

101 EXAMPLES OF

# EFFECTIVE CALLS-TO-ACTION



How 101  
Companies  
Drive People  
to Take Action

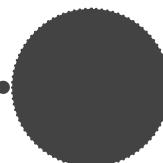
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### INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. Read our "[Introduction to Effective Calls-to-Action](#)."



### INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. Read our guide to "[Mastering the Design & Copy of Calls-to-Action](#)."



### ADVANCED

*This ebook!*

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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101 EXAMPLES OF EFFECTIVE CALLS-TO-ACTION

## 101 EXAMPLES OF EFFECTIVE CALLS-TO-ACTION

by Magdalena Georgieva

Maggie Georgieva is an inbound marketing manager at HubSpot, responsible for the company's marketing content offers, such as ebooks and webinars (including [the world's largest webinar](#)).

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Maggie is a regular blogger for the HubSpot blog and has contributed to other sites and publications, such as MarketingProfs, Brian Solis' blog, BostInnovation.com and *The St. Petersburg Times*.



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“Reading about best practices isn’t the same as seeing them. So we want to introduce you to a lot of call-to-action examples.”

Calls-to-action (CTAs) are a key driver of lead generation. They connect two of the most critical pieces in the lead generation process: incoming traffic and opportunities for converting these new visits into leads. In order to optimize your marketing efforts for maximum conversions, you need to make call-to-action improvements.

Enhancing the look and feel of your CTAs is a great start to an optimized lead generation process. [Our previous ebook in this series](#) addresses some essential lessons on call-to-action design and copy. Yet, reading about best practices isn’t the same as seeing them. That’s why we want to introduce you to a lot of call-to-action examples that will show you how top marketing tips are actually put into practice.

Hopefully, these examples will inspire you, foster your creativity and prepare you to create some stellar calls-to-action.

In this ebook you will learn what calls-to-action are best to use if you want to showcase your product or service, incorporate a video and present an additional incentive to be more inviting to your audience. Also, we will feature companies that are doing a great job with call-to-action design: using contrasting colors and unorthodox shapes, and creating a sense of focus and direction. Some of the highlighted examples will give you ideas on how to collect email addresses, introduce more than one call-to-action at a time and use compelling text to appeal to your viewers. In here, there are even calls-to-action that will show you ways in which you can reduce anxiety for visitors and help them self-identify as different segments of your target audience.

Ready to browse through these 100 examples? We are, too! Enjoy them and learn from them. What’s more, start putting the knowledge you gain into practice. [You can start a free 30-day trial of HubSpot](#) to practice along the way. Once you optimize your calls-to-action, share them with us! We would love to feature them in a future ebook.

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“ Use contrasting colors but make sure they still fit in with your general website color scheme. ”

## CHAPTER 1

# CALLS-TO-ACTION USING CONTRASTING COLORS

Let's start by exploring how companies use contrast to create effective calls-to-action. As a reminder, contrast is one of the most powerful graphical techniques you can apply to calls-to-action.

The fastest way to grab someone's attention is by making your CTA stand out from the rest of the page and making it dominant. You can achieve that by picking a color for your button (or hyperlinked text) that contrasts the background.

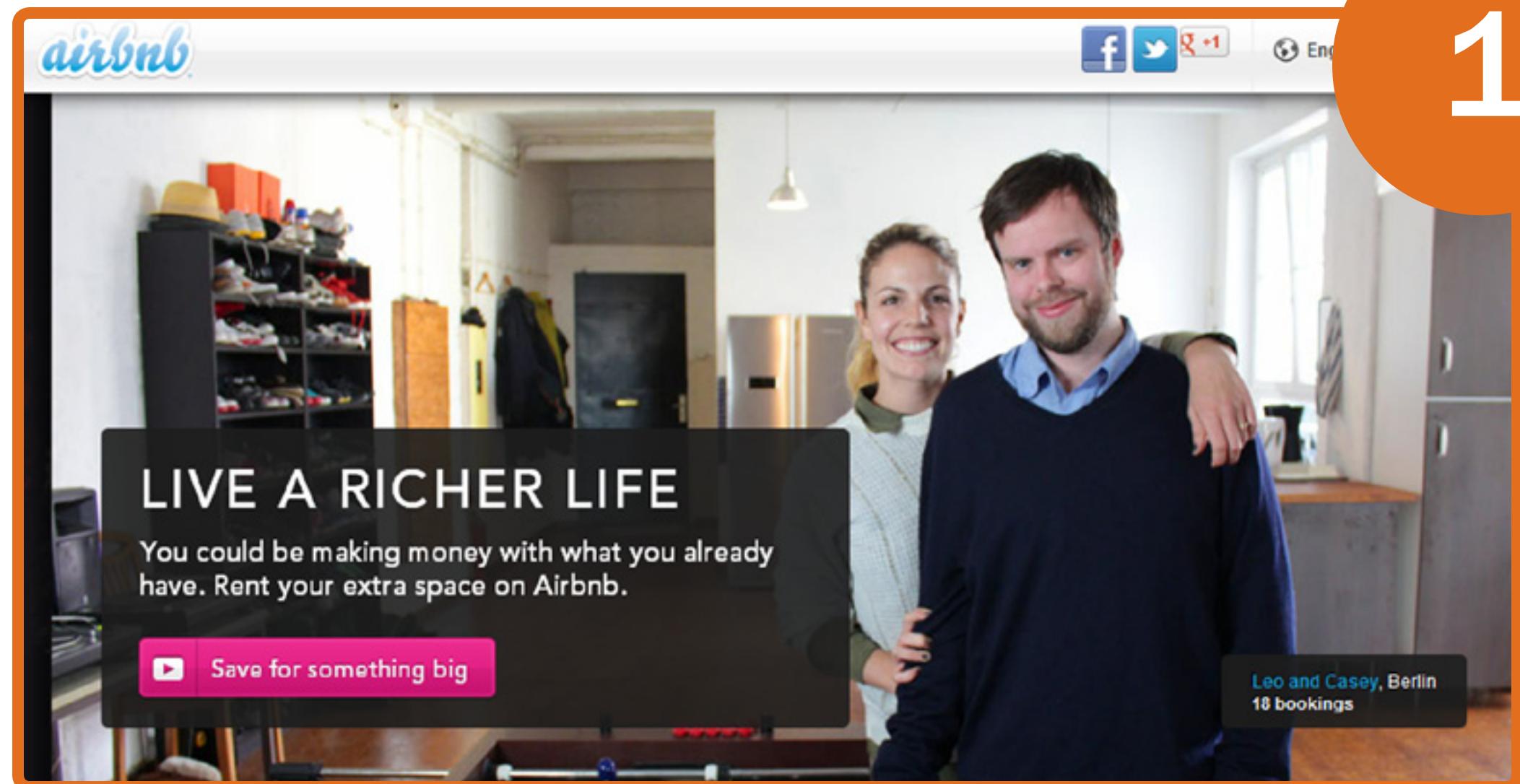
What colors should you use to make your call-to-action stand out? Some marketers argue that red can increase click-through rates significantly. Others explain that the context of the web page should dictate the color. So stay mindful of your overall website design. While you want to keep the colors contrasting, make sure all of them fit in with your general website color scheme and avoid using patterns.

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Here is an example of dark background and an upbeat color for the call-to-action. Notice that [Airbnb](#) is using a busy image in the background but they have added a dark semi-transparent box behind the text to ensure the CTA is readable and stands out.



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Another example of a busy background which doesn't take away from the call-to-action because the white CTA text is placed on top of brightly colored boxes that help the call-to-action stand out.

The screenshot shows the Akamai website with a blurred background image of people. A prominent blue rectangular overlay contains the text "Accelerate the pace of innovation at Akamai Edge 2012". Below this, an orange button with the text "LEARN MORE >" is visible. To the right, the "Akamai edge" logo and "2012 CUSTOMER CONFERENCE LAS VEGAS, OCTOBER 8-12, 2012" are displayed. The Aria Resort & Casino Las Vegas logo is also present. At the bottom, there are two smaller images: one of a person walking with a laptop and another of a person riding a bicycle. A red banner with a white cloud and shield icon is located at the very bottom.

2

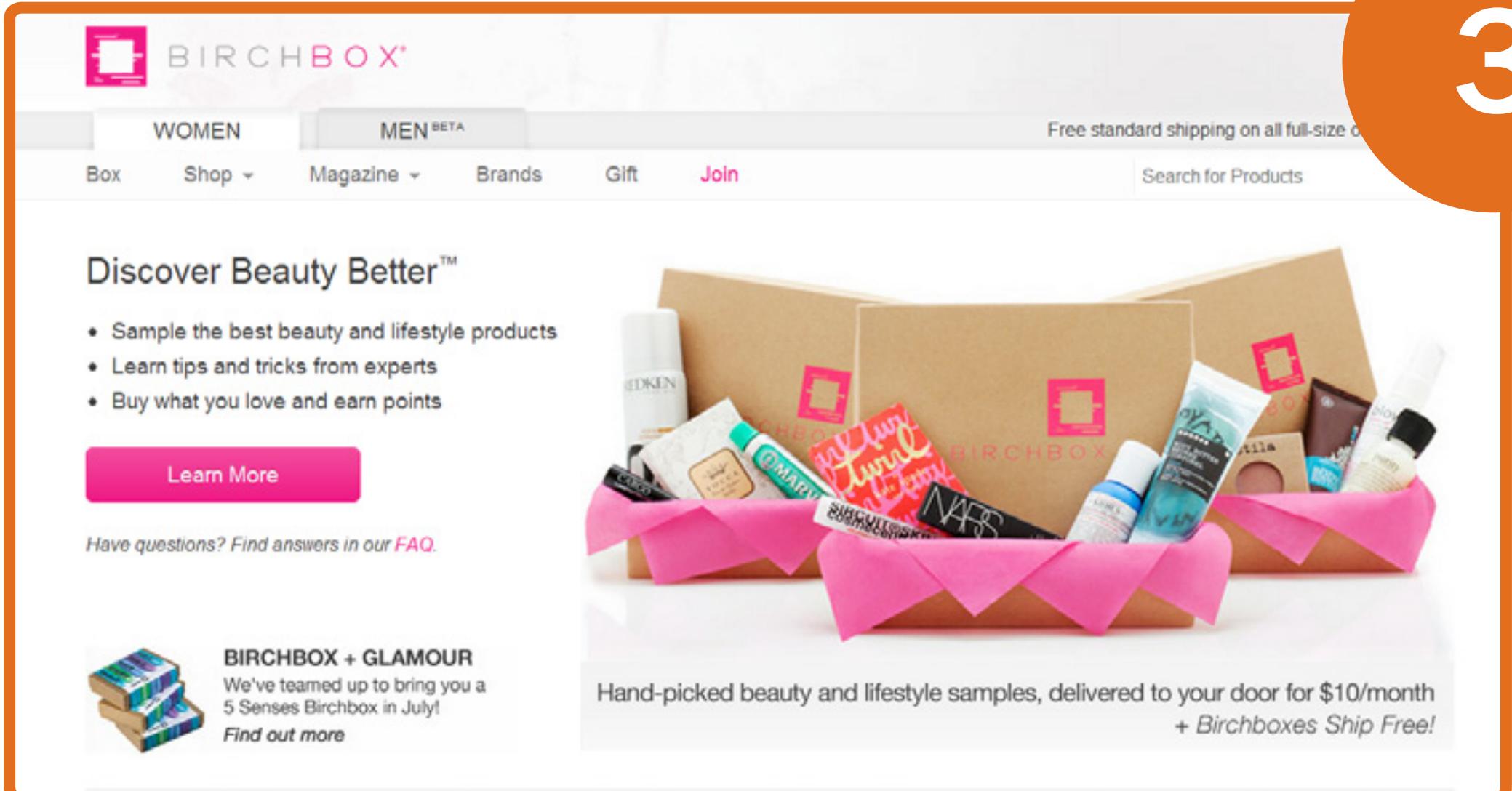
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This is now the third example of a call-to-action placed on the left-hand side of the page. This is not random. In the English language, we start reading from left to right and from top to bottom.



The image shows the Birchbox website homepage. At the top, there's a navigation bar with links for WOMEN, MEN (BETA), Box, Shop, Magazine, Brands, Gift, Join, and a search bar. A large orange circle with the number '3' is overlaid on the right side of the page. On the left, there's a section titled 'Discover Beauty Better™' with a bulleted list: 'Sample the best beauty and lifestyle products', 'Learn tips and tricks from experts', and 'Buy what you love and earn points'. Below this is a 'Learn More' button and a link to the FAQ. On the right, there's a large image of an open Birchbox filled with various beauty products like Redken, Olay, and NARS. Below the image, text reads: 'Hand-picked beauty and lifestyle samples, delivered to your door for \$10/month + Birchboxes Ship Free!'. At the bottom left, there's a 'BIRCHBOX + GLAMOUR' section with a small image of a stack of boxes and text about a collaboration with Glamour magazine.

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Besides the obvious contrast created in this call-to-action example, notice that the white text above the CTA gives readers more context around what the company wants them to do. This text assists the call-to-action and enhances the flow of your reading experience, from top to bottom of the page.

The screenshot shows the Ekklesia 360 website homepage. At the top left is the logo 'ekklesia360' with a stylized 'E'. To its right is a dark rectangular button containing the text 'A MONKDEV PRODUCT'. The main headline reads 'Your results-oriented church website solution.' Below it, a sub-headline says 'We call it Ekklesia 360.' A paragraph of text follows: 'If you need a beautiful website & the tools that help you care for your people & reach more in your community, all supported by leading ministry thinkers, you've come to the right place!' At the bottom left is an orange button with the text 'Let's go for a scroll ▶'. On the right side of the main content area, there is a small inset showing a mobile phone displaying the same website, with a play button icon overlaid on it. The overall background of the main content area is dark.

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In this example the call-to-action button is the only warm bright color on the page. Colors that suggest warmth, such as red and orange, appear larger than colors suggesting coldness, blue and green. Warm colors appear closer to the viewer and are often used for CTAs.

The screenshot shows a website for g2m solutions. The header features the company logo 'g2m solutions' and the tagline 'Plan. Develop. Deliver.' Below the header is a navigation menu with links: About Us, Resources, Content Marketing, Inbound Marketing, SMB Marketing, Market Planning, Blog, and Contact Us. The main content area has a dark grey background. On the left, there is text for 'B2B Marketers:' followed by a large, bold, white headline: 'BOOST YOUR LEAD GENERATION ENGINE!'. Below the headline is a subtext: 'Use a proven methodology, robust software, access a deep pool of skills.' To the right of the text is a small image of a green plant with two leaves. At the bottom of the main content area is a yellow rectangular button with the text 'LEARN MORE' in white. A large orange circle containing the number '5' is positioned to the right of the website screenshot.

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The examples we looked at so far all featured call-to-action buttons. However, you don't necessarily need a button to create contrast. Hoi Moon Marketing simply changed the color of the CTA font to orange.

A screenshot of a website for "HOI MOON marketing". The header features a red circular logo with a stylized flower or sun design, followed by the company name in a serif font. Below the name is a lowercase, italicized "marketing". The navigation menu includes links for "Home", "About Us", "Services", and "Blog: Laws of Attraction". Social media icons for RSS and LinkedIn are also present. The main content area has a dark background with a large, vibrant red poppy flower on the right. To the left of the flower, there's a smaller image of a bee. The title of the post is "Do you know the Inbound Marketing Laws of Attraction?". Below the title is a paragraph of text: "Inbound Marketing is an intelligent marketing philosophy for the digital age. It relies on the power of the Internet to generate interest, drive traffic, and convert that traffic into sales. It uses proven techniques including branding, blogging, social media engagement, clever calls to action and more." A red "LEARN MORE NOW" button is located at the bottom of this text block. The number "6" is displayed in a large white circle in the top right corner of the screenshot area.

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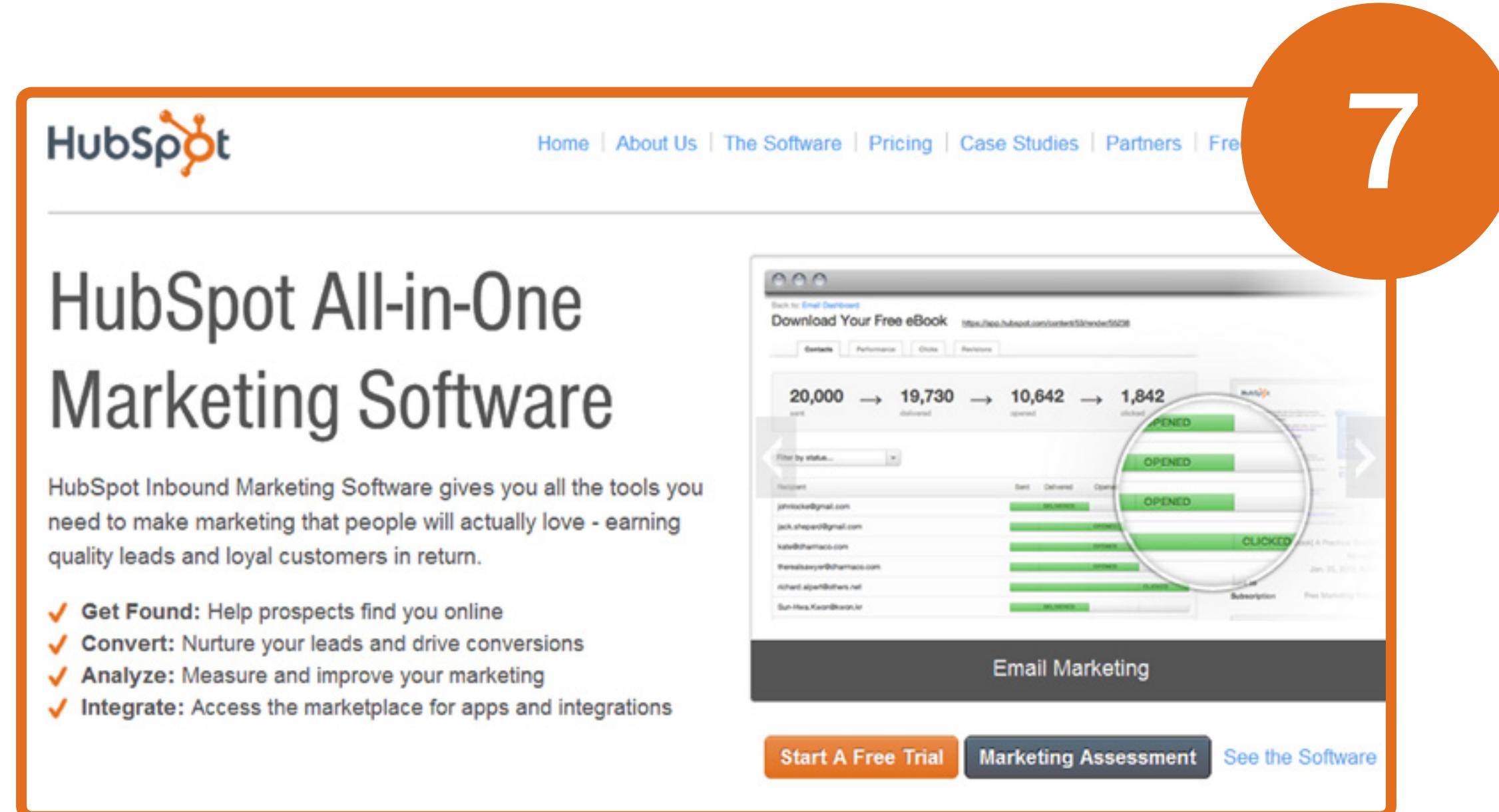
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HubSpot creates a sense of contrast on a simple white background by using three different colors for the distinct CTA options. The primary call-to-action is orange, the second one in importance is gray and the third one is just a blue hyperlink.



The image shows the HubSpot All-in-One Marketing Software landing page. At the top left is the HubSpot logo. The main title is "HubSpot All-in-One Marketing Software". Below the title is a paragraph about the software's tools for inbound marketing. To the right is a screenshot of the "Email Marketing" dashboard showing metrics like 20,000 sent, 19,730 delivered, 10,642 opened, and 1,842 clicked. A large orange circle with the number 7 is overlaid on the top right of the dashboard image.

HubSpot All-in-One Marketing Software

HubSpot Inbound Marketing Software gives you all the tools you need to make marketing that people will actually love - earning quality leads and loyal customers in return.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing
- ✓ **Integrate:** Access the marketplace for apps and integrations

Start A Free Trial   Marketing Assessment   See the Software

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This example reinforces the contrast of cold VS warm colors. The blue background is a cold color and the call-to-action stands out with its orange-yellow hues.

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Jive also uses a busy image as its homepage background. Yet, you will notice that the majority of the big distracting objects (people, windows, flying paper) are away from the call-to-action button. And look--the CTA is orange on a dark blue background!

The screenshot shows the Jive homepage. At the top, there's a navigation bar with links for Products, Why Jive?, Customers, Services & Support, and About Us. The main headline is "TAKE CHARGE OF THE OFFICE" in large white capital letters. Below it, a sub-headline says "Liberate your workplace with the world's #1 social business platform." A call-to-action button at the bottom right says "TRY JIVE ▶". The background image depicts an office scene with people and papers flying through the air.

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So far we showed calls-to-action on company homepages, but that doesn't mean you can't achieve contrast in other places of your website. LinkedIn, for instance, offers contextual and contrasting calls-to-action throughout its platform.

Do you have any work samples or projects you'd like to showcase on your profile?

Yes No

**Magdalena Georgieva** Edit  
Inbound Marketing Manager  
Greater Boston Area | Marketing and Advertising

Magdalena Georgieva

Improve your Profile View profile

Ask for recommendations Create your profile in another language

100% profile completeness

Magdalena, Follow Hewlett-Packard

Magdalena Georgieva Hewlett-Packard

See if what matters to you, matters to HP.

10

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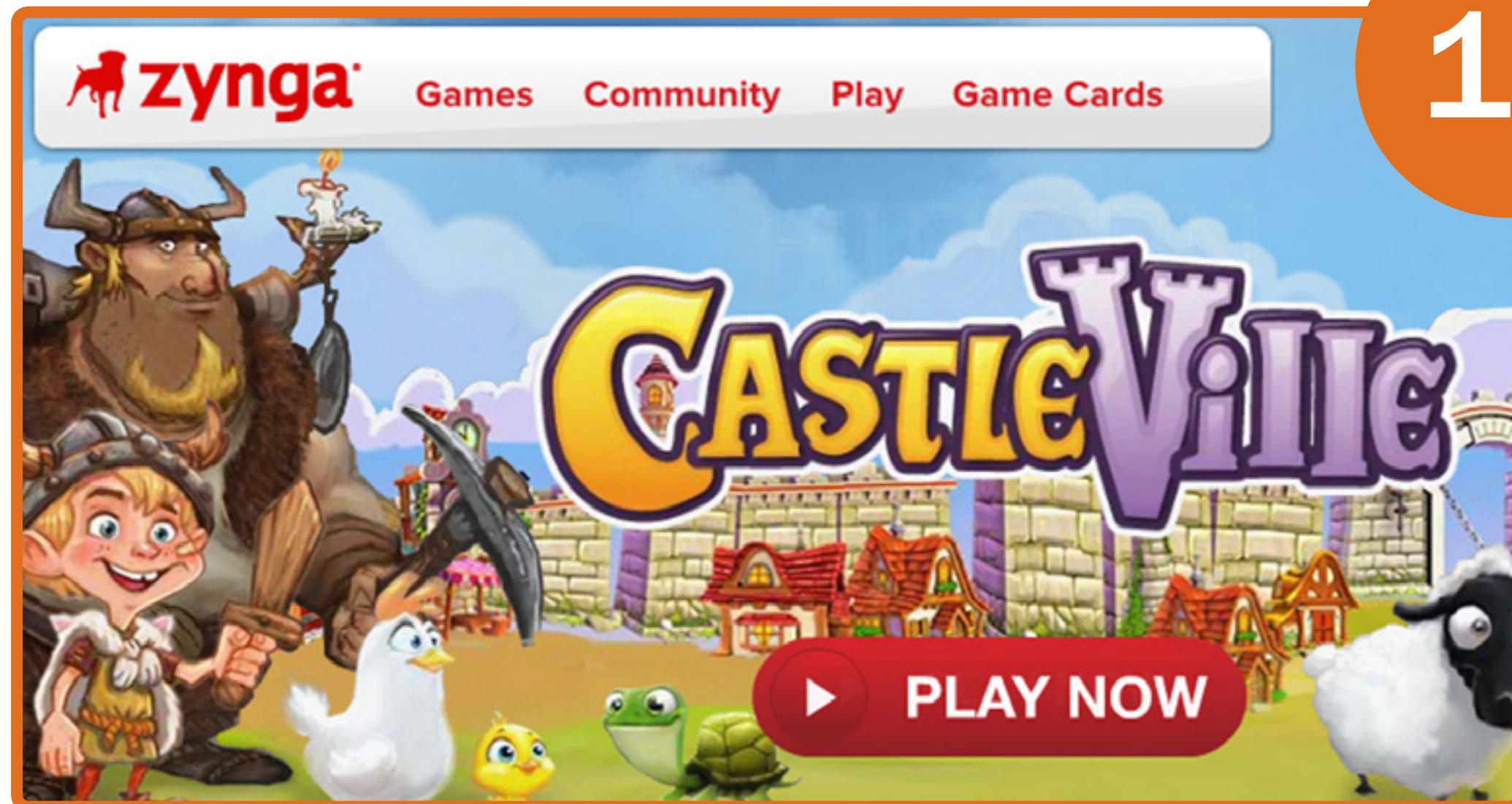
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There has been a huge debate revolving around usage of the color red for call-to-action design. After all, red is the color of contradictory powers: fire, passion, and also the international stop signal. Zynga, the leading provider of social game services, has taken a clear stance on the matter.



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“Come up with compelling incentives that will encourage visitors to take the next step.”

