



CLASS 06

# Enticing Clicks with Calls-to-Action

---

Professor: Angela Hicks

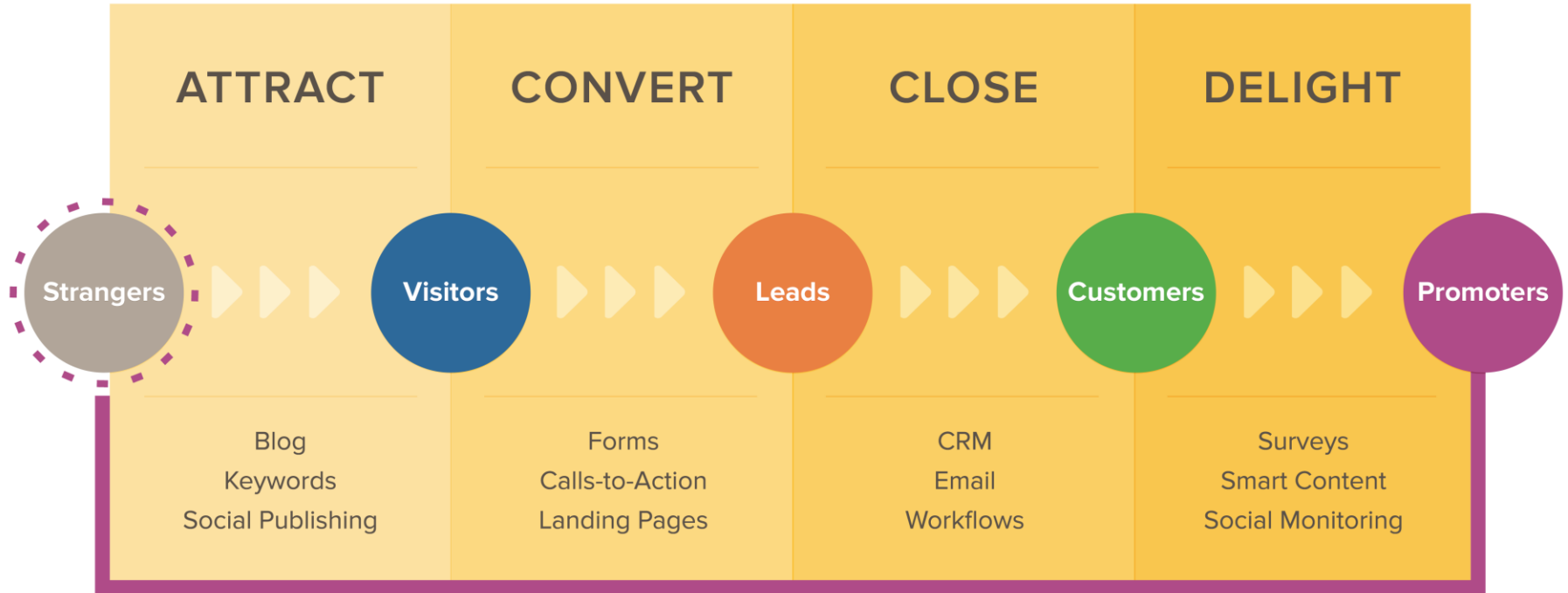
**Inbound Certification**

Brought to you by HubSpot Academy

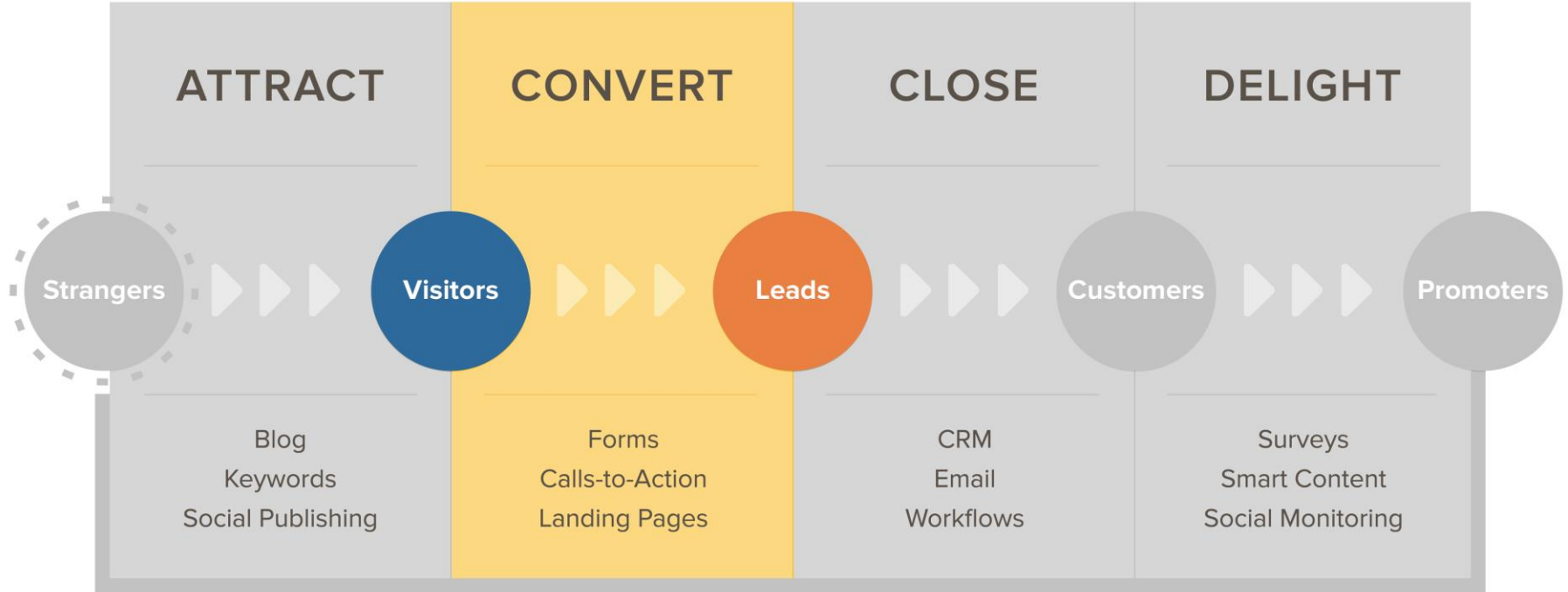
1

HOW DO YOU USE A  
CALL-TO-ACTION (CTA)?

# Inbound Methodology



# Inbound Methodology



YOU CAN'T GET **LEADS**  
WITHOUT A CONVERSION  
PROCESS.

# The Conversion Process

## Call-to-Action

## Landing Page

## Thank You Page

The landing page features the Votility logo at the top left. The main heading is "Ebook: The Essential Guide to Member Engagement". Below this is a sub-headline: "Learn how to better engage your members, increase participation, and empower them to take action!". To the left is a large image of the ebook cover. To the right is a form titled "Get Your Copy Now!" with fields for "First Name \*", "Last Name \*", "Email (we will keep your email completely private) \*", and "Type of Organization: \*" (with a dropdown menu). A "Download Now!" button is at the bottom of the form. Below the form, there is a paragraph of text about the ebook and a "Download the FREE ebook today!" button. The footer contains navigation links: "Home | Enterprise Solutions | Pricing | About | Contact | Blog" and the copyright notice "© 2013 Votility, Inc."The Thank You page features the Votility logo at the top left. The main heading is "Thank you! Grab your ebook below." followed by the text "Click Here >>> to Download Your Ebook!". Below this is a video player showing a thumbnail of the ebook cover. To the right is a form titled "Request a Live Demo of Votility" with fields for "First Name \*", "Last Name \*", "Email (we will keep your email completely private) \*", "Phone \*", "Type of Organization: \*" (with a dropdown menu), and "When are you available for a demonstration? \*". A "Show Me Votility" button is at the bottom of the form. The footer contains navigation links: "Home | Enterprise Solutions | Pricing | About | Contact | Blog" and the copyright notice "© 2013 Votility, Inc."

# WHAT IS A CTA?

A CTA is a button that promotes an offer and links to a landing page.

