

15 Call To Action Examples (and How to Write the Perfect CTA)

Writing the perfect call to action often makes or breaks your marketing campaign. It's one of those elements that will directly impact your conversion rates. And what better way to improve your writing than by reading a bunch of call to action examples from the pros?



According to eMarketer, US social network ad spending is expected to approach \$49 billion in 2021. Marketers spend on ads, and they spend a lot.

With that much at stake, you're not the only one who sometimes gets stuck for ideas for the winning CTA for your ads. If you're looking for inspiration, then the below list is for you. In this blog post, you'll get 15 call to action examples that you can copy and customize for your campaigns.

By the end, you will also know how to generate CTAs like a pro for any scenario!

Let's get started!

What is a Call to Action (CTA)?

A call to action or a CTA is a written directive used in marketing campaigns. It helps encourage website visitors to take the desired action. A call to action can take up different forms:

- Text hyperlink
- Button
- Plain text with no link

“Buy Now” or “Download Now” are typical examples. But a CTA can run longer, too, such as “Subscribe today so you’ll never miss a post.” The possibilities are endless.

A good CTA can help with decision fatigue and give meaning to your content. Even if it's just a two-word phrase, users need some direction to know what to do next.

CTAs that create a sense of urgency will also help increase conversions. As long as it encourages potential customers to stay engaged on your site, then your call to action has done its job.

Note that having one CTA highlighted is the most common way. At the same time, some marketers use both primary *and* secondary call to actions in their marketing. We'll review some best practices of this later on.

How to Write a Call to Action for Social Media

Social media is all about getting users to click on your posts and ads and engage. However, it's no longer as easy as it sounds. 22.3% of people using ad blockers say there are “too many ads.”

It's tough out there.

To combat this, increase your conversions and engagement with a compelling call to action on your ads and elsewhere on the web. Let's see how you can achieve this.

Use strong action words

Writing short and strong CTAs is not only more persuasive, but it's also necessary due to the character limits on ads. Start with a verb ("buy") and follow with an adverb ("now") or a subject ("ebook") or both.

Here are two call to action examples to the above statement: "Buy Now" or "Download this ebook now."

Below are some of the most common call to action verbs broken down by intention. Simply pair them with the offering of your business.

Most Common

Purpose	CTAs
Ecommerce	Buy, Shop, Order, Reserve, Save, Add to Cart, Pick, View
SaaS conversion	Try, Get Started, Subscribe, Sign Up
Non-profit conversion	Donate, Commit, Volunteer, Adopt, Give, Support