## CHAPTER 2

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# CALLS-TO-ACTION PRESENTING AN INCENTIVE

Sometimes you just need an additional push to make a decision. You can increase the chances of someone following the path you want them to take if you provide them with an incentive. If you are asking someone to download your whitepaper, for instance, you can mention that there is a bonus that goes with it. Or if you are inviting people to sign up for a consultation with your company, you should emphasize that it's free and customized to the special needs of the user.

Incentives come in different shapes and sizes—they can be bonus offers, discounts, exclusive access, or certificates. Set your imagination free and come up with some compelling incentives that will encourage visitors to take the next step.

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By offering access to valuable information for free, you lower the barrier to entry. In this example Codeacademy is bringing the attention of visitors to the fact that access to their resources is free.

**12**

The screenshot shows the Codecademy homepage. At the top, there's a navigation bar with 'Learn' and 'Create' tabs. A large orange button on the right says 'Get Started (it's free)'. Below the navigation, there's a section titled 'Learn to code' with the subtext: 'Codecademy is the easiest way to learn how to code. It's interactive, fun, and you can do it with your friends.' On the left, there's an interactive code editor window showing a snippet of Python code. On the right, there's a 'Track Your Progress' section showing a progress bar for a 'Getting Started' lesson, which is 37% complete with 3 of 8 lessons finished. There are also sections for 'Program Websites and More' and 'Learn with Friends'.

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Discounts constitute another type of incentive. The call-to-action example here offers \$500 off the showcased product. It creates a sense of exclusivity and evokes memories of coupons placed in newspapers.



The new Ibex Ultrasound Machine.  
[Watch a short video on this exciting new product!](#)

\$500 OFF  
Any Ibex® Pro or Ibex® Lite Ultrasound System  
[Save Now](#)

New I.C.E.™ IBEX Customizable Extension  
[Watch Video](#)

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You have more incentive to take an action if you know that the action is not going to be a burdensome and long process. The call-to-action example here recognizes that people are busy and makes a promise to take just a few seconds.

The screenshot shows the Suitey website. At the top right, there are links for "SIGN UP", "SUITEY PREMIUM", and "TAKE OUR SURVEY". Below this, a large orange circle contains the number "14". The main content area features a dark background with white text. It starts with a headline: "Save time and money in your apartment search. Get matched with a broker specializing in your neighborhood and save on your move with our exclusive deals." Below this is a yellow button with the text "GET STARTED NOW! Sign up in 60 seconds". To the right of the text is a video player interface with a play button over a photo of a red sofa in an apartment. Below the video player is a black button labeled "WATCH IT IN ACTION". At the very bottom left of the page, there is a small orange arrow pointing to the right.

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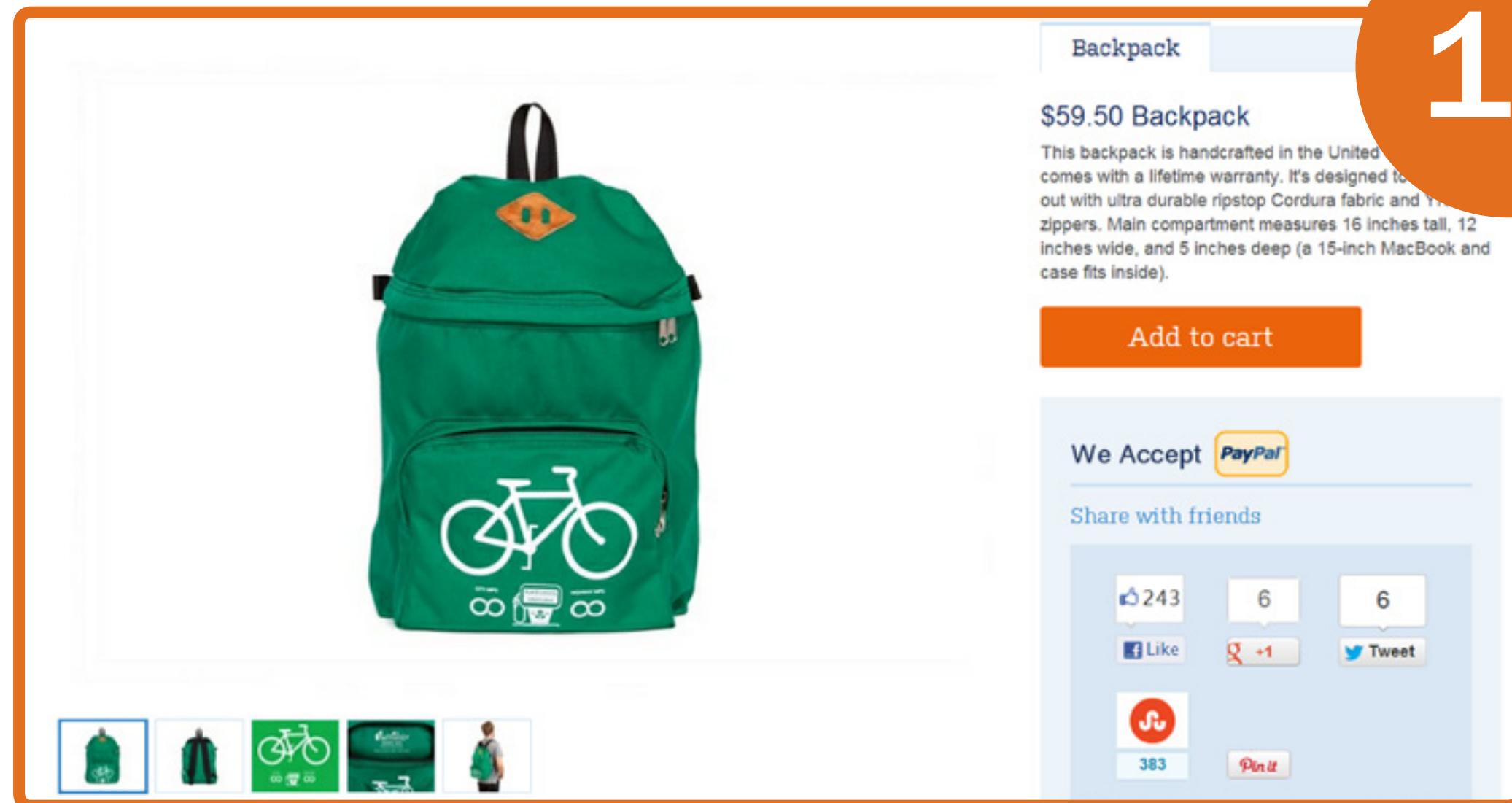
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Social proof—or also known as social influence—is a great way to sway people in a specific direction. In this example Threadless shows you a product and also the number of people who have shared or liked that item on social networks.



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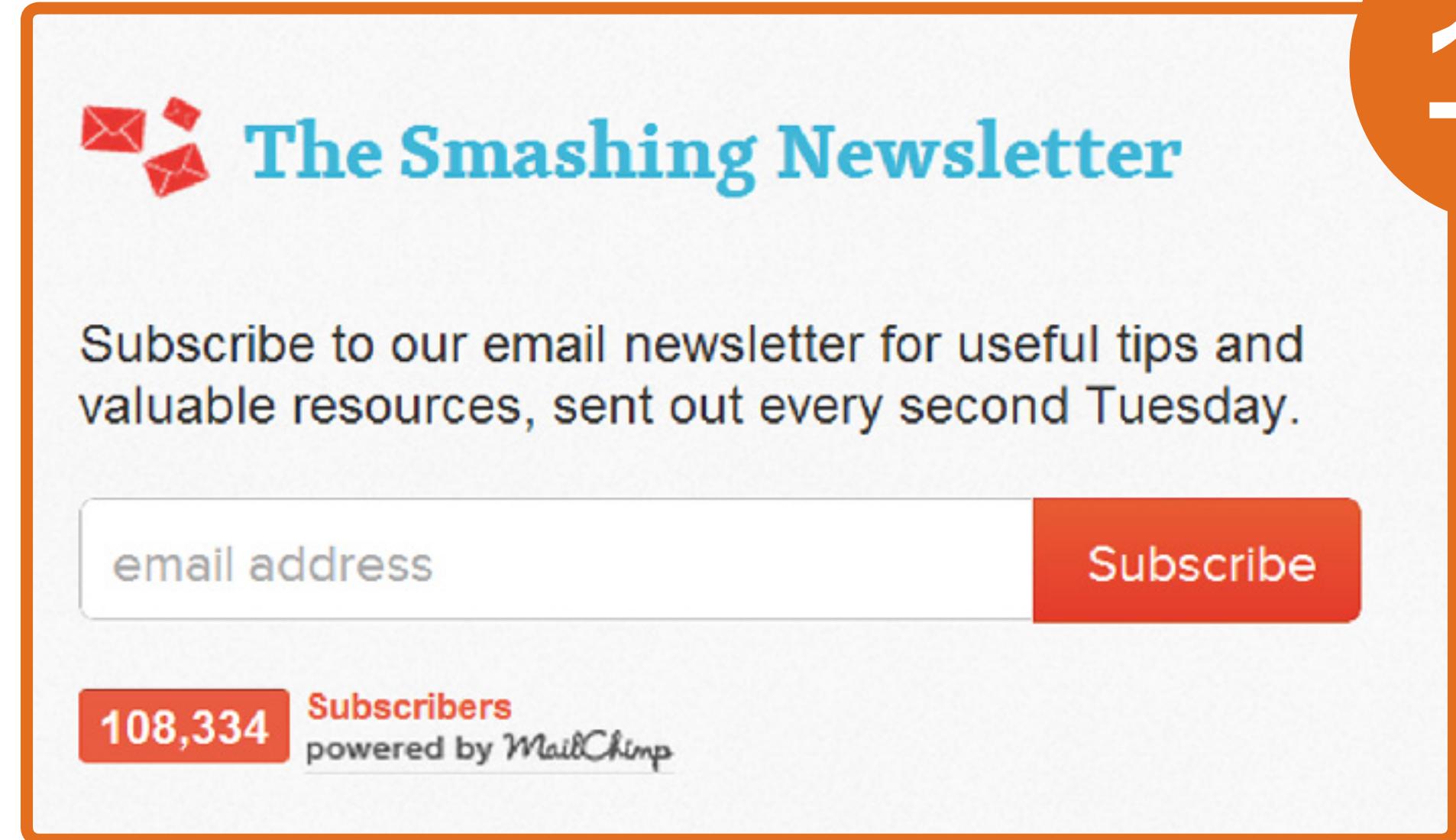


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Here is another example of [social proof](#)—this time it's meant to collect email addresses to expand the contact database of Smashing Magazine. The publication is showing its number of existing subscribers, thus encouraging you to become a part of this big community.

16



The screenshot shows a landing page for "The Smashing Newsletter". At the top, there's a logo consisting of three overlapping red envelope icons. Below the logo, the title "The Smashing Newsletter" is displayed in a large, bold, blue font. A sub-headline in black text reads: "Subscribe to our email newsletter for useful tips and valuable resources, sent out every second Tuesday." Below this, there's a form with a white input field labeled "email address" and a red "Subscribe" button. At the bottom left, a red box displays the number "108,334" next to the word "Subscribers" and the text "powered by MailChimp".

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“ By showing your product or service through your call-to-action, you make the offer more tangible to visitors. ”

## CHAPTER 3

# CALLS-TO-ACTION SHOWING PRODUCT

Your calls-to-action also have the power to increase product awareness. Many companies are promoting offers, such as trials, which are closely related to their main product/service. In this context, it makes sense to showcase what it's that you are selling.

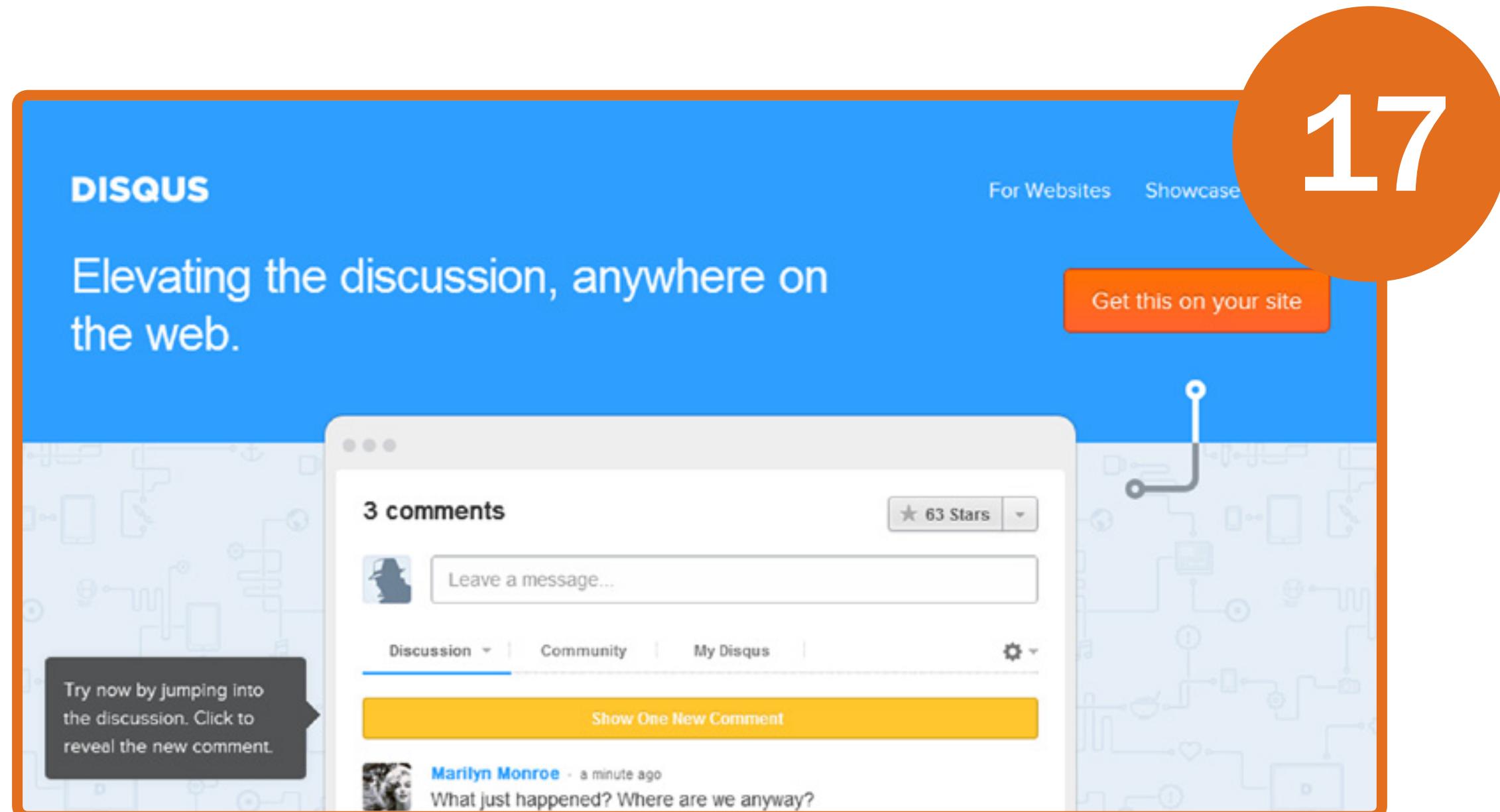
By showing your product or service through your call-to-action, you make the offer more tangible to visitors. It seems closer to capture it and, if its value is instantly visible, the call-to-action becomes that much more compelling.

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In this example, Disqus creates a visual connection between the orange call-to-action and a screenshot of the product, which is a comment system. Visualizing this connection makes the action seem more attainable.



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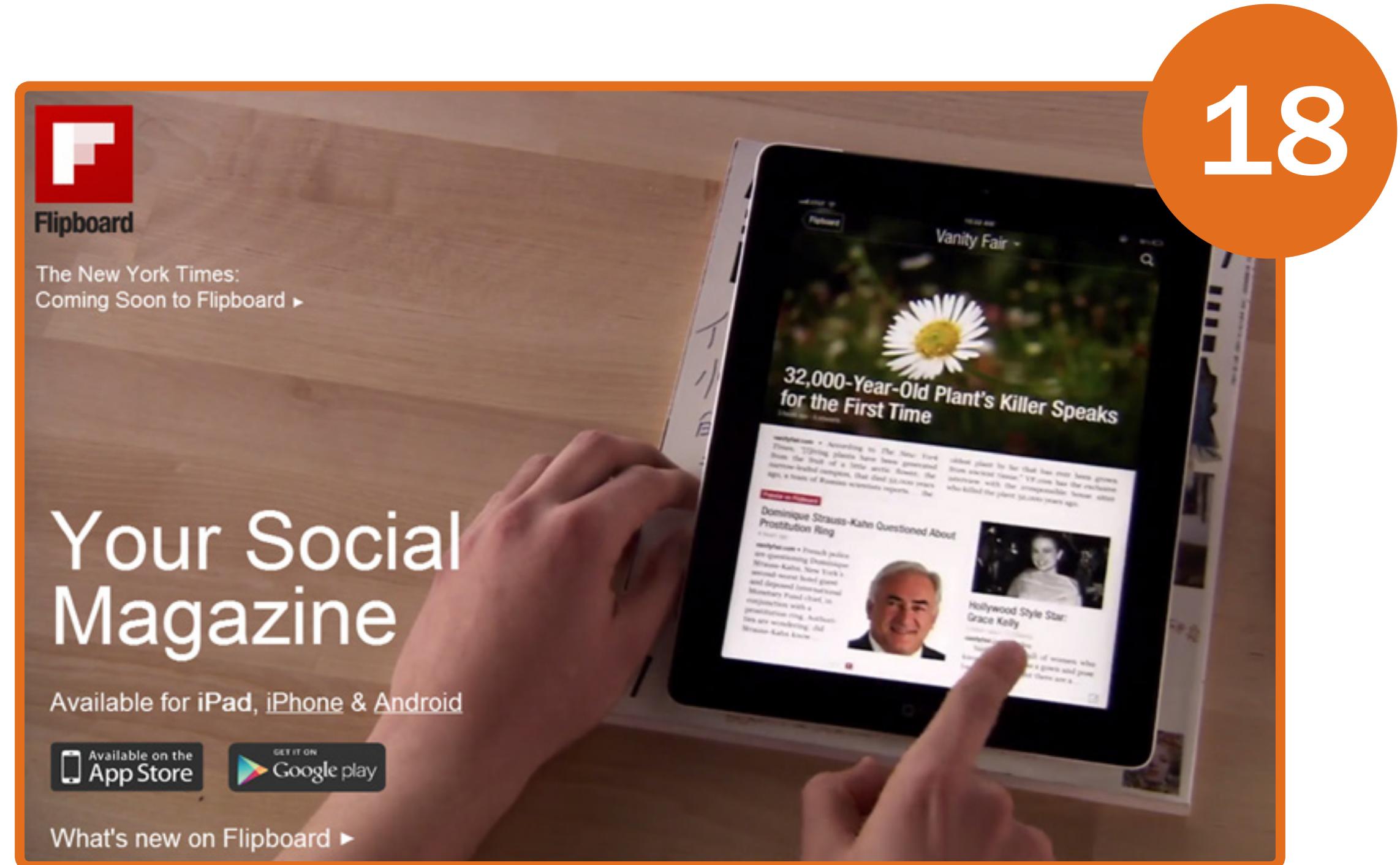
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Flipboard has also placed its two calls-to-action ("available on the app store" and "get it on Google play") next to an animation of its product. In this way visitors can get an understanding of the magazine's interactive features and social aspect, and take the next step.



The New York Times:  
Coming Soon to Flipboard ►

# Your Social Magazine

Available for iPad, iPhone & Android

Available on the App Store GET IT ON Google play

What's new on Flipboard ►

18

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Mobile app companies often showcase their product next to a call-to-action. In the example here, forkly is not only telling the reader what its app does, but it's demonstrating how it looks like. The green call-to-action to the left stands out on the dark background and highlights the fact that the app is free.

**forkly**

# Eat Drink & Rate

- Forkly shows you "what's good" at bars & restaurants
- Share your taste discoveries with your friends
- Become a **Tastemaker** at places and build your influence

Available for iPhone on the App Store

**Get the *free* App!**

When will Forkly be available for Android?

19

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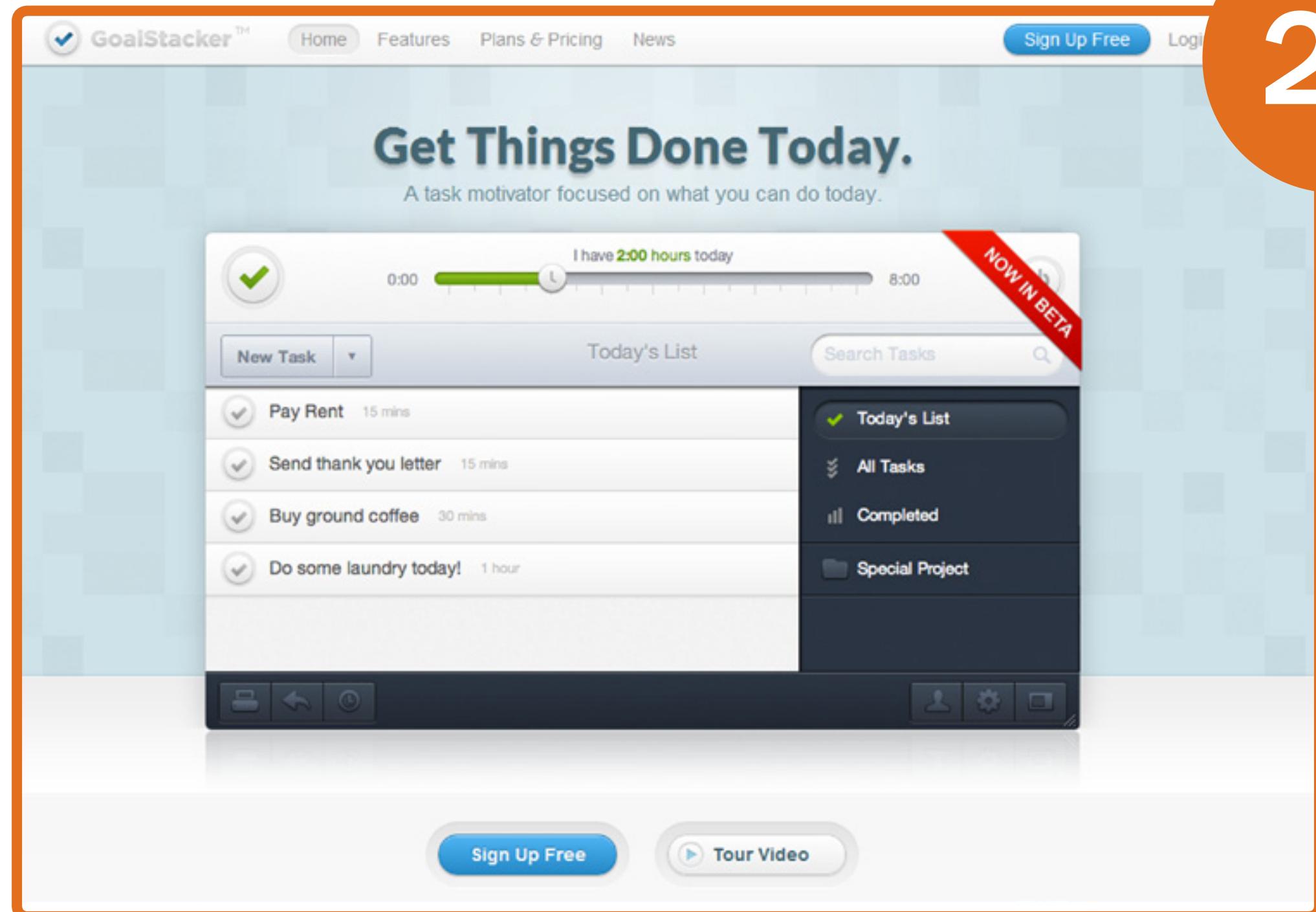
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GoalStacker is another company that has chosen to show an image of its product as it encourages visitors to take the next step and sign up for the software or tour it.



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- Similar to forkly, Instagram is showing what the mobile app looks like as it invites people to get it.



**21**

Similar to forkly, Instagram is showing what the mobile app looks like as it invites people to get it.

The image shows the Instagram landing page. It features a large orange circle with the number "21" in white. To the left of the circle, there's a text box with a list item. Below the list is a large screenshot of two smartphones displaying the Instagram mobile application. The phones show a feed of photos and a navigation bar at the bottom. To the right of the phones is the Instagram logo and the tagline "Fast beautiful photo sharing". Below that is a section titled "Meet Instagram" with descriptive text and links to the App Store and Google Play.

**Meet Instagram**

It's a **fast, beautiful** and **fun** way to share your photos with friends and family.

Snap a picture, choose a filter to transform its look and feel, then post to Instagram. Share to Facebook, Twitter, and Tumblr too – it's as easy as pie. It's photo sharing, reinvented.

Oh yeah, did we mention it's free?

Available on the **App Store**    GET IT ON **Google play**

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Orchestra is showing images of its system across different platforms (web and phone) which is a strong statement about the product's features. The size and placement of the second call-to-action here ("sign up on the web") clearly shows that it's a secondary (not the primary) CTA.

**22**

**Your to-do list,  
connected to  
everyone**

Try the award-winning system for organizing what needs doing and communicating to get it done.

