101 EXAMPLES OF
# EFFECTIVE
CALLS-TO-ACTION

How 101
Companies
Drive People
to Take Action
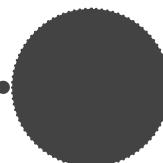
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Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.

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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... brings your whole marketing world together in one, powerful, integrated system.

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LEAD MANAGEMENT

MARKETING ANALYTICS

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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).

Previously, Maggie was on HubSpot's email marketing team, managed the company's landing page creation and optimization, and jump started the production of HubSpot's customer case studies.

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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CONTENTS

> **"** *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.* "

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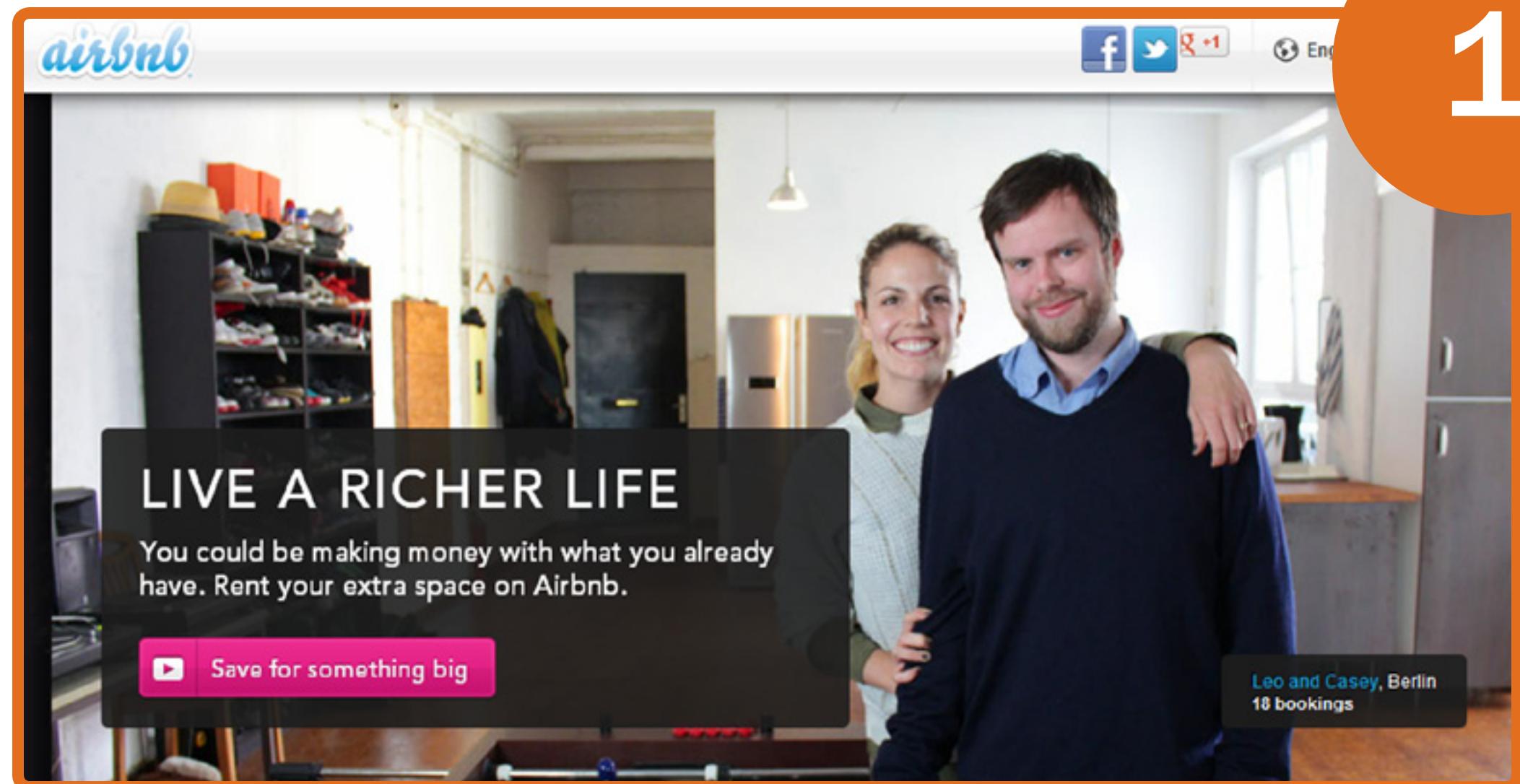
What colors should you use to make your call-to-action stand out? Some marketers argue that red can increase click-through rates significantly. Others explain that the context of the web page should dictate the color. So stay mindful of your overall website design. While you want to keep the colors contrasting,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

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1

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.

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.

2
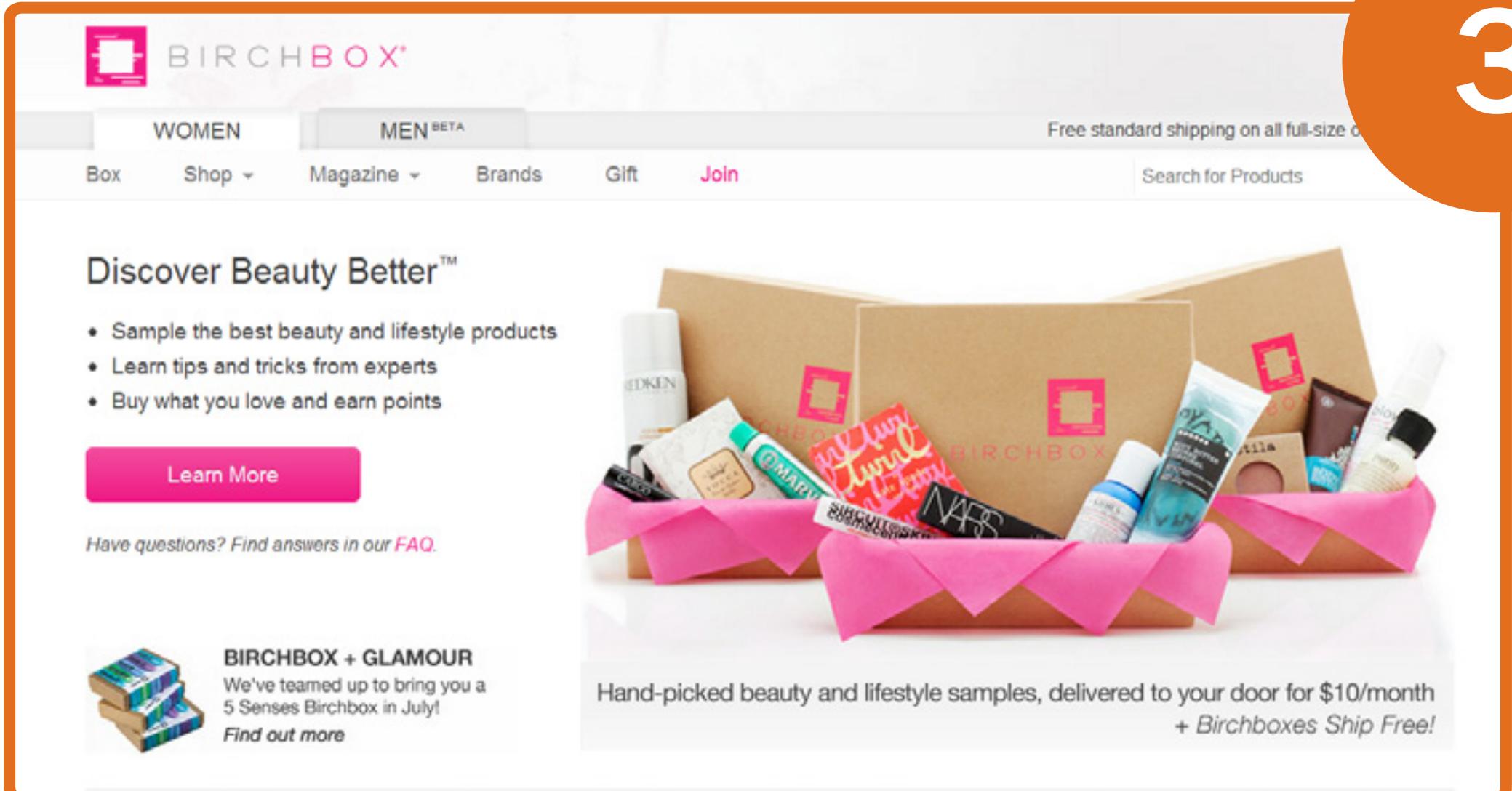
This is now the third example of a call-to-action placed on the left-hand side of the page. This is not random. In the English language, we start reading from left to right and from top to bottom.

3

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.

4

ekklesia360

A MONKDEV PRODUCT

Your results-oriented church website solution.

We call it Ekklesia 360.

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!

Let's go for a scroll ▾

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.

5

g2m solutions

Plan. Develop. Deliver.

About Us   Resources   Content Marketing   Inbound Marketing   SMB Marketing   Market Planning   Blog   Contact Us

B2B Marketers:
BOOST YOUR LEAD GENERATION ENGINE!
Use a proven methodology, robust software, access a deep pool of skills.

LEARN MORE

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.

6

HOI MOON *marketing*

Home   About Us   Services   Blog: Laws of Attraction

Do you know the Inbound Marketing
Laws of Attraction?

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.