Newsletter or
community

Subscribe, Join, Sign Up, Refer,

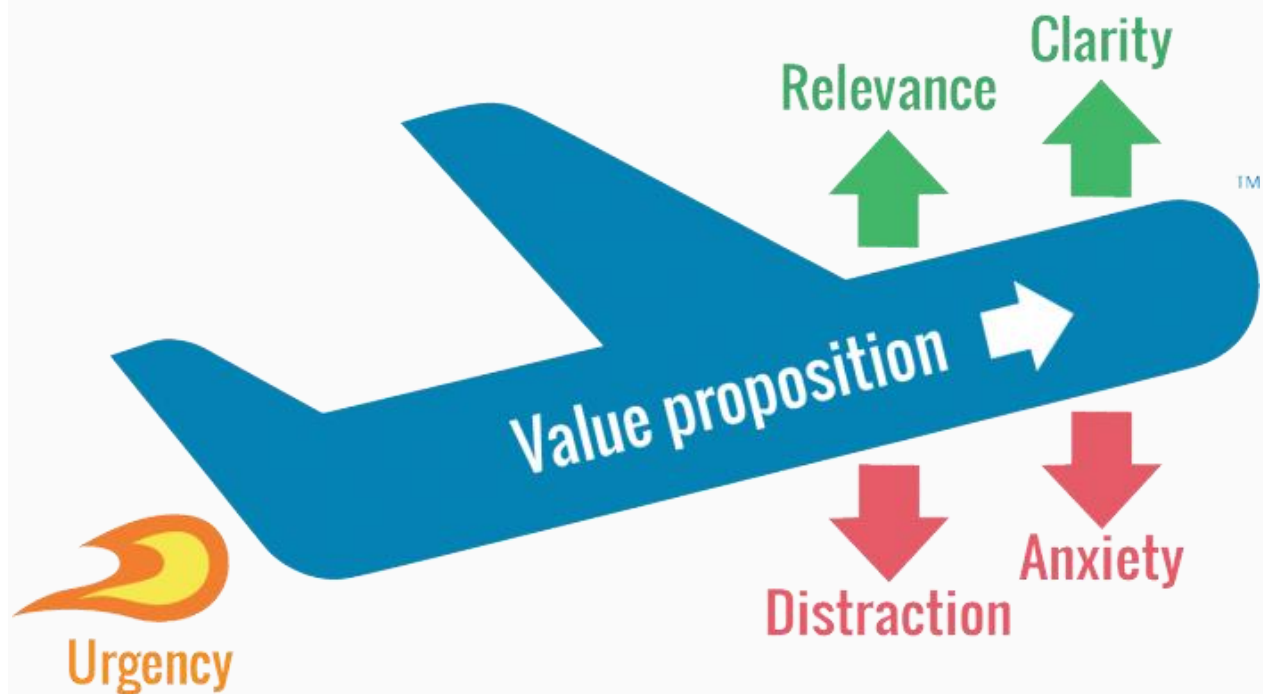
Freebie giveaway

Download, Get, Grab, Claim, Take advantage of

General

Learn More, See More, See How, Start, Find Out, Check it Out, Click here,
Continue, Swipe Up,

Tip: check your call to action against the LIFT Model (see below).



If we took our example from above, it would look something like this:

Download = relevance

this ebook = clarity

now = urgency

Download this ebook = value proposition

Use the text surrounding your call to action to:

- Reduce distractions (i.e., remove unnecessary links, images, etc.)
- Ease anxiety (e.g., add the disclaimer “no credit card required”)

Provoke emotion or enthusiasm

If you want to evoke an emotional response in your users, opt for a longer CTA. You'll need to incorporate more modifiers in this case to get the desired effect.

Here are some examples:

- Add numbers: “Buy now and get 50% off!”
- Add adjectives: “Find your dream home with us!”
- Make a promise: “Lose weight in just 6 weeks!”
- Influence their FOMO: “Limited time offer. Get your free T-shirt!”
- Play up your USP: “Order a hand-made soap now!”

Ben Sailer, the Inbound Marketing Director at Coschedule, recommends using an indirect approach to CTAs as well rather than directly selling to the consumer.

“In my opinion, the best way to implement a call to action on social media is to make the CTA implied rather than direct,” he says. “For example, “Our new shoes are in stores. When will we see you here?” is probably more engaging than, “Our new shoes are in stores. Click to buy now.” Like everything else social, the best CTA copy tends to be conversational, even when it’s intended to be transactional.”