Available on the  
**App Store**

Or, [sign up on the web](#)

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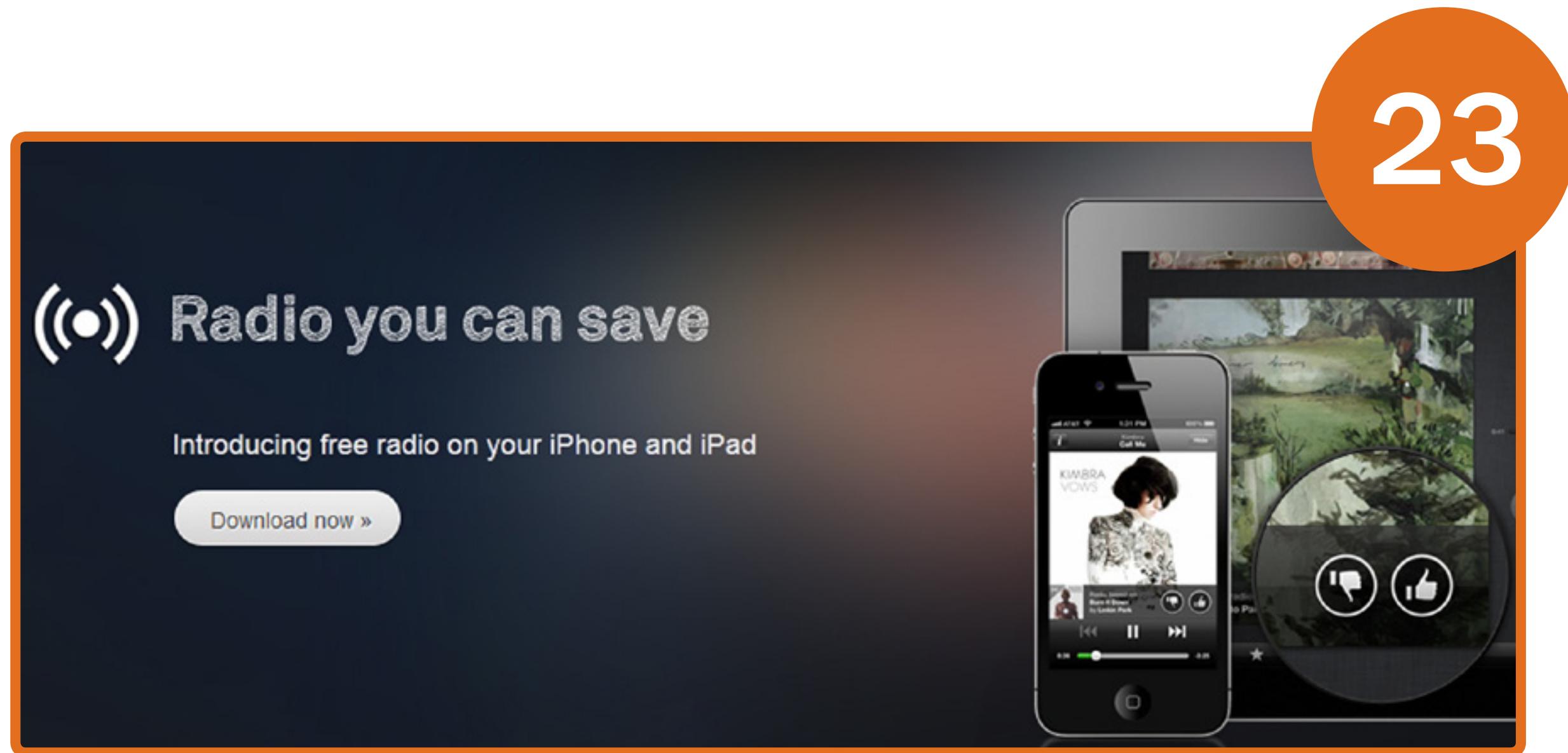


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Spotify is strategic about the product images it displays next to its call-to-action. It shows that the radio station is available on iPhone and iPad, with the first image conveying that the product is a music listening experience and the second image conveying that one can customize that experience by selecting thumbs up or thumbs down.

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- The image WUFOO has chosen to highlight next to its three calls-to-action also makes a strong statement about the product and its easy-of-use and flexibility. It helps visitors gain a better idea of what they are signing up for.

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## CHAPTER 4

# CALLS-TO-ACTION USING GREAT TEXT

“ Make sure your wording is clear, specific, and action-oriented. ”

If the copy you craft doesn't draw visitors in, that can hurt your click-through rate, lead conversions, and ultimately, sales. “People looking for information are looking for text, not pictures,” writes copywriter [Dean Rieck](#), analyzing the results of an Eyetrack III study. Visitors focus on the words in text ads more than on the graphics.

Make sure your wording is clear, specific, and action-oriented. While you should focus on your call-to-action text, don't forget that graphics can help convey meaning and strengthen your message. They are especially useful in explaining a concept that is hard to explain with words alone.

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Akismet is all about protection from spam, and visitors can definitely get that message from the call-to-action. It not only asks them to “get started,” but also reinforces the point that this is *the way* to get rid of spam.

# Akismet

(a-kiz-mit) n. Possibly the best way in the world to protect you from web spam.

**Adiós comment spam**

Akismet filters out your comment and track-back spam for you, so you can focus on more important things.

**Spams zapped to date**  
51,769,775,499  
48,392,475 today alone

**Tired of comment spam?**  
Let Akismet handle it. You'll be protected within minutes.

**Get started**  
and say goodbye to spam

**Put your spam fighting on auto-pilot**  
Set it and forget it: Akismet is getting smarter while you sleep.

**Free for personal use, a bargain for your business**  
We're not trying to make a killing, but we still need to pay our bills.

**Conquer spam, and give your SEO a boost**  
Keep spammers from bringing down your site's PageRank.

**API for us nerds, with libraries in many languages**  
Save yourself time with dozens of pre-built libraries and plugins.

*“Akismet is the best automated spam killer that actually gets better as it learns.”*  
- Vinny Carpenter

*“Before Akismet I was spending more time deleting spam than creating content.”*  
- Sarah King

**25**

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The most compelling CTA here is asking readers to “click to look inside” of the book. The combination of the big, highlighted text and arrow stands out from the rest of the page and invites people to flip through their potential purchase.

**Emotional Design: Why We Love (or Hate) Everyday Things [Hardcover]**  
Donald A. Norman (Author)  
★★★★★ (35 customer reviews) | Like (5)

**Available from these sellers.**

9 new from \$14.98 39 used from \$3.48

Formats	Amazon Price	New from	Used from
Kindle Edition	\$10.36	--	--
Hardcover	--	\$14.98	\$3.48
Paperback	\$11.53	\$7.41	\$3.87
Unknown Binding	--	\$41.10	\$40.64

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The language of this call-to-action is optimized to give visitors context even if they haven't read the bullet points above. It's specific and action-oriented.

The screenshot shows the homepage of Bob Phibbs' website. At the top left is the logo "BOB PHIBBS" in red and blue, with "The Retail Doctor®" underneath. To the right is a navigation bar with links: "Need a Speaker?", "Consulting", "Store", "About", "Blog", and "Resources". Below the navigation is a large headline "BOB PHIBBS IS YOUR RETAIL EXPERT". Underneath the headline is a bulleted list of three items: "Popular Speaker at some of the largest retail events around the world", "Trusted Retail Consultant to brands, chains, franchises and small businesses", and "Award-winning business author of three books". At the bottom is a red button with the text "See How Bob Can Optimize Your Business" and a play icon.

27

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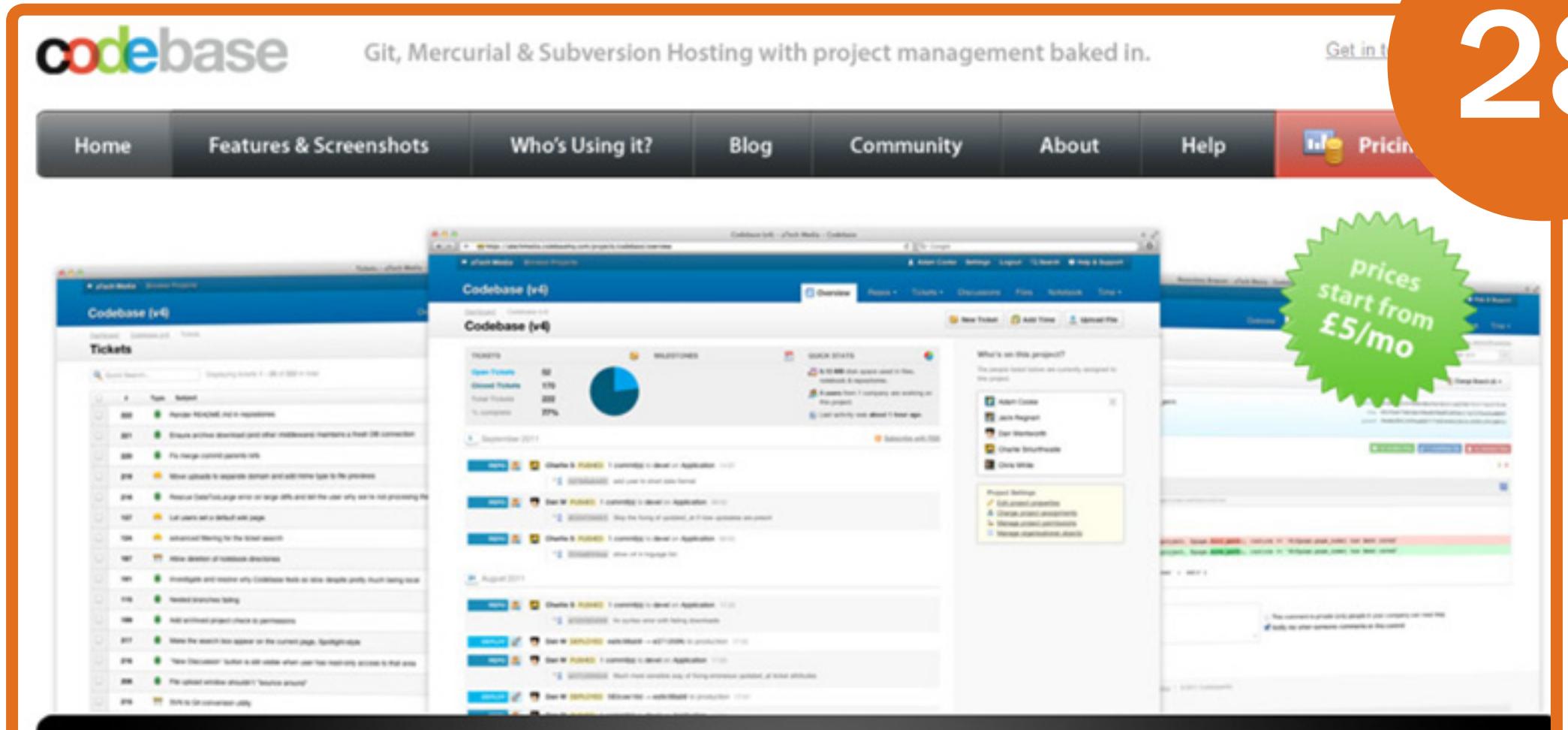
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In this example the text above the call-to-action, “15 day free trial,” gives more specifics around the action visitors should take. It reveals the *how* of “trying Codebase for free” — through a trial — and tells us *how long* this experience will last — 15 days. It is highlighted through the use of Italics.



**Codebase** Git, Mercurial & Subversion Hosting with project management baked in.

Home Features & Screenshots Who's Using it? Blog Community About Help Pricing

**prices start from £5/mo**

**Code & Communication. In one place.**

Codebase is your software project management tool with fast, reliable **Git**, **Mercurial** & **Subversion** hosting baked right in.

15 day free trial

Try Codebase for free!

**28**

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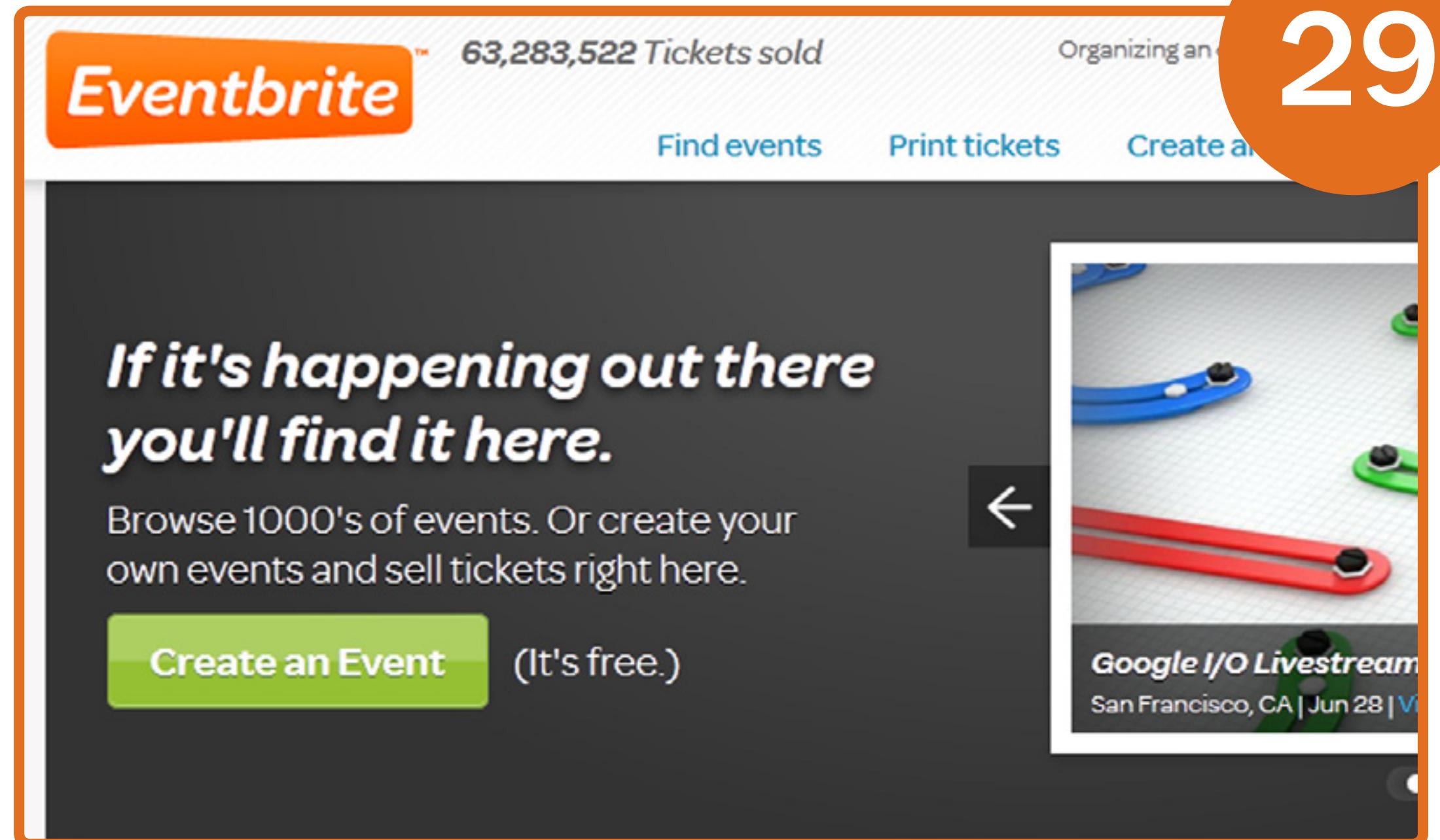
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The text outside the call-to-action button here serves to create an incentive. It's "free" to add an event, so one should just go ahead and create one!



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The call-to-action here is descriptive enough so that visitors don't have to read the rest of the text on this page. The CTA tells you exactly what you are going to receive once you click on it.



**get satisfaction**

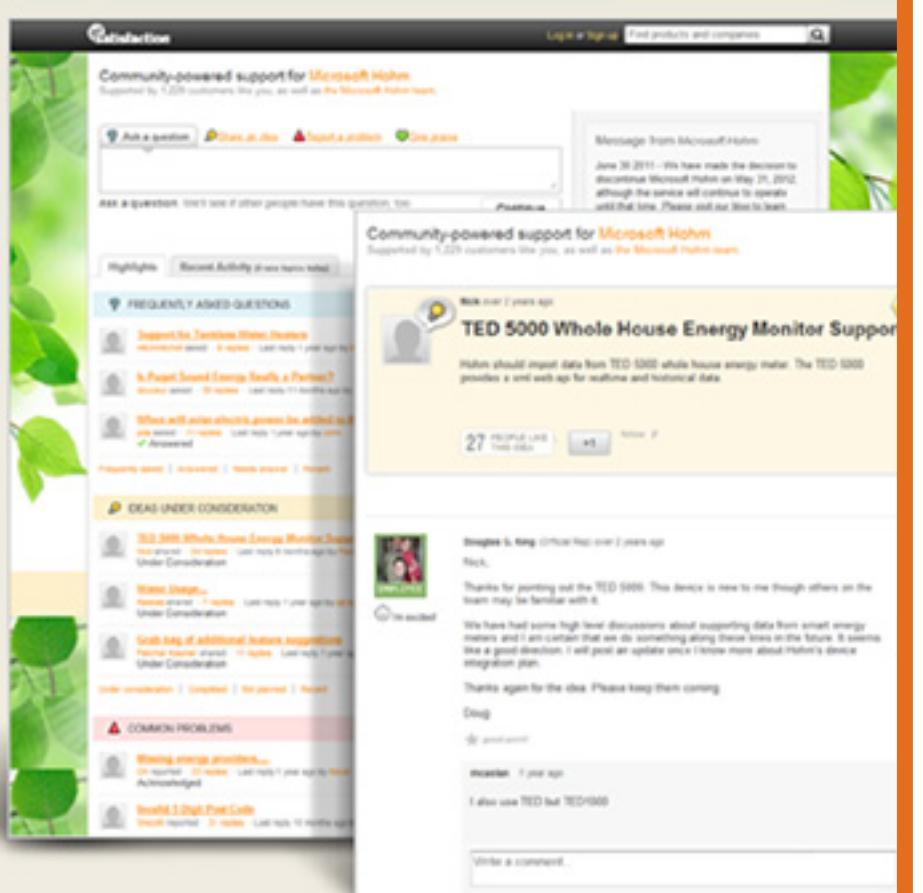
**Microsoft *listens* to their customers.**

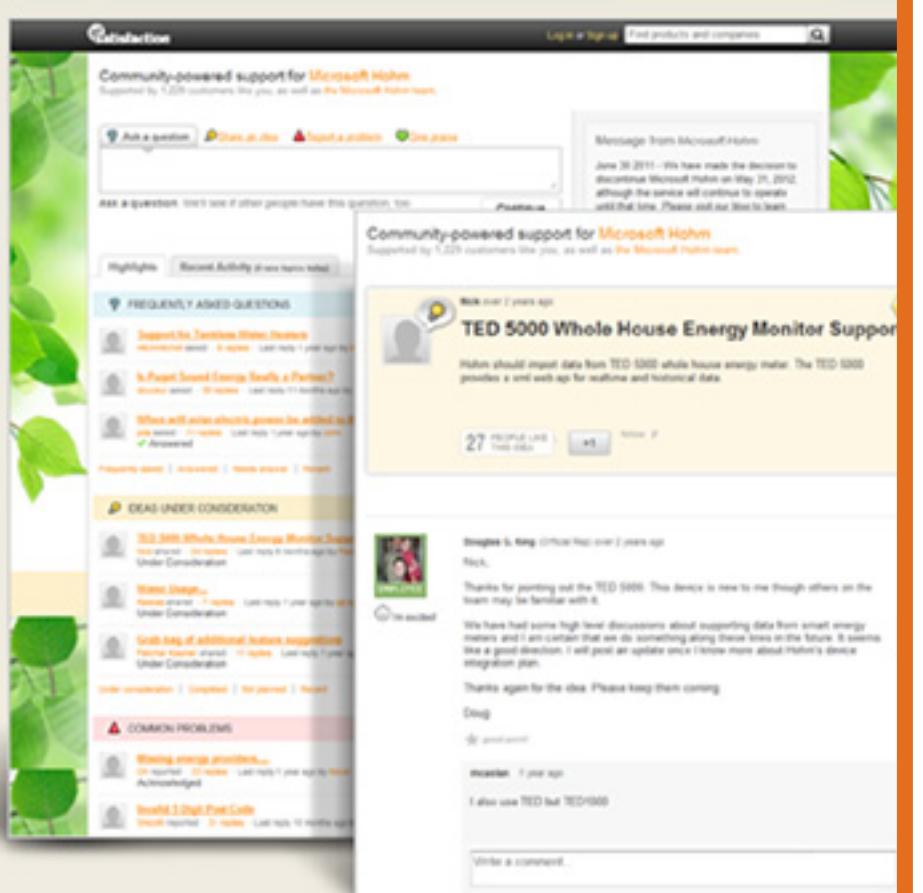
**"In our opinion, Get Satisfaction is one of the best social media feedback tools available today. Our customers love it because it creates a dedicated place where they can be heard and have a direct connection with our engineering team."**

Benjamin Gauthey  
Digital Marketing, Microsoft Corp.

**Read the Case Study**

30





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GoToWebinar uses hyperlinked text to explain what exactly visitors will get after their click(s): it's a free trial or an online purchase. They also offer a third option to simply chat with Sales.

The screenshot shows the GoToWebinar homepage. At the top, there's a navigation bar with links for Home, GoToMeeting, GoToWebinar (which is the active tab), GoToTraining, Compare Our Products, Contact Sales, and a phone number. Below the navigation is a large banner featuring a smiling man in an orange sweater. The banner text reads "Increase your reach with unlimited webinars." It includes a blue play button icon and a link to "Watch a Quick Overview Video (1 min 24 sec)". To the left of the banner is a sidebar with links for How It Works, Features, Security & Reliability, Ways to Use It, Customer Stories, Case Studies, Plans & Pricing, Multi-User Accounts, and FAQs. The main content area below the banner has a section titled "Webinars Made Easy™" with a description of the service's capabilities. At the bottom right of the page, there are two prominent blue buttons: "Try It Free" and "Buy It Now", along with links for a "30-Day Free Trial" and "Buy Online". A contact phone number is also listed. A large orange circle with the number "31" is overlaid on the top right corner of the screenshot.

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Here is another example of a descriptive call-to-action—it does a great job of summarizing the bullet points above in case someone skips them.

The screenshot shows the homepage of indie aisle. At the top, there's a navigation bar with links for "features", "browse stories", "faqs", and "blog". On the right side of the header is a "Sign Up" button. Below the header, there's a large, stylized illustration of a woman sitting cross-legged on a rug, surrounded by books, papers, and a laptop, suggesting a writer's or publisher's workspace. To the right of the illustration, the text "Independently published stories" is displayed in a large, serif font. Underneath this, the heading "Authors — easily self-publish, sell and promote your stories" is followed by four bullet points, each with an icon: a book for "Publish in any format" (Novel, short story, series, comics), a dollar sign for "Set your price and sell your ebook in minutes" (We handle the payment part), a purple square for "Ensure your ebook works across devices" (With our online Reader app and conversion tool), and a green arrow for "Share and sell with a link" (Send a link or add a widget on your site). At the bottom of the page, there are two calls-to-action: "Sign up & publish for free" and "Take a Tour".

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- The text underneath the main call-to-action here gives more details around the offer. This language creates a sense of clarity and sets expectations.

**MOBILE WEB DESIGN**  
A BOOK BY CAMERON MOLL



*A web standards approach for delivering content beyond the desktop*

Much has been written about mobile devices. Plenty has been written about developing websites for the so-called "standards era" of the web. However, little has been written about the two colliding. This resource aims to fill that void.

**REASONS TO BUY**

- Discover how to deliver web content to mobile devices (nearly 3 billion worldwide)
- 100+ pages of practical advice, tips, & examples
- More than 40 screens from actual devices
- Written by one of the world's leading web designers

If you're in a position to develop for, manage,

**PURCHASE BOOK**  
Starting at \$0.99. Buy a copy in print or as a PDF E-book.

**DOWNLOAD free SAMPLE**  
Not sold yet? Download the [preview sample](#) (PDF, 4.2 MB) complete with cover artwork, table of contents, and several sample pages.

**PRINT VERSION**  
*Now available!*

**“**Very good and clearly written. Certainly another great reference to help people find their way in the world of the Mobile Web.

33

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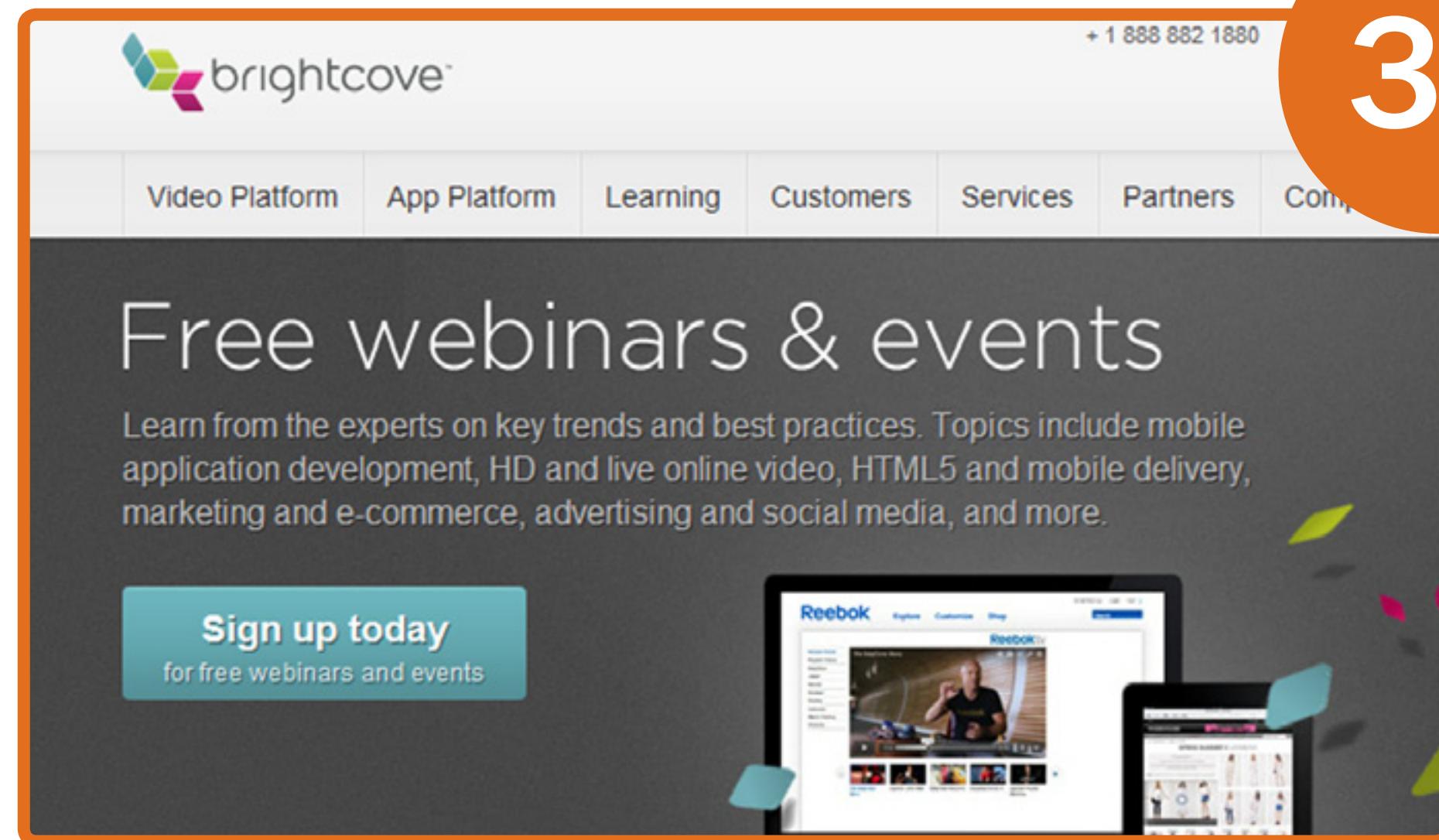
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The screenshot shows the homepage of the Regina Symphony Orchestra website. At the top, there's a navigation bar with links for Home, Who We Are, What We Do, and OH!. On the left, the OH! MEDIA logo is displayed. Below the navigation, a large image of a conductor is shown with text for an upcoming concert: "SAT. MARCH 10TH. 2012 ALPINE MASTERPIECES FEATURING MAHLER, WAGNER, BRUCKNER AND THE SOUTH SASKATCHEWAN YOUTH ORCHESTRA". A "PURCHASE TICKETS" button is visible. To the right of the image is a calendar for March 2012. On the far right, a large orange circle contains the number "34". Below the image, the text "Regina Symphony Orchestra" and the website URL "http://reginasymphony.com/" are shown. A blue button with the text "See the Case Study" and a play icon is positioned at the bottom right.