Marketing

MARKETING

15 Examples of Great Mobile Website Design

SALES

At Best-In-Class Organizations, Sales Reps Are Micro-Marketers [New Research]

AGENCY

Should Your Agency Get Into the Sales Enablement Game?

MARKETING / 4 days ago

15 Examples of Great Mobile Website Design

MARKETING / 2 hrs ago

Is Your Website Mobile-Friendly? 3 Tools to Help You Prepare for Google's Next Algorithm Update

MARKETING / 3 hrs ago

Your Guide to Online Sales Tax

MARKETING / 4 hrs ago

Is Your Open Office Causing a Creative Crisis?

MARKETING / 20 hrs ago

How to Diagnose Your Funnel to Create Predictable Growth

independent primary device having their business. Both their desktop website and mobile website are super simple and user-friendly. The great part about these experiences is that they are essentially the same across devices, thanks to responsive design.

Their mobile homepage is interactive: Users are prompted to fill in the blanks based on their needs, and from there, they can click a CTA to be taken to a webpage catered to the information they might be looking for. Notice the form is really short -- this is intentional, as typing a lot of information can be frustrating on a mobile device.


14) SAP

SAP is an enterprise software company that manages business operations and customer relations. They enhance the mobile experience by condensing information by combining some of their calls-to-action into a slider, whereas their desktop website has these CTAs laid out horizontally. This helps keep things simple so mobile users aren't overwhelmed with a lot of information at once, and it also ensures none of the CTAs are too small to read.

15) KISSmetrics

KISSmetrics provides analytics software for businesses. On their homepage, there's a lot of information explaining what the software along with a testimonial. But their mobile site is displayed a little differently: On a mobile device, a lot of the text and the testimonial is removed completely. Why? Because KISSmetrics knows mobile users tend to skip over lots of text on their mobile devices more than they would on a desktop computer.

These were some of our favorites. Which other mobile websites have caught your fancy? Share with us in the comments!



FREE MOBILE MARKETING KIT

Download this kit to learn everything you need to know about mobile marketing.

Download Your Kit Now

SHARE

1,194

Tweet

298

Like

512

Share

A CTA kicks off the **conversion process**.



# The Conversion Process

## Call-to-Action

## Landing Page

## Thank You Page



**Ebook: The Essential Guide to Member Engagement**

Learn how to better engage your members, increase participation, and empower them to take action!

Get Your Copy Now!

First Name \*

Last Name \*

Email (we will keep your email completely private) \*

Type of Organization: \*

-Choose One-

Download Now!

Trade associations, advocacy groups, and chambers of commerce all have one thing in common. **They need to increase member engagement! But how?**

Coming up with creative ways to engage members and increase participation is challenging... so, we have some ideas for you! Learn the best practices and creative ways to engage members with our new ebook, "The Essential Guide to Member Engagement". In this member engagement guide you will learn:

- How member engagement works
- The Top 5 reasons why members don't engage!
- How to utilize the member advocacy tri-fecta: Educate, Engage, Empower

**Download the FREE ebook today!**

Home | Enterprise Solutions | Pricing | About | Contact | Blog

© 2013 Votility, Inc.



**Thank you! Grab your ebook below.**

[Click Here >>> to Download Your Ebook!](#)

Thank you for downloading Votility's ebook, "The Complete Guide to Member Engagement". Watch this video to learn more about Votility.

**Request a Live Demo of Votility**

After you read our guide, get a live demo of the Votility's Enterprise Software. Our member engagement experts will provide you with advice on increasing engagement and tracking your results.

First Name \*

Last Name \*

Email (we will keep your email completely private) \*

Phone \*

Type of Organization: \*

-Choose One-

When are you available for a demonstration? \*

Show Me Votility

**HR-3200**

America's Affordable Health Coverage Act of 2010

**SUMMARY**

ACA 2010 - Introduction: America's Affordable Health Coverage Act of 2010 - Two birth provisions governing health insurance plans and issuers, including: (1) expanding grandfathered health insurance coverage from requirements of the ACA; (2) providing grandfathering condition reductions; (3) providing guaranteed coverage to all individuals and employers and automatic renewal of coverage; (4) providing premium reductions, except for reasons of age, area, or family enrollment; and (5) providing rescission of health insurance coverage without clear and convincing evidence of fraud...