LEARN MORE NOW

7
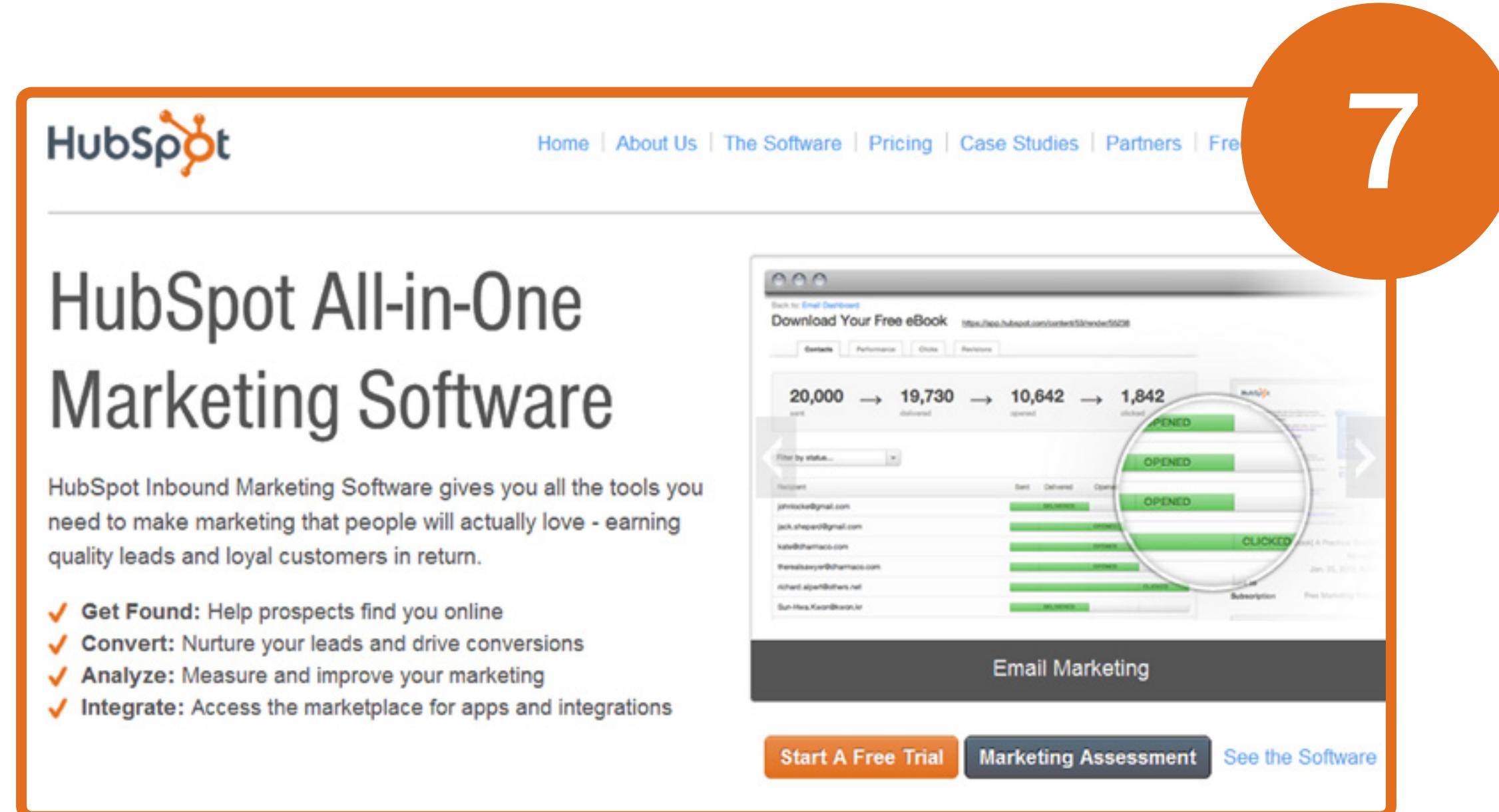
HubSpot creates a sense of contrast on a simple white background by using three different colors for the distinct CTA options. The primary call-to-action is orange, the second one in importance is gray and the third one is just a blue hyperlink.

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.

8

Domain and Hosting: Your Business, Online

Register your domain and get our hosting package

- Choose your domain name
- Pick your website template
- Publish your website

Search For a Domain

http://www.**your**businessname.c

When you get a domain and hosting, you save

Intuit Websites enables your business to get a domain and hosting to build your web presence, grow your bottom line, and reach more customers than ever.

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!

9

jive — The new way to business.

Jive Login   Community

Products   Why Jive?   Customers   Services & Support   About Us

TAKE CHARGE OF THE OFFICE

Liberate your workplace with the world's #1 social business platform.

Start your free 30-day trial now.

TRY JIVE ▶

10

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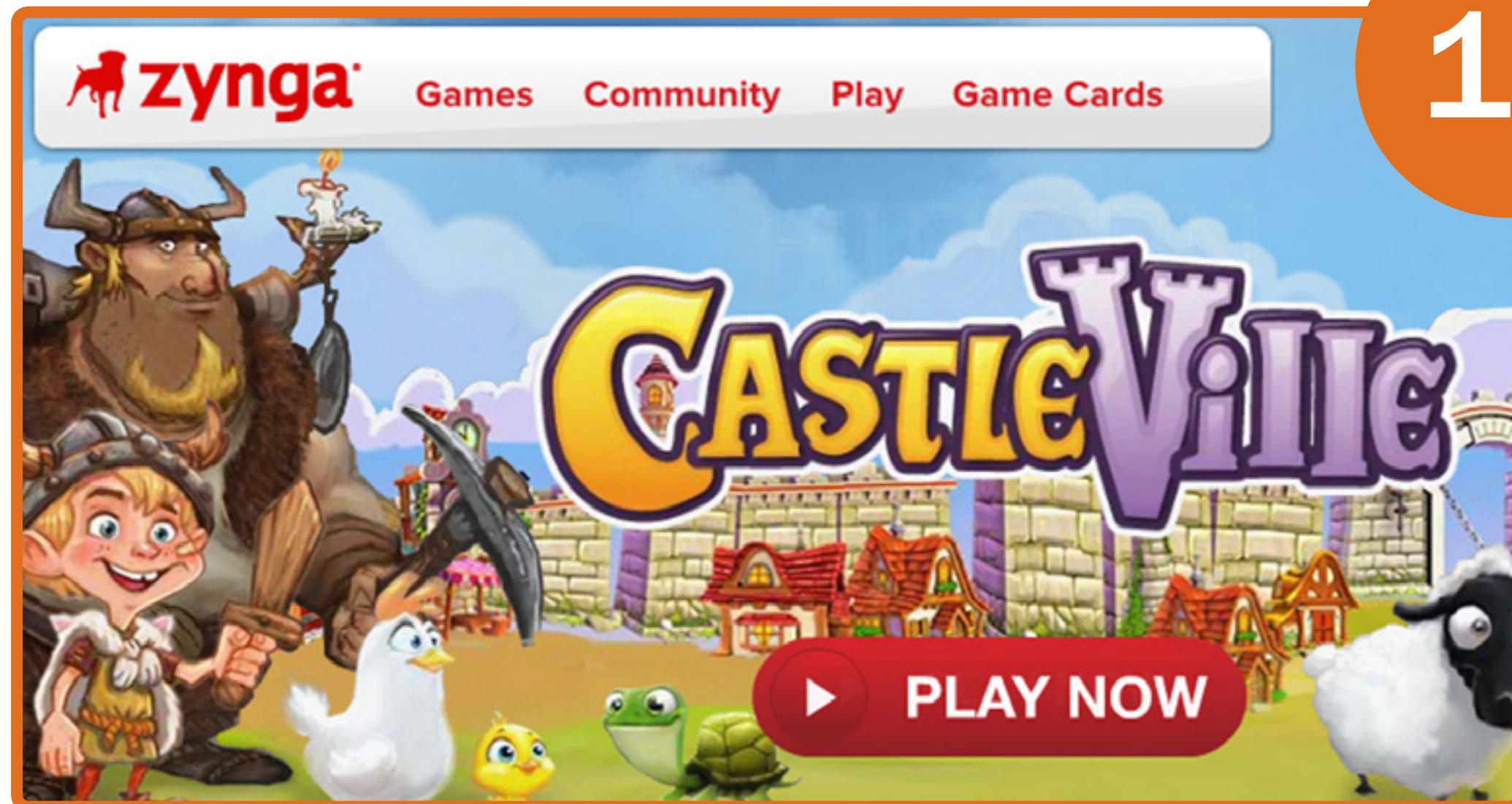
There has been a huge debate revolving around usage of the color red for call-to-action design. After all, red is the color of contradictory powers: fire, passion, and also the international stop signal. Zynga, the leading provider of social game services, has taken a clear stance on the matter.

11

" *Come up with compelling incentives that will encourage visitors to take the next step.* **"**

CHAPTER 2

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.

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

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.

13

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.

14

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.

15

Backpack

$59.50 Backpack

This backpack is handcrafted in the United comes with a lifetime warranty. It's designed to out with ultra durable ripstop Cordura fabric and Y zippers. Main compartment measures 16 inches tall, 12 inches wide, and 5 inches deep (a 15-inch MacBook and case fits inside).