Here is another call-to-action that gives visitors enough information for them to take the next step without having too much background knowledge. In fact, the text above is not even complete, serving as a teaser and tempting people to keep reading.



By now you have probably learned that it's effective to provide specific information in calls-to-action. Brightcove provides us with yet another example of this best practice. While the text above describes what visitors are signing up for, free webinars and events, it doesn't hurt to reiterate it in the call-to-action itself.



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This call-to-action example uses language that conveys the idea of value. By clicking on the CTA, one will get “unlimited access” to web templates. This call-to-action is also providing an additional incentive to users by mentioning that there is a discount from \$149 to only \$50.

36

**Web templates for**

- Save time and money, focus on development**  
Web templates are ready to use, just add your images and text
- Easy implementation and customizations based on your needs**  
Templates are professionally crafted and easy to use (→ [Watch tutorial on Vimeo](#))
- One payment = unlimited access**  
We are constantly working on new templates ([Follow us on Twitter](#))

**Unlimited access for \$149 \$50**

*join the club now* ↗

iPhone Website Templates & iPad Website Templates

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When the context of the web page doesn't necessarily contribute much to the meaning of the call-to-action, the CTA needs to be powerful by itself and convey a compelling point with both visuals and text. The language of the calls-to-action here is telling enough to give readers solid context around the two offers.

XSI Press < > XS International makes Aldea Solutions' Olympic Team Tuesday, June 12, 2012

## Lowering the Total Cost of IT Ownership

## Federal & Enterprise IT Services

XSi International (XSi) is an IT services company that specializes in Cross-Platform OEM and Alternative IT Maintenance, Data Center Consolidation, Data Center Relocation, IT Asset Disposition and IT Hardware and Software Sales. We have worked in a variety of industries and with organizations of all sizes, including 9 of the Fortune Top 10, and 20 of the Top 20 Federal Prime Contractors.

XSi helps Federal Agencies, Contractors, Universities and the Commercial Sector stretch their IT budgets without compromising quality or responsiveness. We continue to forge ongoing partnerships with OEMs and professional services firms to provide a mix of OEM and secondary market solutions.



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The text around the call-to-action example here contributes to its impact. Just below the highlighted “Subscribe” button, you will find more information on the value you will get after the click.



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“Don’t crowd the language unless the information around it is key to taking the action.”

## CHAPTER 5

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# CALLS-TO-ACTION USING SPACIAL EFFECT

You know how they say that, sometimes, less is more?

Well, that can definitely be true for calls-to-action. If you want to attract more attention to your CTA, you should give it some space. Don’t crowd the language unless the information around it is key to taking the action.

Separating the CTA from the rest of the content on a web page will mean it’s a separate item. If there is a tight connection between the call-to-action and some other web page element, then there should be less white space between the two.

“The more white space there is in between a call-to-action button versus a surrounding element, the less connected they are,” [writes Jacob Gube in Smashing Magazine](#).

“Therefore, if you have other elements that can help convince users to take action, reduce the white space in between those elements and the CTA.”

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Notice how simple this page is—it includes a navigation at the top, a short description of what the company does, an image and two calls-to-action. It's clear what you should do next—you can either click somewhere in the navigation or pick one of the calls-to-action.

**500friends** LOYALTYPLUS™ ABOUT US Questions? 1 (800) 818-8356

# LoyaltyPlus™

THE SOCIAL LOYALTY SOLUTION FOR RETAIL

We revolutionize loyalty marketing by combining proven customer retention strategies with the latest social commerce innovations.

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Firefox has done a great job of removing all noise from the real estate around the call-to-action. The images are away from the button and the text is not crowding it either.



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The screenshot shows the homepage of change.org. At the top, there's a navigation bar with 'change.org' logo, 'Start a Petition' button, 'Browse Petitions' link, a search bar with 'Find' icon, and a language dropdown set to 'English (us)'. Below the navigation, there are three main sections: 1. 'Start a Petition' featuring a photo of a woman and text about Molly Katchpole petitioning Bank of America. 2. 'Mobilize Support' featuring a photo of four people at a table and text about 300,000 customers joining to generate national media attention. 3. 'Win Change' featuring a photo of a Bank of America building and text about the bank removing a proposed fee. A large orange circle in the top right corner contains the number '41'.

① Start a Petition    ② Mobilize Support    ③ Win Change

Molly Katchpole petitions Bank of America to drop unexpected \$5 fee

300,000 customers join, generating national media attention

Bank of America and all other major banks remove proposed fee

TIPS & GUIDES    START A PETITION    MORE VICTORIES

Here, too, the main call-to-action is at a distance from potential distractions, like the images at the top or the two options at both sides.

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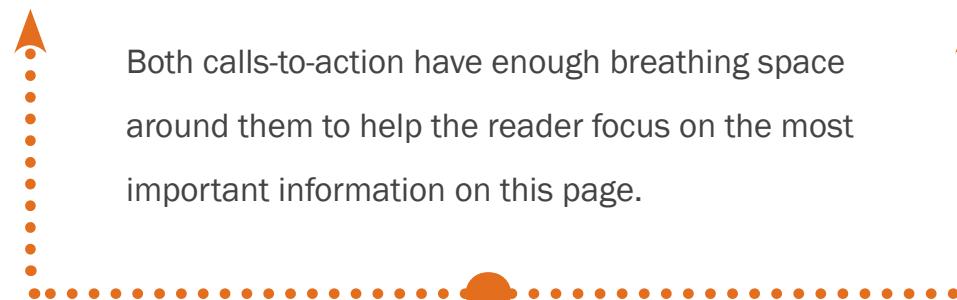
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The screenshot shows the homepage of Curator and Mule. At the top left is the logo "CURATOR and MULE inc.". To the right are links for "HOW IT WORKS" and "GET STARTED NOW", along with social media icons for Facebook, Twitter, and Pinterest. A large orange circle in the top right corner contains the number "42". The main visual is a black and white illustration of a man in a top hat and coat, looking thoughtful. The text "we find it, you rock it" is prominently displayed in large, bold, white letters, followed by "men's accessories delivered to your door for only \$60 a season". Below this are two dark rectangular buttons with white text: "get our summer box" and "join the waiting list".



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102

101 EXAMPLES OF EFFECTIVE CALLS-TO-ACTION

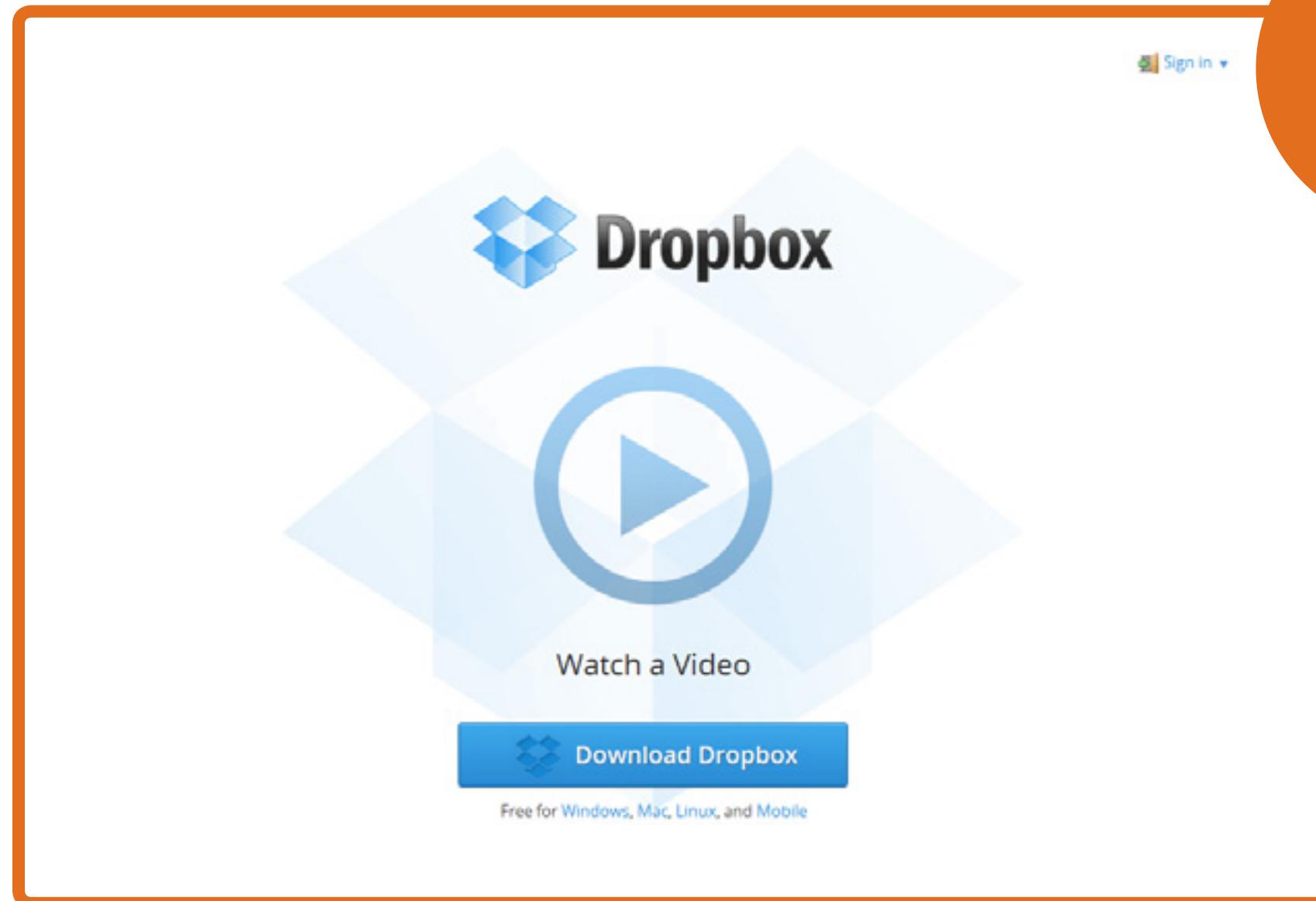


103

101 EXAMPLES OF EFFECTIVE CALLS-TO-ACTION

Dropbox' call-to-action is the epitome of simplicity. Visitors have only two options—and these are immediately visible—to watch the video or download the software.

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Evernote presents another example of a call-to-action using spatial effect, with information grouped together in small, digestible chunks away from the CTA button. The one suggestion here is to use a warm color for the call-to-action to help it stand out more against the green background.

The image shows the Evernote homepage with a green background. At the top, there's a navigation bar with the Evernote logo, 'PRODUCTS', 'NOTEWORTHY BLOG', 'THE TRUNK', and some dropdown menus. Below the navigation, a large white circle contains the text 'Remember everything.' In the center, there are three main sections: 'Capture anything.' (with a laptop icon), 'Access anywhere.' (with a smartphone and tablet icon), and 'Find things fast.' (with a smartphone icon). Each section has a brief description and a screenshot of the Evernote interface. At the bottom, there's a green button with the text 'GET EVERNOTE, IT'S FREE ▶'.

44

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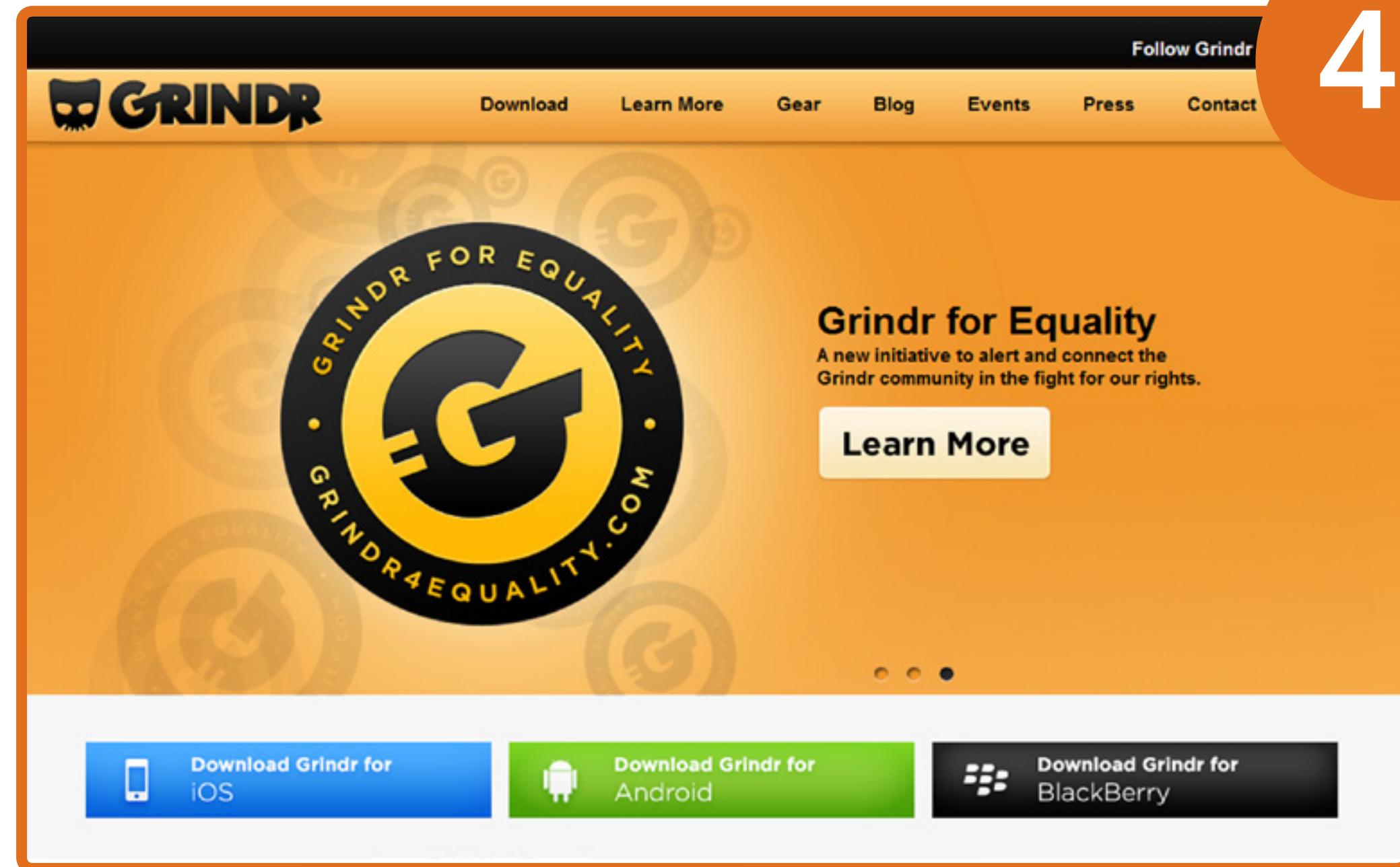
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- Grindr has also opened up space around the main call-to-action, guiding visitors to the action they should take.



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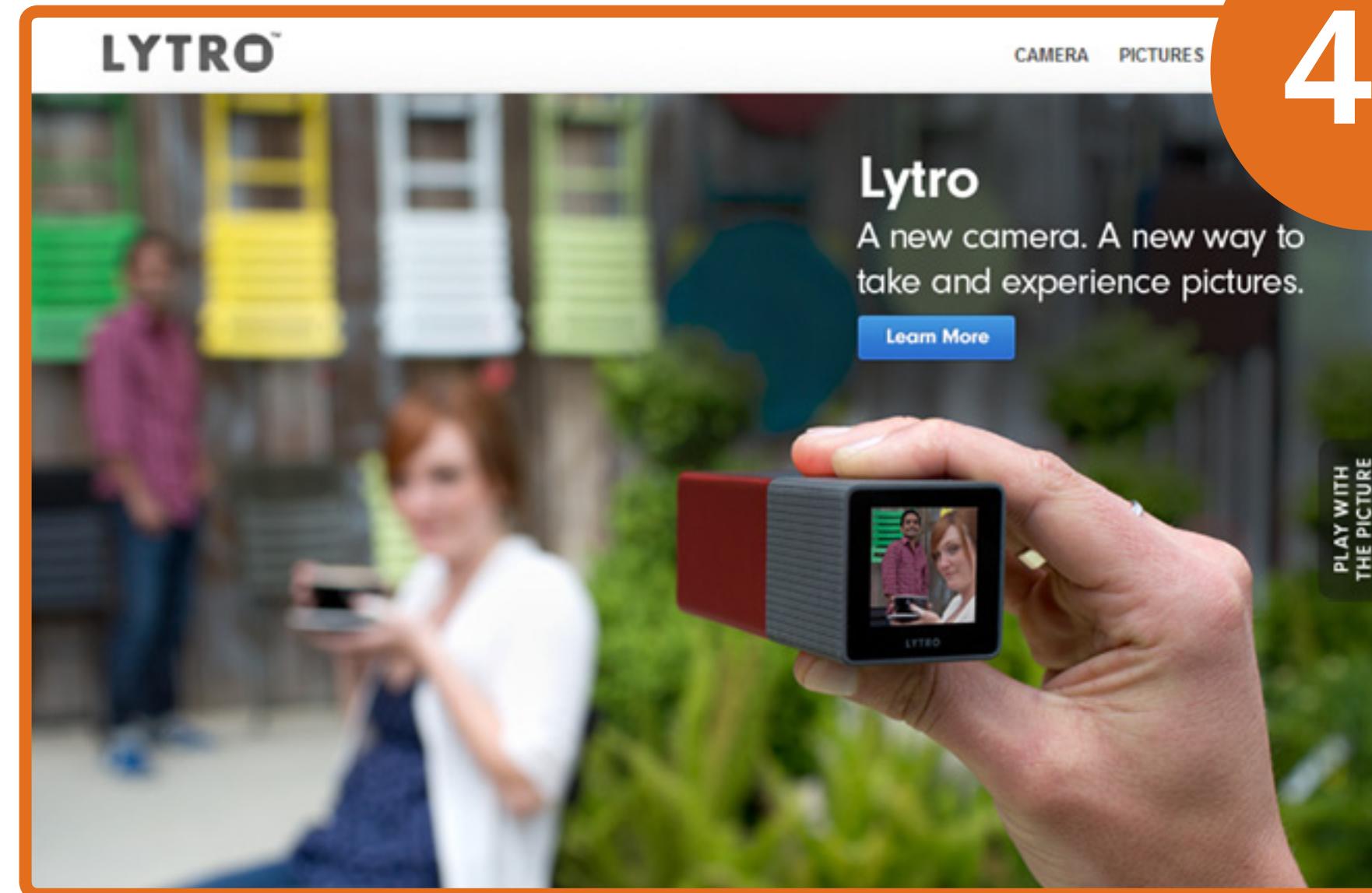
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- Notice how the CTA here is placed against the least busy part of the image. Lytro doesn't give visitors too many options to choose from, but asks for them to focus on "learning more."



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- Similarly, Path has reduced the noise around the call-to-action, placing it on a minimalist page that doesn't distract visitors from the main activity they should engage in.



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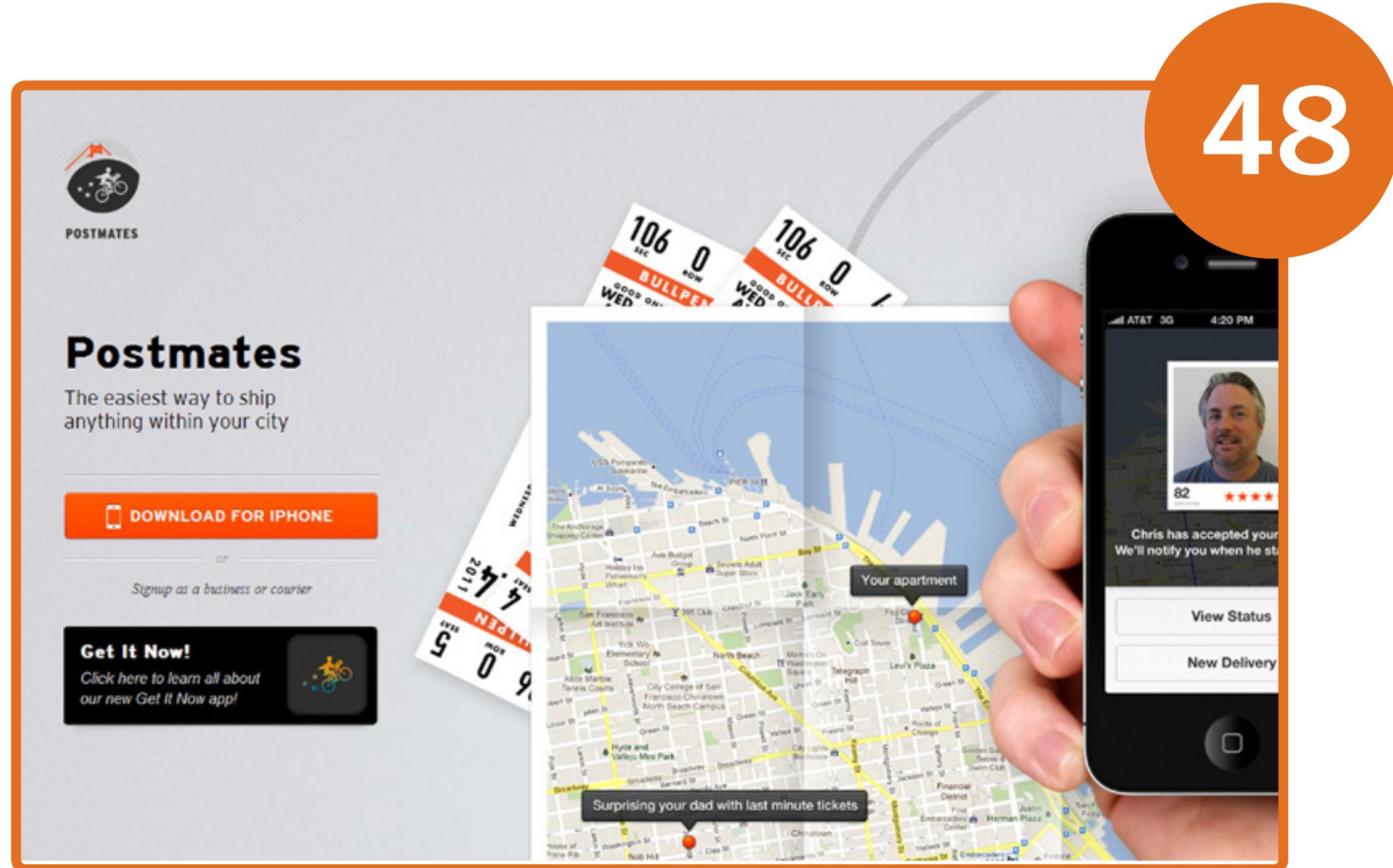
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Here, too, you will notice that there is a sense of cleanliness and simplicity that highlights the calls-to-action. The separation between the three CTAs is achieved through the use of different colors and lines.



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- Notice that the calls-to-action here are placed in a pool of white space instead of close to the text or the images.



The RunKeeper landing page features a large amount of white space around its central content. At the top, the RunKeeper logo and tagline "Track, measure, and improve your fitness." are displayed. Below this, a descriptive paragraph explains the product's purpose: "RunKeeper makes tracking your workouts fun, social, and easy to understand so that you can improve the quality of your fitness." To the right of this text are two prominent call-to-action buttons: "Sign Up" and "Sign Up With Facebook". A note below the "Sign Up With Facebook" button states: "(We'll never post to your wall without your permission)." At the bottom of the page, there is a call-to-action encouraging users to join the community: "Join the RunKeeper community and have fun with the easiest way to track, measure, and improve your fitness!"

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Skype is another company that does a great job with minimalist design that helps highlight the call-to-action.

The screenshot shows the Skype homepage with a blue header featuring the Skype logo and navigation links for Features, Get Skype, Prices, Accessories, Business, and Help. A large orange circle in the top right corner contains the number 50. The main content area has a white background and features a large green button with the text "Talk more with Skype Premium". Below the button, there is descriptive text: "Say hello to unlimited\* calls to a country of your choice. Also includes group video calling plus other exclusive features." To the right of the text is a dark blue rectangular image containing three smaller video frames showing people in various settings. At the bottom left is a green button labeled "Go Premium" with a globe icon. An orange arrow points from the left edge of the screenshot towards the left margin of the slide.