**YOUR REPRESENTATIVE'S VIEWS**

Home | Enterprise Solutions | Pricing | About | Contact | Blog

© 2013 Votility, Inc.

# 2 HOW DO YOU CREATE SUCCESSFUL CTAS?

# WHICH SEQUENCE MAKES UP A COMPLETE CONVERSION PROCESS?

- A. Call-to-Action > Blog Post > Landing Page
- B. Landing Page > Call-to-Action > Thank You Page
- C. Blog Post > Call-to-Action > Landing Page
- D. Call-to-Action > Landing Page > Thank You Page

# WHICH SEQUENCE MAKES UP A COMPLETE CONVERSION PROCESS?

- A. Call-to-Action > Blog Post > Landing Page
- B. Landing Page > Call-to-Action > Thank You Page
- C. Blog Post > Call-to-Action > Landing Page
- D. Call-to-Action > Landing Page > Thank You Page

# WHICH SEQUENCE MAKES UP A COMPLETE CONVERSION PROCESS?

- A. Call-to-Action > Blog Post > Landing Page
- B. Landing Page > Call-to-Action > Thank You Page
- C. Blog Post > Call-to-Action > Landing Page
- D. Call-to-Action > Landing Page > Thank You Page

# WHICH SEQUENCE MAKES UP A COMPLETE CONVERSION PROCESS?

- A. Call-to-Action > Blog Post > Landing Page
- B. Landing Page > Call-to-Action > Thank You Page
- C. Blog Post > Call-to-Action > Landing Page
- D. Call-to-Action > Landing Page > Thank You Page

# CALL-TO-ACTION BEST PRACTICES

- ☒ Make it action-oriented.
- ☒ Include keywords consistent with offer & landing page.
- ☒ Make it attention-grabbing.
- ☒ Use strong and appropriate on-page placement.
- ☒ Test changes and analyze their results.

# CALL-TO-ACTION BEST PRACTICES

- ☒ Make it action-oriented.
- ☒ Include keywords consistent with offer & landing page.
- ☒ Make it attention-grabbing.
- ☒ Use strong and appropriate on-page placement.
- ☒ Test changes and analyze their results.




# Make it **action-oriented**.

Don't make your visitors think too hard about what they need to do next. Just tell them!



Download the free Adventure Travel Guide



Action-oriented  
verb

# CALL-TO-ACTION BEST PRACTICES

- ☒ Make it action-oriented.
- ☒ Include keywords consistent with offer & landing page.
- ☒ Make it attention-grabbing.
- ☒ Use strong and appropriate on-page placement.
- ☒ Test changes and analyze their results.

Includes **keywords** consistent  
with the offer and landing page.

Without keywords, would you know what this offer is about?

[Download the Guide](#)

Includes **keywords** consistent with the offer and landing page.

Using the same keywords and phrasing for the entire conversion process helps your visitors understand what they are going to get.

Download the Adventure Travel Guide



Keywords

# CALL-TO-ACTION BEST PRACTICES


- ☒ Make it action-oriented.
- ☒ Include keywords consistent with offer & landing page.
- ☒ Make it attention-grabbing.
- ☒ Use strong and appropriate on-page placement.
- ☒ Test changes and analyze their results.



Your CTA needs to **stand out**,  
so that visitors will know to click on it.

# CALL-TO-ACTION BEST PRACTICES

- ☒ Make it action-oriented.
- ☒ Include keywords consistent with offer & landing page.
- ☒ Make it attention-grabbing.
- ☒ Use strong and appropriate on-page placement.
- ☒ Test changes and analyze their results.

