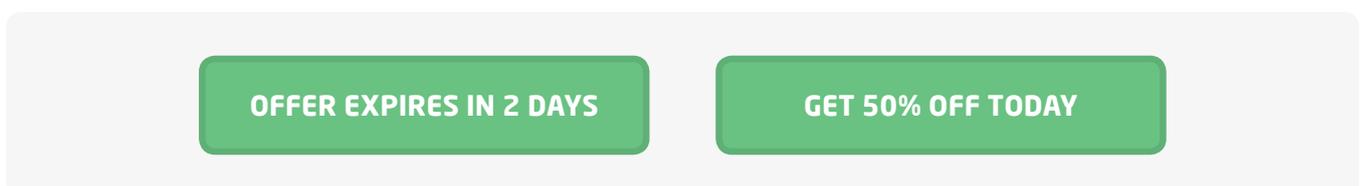
## URGENCY

Make copy that passes a message of urgency.

This invokes unconsciously the impression that your readers need to take action immediately.

Creating urgency can improve your message, but isn't good if you mislead your readers.

Encourage them to make their decision quickly but in a truthful way.



# EXAMPLES OF **COPY**



## The Wrong Way

Buy Now

Click For The Results

Try A Demo

Join Anytime

Submit Now



## The Right Way

Show Me The Catalogue

View Results

Start My Free Trial

Join Now

Get Started

## 2 - MULTIPLE CTA'S

Using one or multiple CTA depends on the purpose of your email and how many different actions you want your users to engage. The main thing to remember is to always be clear on the action that you'd like your user to take and show them they will benefit from it.

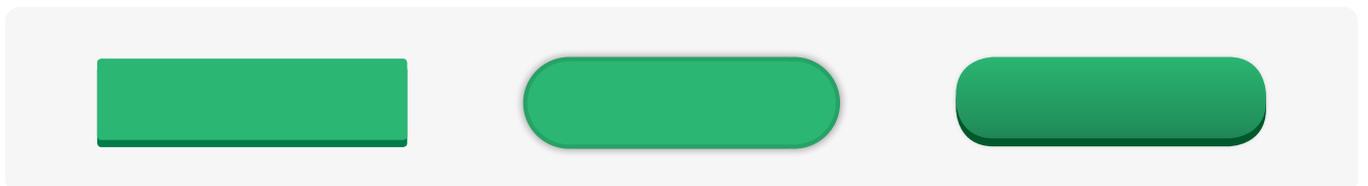
Keep your users happy by giving them fewer buttons to choose from. If you give them too many options, they'll likely not click on any of your CTAs. Don't repeat a button if its purpose is the same as the previous ones.

If you have more than one action that you would like your readers to take, it is important to prioritise the buttons. Decide which one has the highest priority and give it a more prominent placement, contrast or size.

A different situation happens when your content is too long. Repeating your main CTA further down in the email will help the enthusiastic scrollers that may have missed the first one.

