

How to create a great Call to Action (CTA)

What is a CTA?

Put simply, it's how you tell your reader what you want them to do next.

Do you want them to...

- ✓ Visit your website?
- ✓ Complete a survey?
- ✓ Download a brochure?
- ✓ Register for an event?

Then you have to tell them!

Think about what you want the reader to do.

What's the main purpose of your campaign?

Follow these ten quick steps to create the best call to action for your campaign:

Unfortunately, your readers aren't psychic. So, if you don't include a clear call to action, most readers will discard your email without ever really engaging with your content.

1 Make it easy!

They won't work for it - it's up to you to make it as easy as possible for your audience. **Make sure at least one clear call to action is visible** in the inbox without needing to scroll down the email.



2 Be creative

Calls to action are more than just buttons. They can appear in the form of logos, images, hyperlinked text, and video links. Use a variety of types of call to action in your email to cater to different types of reader.

3 Don't be afraid of buttons

Our analytics show that over 40% of the time, the most popular clicks in an email campaign are still on a traditional call to action button.



4 Make sure it stands out

Make your main call to action stand out. Surround it with white space so that it doesn't get hidden by clutter. Stand back from your screen and blur your eyes. **Does it jump out from the rest of your content?**

5 Get straight to the point

Use short, dynamic copy to grab the reader's attention and encourage action.



6 Make sure your landing page is relevant to the call to action

Think about what you are asking the reader to do and don't be misleading. If your call to action says 'Get more information', don't link it to a landing page that is nothing but a blank enquiry form. **If they feel deceived, the next link they'll click is unsubscribe.**

The Buzz Creative Team can write and design a relevant and effective landing page to [get the most out of your campaign!](#)

7 Think carefully about the colour

Not only will your chosen colour help to differentiate the call to action from the rest of your content, but it also carries subtle hidden meanings which can influence decision making.



Did you know that yellow creates a subtle sense of urgency?

Or that dark blue is associated with trustworthiness?

[See our handy guide to colours here.](#)



8 Experiment with button shapes

Change can be exciting, so try ditching the rectangular box and testing something a little different in your next email.

[See our portfolio](#)

9 Use videos

Do you have video content you want to share? Videos are always popular so it's a great way to get readers to engage with your email. **Remember though that many email clients don't support embedded video**, so instead, try using an image with a play button overlaid on it to encourage people to click through to your content.



10 Don't forget mobile users!

Around 20% of our emails to schools are opened on mobile devices, and we expect that number to rise, so make sure that button is big enough to be tappable on a small screen.

Of course, we don't expect you to do all of this on your own. Our specialist team can copywrite and design an engaging and eye-catching email campaign for you that will drive more teachers and decision makers to click on your calls to action.



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[Read about our copywriting service](#)