[Home](#) [Solutions](#) [Services](#) [About](#) [Q](#)


## Expertly Simplified IT Maintenance:

### IT Maintenance That Makes Sense

- Streamline troubleshooting via our multi-vendor AdvancedTAC™
- Meeting or exceeding all manufacturer SLAs
- Significantly reducing the total number of maintenance contracts
- Reducing maintenance support spend by 30-40%


[See Details](#)

#### The challenges in IT maintenance




##### Procurement

- Multiple support contracts
- Different contract start / termination dates
- Multiple prime contractors
- Extremely rigorous management oversight required to prevent lapses in coverage




##### Technical

- Multiple contracts, serial numbers, and support lines
- Manufacturer support degradation due to outsourcing and other cost reduction measures
- Lack of cross-vendor support results in longer




##### Financial


- Manufacturer maintenance costs rise 10-15% annually
- Enterprise maintenance agreements have become vehicles for manufacturer "lock-in"
- Extremely high internal personnel costs for contract management

[Home](#) [Solutions](#) [Services](#) [About](#) [Q](#)


## The challenges in IT maintenance



### Procurement




### Technical




### Financial

XSI solves these issues by providing a simplified, customer-friendly solution for the Procurement and Technical teams while significantly reducing O&M expense for Finance.



XSI's next great webinar is coming soon.

[SIGN UP FOR THE WEBINAR](#)



Just how much can you save?

Free Analysis of your Current Maintenance Costs and Agreements

[REQUEST YOUR FREE ANALYSIS](#)

Use strong and appropriate **on-page placement.**

CTAs should seem like they belong and are not forced onto the page.



# Marketing

MARKETING

15 Examples of Great Mobile Website Design

SALES

At Best-In-Class Organizations, Sales Reps Are Micro-Marketers [New Research]

AGENCY

Should Your Agency Get Into the Sales Enablement Game?

independent primary device having their own phone. Both their desktop website and mobile website are super simple and user-friendly. The great part about these experiences is that they are essentially the same across devices, thanks to responsive design.

Their mobile homepage is interactive: Users are prompted to fill in the blanks based on their needs, and from there, they can click a CTA to be taken to a webpage catered to the information they might be looking for. Notice the form is really short -- this is intentional, as typing a lot of information can be frustrating on a mobile device.


## 14) SAP

SAP is an enterprise software company that manages business operations and customer relations. They enhance the mobile experience by condensing information by combining some of their calls-to-action into a slider, whereas their desktop website has these CTAs laid out horizontally. This helps keep things simple so mobile users aren't overwhelmed with a lot of information at once, and it also ensures none of the CTAs are too small to read.

## 15) KISSmetrics

KISSmetrics provides analytics software for businesses. On their homepage, there's a lot of information explaining what the software along with a testimonial. But their mobile site is displayed a little differently: On a mobile device, a lot of the text and the testimonial is removed completely. Why? Because KISSmetrics knows mobile users tend to skip over lots of text on their mobile devices more than they would on a desktop computer.

*These were some of our favorites. Which other mobile websites have caught your fancy? Share with us in the comments!*



### FREE MOBILE MARKETING KIT

Download this kit to learn everything you need to know about mobile marketing.

Download Your Kit Now

MARKETING / 4 days ago

15 Examples of Great Mobile Website Design

MARKETING / 2 hrs ago

Is Your Website Mobile-Friendly? 3 Tools to Help You Prepare for Google's Next Algorithm Update

MARKETING / 3 hrs ago

Your Guide to Online Sales Tax

MARKETING / 4 hrs ago

Is Your Open Office Causing a Creative Crisis?

MARKETING / 20 hrs ago

How to Diagnose Your Funnel to Create Predictable Growth

Place CTAs at the **end** of your blog posts.

Marketing

MARKETING

15 Examples of Great Mobile Website Design

SALES

At Best-In-Class Organizations, Sales Reps Are Micro-Marketers [New Research]

AGENCY

Should Your Agency Get Into the Sales Enablement Game?

Independent primary users using their smartphones. Both their desktop website and mobile website are super simple and user-friendly. The great part about these experiences is that they are essentially the same across devices, thanks to responsive design.

Their mobile homepage is interactive: Users are prompted to fill in the blanks based on their needs, and from there, they can click a CTA to be taken to a webpage catered to the information they might be looking for. Notice the form is really short -- this is intentional, as typing a lot of information can be frustrating on a mobile device.