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Stripe has achieved the same sense of space and focus by placing its CTA against a dark background.

The screenshot shows a dark-themed landing page for Stripe's developer payments. At the top left is the Stripe logo. Below it, the main heading reads "Payments for developers" in large white font, followed by a subtext: "Stripe makes it easy to start accepting credit cards on the web today." A prominent blue button labeled "Get Started with Stripe" is centered below the subtext. To the right of the main content, there is a blurred image of a computer monitor displaying a Stripe dashboard with a credit card and some data. A large orange circle containing the number "51" is overlaid on the top right corner of the image.

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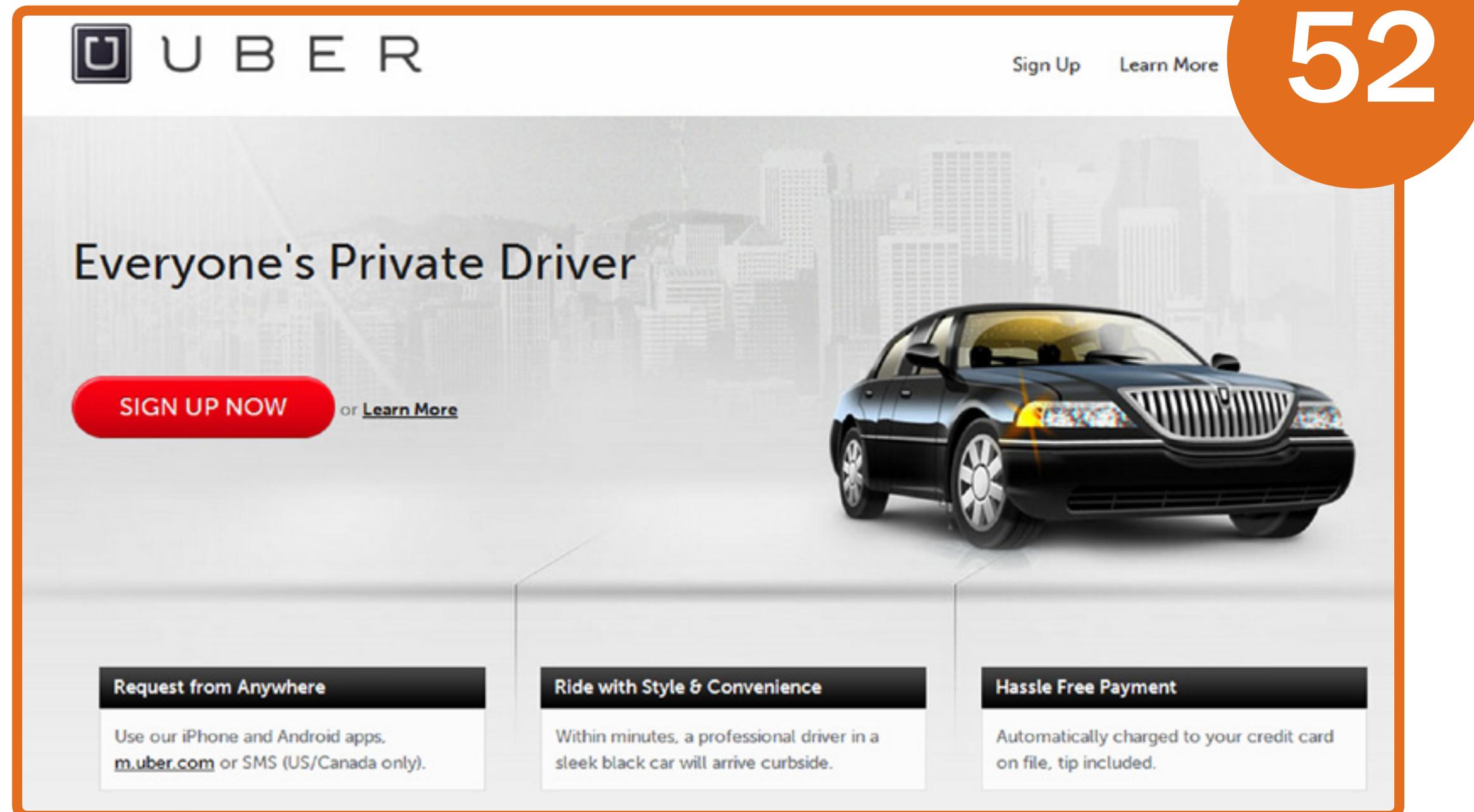
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Uber presents another call-to-action example that uses spatial effect to attract the attention of website visitors to the right page element.



The screenshot shows the Uber homepage. At the top left is the Uber logo. At the top right are "Sign Up" and "Learn More" buttons. Below the logo, the text "Everyone's Private Driver" is displayed. In the center is a large black Lincoln Town Car. To the left of the car is a red button with "SIGN UP NOW" and "or [Learn More](#)". Below the car are three boxes: "Request from Anywhere" (using apps or SMS), "Ride with Style & Convenience" (professional driver arrives curbside), and "Hassle Free Payment" (automatically charged to credit card). A large orange circle with the number "52" is overlaid on the right side of the image.

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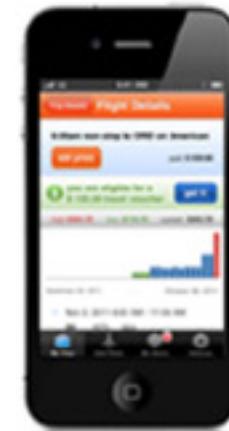


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**53**

Track flight prices and  
save money before and  
after you buy!

[Get Started](#)



Real-time alerts to  
your iPhone

Don't miss an opportunity to book when  
prices are low or get your airline credit!

[Download the Yappa app](#)

Naturally, you can achieve spatial effect on banner ads as  
well as web pages different from your home page.

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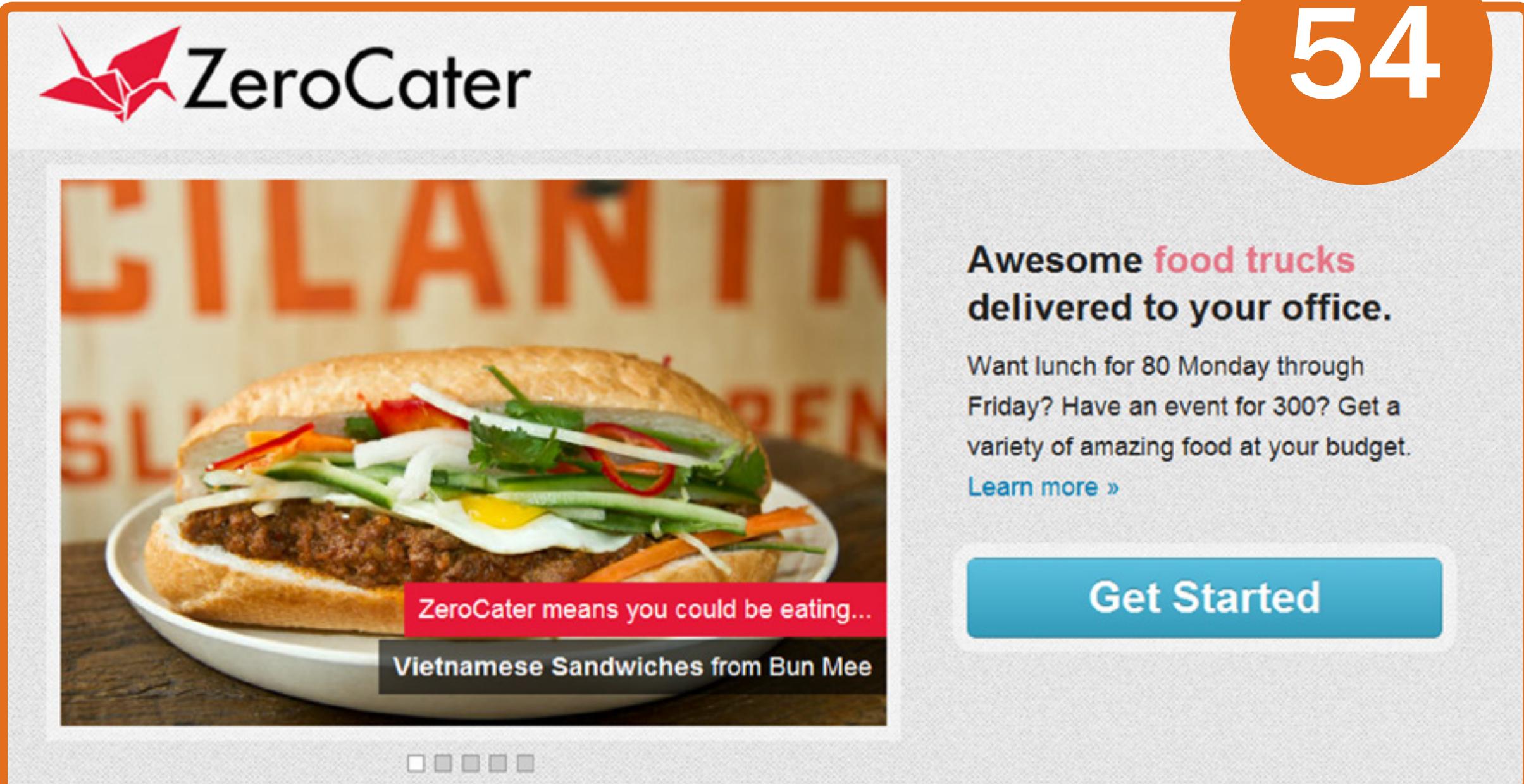


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The image shows a screenshot of a ZeroCater landing page. At the top left is the ZeroCater logo with a red origami crane icon. Below it is a large image of a Vietnamese sandwich (Bun Mee) on a white plate. A red callout box contains the text "ZeroCater means you could be eating..." and "Vietnamese Sandwiches from Bun Mee". To the right of the image is a large orange circle containing the number "54". Below the image, there is descriptive text: "Awesome food trucks delivered to your office." followed by "Want lunch for 80 Monday through Friday? Have an event for 300? Get a variety of amazing food at your budget." and a "Learn more »" link. At the bottom right is a blue button with the text "Get Started".

In this example the CTA button has a semi-transparent frame that also helps separate it from the rest of the content on this page.

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“ By creating a sense of direction, you guide the visitor to the important element on the page. ”

## CHAPTER 6

# CALLS-TO-ACTION CREATING A SENSE OF DIRECTION

Some of the most successful calls-to-action out there have arrows pointing at them. It creates a sense of direction and guides the visitor to the important element on the page. This is a way of prioritizing information and creating a flow.

In fact, HubSpot Social Media Scientist Dan Zarrella, found out that if you have a picture of a human looking at a lead-capture form or call-to-action on a page, that's where the eye of the visitor will also shift to. So don't add images of people who stare right at your audience; make them stare at what your audience should look at.

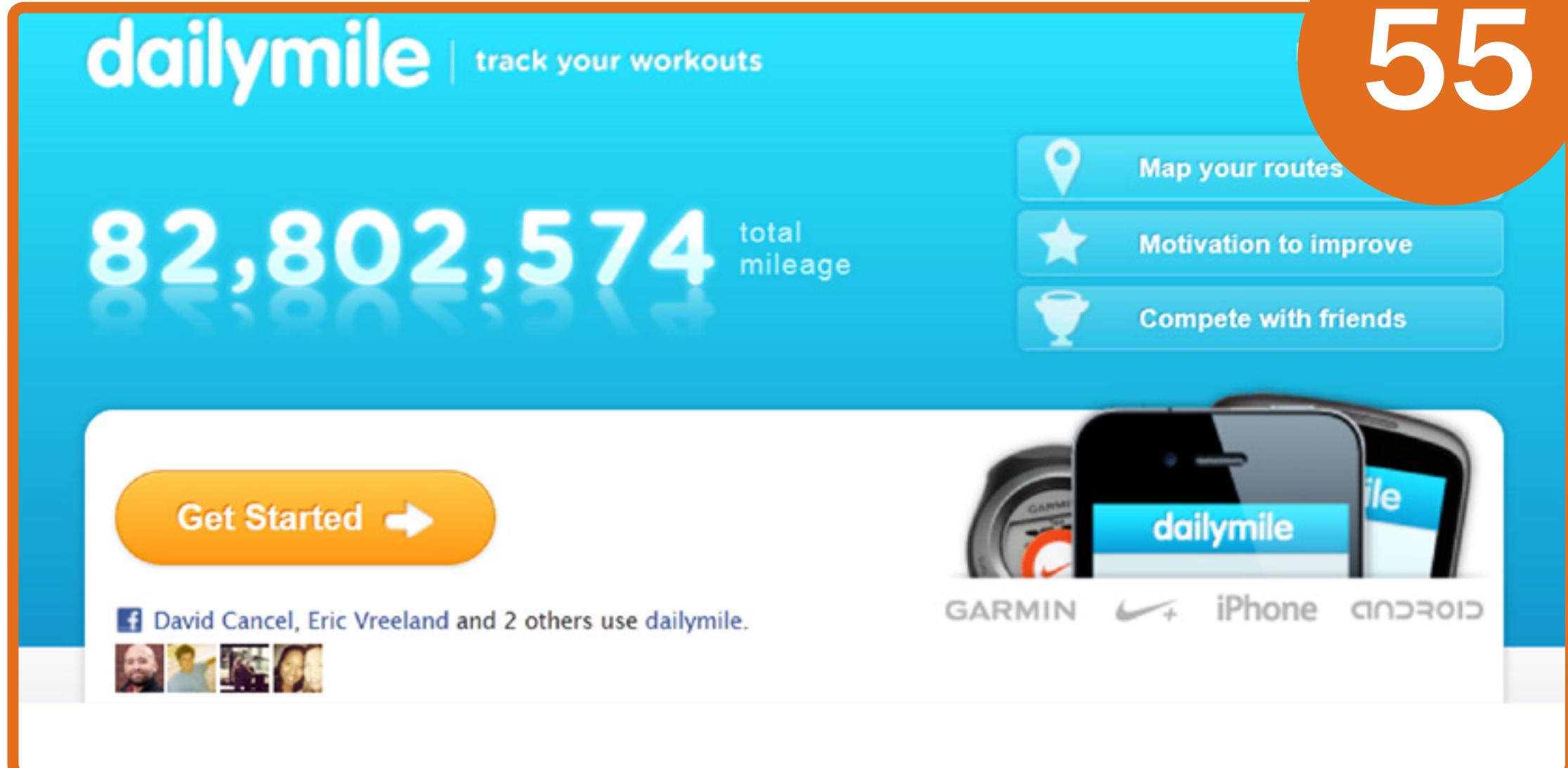
Let's look at some examples!

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Most arrows in calls-to-action point to the right because that implies a natural next step, especially in terms of reading. In the English language we read from left to right.



A screenshot of the dailymile homepage. The page features a large blue header with the dailymile logo and the tagline "track your workouts". Below the header is a large white area displaying the total mileage: "82,802,574 total mileage". To the right of this, there is a large orange circle containing the number "55". Below the mileage, there are three call-to-action buttons: "Map your routes" (with a location pin icon), "Motivation to improve" (with a star icon), and "Compete with friends" (with a trophy icon). At the bottom of the page, there is a yellow button labeled "Get Started" with a right-pointing arrow. Below this button, it says "David Cancel, Eric Vreeland and 2 others use dailymile." followed by four small profile pictures. To the right, there are images of a Garmin device, an iPhone, and an Android phone, each displaying the dailymile app interface.

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- This CTA has four arrows pointing at it so the reader has clear directions on where to go next.

# A Resume Builder That's Easy as 56

Create Your Winning Resume. Share it in social networks. Get job notifications

The landing page features a large orange button in the center containing the text "CREATE RESUME" and the subtext "it's easy and free!". Four arrows point from this central button to surrounding icons: one arrow points down to a "Print or Download your resume" icon, another points right to a "Share it via social networks" icon, a third points left to a "Create Resume, free and easy" icon, and a fourth points up to a "Receive Job offers" icon.

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Asking somebody to watch a video is another type of a call-to-action, so consider adding an arrow that points to your “play” button.

The screenshot shows the eval.me website. At the top, there's a navigation bar with 'eval.me' logo, 'Home' (highlighted with a green arrow), 'About', 'Blog', and 'Contact'. A 'Sign Up' button is in the top right. A large orange circle with the number '57' is overlaid on the top right of the screenshot. The main content area has a wooden background. On the left, the text 'SURVEYS PEOPLE LOVE.' is displayed in large, bold, brown letters. To the right of this text is a video player showing a woman sitting at a desk. She is looking at a tablet that displays a survey form with sections for 'QUALITY', 'SERVICE', 'RESPONSE', and 'PUNCTUALITY'. A thought bubble above her head contains an illustration of a tablet with a green ribbon. The video player has a play button, a timestamp '00:58', and an 'HD :: vimeo' link. Below the video player, there's a quote: 'We take the pain out of getting honest, meaningful feedback from your customers.' To the right of the quote is the text 'Like what you see? Give us a try.' and a blue 'Get Started Now!' button. The bottom of the screenshot features social sharing icons for LinkedIn, Facebook, and Twitter, along with the text 'Share This Ebook!'. The URL 'WWW.HUBSPOT.COM' is at the very bottom.

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The arrow in the CTA example here is pointing to more text. It's worth [split testing](#) this page to see if swapping the placement of the text and the image might increase click-through rates.



The screenshot shows the HandsOn Network website. At the top, there's a navigation bar with links for 'About HandsOn', 'Site Search', 'Tools & Resources', and 'National Events & Programs'. Below the navigation is a search bar labeled 'Find Volunteer Oppo' (partially cut off) with fields for 'Keyword(s)' and 'ZIP Code', and a 'SEARCH' button. A large orange circle with the number '58' is overlaid on the right side of the page. The main content area has tabs for 'FOR: Volunteers', 'Nonprofits & Government', 'Companies', and 'HandsOn Action Centers'. A prominent call-to-action (CTA) box features the 'HandsOn UNIVERSITY Online' logo (two hands made of dots) and text: 'Try our Service Leader Certificate Program for FREE'. Below this is a button labeled 'LIMITED TIME ONLY →'. To the right, a text block reads: 'HandsOn Network inspires, equips and mobilizes people to take action that changes the world.' Below this, it says: 'By putting people at the center of change, last year HandsOn Network mobilized over: 30,000,000 volunteer hours Valued at more than: \$626 million in human capital toward our nation's critical problems.' At the bottom, there are links for 'National Conference on Volunteering and', 'HandsOn Corps', 'Service Leader Certificate', and 'HandsOn Blog: Inspiring Change'. There's also a 'READ MORE' button.

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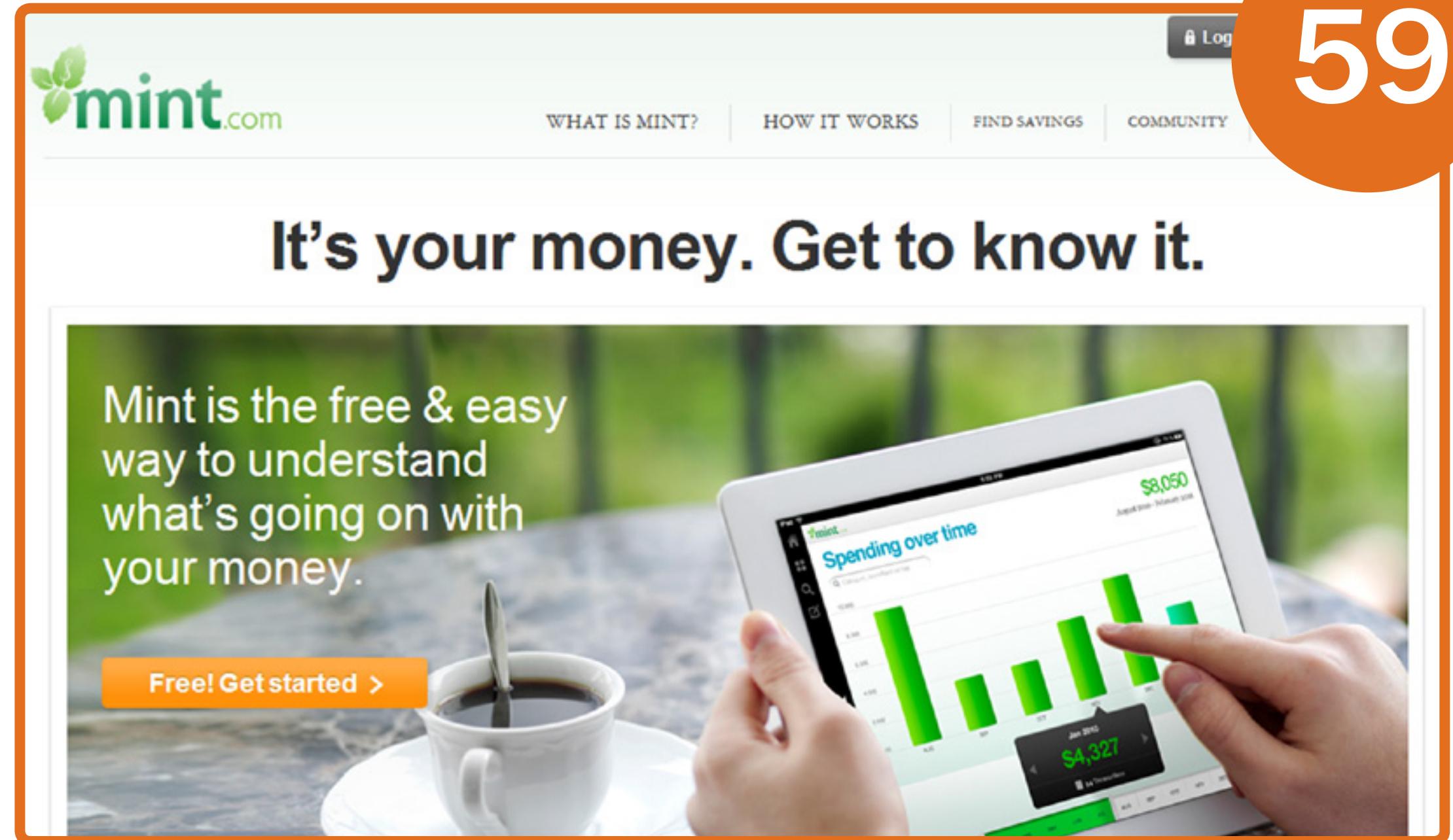
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You don't have to necessarily use an arrow to create a sense of direction—you can do that by using a simple character like in the example here.



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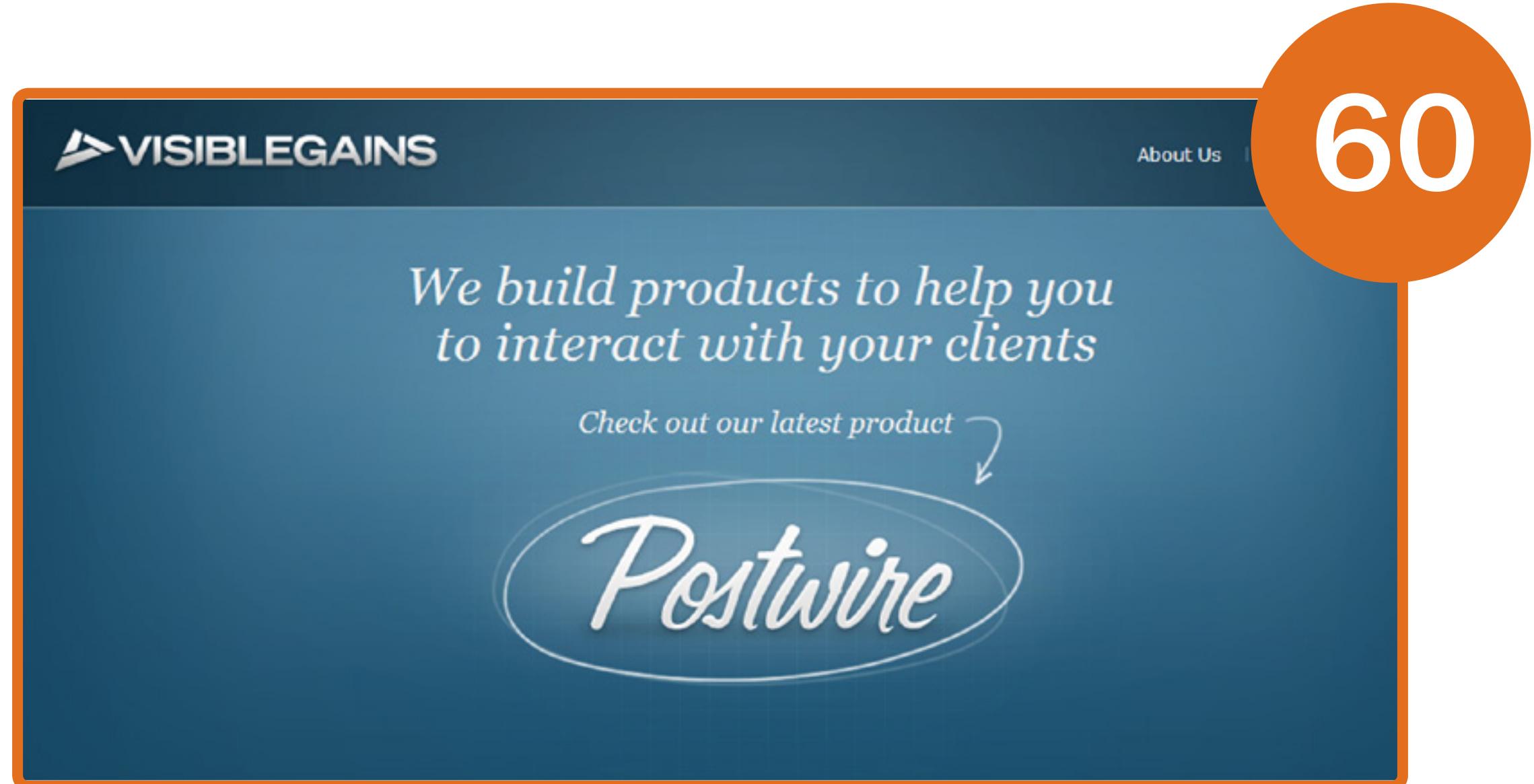
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Other visual elements can increase the effect of the arrow. Visible Gains, for instance, has circled its call-to-action with a handwritten font.