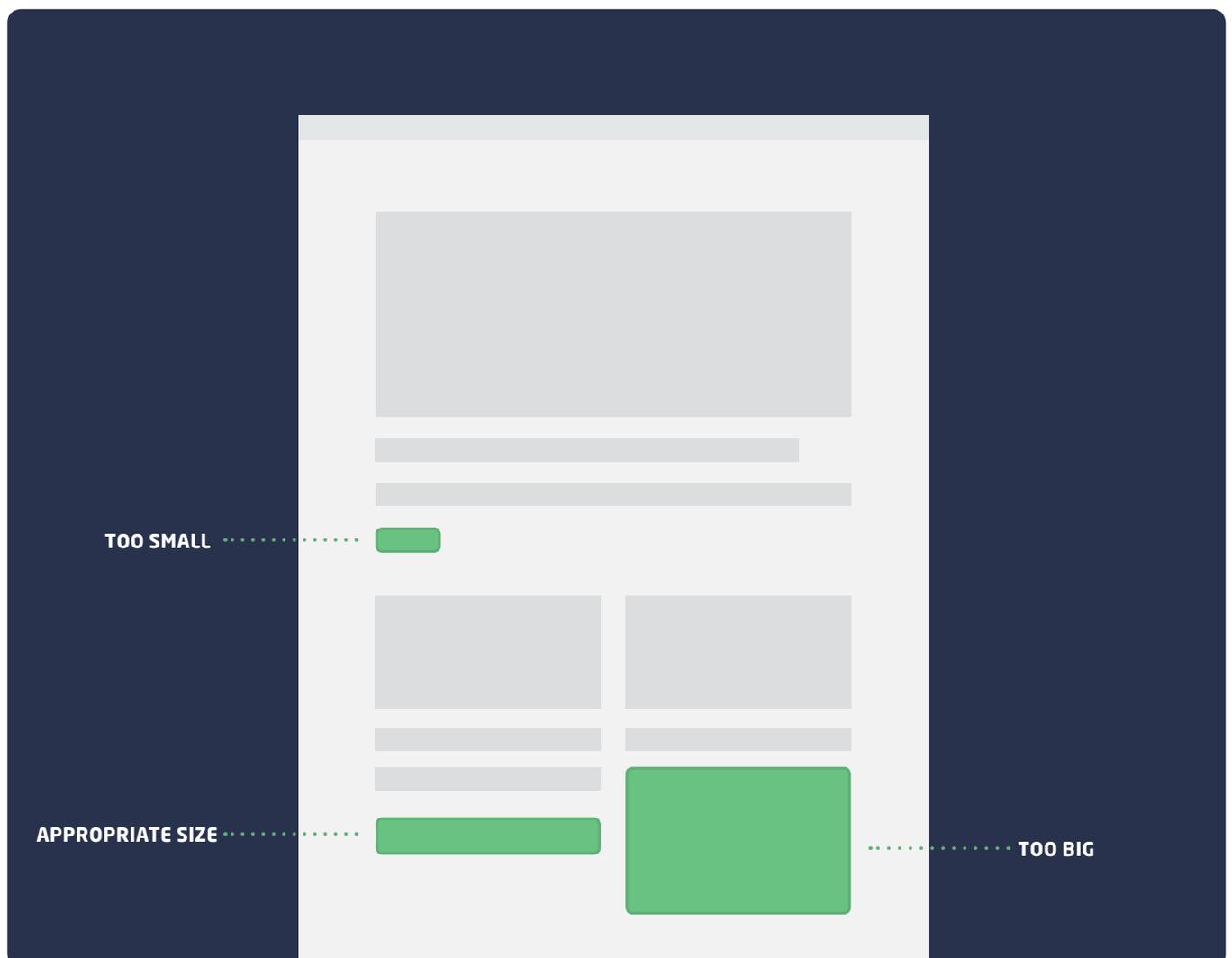
## 3 - SHAPE

The shape of your CTA button must look like a button. It's as simple as that. Don't create too complex and fancy buttons. If your button doesn't look like one, the user will need a bigger cognitive effort to perceive it, leading to fewer clicks. The optimal button shape is a rectangle with rounded edges. Users are already familiarised with this shape and they intuitively know it's where they need to click to get to the next step. The most important thing is to make it look clickable.



## 4 - SIZE

It's important to think about the balance between the button size and the rest of the email. It should be big enough to stand out without overpower everything that surrounds it. If the first thing that pops to your readers attention is your CTA button, they will probably ignore everything else because they've been distracted from the main content of the email, which would give them all the valuable information. With the rising of touchscreen devices used for reading emails, you'll want to keep a bigger attention to the size you choose for your button. About 53% (Litmus analytics - 2015) of all emails are opened on mobile devices. Your CTA has to be big enough for touching the button with your thumb. Apple recommends a size of at least 44 pixels square. If you make it too small that can be frustrating to the users, leading to lower conversion rates.