Add to cart

We Accept PayPal

Share with friends

243 Like

6 +1

6 Tweet

383

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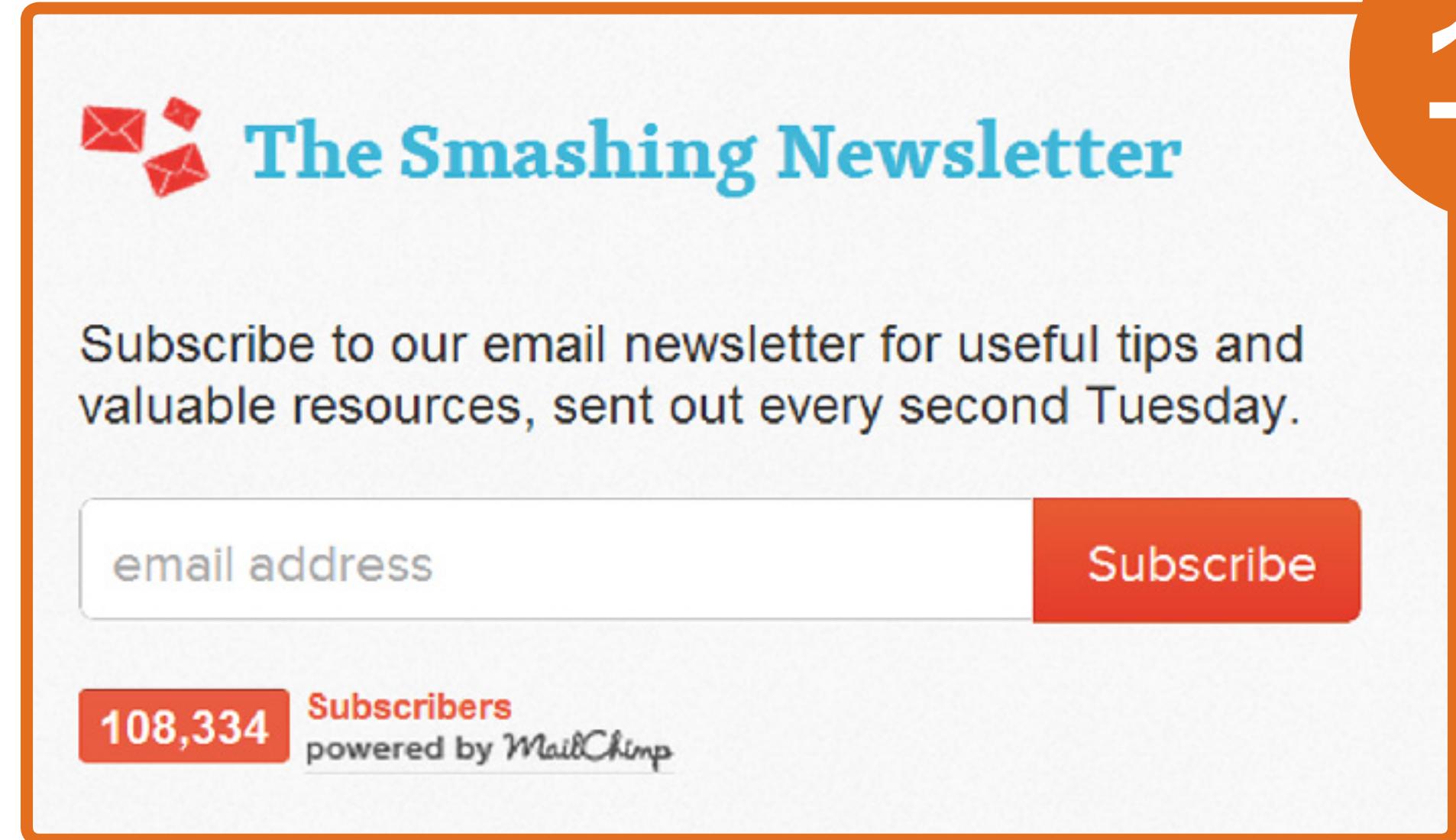
Here is another example of social proof—this time it's meant to collect email addresses to expand the contact database of Smashing Magazine. The publication is showing its number of existing subscribers, thus encouraging you to become a part of this big community.

16

The Smashing Newsletter

Subscribe to our email newsletter for useful tips and valuable resources, sent out every second Tuesday.

email address | Subscribe

108,334 Subscribers
powered by *MailChimp*

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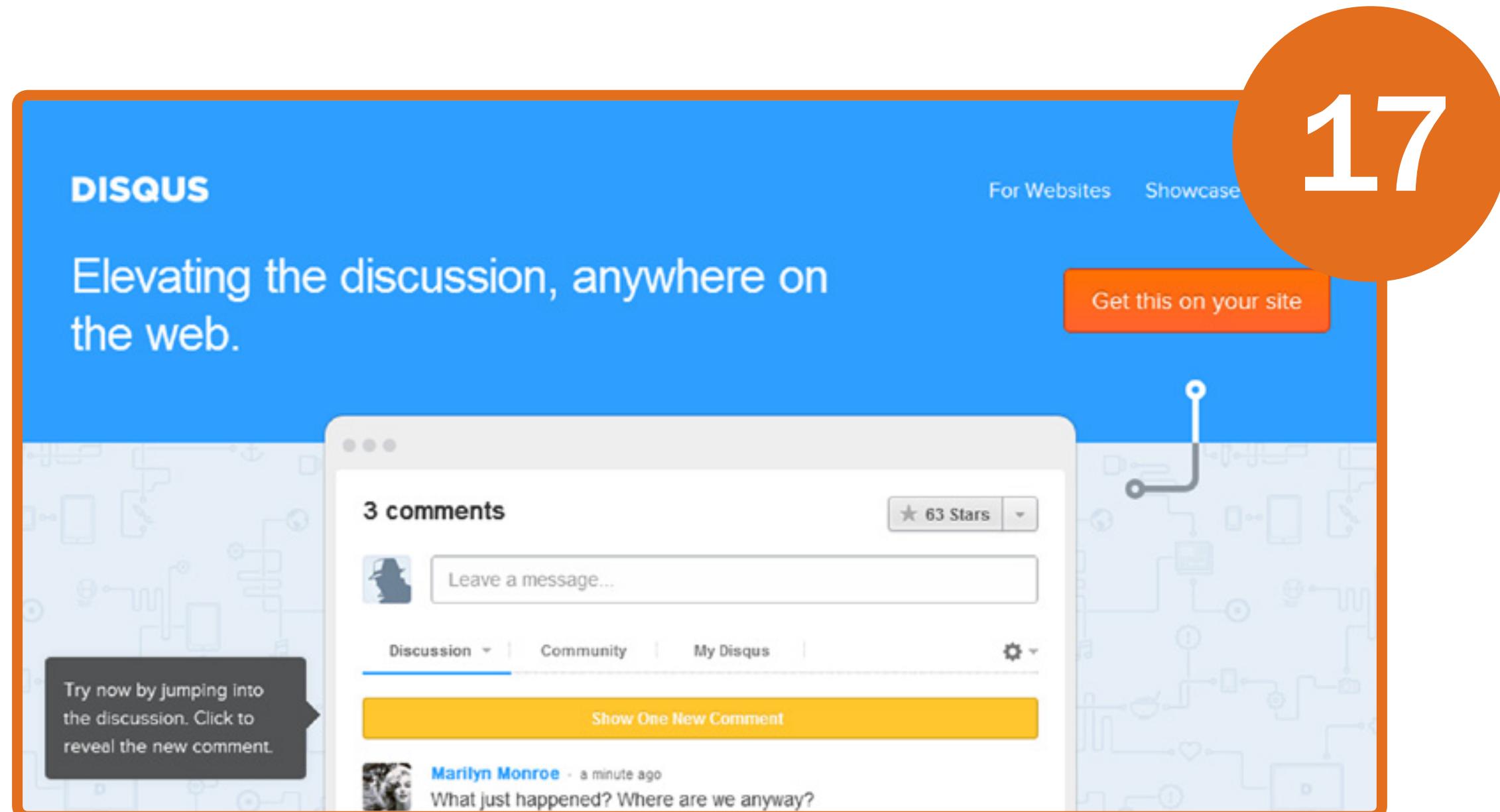
By showing your product or service through your call-to-action, you make the offer more tangible to visitors. It seems closer to capture it and, if its value is instantly visible, the call-to-action becomes that much more compelling.

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.

17

DISQUS

For Websites   Showcase

Elevating the discussion, anywhere on the web.

Get this on your site

3 comments   ★ 63 Stars

Leave a message…

Discussion ▾ | Community | My Disqus   ⚙ ▾

Show One New Comment

Try now by jumping into the discussion. Click to reveal the new comment.