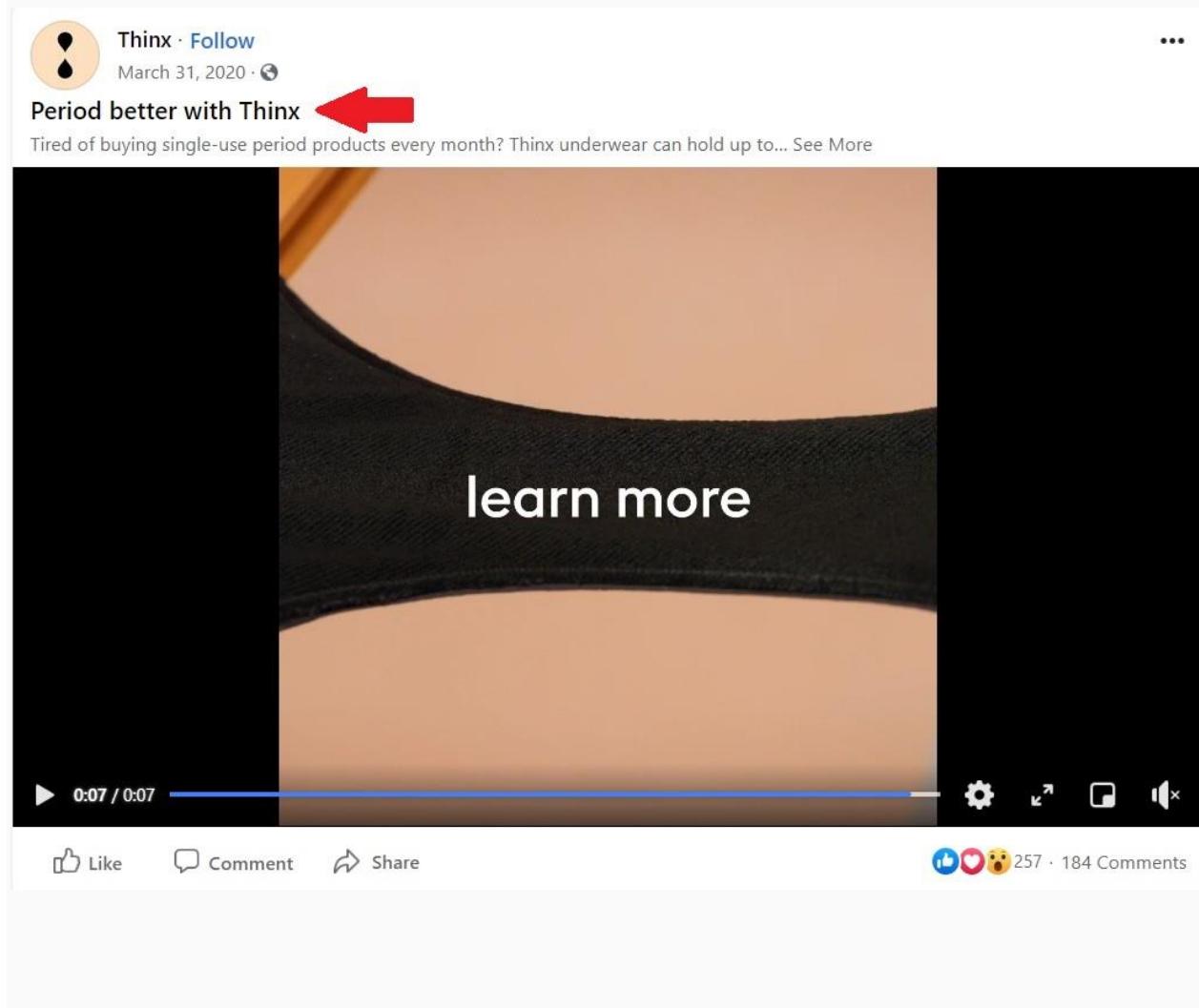
Think up your own

You don't need to stick to the good old examples, though. Get creative and make up your own call to actions.

First, verbalize to yourself what your company does for its customers (or simply look at your mission statement). For example, I run a spa where people get facial treatments.

Next, transform the verbs and modifiers into a 2-5 word call to action. Add relevant information where necessary → “Get a free mud mask” or “Treat yourself today!”

Example:



Thinx · Follow

March 31, 2020 · 🌐

Period better with Thinx ←

Tired of buying single-use period products every month? Thinx underwear can hold up to... See More

learn more

0:07 / 0:07

Like Comment Share

257 · 184 Comments

“Period better” – Thinx opted for the unique use of the word “period” as a verb in their CTA.

Tip: nobody gets their CTAs right the first time. Run at least one A/B test (but preferably more) on your ad to evaluate the strength of your call to action.