## 6 - CONTRAST & COLOR

When it comes to the look of your buttons, you need to give them a color that makes a contrast between the color scheme and the rest of your email, while still looking good with the overall design. Making your CTA stand out from the rest and making it dominant is the fastest way to grab the user's attention. You would not want a blue CTA button on a blue background.

Check for a good legibility. Test if you can read the button text at a glance. If buttons have a different color on the background and text, this contrast draws the eye and makes the reader notice them more.



## 7 - PLACEMENT

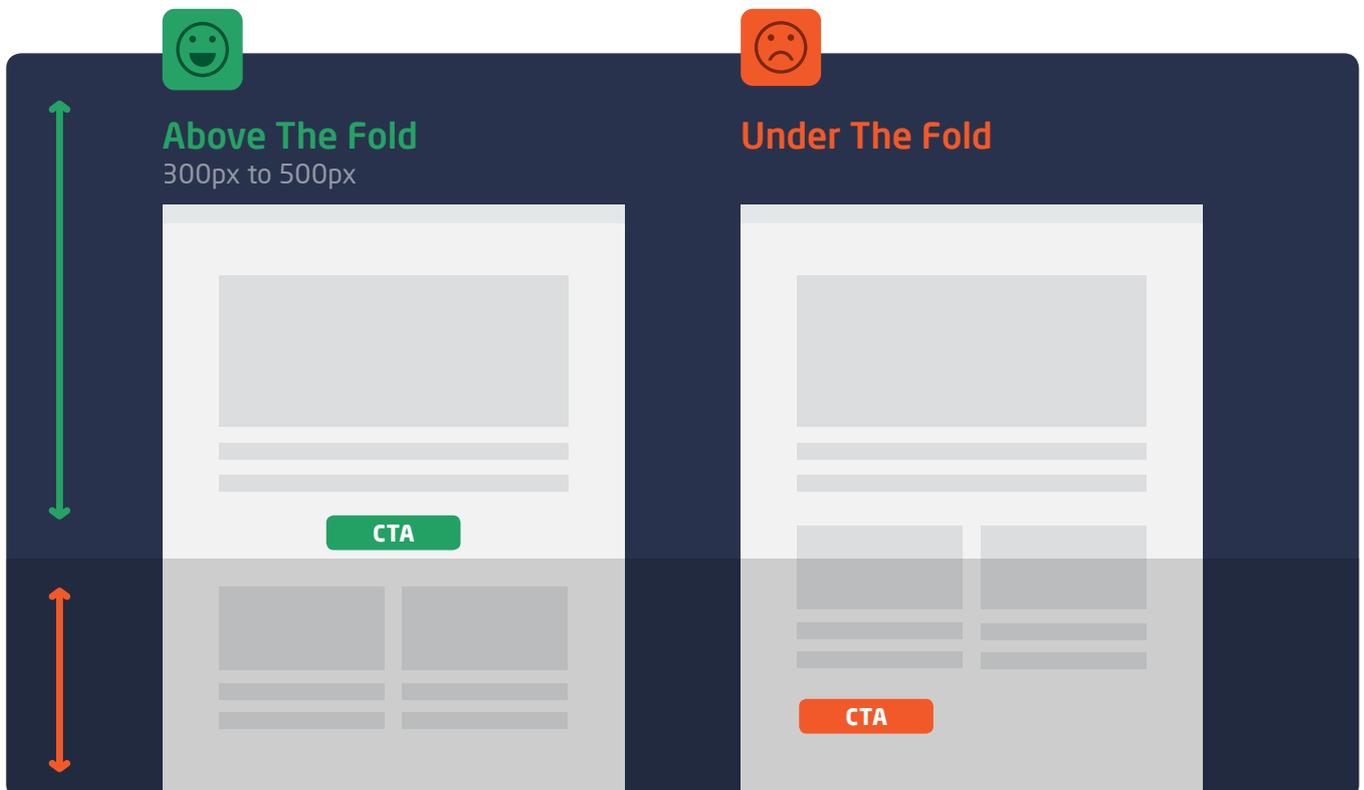
You want your CTA to be seen quickly, keeping it visible without the need to scroll down. Not all readers are scrolling enthusiasts.