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## CHAPTER 7

# CALLS-TO-ACTION FOR EMAIL GENERATION

“Many companies promote CTAs to grow their email database and expand their list of contacts.”

A key part of optimizing calls-to-action is looking at their landing pages and ensuring that the CTA and the landing page are aligned with the same message. In our 100 examples here we haven’t looked at what the [landing pages](#) after the clicks look like, which could make or break conversion rates.

Many companies, however, promote calls-to-action to simply grow their email database and expand their list of contacts (which they will later nurture and follow up with). Some businesses are doing that exceptionally well! So in this section we will review examples of calls-to-action used for email generation.

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101 EXAMPLES OF EFFECTIVE CALLS-TO-ACTION



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101 EXAMPLES OF EFFECTIVE CALLS-TO-ACTION

The best calls-to-actions don't look like flashing ads but are paths toward valuable information discovery. The text above the email opt-in box here conveys the action readers need to take and is clear and direct.

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Another great approach when collecting emails and names to grow your database is to use subtle text that shows readers what information they need to enter. In this case, it's "First Name" and "Surname."



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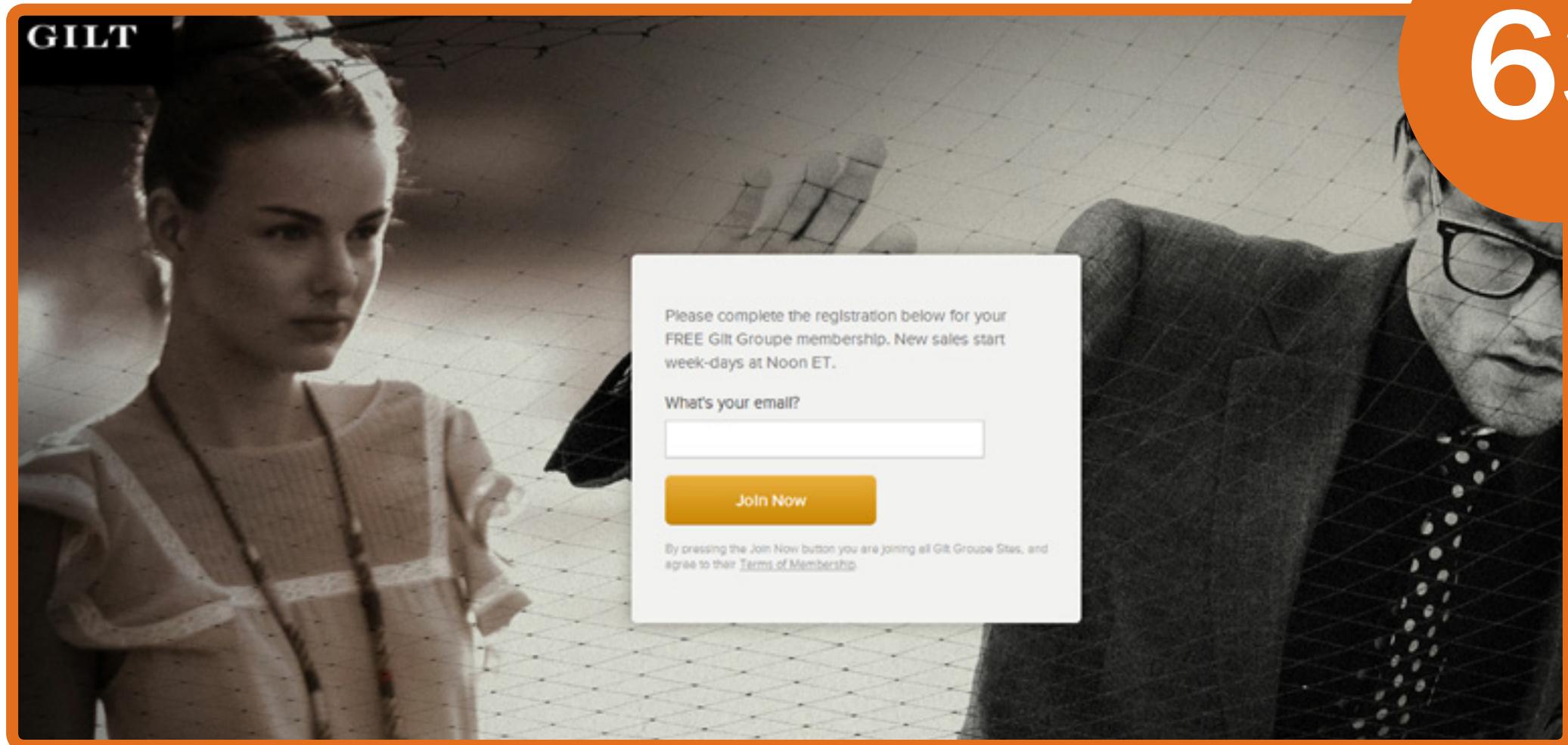
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- Make sure that you are setting clear expectations when you collect email addresses. What are your recipients going to get? How often? The CTA here mentions that people will get emails about sales.

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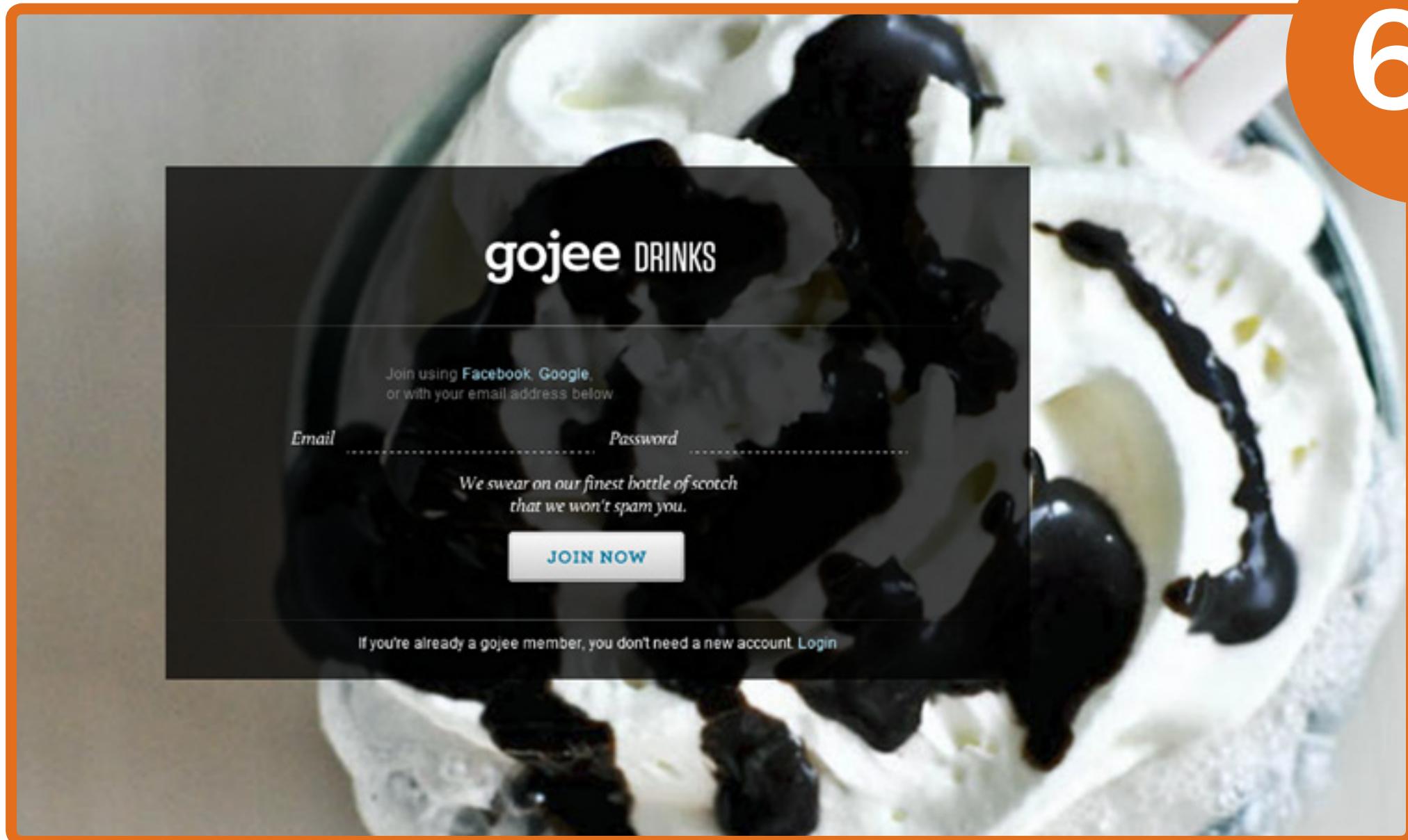


148



149

You can reduce people's anxiety by guaranteeing that you will keep their privacy and send them only valuable information they care about. Check out how gojee achieved that.



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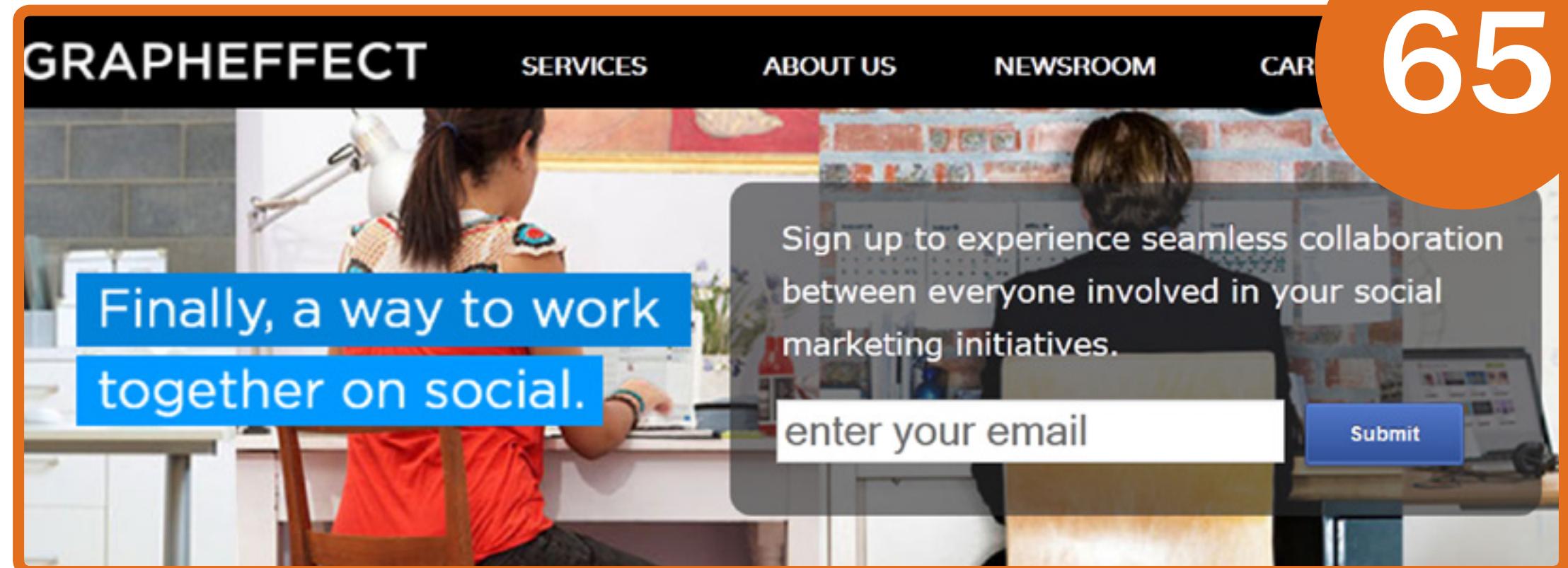
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Experiment with adding background images to your email opt-in CTAs to increase the readers' desire to sign up for your offers and convey positive emotions of efficiency, enjoyment, success, etc...



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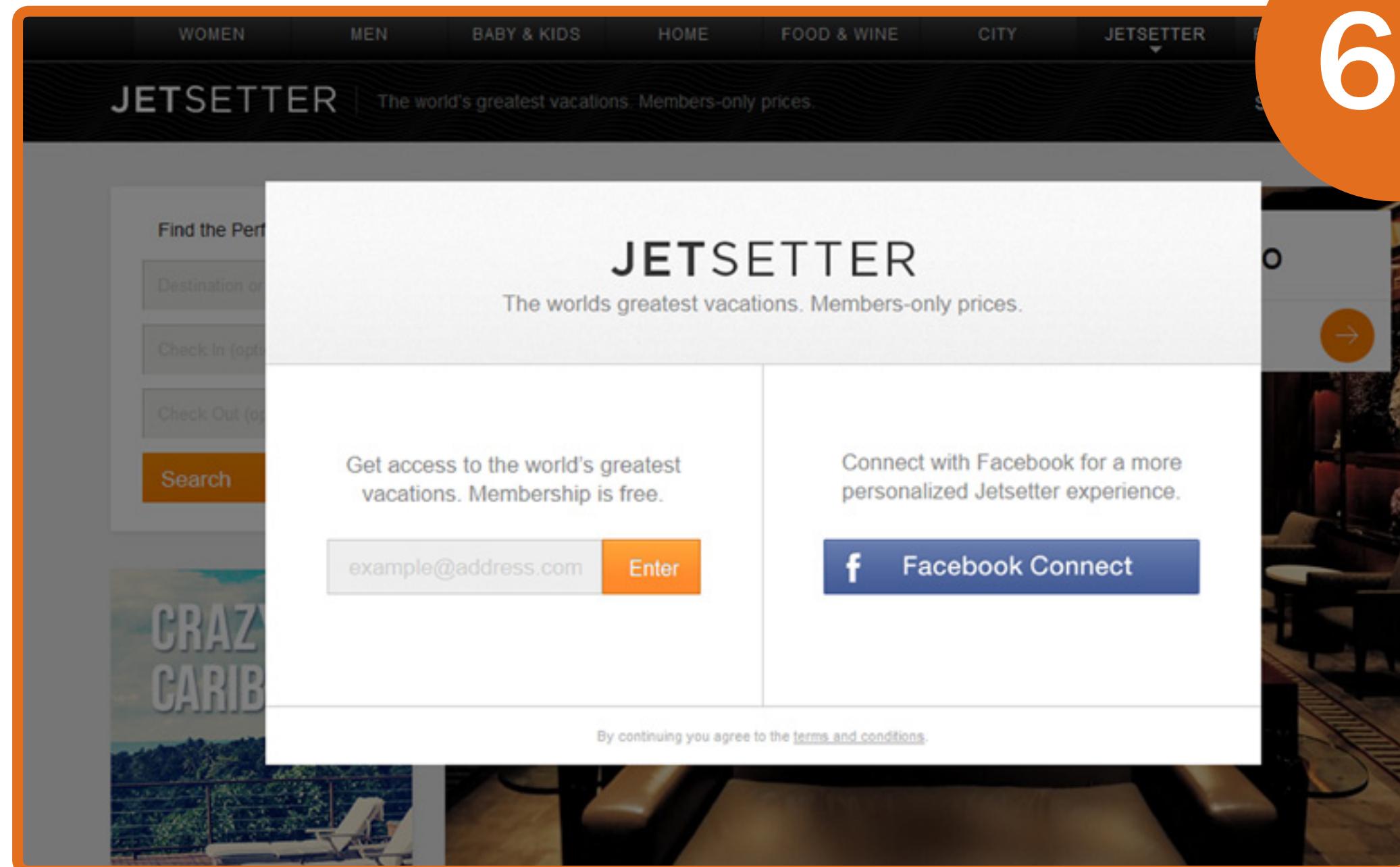
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You can increase the visitors' incentive to sign up for your communication if you mention that access/membership is free. Don't be afraid to brag about your strengths—confident and hyperbolic language helps conversions.



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As discussed earlier, another call-to-action tactic is to address the quickness of the sign-up process. Your CTA message should convey that setting up an account offers a lot of benefits and isn't a hassle at all.



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The entire sign-up process can be listed on the same page rather than be spread across a few pages. By presenting all required fields in one spot, you are transparent with visitors and reinforce the easiness of the path you are asking them to take.

The image shows a screenshot of the Shopify sign-up page. At the top, it says "Create your ecommerce store today with Sh". Below this is a list of five bullet points: "✓ Easy to use online store builder", "✓ Fully customizable store design", "✓ Secure shopping cart provided", "✓ Ecommerce hosting included", and "✓ 25,000+ stores run on Shopify". To the right of this list is a white rectangular box containing the Shopify logo and the text "A quick introduction to Shopify". At the bottom of the main page, there is a call-to-action button labeled "Create your online store for free!". Below this button are three input fields: "Your store name", "Email address", and "Password", followed by a green "Create your store now" button. A large orange circle with the number "68" is overlaid on the right side of the page.

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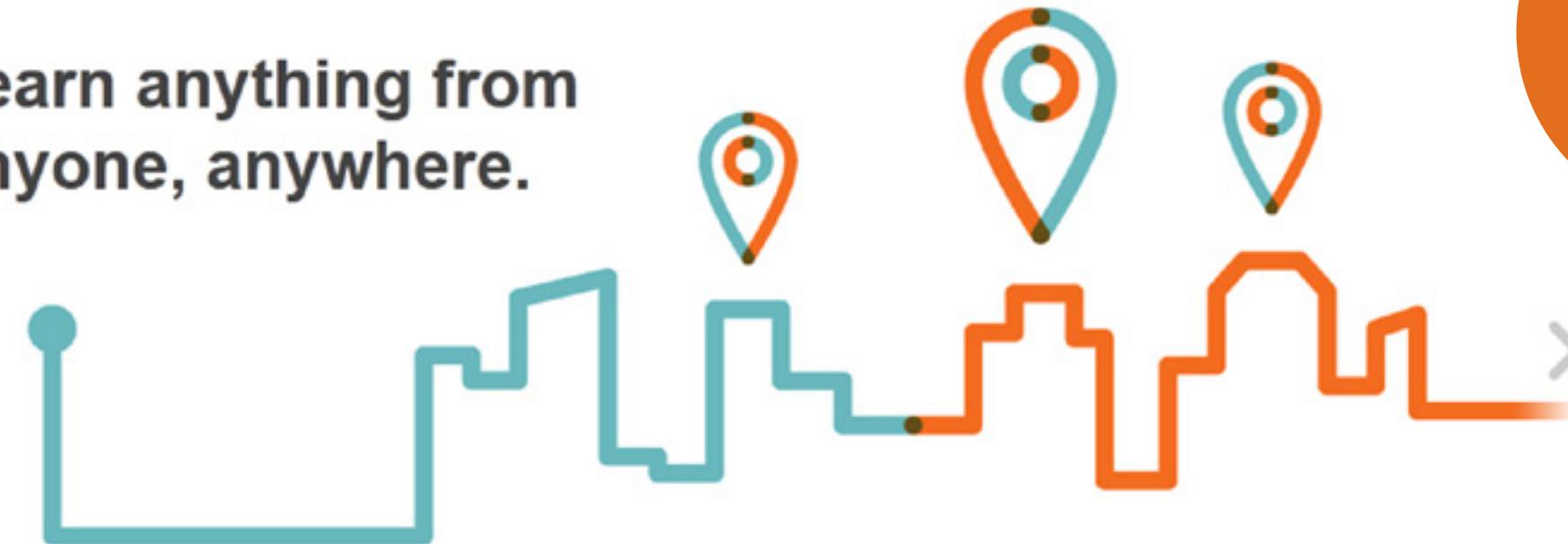
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As a general call-to-action best practice, you should try to remove distractions from your main CTA and help people focus on what's truly important. Skillshare has done a great job of that by using a simple white background and creating a sense of spaciousness.

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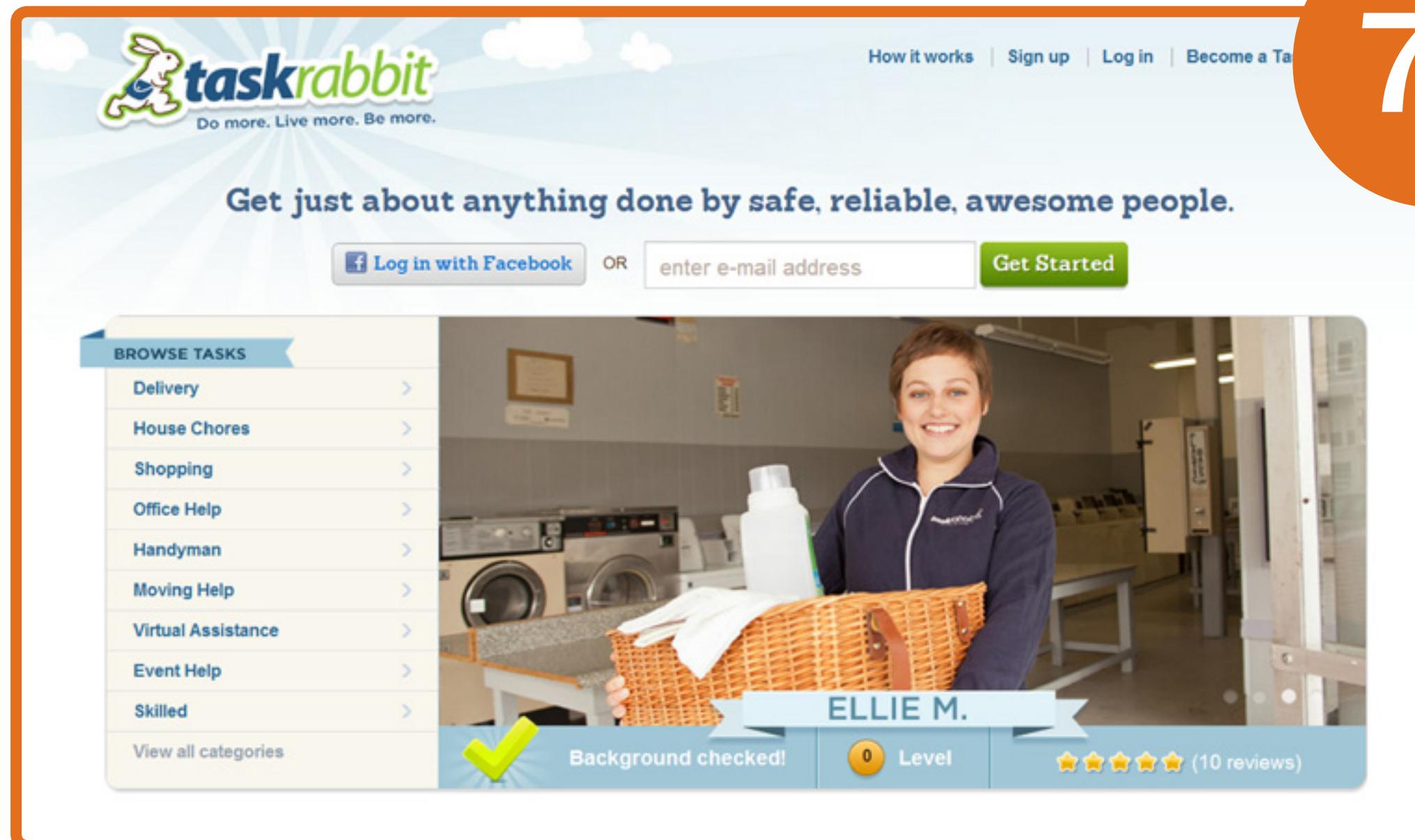
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You might also consider using the Facebook login option and gain more insights about your users.

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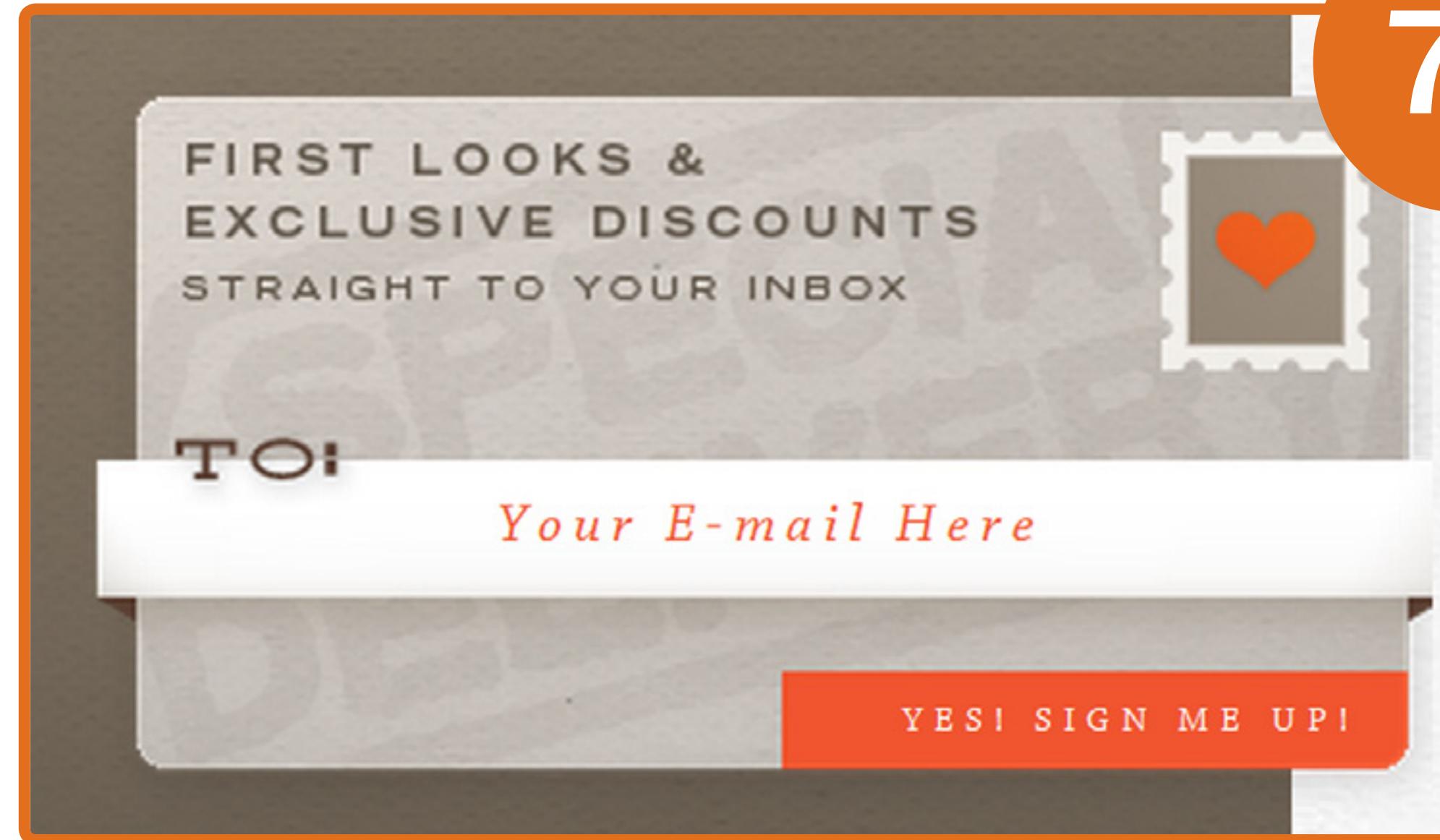
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Don't be afraid to make your opt-in process personal and fun. After all, this is the beginning of a long-term relationship with your recipients—make them feel special.