### 14) SAP

SAP is an enterprise software company that manages business operations and customer relations. They enhance the mobile experience by condensing information by combining some of their calls-to-action into a slider, whereas their desktop website has these CTAs laid out horizontally. This helps keep things simple so mobile users aren't overwhelmed with a lot of information at once, and it also ensures none of the CTAs are too small to read.

### 15) KISSmetrics

KISSmetrics provides analytics software for businesses. On their homepage, there's a lot of information explaining what the software along with a testimonial. But their mobile site is displayed a little differently: On a mobile device, a lot of the text and the testimonial is removed completely. Why? Because KISSmetrics knows mobile users tend to skip over lots of text on their mobile devices more than they would on a desktop computer.

*These were some of our favorites. Which other mobile websites have caught your fancy? Share with us in the comments!*



FREE MOBILE MARKETING KIT

Download this kit to learn everything you need to know about mobile marketing.

Download Your Kit Now

Join our next live webinar!

MARKETING / 4 days ago

15 Examples of Great Mobile Website Design

MARKETING / 2 hrs ago

Is Your Website Mobile-Friendly? 3 Tools to Help You Prepare for Google's Next Algorithm Update

MARKETING / 3 hrs ago

Your Guide to Online Sales Tax

MARKETING / 4 hrs ago

Is Your Open Office Causing a Creative Crisis?

MARKETING / 20 hrs ago

How to Diagnose Your Funnel to Create Predictable Growth

CTAs in the sidebar should be general offers.  
This way, they are applicable to the widest variety of people reading your blog.



# Fifth Season

## [5 Reasons Why Off-Site Team Building Really Works](#)



Every team faces challenges. When a group of individuals is thrown together and expected to collaborate,

there will be bumps in the road. Egos will rise, tempers will flare, and production can flag.

 [Get your free ebook now!](#)

[Off-site team building](#) can provide the antidote to these problems. In fact, there are five major reasons why it can really help your team function effectively.

Not to mention, it's wicked fun.

[Read more »](#)



Partner Broadcast  
Thursdays at 11AM  
EST

This week, **Max Traylor** from **IMR Corp** will give a sneak preview of his **INBOUND13** talk that dives into a radically different sales approach for inbound marketing services.

**Nick Heim** of **TSL Marketing**, will present an in-depth look at client onboarding best practices and lessons learned for HubSpot/Inbound in the IT channel.

**Carole Mahoney** from **Mahoney Internet Marketing** will give an overview about her upcoming agency webinar on August 16th.

## Place CTAs in **emails.**

CTAs can be placed at the end of the email, at the end of a paragraph, or sentence.

# CALL-TO-ACTION BEST PRACTICES

- ☒ Make it action-oriented.
- ☒ Include keywords consistent with offer & landing page.
- ☒ Make it attention-grabbing.
- ☒ Use strong and appropriate on-page placement.
- ☒ Test changes and analyze their results.

The background of the slide is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

# 1-2%

CTA click-through rate goal.



# 10%

CTA clicks-to-submissions goal.

Make one **small change**  
and see how it performs.

Download the Adventure Travel Guide



Download the Adventure Travel Guide

# CALL-TO-ACTION BEST PRACTICES

- ☒ Make it action-oriented.
- ☒ Include keywords consistent with offer & landing page.
- ☒ Make it attention-grabbing.
- ☒ Uses strong and appropriate on-page placement.
- ☒ Test a change and analyze the results.



The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

# 3 WHAT DOES AN EFFECTIVE CTA LOOK LIKE?

## OUR OFFERINGS

Whether you are a family, business or non-profit, we can craft an experience to fit your needs

Fifth Season is happy to provide access to a wide range of activities for our family or business visitors in the New Hampshire community.

### Activities:

- Low and High Ropes course
- Bouldering Cave
- Zipline
- White Water Rafting
- Mountain Biking
- Kayaking
- Guided Tours of White Mountain National Park and Appalachian Trail

### For Families:

Fifth Season has extensive experience planning family adventures that entertain, engage and educate the whole family. We provide a safe environment to explore nature with your whole family. Our total focus is on your family - and making sure that you are able to explore nature and all it has to offer.