The placement of your main CTA button should be above the fold (the portion of web page that is visible in a browser window when the page first loads).

It should appear in appropriate places, aligned with the user experience. You shouldn't put your CTA before all the information because that forces the reader to go through the content and then go back to the beginning in order to click the linked button. This will likely reduce the number of clicks as they will see the CTA before being convinced to go through the action.

It's placement is always connected to your email copy. It depends on how much information is on your email and what you want your readers to do.

Short copy asks for one strong CTA closer to the top of your email. On the other hand, an extensive copy tends to need multiple places to give the reader the opportunity to click where they want.



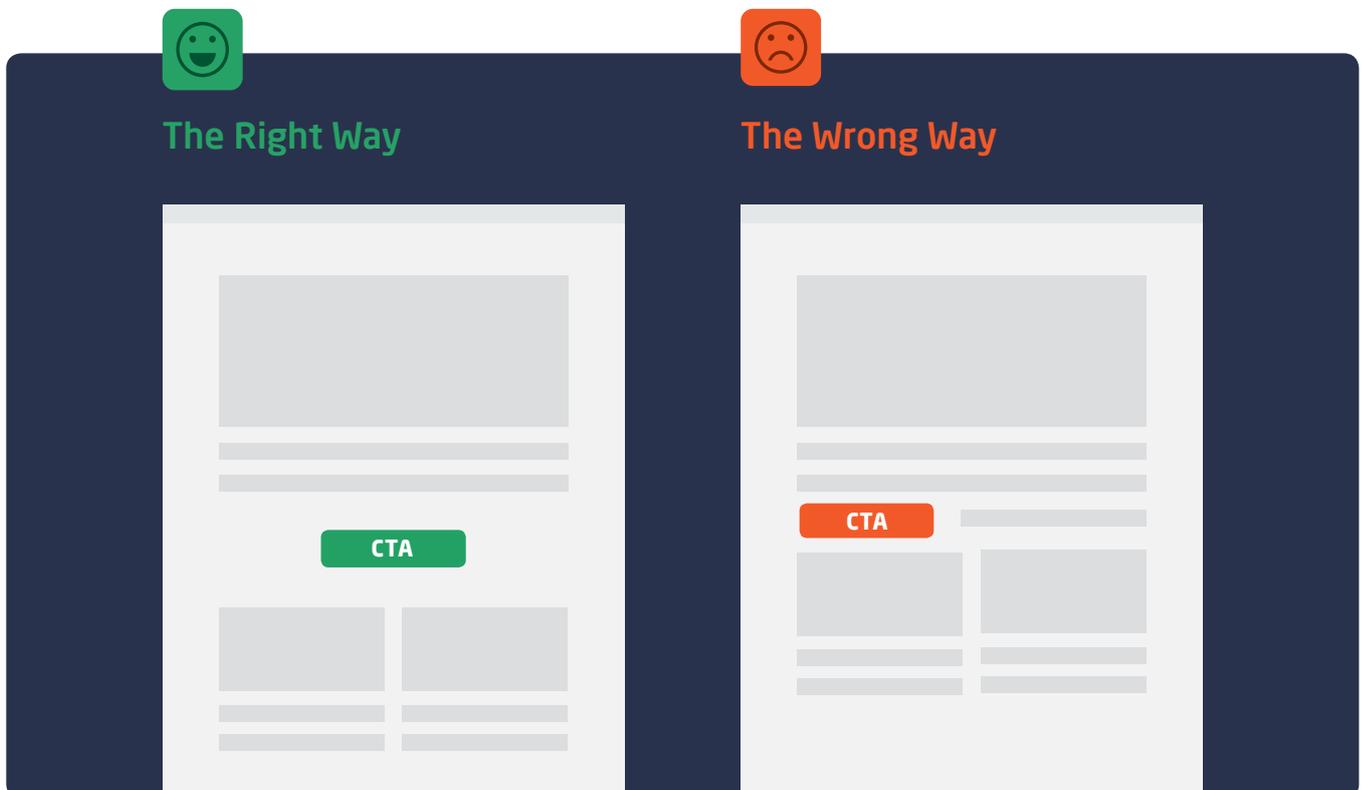