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## CHAPTER 8

# CALLS-TO-ACTION WITH PRIMARY & SECONDARY OPTIONS

“ Decide which call-to-action has higher priority, and draw attention to it. ”

Often times, you have two or three competing actions that you would like your website visitors to take. For instance, you might want to ask them to request a consultation and try out your product. Or you might want them to sign up for your email newsletter and download a whitepaper. Decide which call-to-action has higher priority, and give it more prominent placement, a bigger size or a contrasting color. Most calls-to-action of this type use different colors to illustrate which alternative is more desirable. You need to use [marketing analytics](#) to figure out which offer should get higher priority: make your decision based on data, not on guesswork.

Also, keep in mind that the context of your page will affect click-through rate, so make sure there is a clear alignment between your call-to-action and the content around it.

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One quick way of making a clear distinction between your primary and secondary call-to-action is to create the primary one as a button and the secondary one as just a hyperlink. That sends a clear signal about what the desired action is.

The screenshot shows the Clouability homepage with a blue header featuring the logo and navigation links for features, customers, pricing, login, and sign up. The main headline reads "we cover your \*aaS". Below it, there's a sub-headline: "It's the company budget, but your \*aaS is on the line. Make sure you're always in control of your cloud costs." Another text block states: "Clouability is free and supports AWS, Rackspace, Heroku and more." A large yellow "get started now" button is prominent, followed by the text "or get a demo from a real person." To the right, there's a screenshot of the software interface showing a red box with the number "\$5,047" and a play button icon, with other financial data like "Whole Month Estimate: \$21,208" and "Previous Month: \$12,811" visible.

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Many companies separate their primary call-to-action from the secondary one by using a warm color VS a cold color like in this example.

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Here is another example of placing a button-like CTA as the primary call-to-action next to a hyperlinked text which serves as the secondary call-to-action.

The screenshot shows the FreshBooks homepage with a blue header containing the logo 'FRESHBOOKS' and the tagline 'painless billing'. Below the header, there's a navigation bar with links for Home, Tour, Signup, About, Accounts, Add-ons, API, and Blog. The main content area features a large blue banner with the headline 'Focus on your work, not your paperwork' and the subtext 'The fastest way to track time, organize expenses & invoice your clients'. It includes two calls-to-action: a green button 'Try it Free for 30 Days' and a link 'Take a Quick Tour'. Above the banner, there's a phone number 'Call toll free 1.866.303.6061' and a link 'The Leader in Online Invoicing: We're Hiring! | Contact'. To the right of the banner, there's a mobile device displaying an invoice interface with a 'PAID' status and some sample data. A large orange circle with the number '74' is overlaid on the top right corner of the screenshot.

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Decide whether your primary and secondary calls-to-action should be somewhat aligned or completely different. In this example both CTAs revolve around the product—one of them takes you to the pricing page while the other one allows you to explore the product.

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LayerVault is a home for your design work. Unlimited storage, simple version control, team collaboration, and much more.

[See Plans & Pricing](#) [Tour the product](#)

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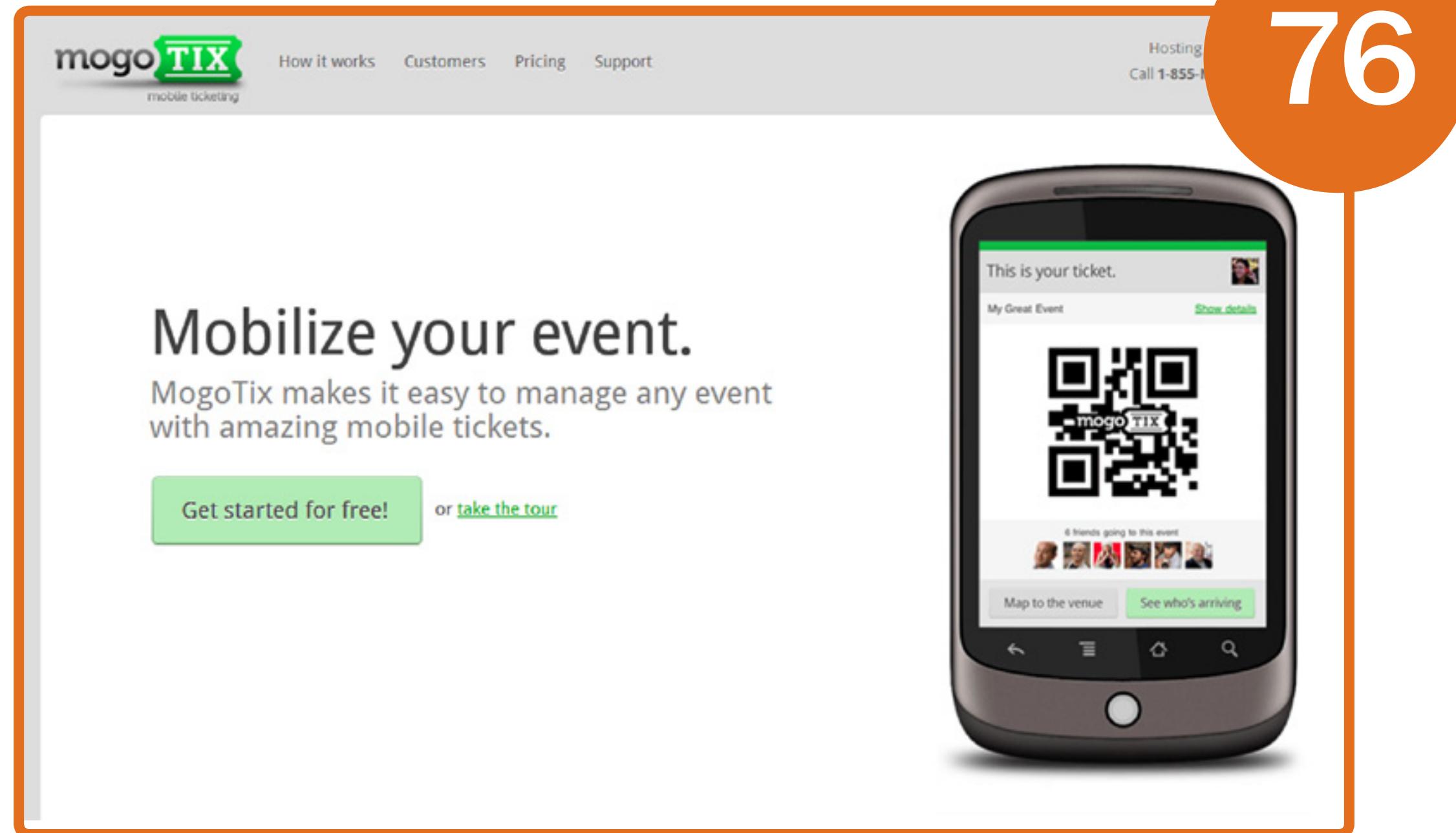
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Usually, the primary CTA is the one directly linked to new revenue while the secondary CTA contributes to that end goal indirectly. Either way, you need to find out what [pages assist you in customer acquisition](#) process.



The screenshot shows the MogoTix mobile ticketing website. At the top, there's a navigation bar with links for "How it works", "Customers", "Pricing", "Support", and "Hosting" (with a phone icon). Below the navigation, a large orange call-to-action button contains the text "Mobilize your event." and "MogoTix makes it easy to manage any event with amazing mobile tickets." To the right of the text is a smartphone displaying a mobile ticket interface with a QR code, event details, and social sharing options. A large orange circle with the number "76" is overlaid on the top right corner of the screenshot.

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By now you have probably noticed that a product education resource, like a product tour video, is a good secondary call-to-action.



The image shows the homepage of Nimble, a social CRM platform. At the top, there's a navigation bar with links for "How it works", "New in Nimble 2.0", "Pricing", and "Customer Support". The main headline reads "Turn Your Social Communities into Customers For Life." Below the headline, a subtext states: "With Nimble's social CRM, easily manage all your contacts, communications, activities and sales in one single place." At the bottom of the main content area, there are two prominent buttons: a yellow "FREE Business Trial" button and a blue "Take a Product Tour" button. To the right of the main content, there's a background image of several puzzle pieces scattered on a wooden surface, some of which feature social media icons like Facebook and Google+. A large orange circle with the number "77" is overlaid on the top right corner of the main content area.

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The call-to-action placement is also telling of its priority. In the example here the top CTA is the primary one, even though its color blends in with the page background.

PlanHQ might want to [run an A/B test](#) to see if a warmer color will get a higher CTR rate and more submissions.



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The screenshot shows the PlanHQ homepage and a side-by-side comparison of the homepage and a user's LinkedIn dashboard.

**Homepage:** The main heading is "achieve your Business Plan". Below it are three main calls-to-action: "SIGN UP NOW" (with a "for a 30 day free trial!" subtitle), "Take a Tour", and "Watch the video". At the bottom, there are three large green buttons with white text: "+ Get a Plan", "Get it Done", and "Get Better".

**LinkedIn Dashboard:** This is a screenshot of a LinkedIn dashboard integrated with PlanHQ. It shows a summary for the user "Hi Amilia" with 1 goal and 7 actions left this week. It displays a weekly calendar with tasks for "Actions - Speedup Management Rescheduling" and "Style Visual Page". It also shows a section for "Actions completed this week" and a "What others are doing for me this week" feed.

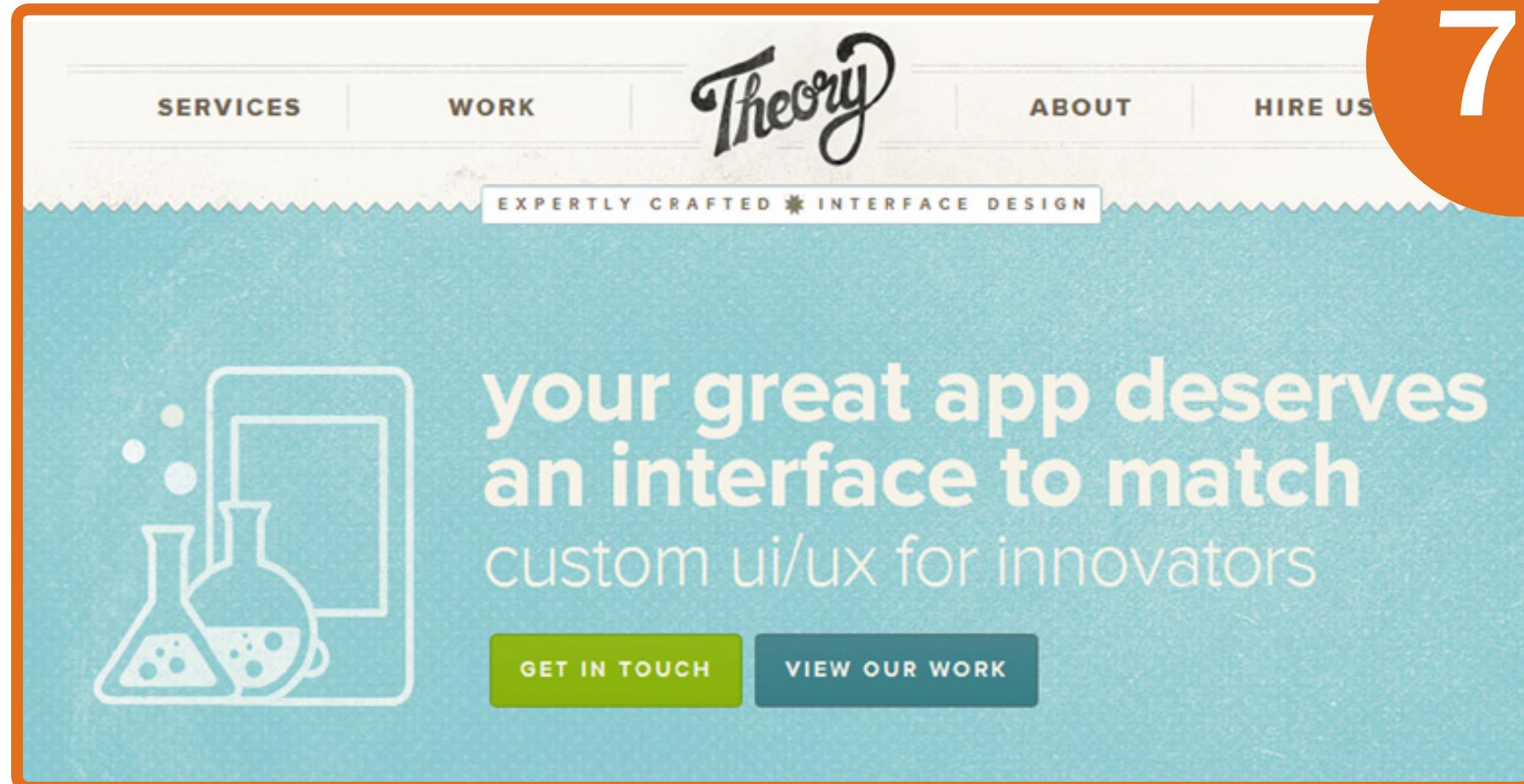
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As you work on your primary and secondary calls-to-action, ensure that your landing pages are also optimized. You might be getting a ton of clicks but just a few submissions, which is not desirable.



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- Your calls-to-action should reflect some of your company's key branding colors.
- Top Chef University, for instance, has orange in its logo and its website navigation, so while its orange CTA stands out on the dark blue background, it is also tasteful and matches the color scheme of the site.



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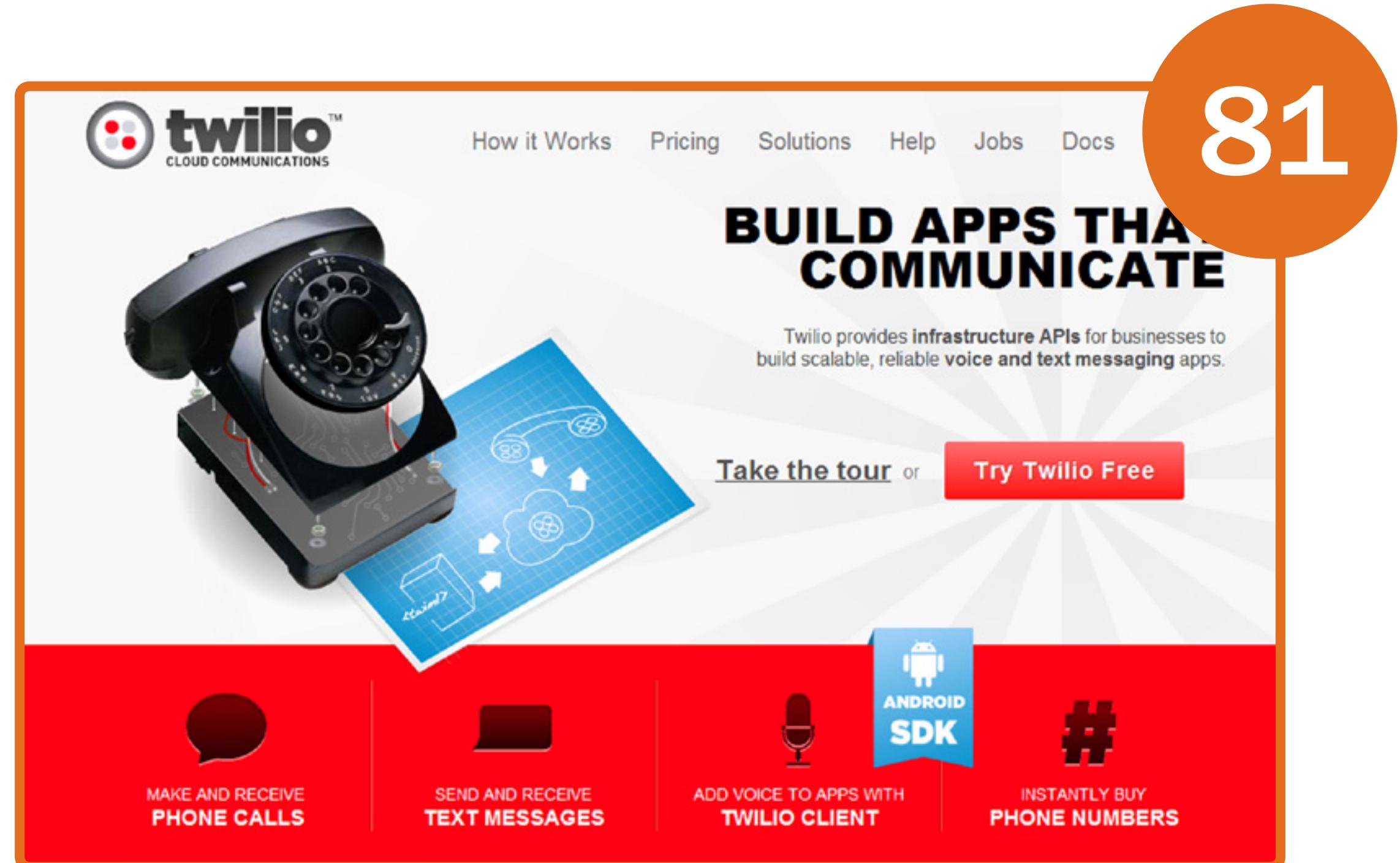
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- Other graphical elements, such as arrows and dotted lines, can also point to the primary CTA, thus highlighting it further.



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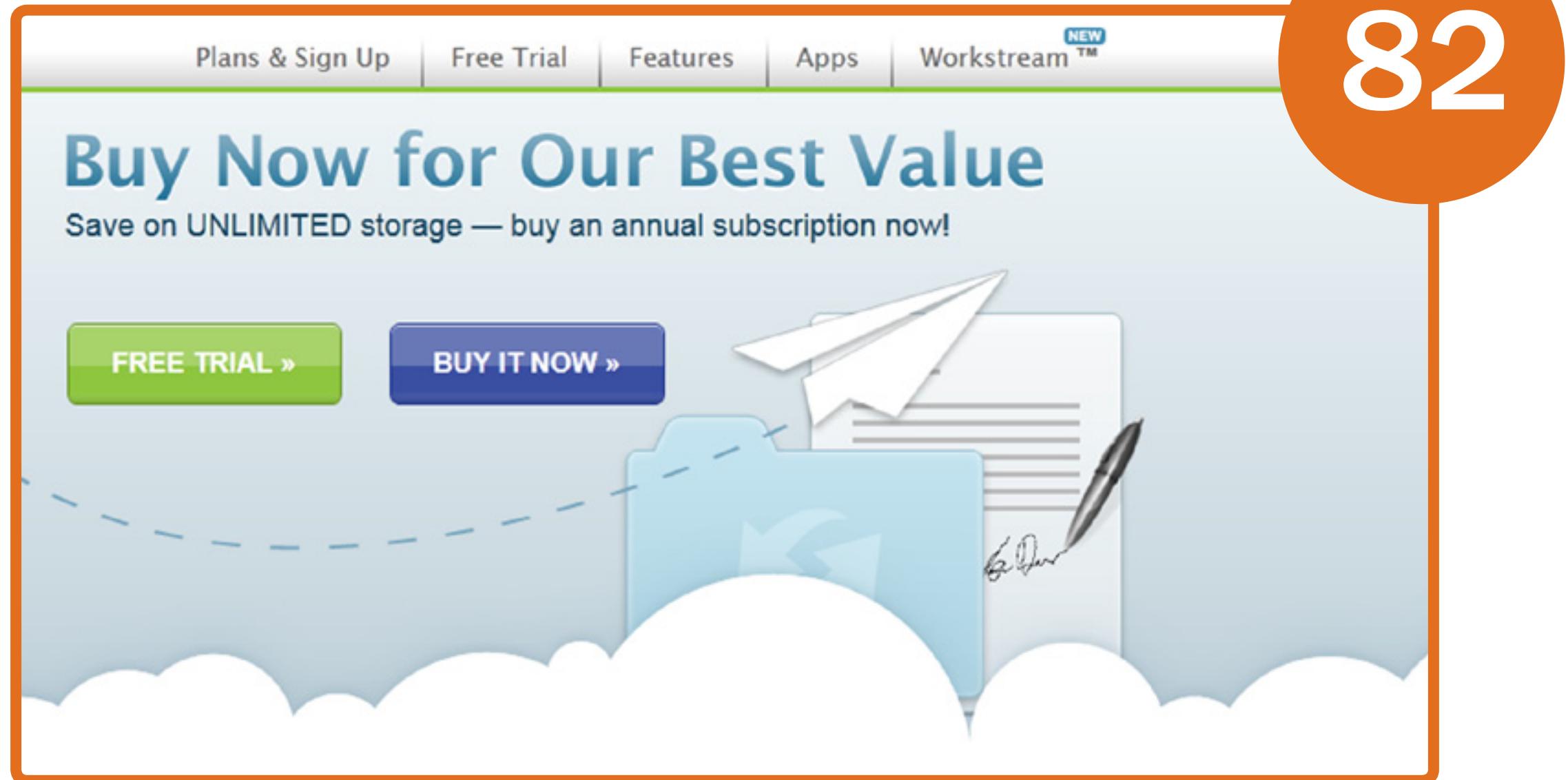
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- Ensure that the colors of your multiple calls-to-action don't compete but are clearly conveying priority, something that is not immediately clear in this CTA example.



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“

*Let your community self-identify itself as the sub-persona they are.*

”

## CHAPTER 9

# CALLS-TO-ACTION FACILITATING SEGMENTATION

Whenever you create calls-to-action, you should be thinking about the people who are clicking on them. Who is your [buyer persona](#) and how can you make the CTA more targeted to that target audience?

As you brainstorm on this topic, you might find out that you actually have more than one buyer persona. If you are a marketing professional at a hotel, for instance, you have the vacationing couple as one target audience and the traveling business professional as another segment. How do you differentiate between the two?

Easy! Let your community self-identify itself as the sub-persona they are. Offer them calls-to-action that facilitate the segmentation process. Let's look at a few examples!

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To optimize the conversion process of different buyer personas, you have to lead them down different paths. Here is one example of how that intersection might look like.

The screenshot shows the homepage of bookofcooks.com. The header features the site's logo (a book with a chef's hat) and navigation links for About, Blog, Search, Gigs, and Support. On the right, there are buttons for 'Create a Storefront' or 'Login' and a Facebook icon. Below the header, a large orange banner spans the width of the page. The left side of the banner has a white background with the heading 'Book a Cook!' and a subtext: 'Find local culinary professionals, food aficionados, cooking instructors and other cooking resources near your home.' It includes two red buttons: 'Browse cooks near me' and 'Post a cooking gig'. The right side of the banner has a white background with the heading 'Be a Cook!' and a subtext: 'Build a customer base by showcasing your cuisine, specialties and cooking skills. Spread the joy of cooking and connect with others through food.' It includes a red button 'Create a storefront' with the note 'It's free, and takes 30 seconds.' In the center of the banner, there are three black silhouettes of people: a woman on the left holding a microphone, a man in the middle holding a plate, and another woman on the right holding a microphone. A large orange circle in the top right corner contains the number '83'.

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- You can use bullet points to clarify which call-to-action is designed for which persona.
- This is also a great exercise to do internally!