Marilyn Monroe · a minute ago
What just happened? Where are we anyway?
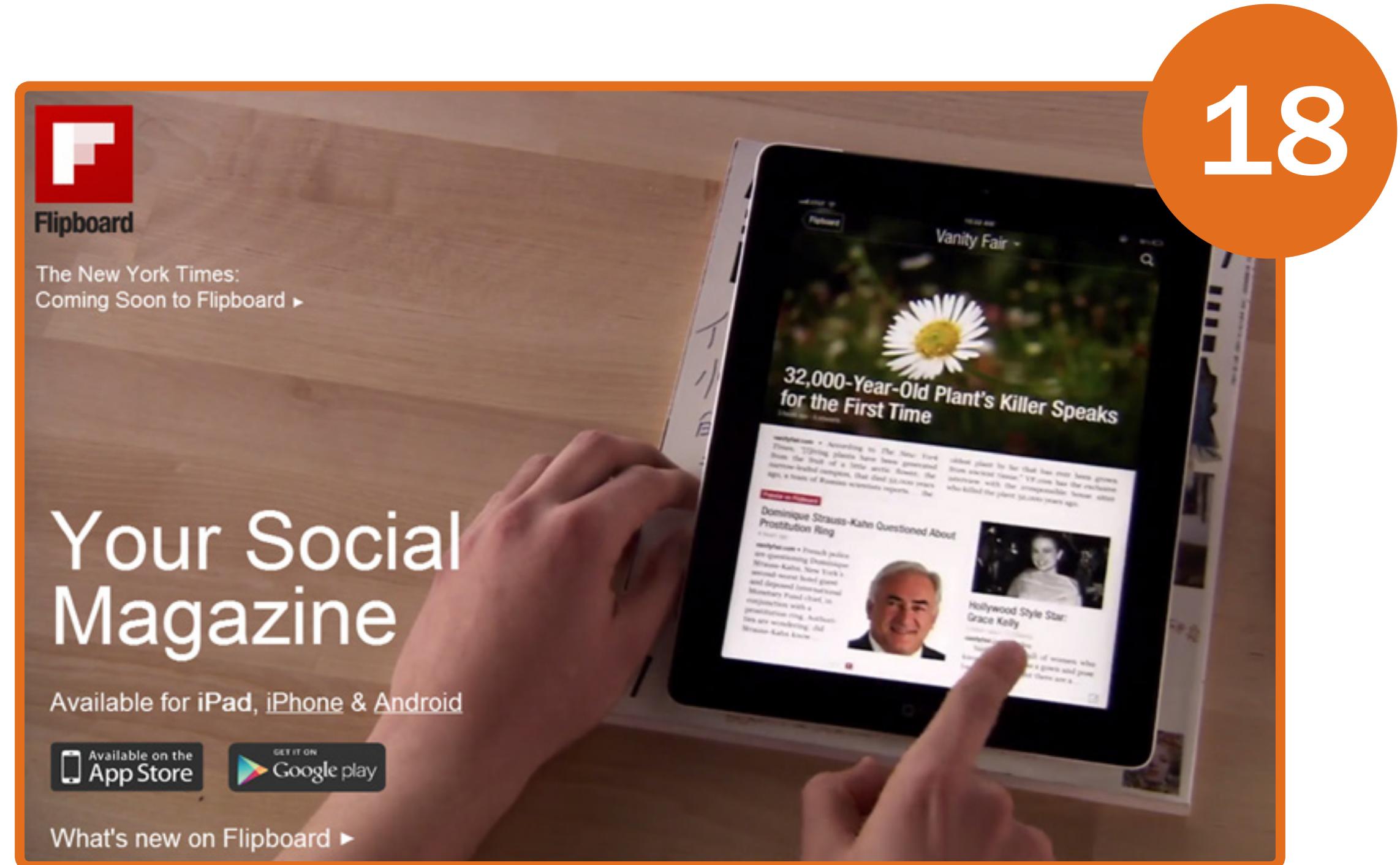
Flipboard has also placed its two calls-to-action ("available on the app store" and "get it on Google play") next to an animation of its product. In this way visitors can get an understanding of the magazine's interactive features and social aspect, and take the next step.

18

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.

19

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?

.ıll AT&T 🛜 22:50

forkly

Back

ChoLon Bistro
Denver - 0.91 mi N

info

🎗 **Most Popular Items**
Is your favorite in here?

🔖 **My Wants**
24 items

👤 **My Hads**
30 items

All Food   All Drinks

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.

20

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

21

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

23

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.

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.

" *Make sure your wording is clear, specific, and action-oriented.* "

CHAPTER 4
CALLS-TO-ACTION USING GREAT TEXT

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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25

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.

26

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.

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.

27

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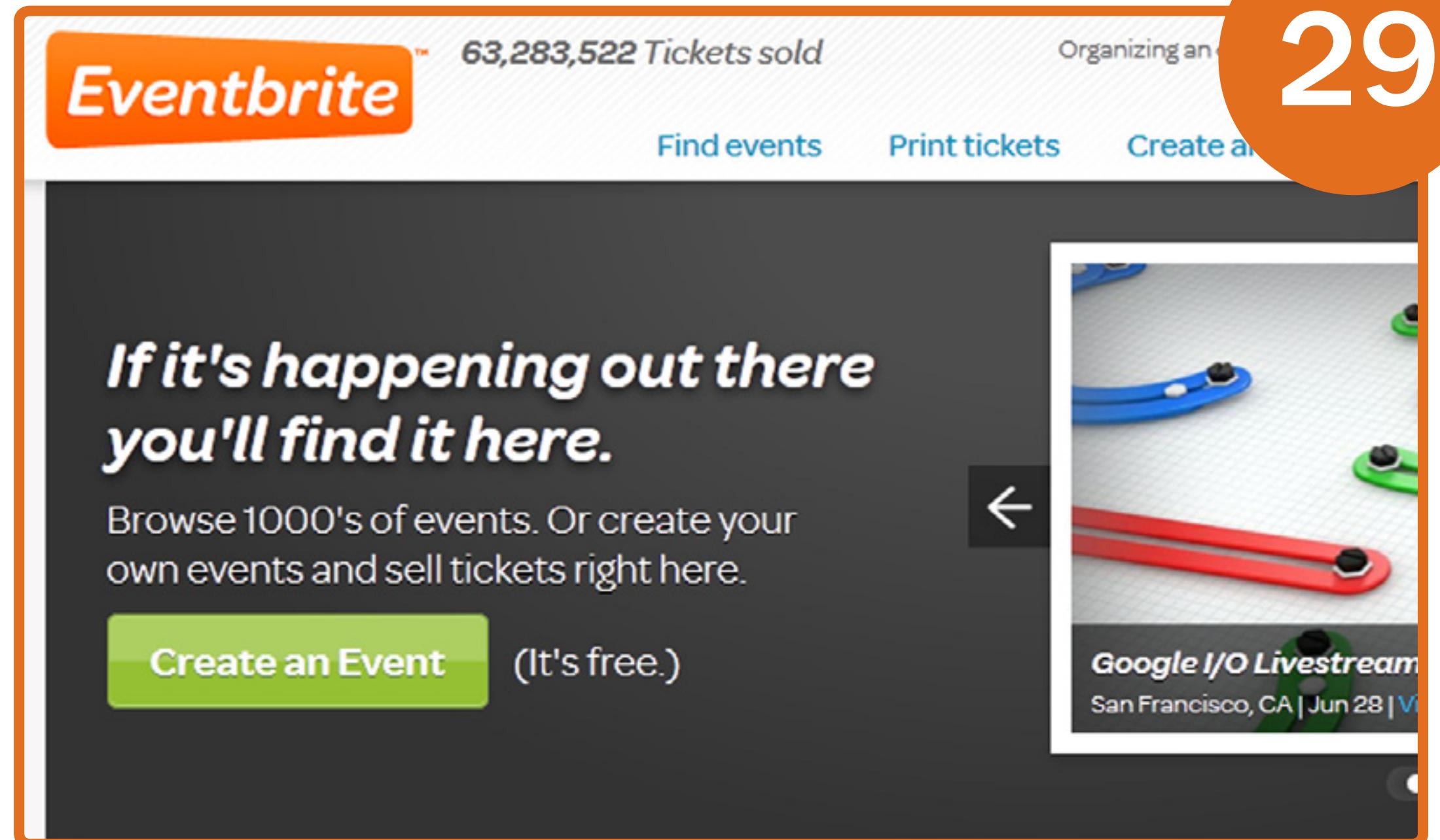
The text outside the call-to-action button here serves to create an incentive. It's "free" to add an event, so one should just go ahead and create one!