 [Click Here](#)

Stay in one of our rustic mountainside cabins, or work with us to find the perfect accommodation for your family in a nearby hotel or B&B.

### For Businesses:

We specialize in Corporate retreats, incentive travel, conventions and meetings of all sizes. Based on your goals for the trip, Justine and our team will craft a personalized experience. Seamlessly blending team-building, grow and trust exercises into the above-mentioned adventure travel activities, your team will reach new heights as they challenge themselves in this facilitated environment.

### Additional Posts:

Team Challenges (1)



## OUR OFFERINGS

Whether you are a family, business or non-profit, we can craft an experience to fit your needs

Fifth Season is happy to provide access to a wide range of activities for our family or business visitors in the New Hampshire community.

### Activities:

- Low and High Ropes course
- Boulderling Cave
- Zipline
- White Water Rafting
- Mountain Biking
- Kayaking
- Guided Tours of White Mountain National Park and Appalachian Trail

### For Families:

Fifth Season has extensive experience planning family adventures that entertain, engage and educate the whole family. We provide a safe environment to explore nature with your whole family. Our total focus is on your family - and making sure that you are able to explore nature and all it has to offer.

[Download the off-site travel guide](#)

Stay in one of our rustic mountainside cabins, or work with us to find the perfect accommodation for your family in a nearby hotel or B&B.

### For Businesses:

We specialize in Corporate retreats, incentive travel, conventions and meetings of all sizes. Based on your goals for the trip, Justine and our team will craft a personalized experience. Seamlessly blending team-building, grow and trust exercises into the above-mentioned adventure travel activities, your team will reach new heights as they challenge themselves in this facilitated environment.

### Additional Posts:

[Team Challenges \(1\)](#)





## OUR OFFERINGS

Whether you are a family, business or non-profit, we can craft an experience to fit your needs

Fifth Season is happy to provide access to a wide range of activities for our family or business visitors in the New Hampshire community.

### Activities:

- Low and High Ropes course
- Boulderling Cave
- Zipline
- White Water Rafting
- Mountain Biking
- Kayaking
- Guided Tours of White Mountain National Park and Appalachian Trail

### For Families:

Fifth Season has extensive experience planning family adventures that entertain, engage and educate the whole family. We provide a safe environment to explore nature with your whole family. Our total focus is on your family - and making sure that you are able to explore nature and all it has to offer. Stay in one of our rustic mountainside cabins, or work with us to find the perfect accommodation for your family in a nearby hotel or B&B.

### For Businesses:

We specialize in Corporate retreats, incentive travel, conventions and meetings of all sizes. Based on your goals for the trip, Justine and our team will craft a personalized experience.

[Download the off-site travel guide](#)

Seamlessly blending team-building, grow and trust exercises into the above-mentioned adventure travel activities, your team will reach new heights as they challenge themselves in this facilitated environment.

### Additional Posts:

[Team Challenges \(1\)](#)





## OUR OFFERINGS

Whether you are a family, business or non-profit, we can craft an experience to fit your needs

Fifth Season is happy to provide access to a wide range of activities for our family or business visitors in the New Hampshire community.

### Activities:

- Low and High Ropes course
- Boulderling Cave
- Zipline
- White Water Rafting
- Mountain Biking
- Kayaking
- Guided Tours of White Mountain National Park and Appalachian Trail

### For Families:

Fifth Season has extensive experience planning family adventures that entertain, engage and educate the whole family. We provide a safe environment to explore nature with your whole family. Our total focus is on your family - and making sure that you are able to explore nature and all it has to offer. Stay in one of our rustic mountainside cabins, or work with us to find the perfect accommodation for your family in a nearby hotel or B&B.

### For Businesses:

We specialize in Corporate retreats, incentive travel, conventions and meetings of all sizes. Based on your goals for the trip, Justine and our team will craft a personalized experience.