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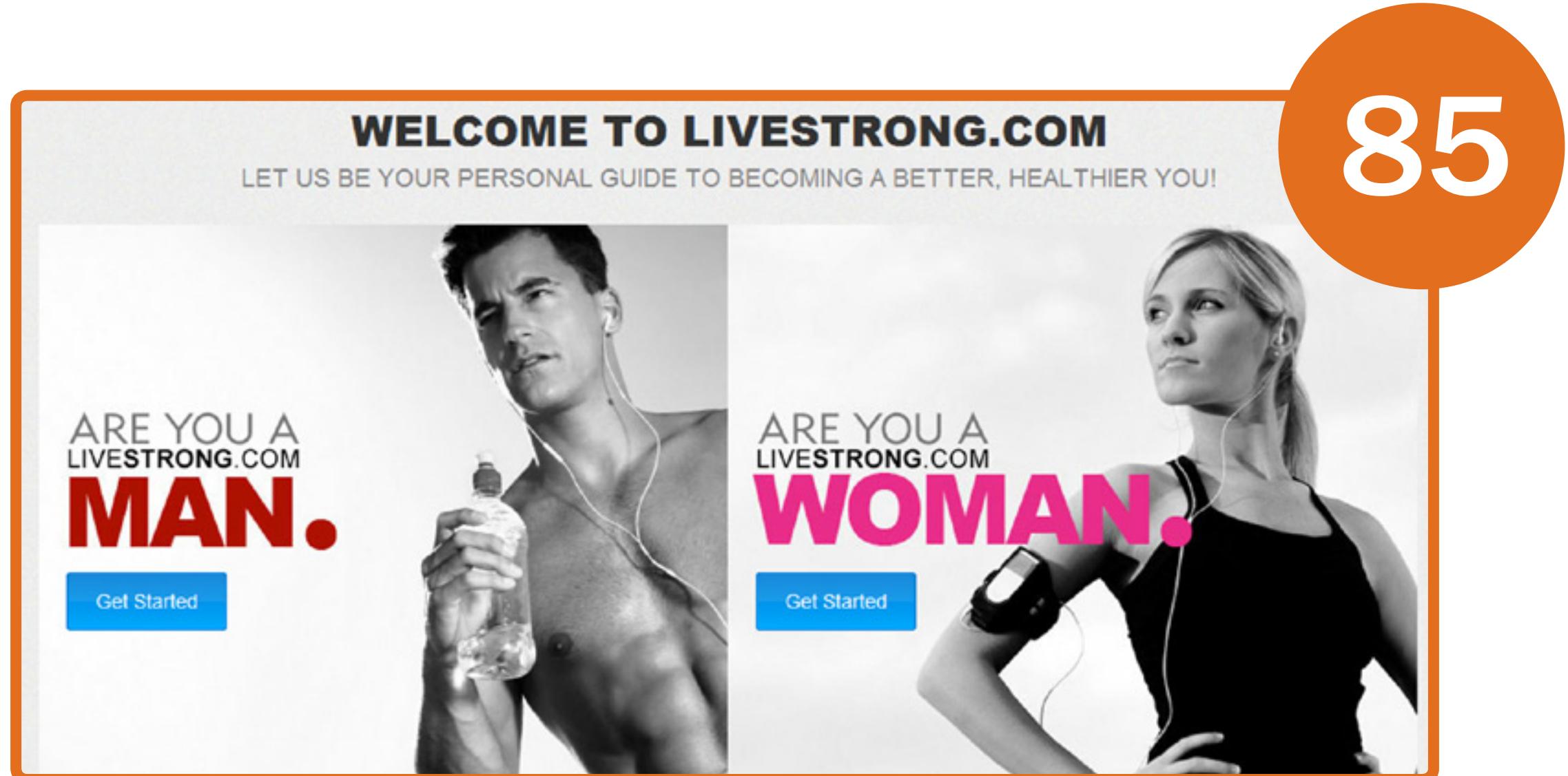
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Another way to achieve that differentiation is through images that convey the distinct messages each segment will identify as.



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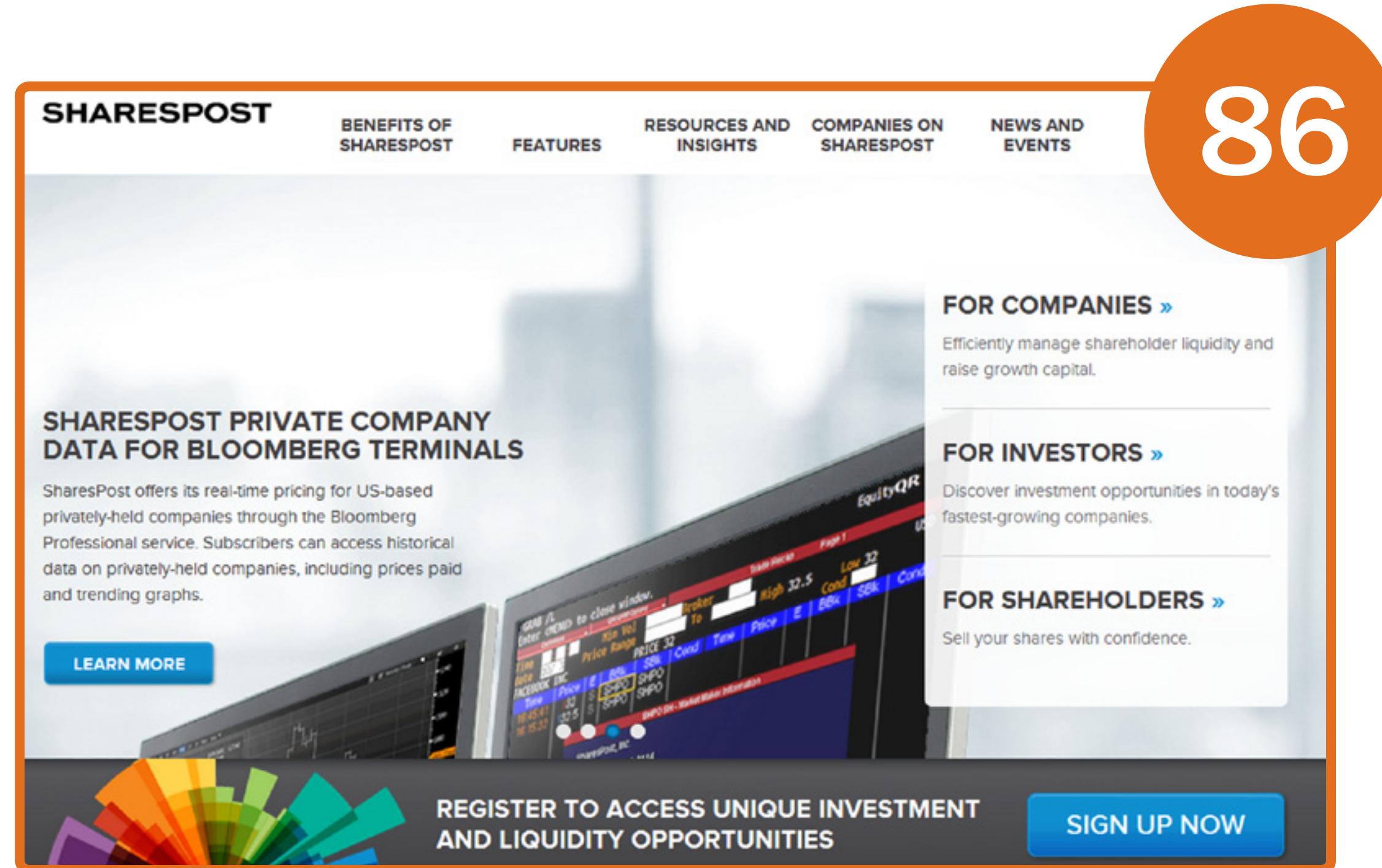
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You can also play around with the layout of these calls-to-action. In this example, Sharespost positioned them vertically and gave a one-sentence description of each choice.



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Notice that the call-to-action appearance and language are actually identical for the different segments. What varies (and matters most) is the context around the CTAs—the headers, images and bullet points.

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- Maximize Earned Reach
- Boost engaged viewers
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## CHAPTER 10

# CALLS-TO-ACTION THAT MAKE A GOOD USE OF VIDEO

**“ Videos can be of a great assistance to the call-to-action, or they can be the call-to-action itself! ”**

Videos present a great format for explaining complicated ideas quickly and conveying the value of a specific product or service. They also have the power to convey strong emotions and really prompt us to take an action on the spur of the moment. In this context, videos can be of a great assistance to the call-to-action, or they can be the call-to-action itself!

For instance, many companies want to first educate their audience on certain concepts before they ask people to take any further action. Videos offer a perfect opportunity for that. And don't forget, you can always place a call-to-action within the video itself!

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For 3PlayMedia, the video is the call-to-action. The core of this page invites visitors to simply press “play.” Aside from the embedded videos to the left, the yellow text to the left is also encouraging people to “watch video.”



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You don't have to show an actual video thumbnail to ask visitors to watch your clip. In the example here you will see that a hand-drawn illustration can also look compelling. The magnifying glass to the right tells us that we just need one click to zoom in and expand the video.



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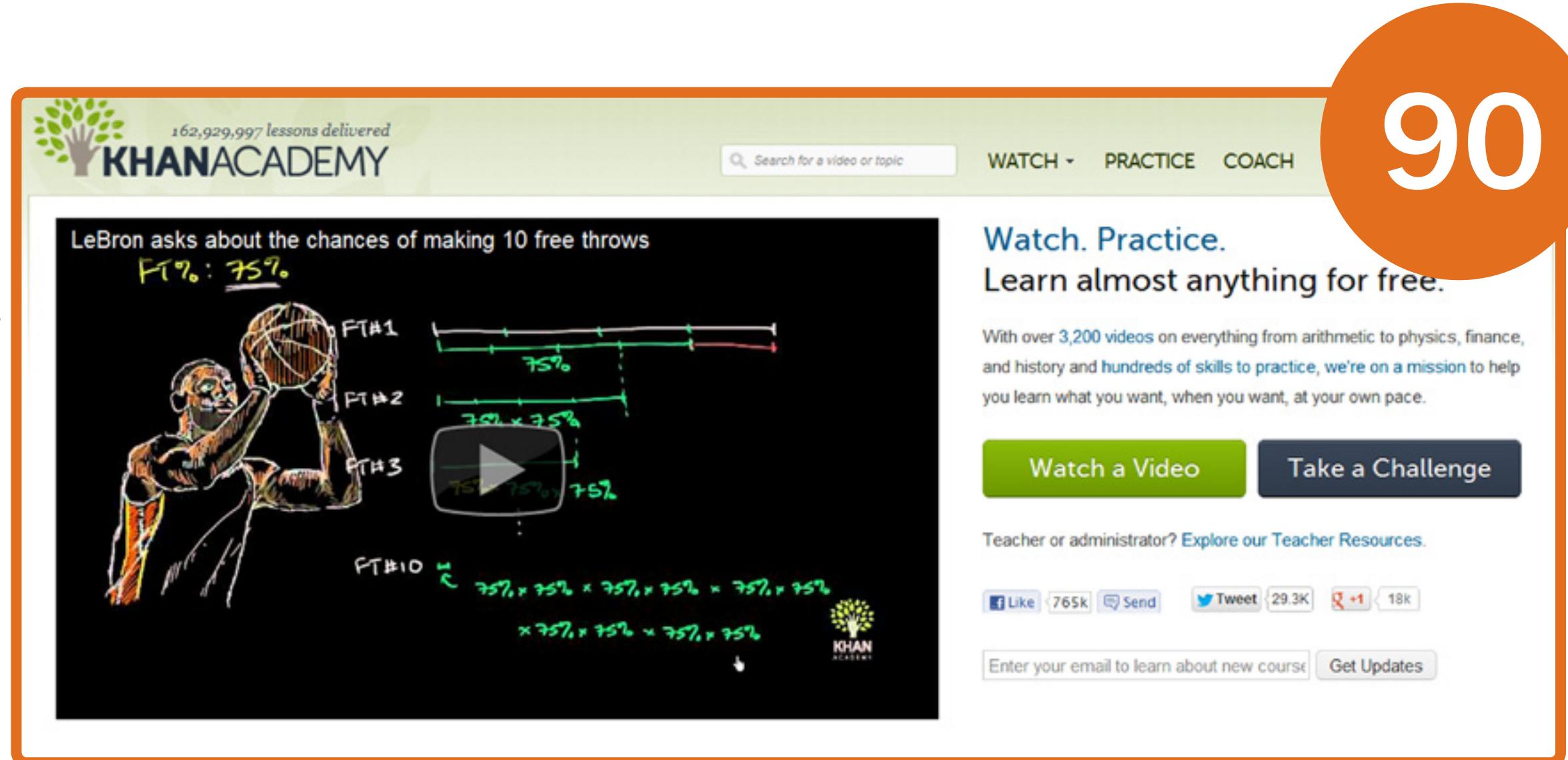
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Video calls-to-action make a lot of sense if video is your product, like in Khan Academy's case.



A screenshot of the Khan Academy homepage. The top navigation bar includes the logo, a search bar, and links for WATCH, PRACTICE, and COACH. A large orange circle in the top right corner contains the number "90". The main content area features a video player with a black background. The video shows LeBron James taking a free throw. Handwritten annotations in yellow and green are overlaid on the video. The text reads: "LeBron asks about the chances of making 10 free throws", "FT%: 75%", "FT#1", "FT#2", "FT#3", "FT#10", and a mathematical expression:  $75\% \times 75\% \times 75\%$ . To the right of the video, the text "Watch. Practice. Learn almost anything for free." is displayed, followed by a paragraph about Khan Academy's mission. Below this is a "Watch a Video" button and a "Take a Challenge" button. At the bottom, there are social sharing icons and a sign-up form for teacher resources.

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Carefully plan the video thumbnail you'll use—it should be readable and compelling. Consider using an arrow and a symbol that shows this is a video, like a 'play' button or a video tape.



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## CHAPTER 11

# CALLS-TO-ACTION WITH UNORTHODOX SHAPES

“Experiment with CTA shapes that are rare, asymmetrical, and out of the ordinary.”

Most calls-to-action have the same shape: that of a standard rectangular box. Shay Howe, designer and user interface engineer at Groupon, [recommends](#) that you round the corners of your CTA shape to make it more “button-like.” Square corners, he writes, may signal to visitors that the CTA is an ad or banner, and they might therefore avoid it.

Sometimes you will encounter calls-to-action that have more unconventional shapes. For instance, they might be oval, star-like or assuming the contours of another object. This creative approach creates an element of surprise and might prove to be effective for increasing click-through rates. So [experiment](#) with call-to-action shapes that are rare, asymmetrical, and out of the ordinary.

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When most companies, including your competitors, are using traditional CTA shapes, you can stand out with something that's out of the ordinary. Unconventional call-to-action shapes will help you tell a different, fresher story from what everyone else is saying.



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Ribbons can grab people's attention as they convey a sense of quality and exclusivity.



The image shows a promotional page for the "Highland Fling 2011" event. The page has a light beige background with a faint illustration of a landscape. On the left, there is a logo featuring a black silhouette of a person in a dynamic pose, with the text "Highland FLING 2011" in a large, serif font. To the right of the logo, the text "Edinburgh, Scotland" is displayed in a large, bold, sans-serif font. Below this, a smaller paragraph reads: "The Highland Fling is returning for its 3rd installment of Web Standards in Scotland on **Friday 8th July** and this time it's all about going *Back to Basics*." In the top right corner of the main content area, there is a red button with a white border and a scalloped edge. It contains the text "BUY TICKETS" at the top, followed by two price levels: "£130 early bird" and "£155 full price". A large orange circle in the top right corner of the slide contains the number "93".

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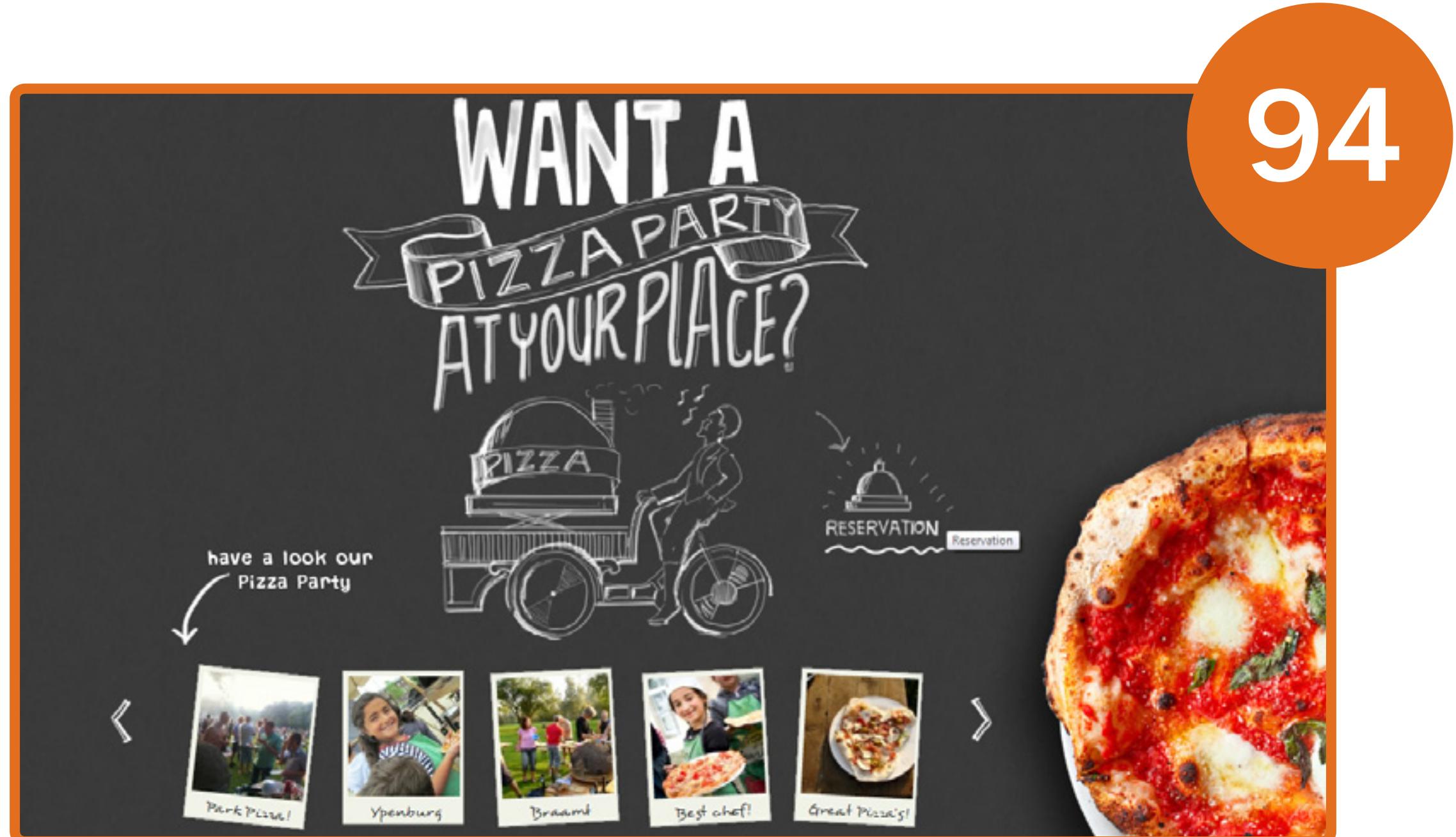
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Experiment with hand-drawn illustrations that will take visitors to the pages you want them to visit. If you are a restaurant, that would be your Reservations page.



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Here are  
a few  
other  
shapes  
that  
serve as  
calls-to-  
action.



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An arrow is an easy shape to create and is tied to the notion of active movement and next steps—the perfect psychological framework for a call-to-action to create!



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## Reduce TCO using Web to Print and Print on Demand

[Web to print technology](#) and [digital print on demand](#) (POD) are two smart ways to dramatically reduce your [total cost of ownership](#) (TCO) and enjoy a higher return on your marketing communications investment.

By printing only what you need when you need it and by personalizing every customer touch, you'll find that you can achieve record results while saving money and reducing your time to market. You can save even more by working with a full-service marketing communications partner who knows and understands the unique requirements of your industry and can make informed and insightful suggestions to streamline wherever possible.

For example, if you work in capital markets, [financial services](#), or [health insurance](#), you need a partner that understands regulatory compliance, respects deadlines, and knows how to drive response across multiple channels. At the same time, you need a provider that can help you realize efficiencies that in turn maximize your value. You need Universal Wilde.

**HOW CAN WE HELP YOU?**

Contact a member of our sales team to find out how we can help you succeed:

**781-251-2700**

**Universal Wilde Team**

**1 Find a [location](#)**

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You can also place your CTA text on a post-it image. This is another visual that creates a sense of productivity and puts you in a mindset to cross tasks off your list.



“Reassure your community that their time and energy is well spent with you.”

## CHAPTER 12

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# CALLS-TO-ACTION THAT REDUCE VISITORS' ANXIETY

Nowadays most people are unwilling to sign up for new email lists or spend time on filling out forms. They need to be highly motivated to do that. The offer you provide them should be valuable enough for them to take time out of their busy days and follow your directions. So before you start optimizing your calls-to-action and landing pages, think hard whether the offer you are presenting to visitors is good enough.

Even if your community is motivated enough to download your resources, you need to do some extra work and reassure them their time and energy is well spent with you. You need to guarantee that their contact information and privacy are safe. Let's see how some companies handled this.

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A common objection to clicking through on a call-to-action and converting on a landing page is that the company might require your credit card information.

Hoppio has taken measures to explain that no credit card is required to sign up for its app.

The Hoppio landing page features a large orange circle in the top right corner containing the number 98. The page title is "The No Hassle Backend For Your Mobile App" with the subtitle "No matter the platform, we provide the backend". It highlights features like "Cloud Scalable", "Easy User Management", and "Unlimited Objects". A central section shows two mobile phones displaying app interfaces for "Steamboat" and "teamboat". A green button says "FREE To Get Started Sign Up Now". A blue button says "NO Credit Card Required". A green "Sign Up" button is at the bottom left, and a green "Find Out More" button is at the bottom right.

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101 EXAMPLES OF EFFECTIVE CALLS-TO-ACTION



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101 EXAMPLES OF EFFECTIVE CALLS-TO-ACTION

- When people use their existing social profiles to set up new accounts elsewhere, they need reassurance that the company they are starting a relationship with won't engage them in any unauthorized activities.

**turntable**

# Play music together.

turntable connects you, your friends and others in a real time music listening experience.

[Login with Facebook](#) [Login with Twitter](#)

We never post to your newsfeed or tweet unless you explicitly tell us to.

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Here is another example of how you can mention that signing up for something on your website doesn't require any payment.

Consider A/B testing this language to see if there are any drastic CTR differences.

The screenshot shows the homepage of the Virb website. At the top, there's a navigation bar with links for Home, Features, Themes, Pricing, and Showcase. The main headline reads "Build your own website with Virb." Below it, a sub-headline says "Whether you're a novice or a pro, a photographer, a band, a small business, or anything in between, Virb is perfect for building your site—quickly and easily." Another sub-headline states "Everything you need for \$10/month". A large green button at the bottom left encourages users to "Start Your Free Trial NO CREDIT CARD REQUIRED". To the right of the text, there's a stylized illustration of various digital and social media icons like a smartphone, a laptop, a camera, and social media logos for Twitter and Facebook, all interconnected by lines, symbolizing a network or ecosystem.

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You can reassure your audience that their information is safe with you by embedding the VeriSign checkmark image next to your call-to-action. This authentication service conveys security and trust.

The screenshot shows the Wonga homepage. At the top, there are login fields for Email and Password. Below the header, there are navigation links for home, pay my bills, how it works, and about us. A large blue speech bubble on the left contains the Wonga logo. To the right, there's a banner stating "Welcome to Wonga. We can deposit up to £400 in your bank account by 19:07 today." It also mentions that existing customers may borrow up to £1,000. A "GUARANTEE" badge is visible. The main form asks "how much cash do you want?" with a slider set at 265, and "how long do you want it for?" with a slider set at 32 days. The repayment date is listed as Fri Jul 27 2012. Below the sliders, it says "Borrowing £265 + Interest & fees\* £90.87 = Total to repay £355.87". A red "Apply now >>" button is on the right. At the bottom, it says "Representative APR 4214%" and "\*See representative example". There's also a link to "Enter promocode" and a "VeriSign Secured" badge.

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“Want to increase your call-to-action CTR? Conduct A/B tests.”

A lot of the suggestions and examples we highlighted in this ebook have represented CTA best practices, but sometimes best practices might not be the best practices for your particular business. One business might find that a red button in the top left corner of a web page performs the best for them, while another business might find that red buttons rarely get clicked, and the top right corner of a web page is the optimal placement for their CTAs.

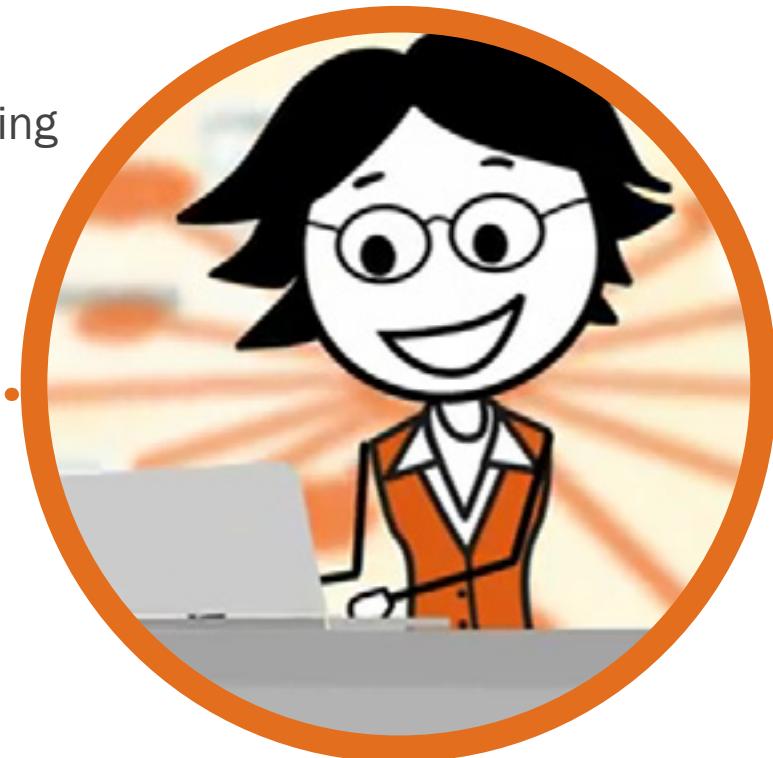
Therefore, marketers who are striving to continually increase their call-to-action click-through and conversion rates are [constantly conducting A/B tests](#) to determine the best design for their CTAs. We at HubSpot have seen [conversion rate increases of 1300%](#), based solely on improving a page's CTA button

[HubSpot's call-to-action tool](#) enables customers to generate CTAs in seconds, A/B test them for better results, and track them across channels. What's more, because HubSpot is an integrated all-in-one platform, you'll be able to use the same CTA you've built for your webpages in your emails and blog posts, then track its success in one seamless view. Sign up for a [free HubSpot 30-day trial](#) and start optimizing your calls-to-action.



## OPTIMIZE YOUR CALLS-TO-ACTION FOR CONVERSIONS

[Get a custom demo](#) of the HubSpot all-in-one marketing software and find out how you can optimize calls-to-action for maximum lead



<http://bit.ly/Get-A-Demo-of-HS>

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