29

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.
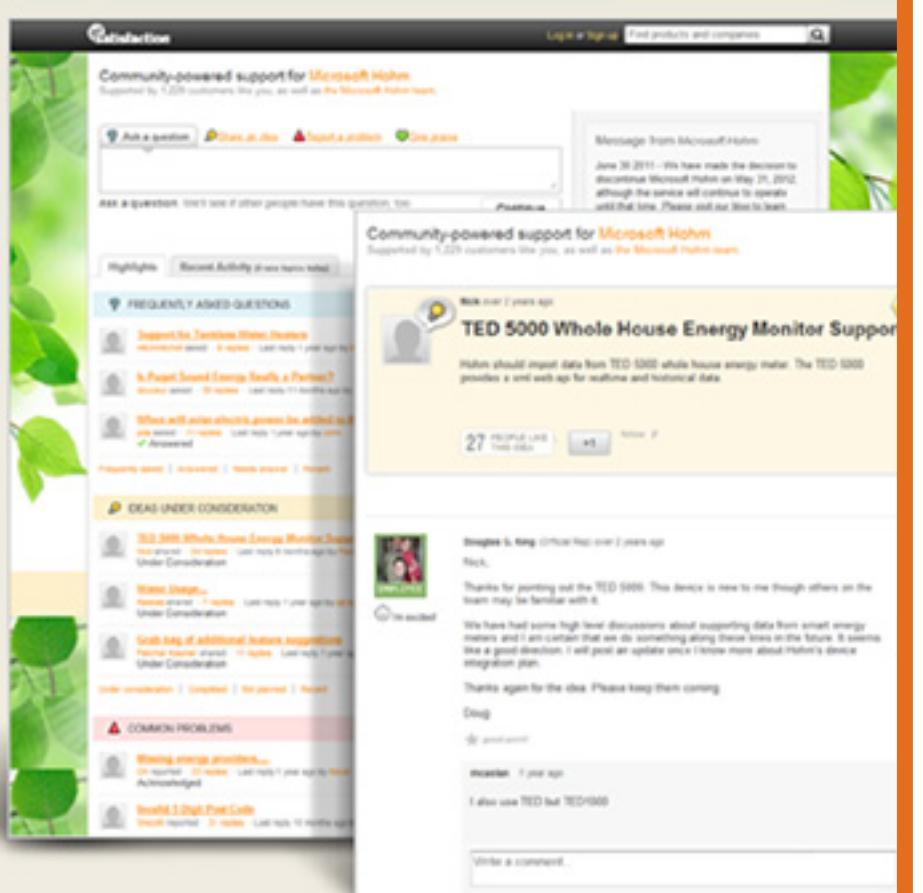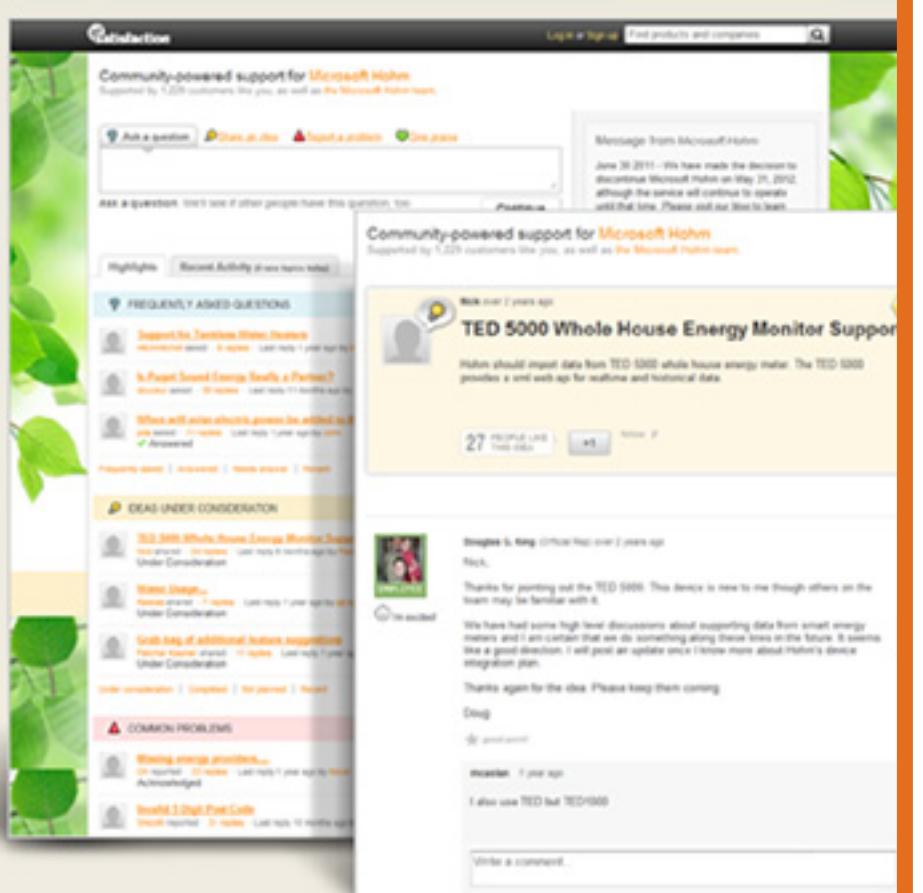
30

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.

31

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.

32

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,

WEB DESIGN

1,000 copies sold the first week!

BACK   MORE

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

34

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 describers what visitors are signing up for, free webinars and events, it doesn't hurt to reiterate it in the call-to-action itself.

35

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

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.

37

XSI Press ‹ › XS International makes Aldea Solutions' Olympic Team   Tuesday, June 12, 2012

Lowering the Total Cost of IT Ownership

Federal & Enterprise IT Services

XS 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.

Tired of the high costs associated with Cisco SMARTnet®?

LEARN HOW TO OPTIMIZE YOUR IT COSTS!

DOWNLOAD OUR FREE E-PAPER

IT Maintenance Quote

SUBMIT A LIST OF YOUR EQUIPMENT

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.

> " *Don't crowd the language unless the information around it is key to taking the action.* "

CHAPTER 5

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.

39

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.

LEARN MORE　CONTACT US

REVIEW　SHARE　CONNECT　CHECK-IN　FOLLOW　PURCHASE

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.

40

41

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.
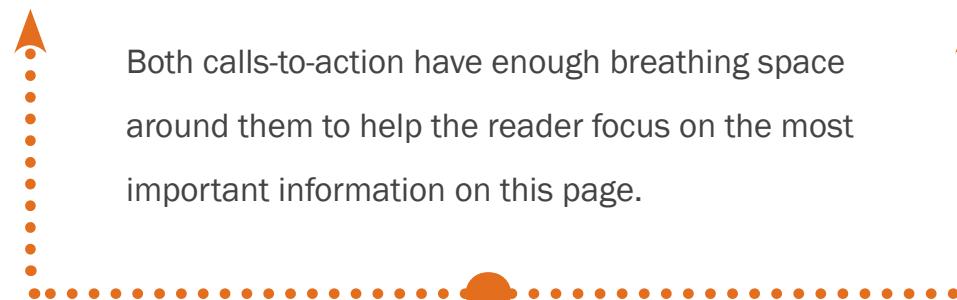
42

CURATOR
and MULE inc.

HOW IT WORKS   GET STARTED NOW

we find it, you rock it
men's accessories delivered to your
door for only $60 a season

get our summer box   join the waiting list

Both calls-to-action have enough breathing space around them to help the reader focus on the most important information on this page.
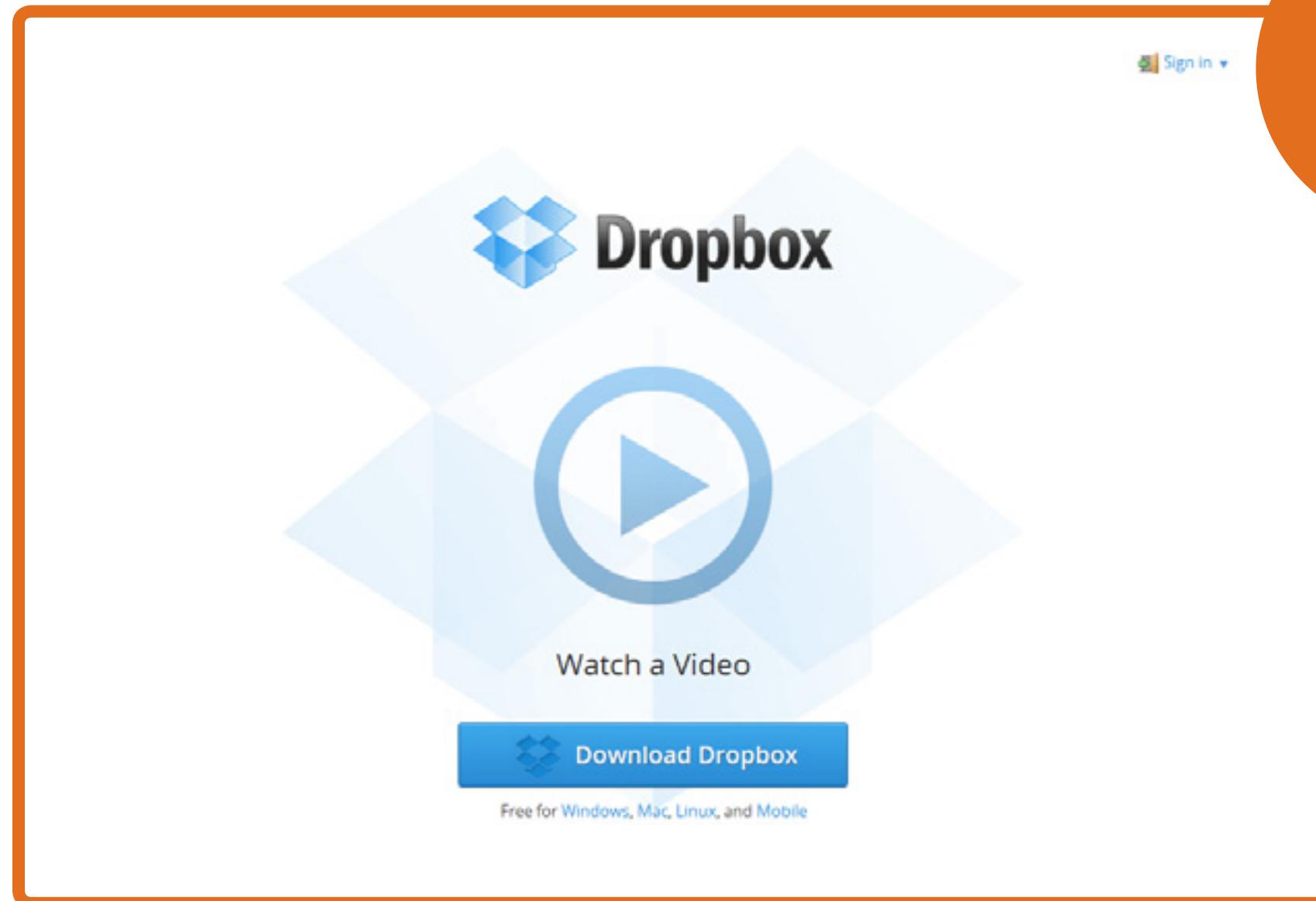
Dropbox' call-to-action is the epitome of simplicity. Visitors have only two options—and these are immediately visible—to watch the video or download the software.

43

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.