Seamlessly blending team-building, grow and trust exercises into the above-mentioned adventure travel activities, your team will reach new heights as they challenge themselves in this facilitated environment.

### For Non-Profits:

We recognize the budgetary and time restraints that are unique to non-profit businesses, and will draw on our

[Download the off-site travel guide](#)

### Additional Posts:

[Team Challenges \(1\)](#)



## OUR OFFERINGS

Whether you are a family, business or non-profit, we can craft an experience to fit your needs

Fifth Season is happy to provide access to a wide range of activities for our family or business visitors in the New Hampshire community.

### Activities:

- Low and High Ropes course
- Boulderling Cave
- Zipline
- White Water Rafting
- Mountain Biking
- Kayaking
- Guided Tours of White Mountain National Park and Appalachian Trail

### For Families:

Fifth Season has extensive experience planning family adventures that entertain, engage and educate the whole family. We provide a safe environment to explore nature with your whole family. Our total focus is on your family - and making sure that you are able to explore nature and all it has to offer. Stay in one of our rustic mountainside cabins, or work with us to find the perfect accommodation for your family in a nearby hotel or B&B.

### For Businesses:

We specialize in Corporate retreats, incentive travel, conventions and meetings of all sizes. Based on your goals for the trip, Justine and our team will craft a personalized experience.

Seamlessly blending team-building, grow and trust exercises into the above-mentioned adventure travel activities, your team will reach new heights as they challenge themselves in this facilitated environment.

### For Non-Profits:

We recognize the budgetary and time restraints that are unique to non-profit businesses, and will draw on our

[Download the off-site travel guide](#)

### Additional Posts:

Team Challenges (1)



## OUR OFFERINGS

Whether you are a family, business or non-profit, we can craft an experience to fit your needs

Fifth Season is happy to provide access to a wide range of activities for our family or business visitors in the New Hampshire community.

### Activities:

- Low and High Ropes course
- Boulderling Cave
- Zipline
- White Water Rafting
- Mountain Biking
- Kayaking
- Guided Tours of White Mountain National Park and Appalachian Trail

### For Families:

Fifth Season has extensive experience planning family adventures that entertain, engage and educate the whole family. We provide a safe environment to explore nature with your whole family. Our total focus is on your family - and making sure that you are able to explore nature and all it has to offer.

[Click Here](#)

Stay in one of our rustic mountainside cabins, or work with us to find the perfect accommodation for your family in a nearby hotel or B&B.

### For Businesses:

We specialize in Corporate retreats, incentive travel, conventions and meetings of all sizes. Based on your goals for the trip, Justine and our team will craft a personalized experience. Seamlessly blending team-building, grow and trust exercises into the above-mentioned adventure travel activities, your team will reach new heights as they challenge themselves in this facilitated environment.

### Additional Posts:

[Team Challenges \(1\)](#)



## OUR OFFERINGS

Whether you are a family, business or non-profit, we can craft an experience to fit your needs

Fifth Season is happy to provide access to a wide range of activities for our family or business visitors in the New Hampshire community.

[Download the off-site travel guide](#)

### Activities:

- Low and High Ropes course
- Bouldering Cave
- Zipline
- White Water Rafting
- Mountain Biking
- Kayaking
- Guided Tours of White Mountain National Park and Appalachian Trail

### For Families:

Fifth Season has extensive experience planning family adventures that entertain, engage and educate the whole family. We provide a safe environment to explore nature with your whole family. Our total focus is on your family - and making sure that you are able to explore nature and all it has to offer. Stay in one of our rustic mountainside cabins, or work with us to find the perfect accommodation for your family in a nearby hotel or B&B.

### For Businesses:

We specialize in Corporate retreats, incentive travel, conventions and meetings of all sizes. Based on your goals for the trip, Justine and our team will craft a personalized experience.

Seamlessly blending team-building, grow and trust exercises into the above-mentioned adventure travel activities, your team will reach new heights as they challenge themselves in this facilitated environment.

### For Non-Profits:

We recognize the budgetary and time restraints that are unique to non-profit businesses, and will draw on our

### Additional Posts:

[Team Challenges \(1\)](#)





THANK YOU.