## 8 - USE WHITE SPACE

Make sure that your CTA has the proper attention by providing enough empty space around it. This will help your button to stand out among your email content, leading the reader right to it.

The space between a button and another email element indicates the relation between them. A button related to a particular piece of text should be placed closer to it rather than other element.

This is also important to the readers which use touchscreen devices to read your emails. If you provide generous spacing around your button, they will not get frustrated when they attempt to tap one link and get another.

Give your CTA button room to breathe so it doesn't feel cluttered.



## 9 - VISUAL CUES

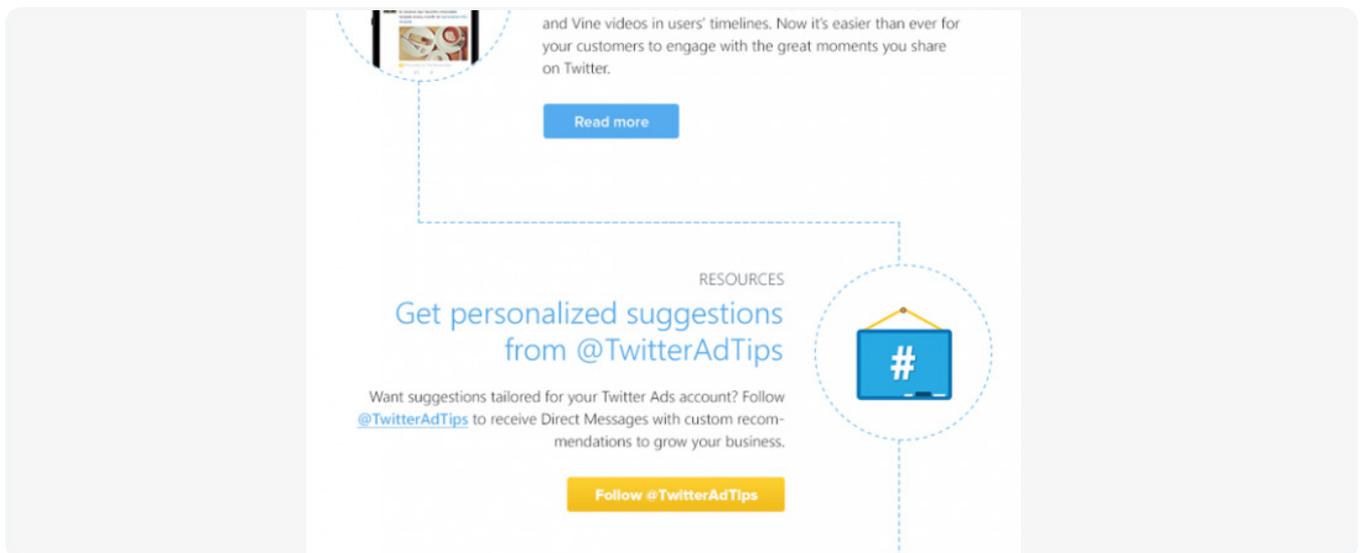
Including visual cues on your call to action buttons can help to increase the conversion rates. You can add icons that help the user to clarify the button's function, like adding an icon of a shopping cart on a "shop now" button or an arrow on a "download" button. Make sure that they add value to the user experience, rather than confusing it.