44
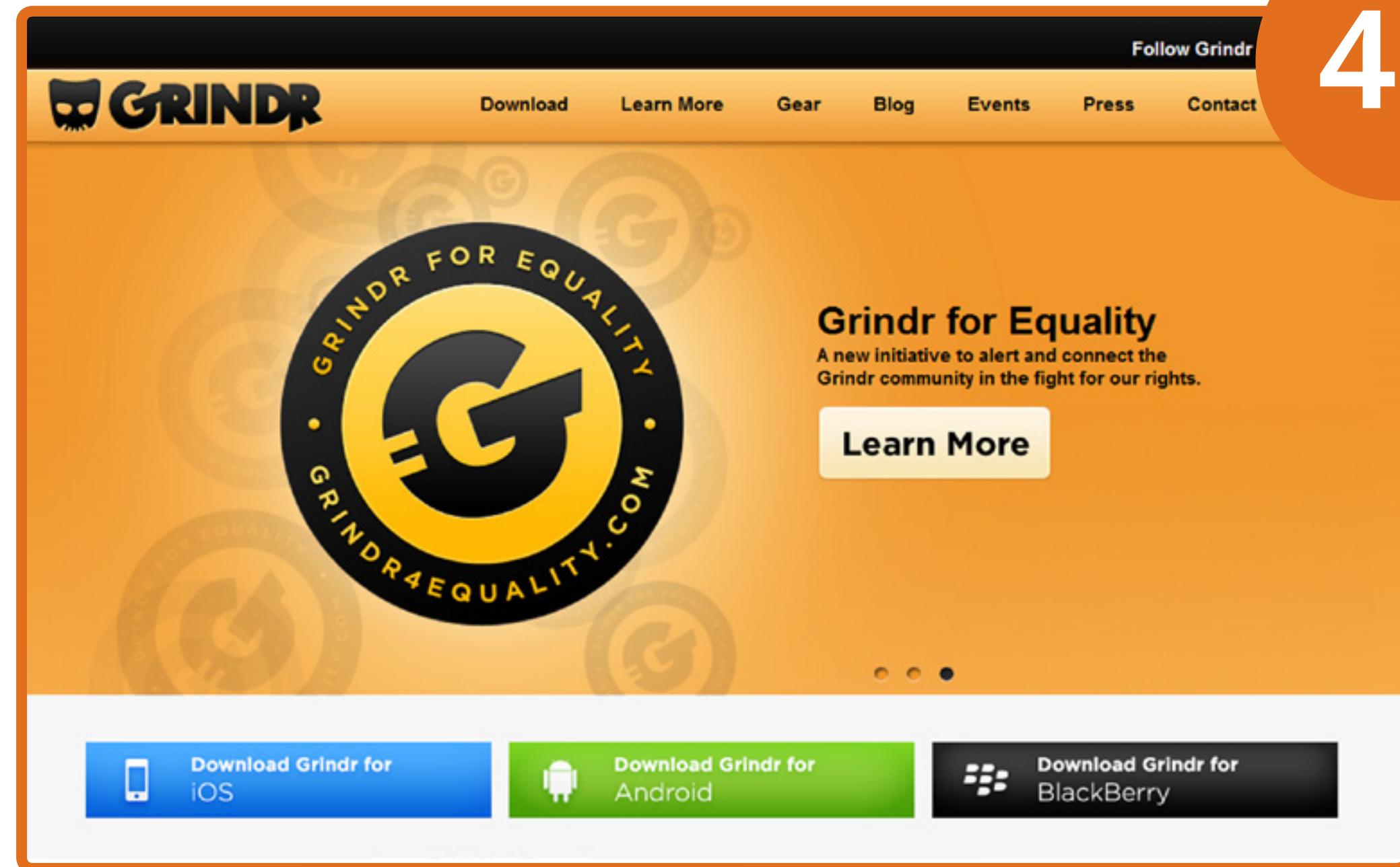
Grindr has also opened up space around the main call-to-action, guiding visitors to the action they should take.

45
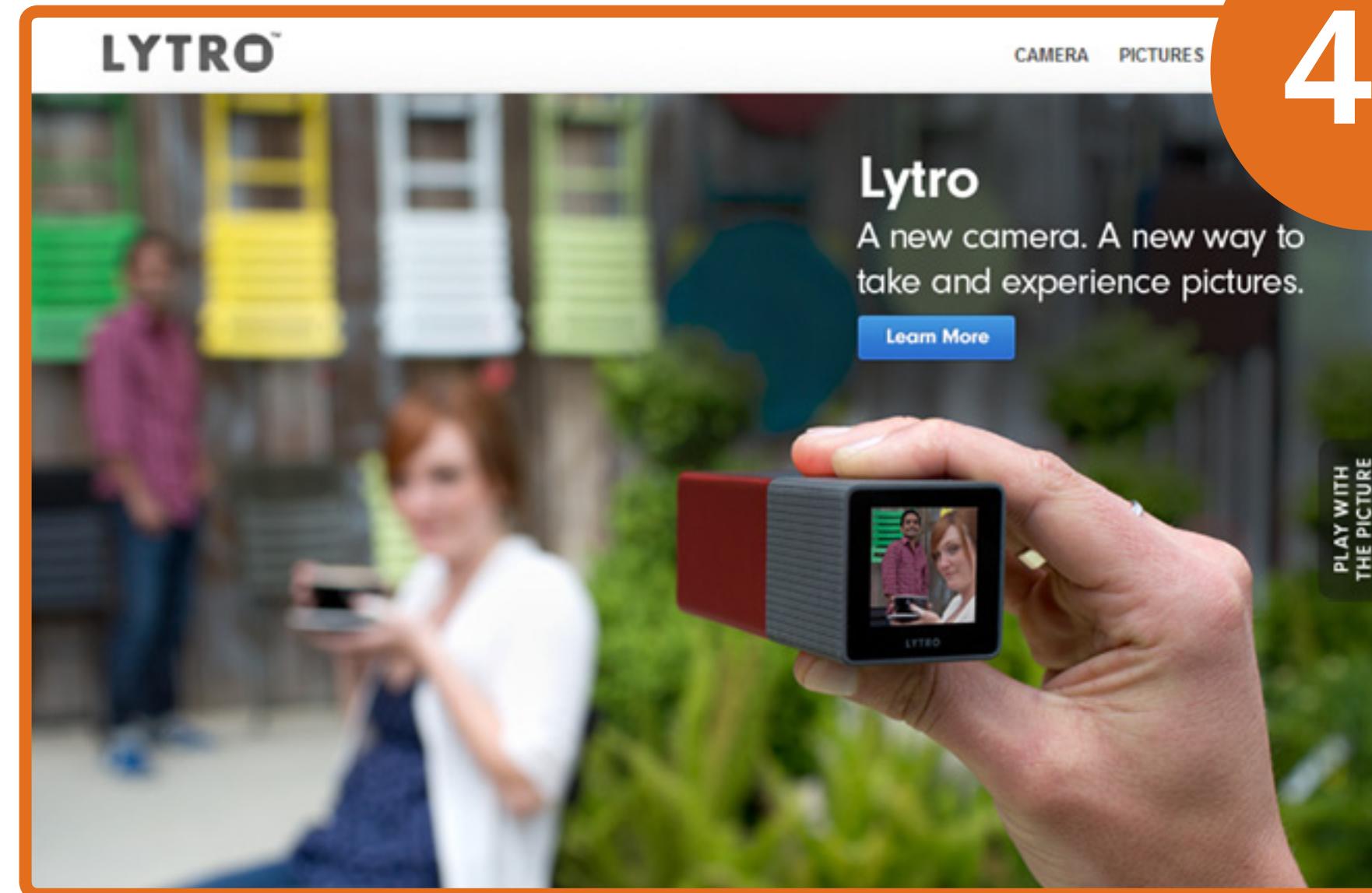
Notice how the CTA here is placed against the least busy part of the image. Lytro doesn't give visitors too many options to choose from, but asks for them to focus on "learning more."

46

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.

47
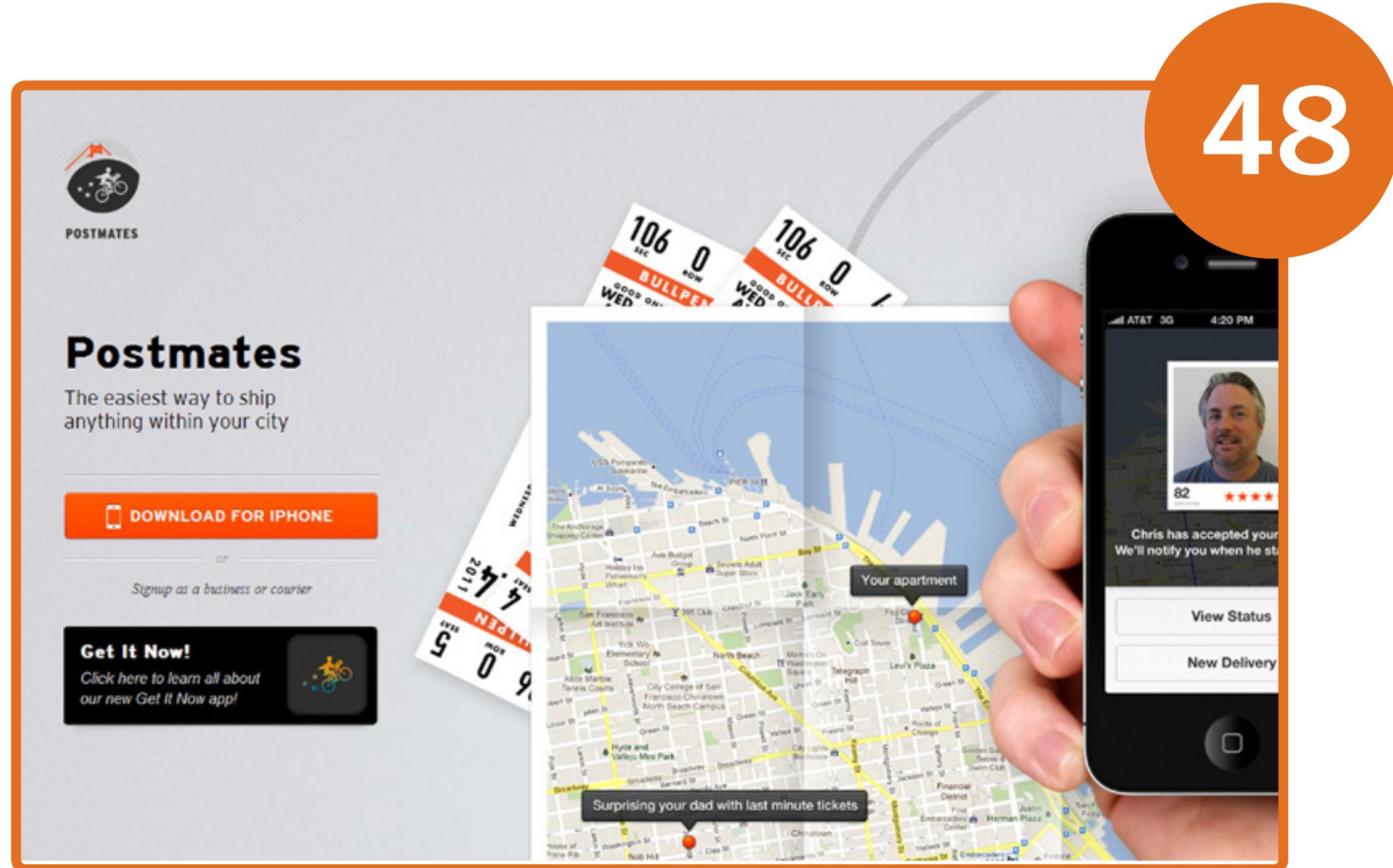
Here, too, you will notice that there is a sense of cleanliness and simplicity that highlights the calls-to-action. The separation between the three CTAs is achieved through the use of different colors and lines.

48

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

49

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

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

51

stripe   Dashboard   Do

Payments for developers

Stripe makes it easy to start accepting credit cards on the web today.

Get Started with Stripe

stripe

VISA

5941 1234 5678 9012

ROSEN JENNY   04/16
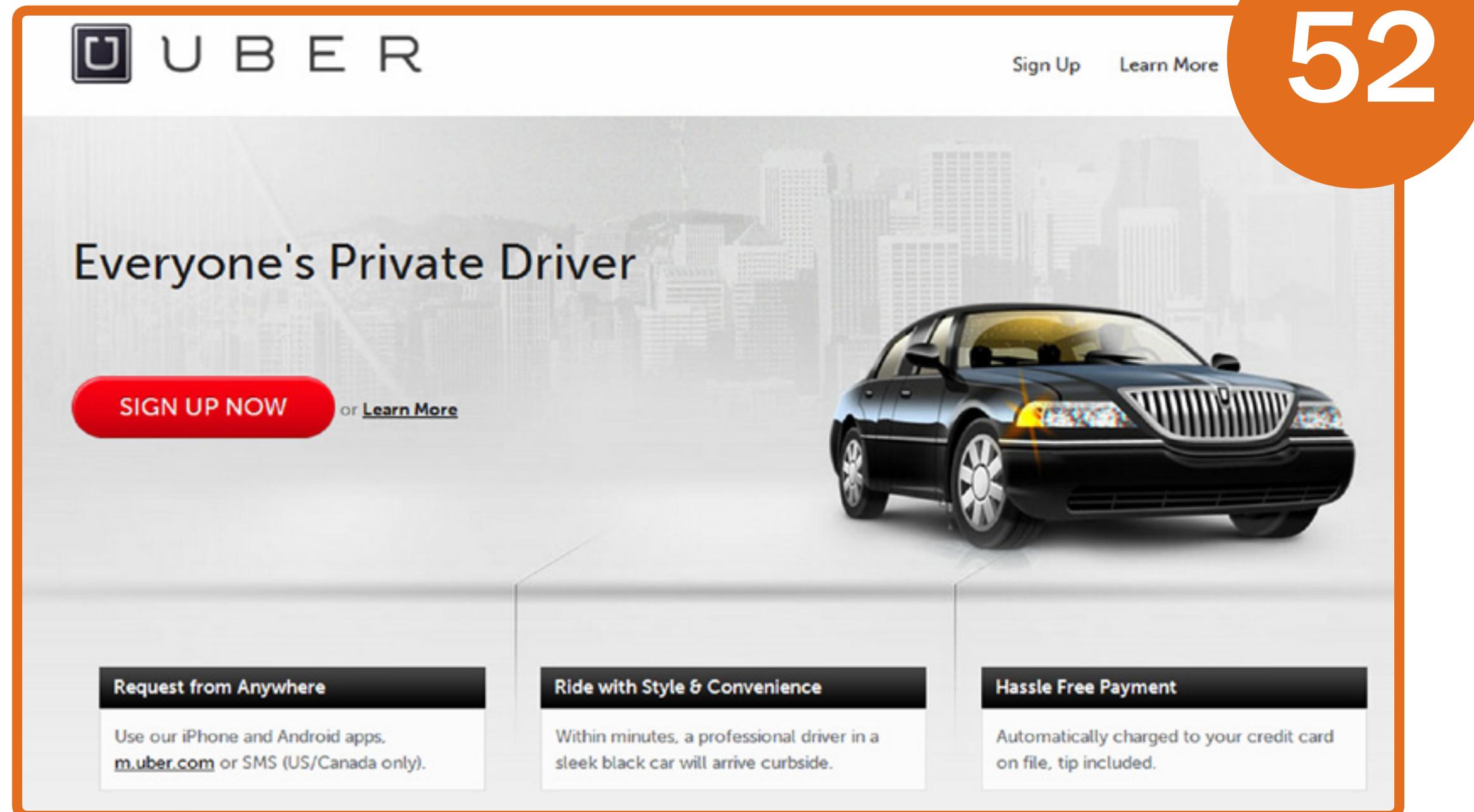
Uber presents another call-to-action example that uses spacial effect to attract the attention of website visitors to the right page element.

52

UBER   Sign Up   Learn More

Everyone's Private Driver

SIGN UP NOW   or **Learn More**

Request from Anywhere

Use our iPhone and Android apps, **m.uber.com** or SMS (US/Canada only).

Ride with Style & Convenience

Within minutes, a professional driver in a sleek black car will arrive curbside.

Hassle Free Payment

Automatically charged to your credit card on file, tip included.
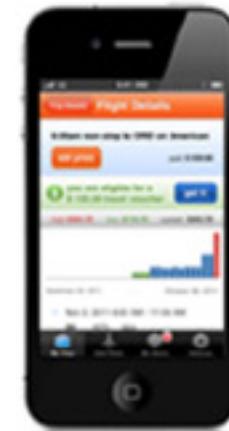
53

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 Yapta app

Naturally, you can achieve spatial effect on banner ads as well as web pages different from your home page.
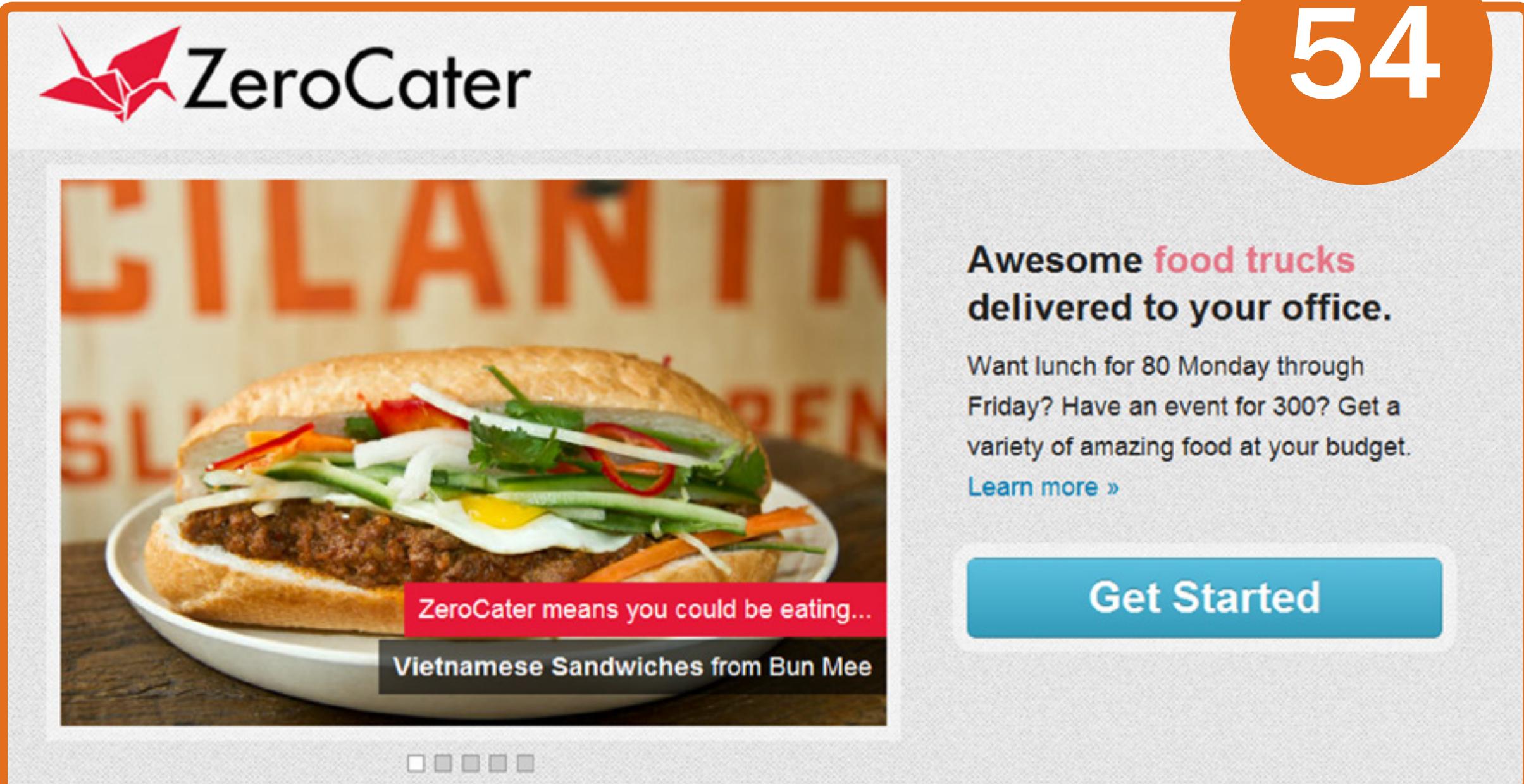
54

ZeroCater

Awesome food trucks delivered to your office.