Another way to give visual cues is to create a sense of direction. You can give your users that experience by adding some arrows pointing to the CTA. It guides readers for the action and gives more emphasis to the action.



# GOOD EXAMPLES

## CALL TO ACTION



and Vine videos in users' timelines. Now it's easier than ever for your customers to engage with the great moments you share on Twitter.

[Read more](#)

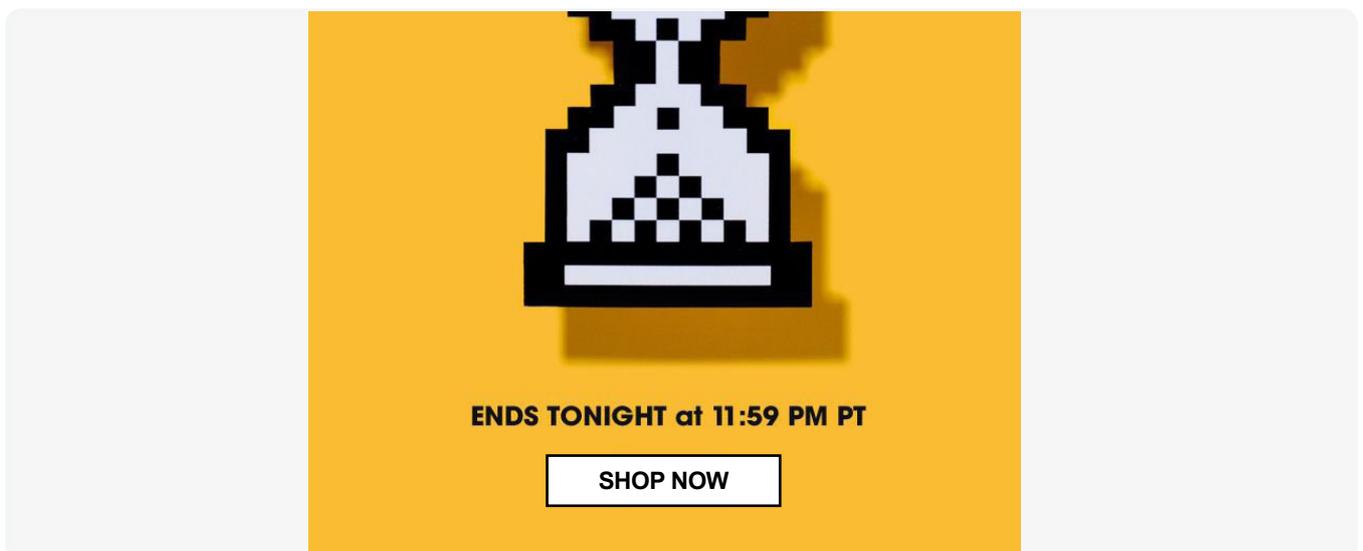
RESOURCES

Get personalized suggestions from @TwitterAdTips

Want suggestions tailored for your Twitter Ads account? Follow [@TwitterAdTips](#) to receive Direct Messages with custom recommendations to grow your business.

[Follow @TwitterAdTips](#)

*Use of multiple CTA's with different purposes.*



**ENDS TONIGHT at 11:59 PM PT**

[SHOP NOW](#)

*Transmits a sense of urgency.*

We look forward to sharing an evening with you at our new space. Come on out for some great food, cold + warm drinks, and browse our trinkets and wares.

## WHO WILL WIN THE CX1?

CUSTOM  
HONDA CX500



FIND OUT  
AT THE PARTY!

LEARN HOW TO ENTER

*Copy transmits value to the reader. Use of white space. High contrast color.*



REVEAL MORE >

*Triggers curiosity. Use of visual clues.*



GET IN TOUCH AND FIND OUT  
HOW YOU CAN POWER-UP YOUR  
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