Want lunch for 80 Monday through Friday? Have an event for 300? Get a variety of amazing food at your budget.

Learn more »

Get Started

ZeroCater means you could be eating...

Vietnamese Sandwiches from Bun Mee

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.

" *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.
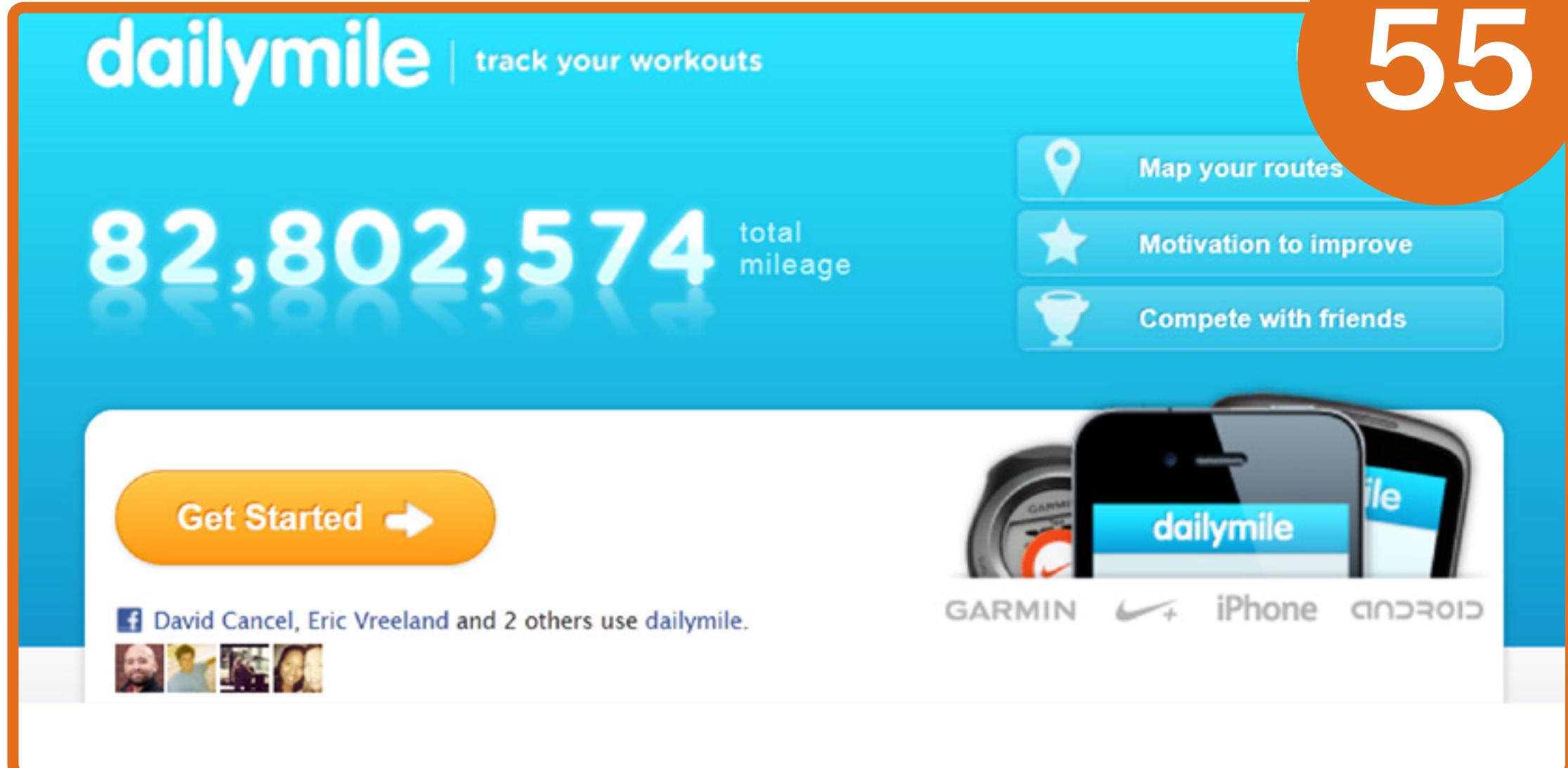
Let's look at some examples!

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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.

55

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

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.

57

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.

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.

59
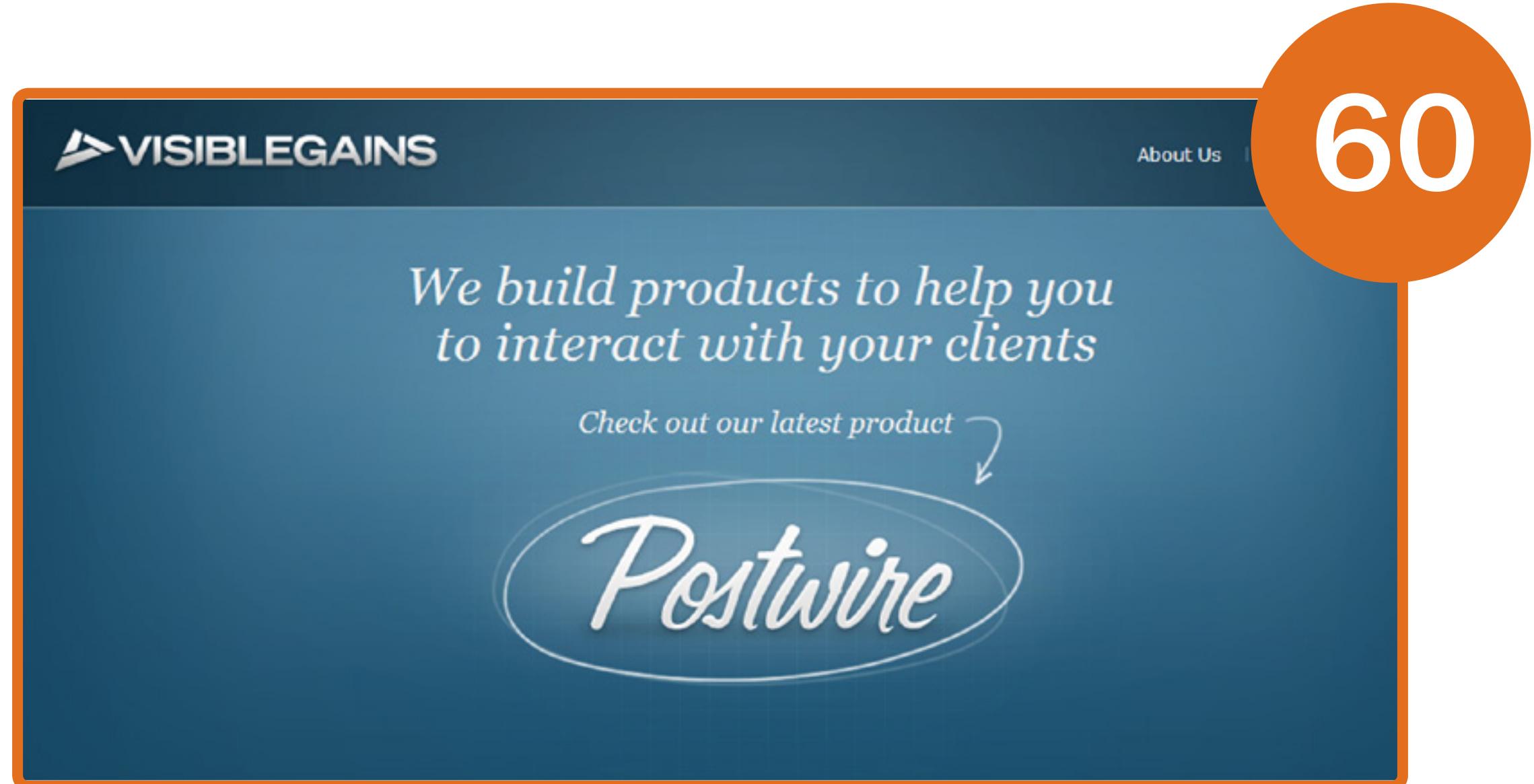
Other visual elements can increase the effect of the arrow. Visible Gains, for instance, has circled its call-to-action with a handwritten font.

> **"** *Many companies promote CTAs to grow their email database and expand their list of contacts.* **"**

CHAPTER 7

CALLS-TO-ACTION FOR EMAIL GENERATION

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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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.

61

COMBINE 2012

3 DAYS OF TECH·Y GOODNESS.

SEPTEMBER
27 · 28 · 29
in
BLOOMINGTON
INDIANA, USA

The Combine is a display of talent, entrepreneurship and innovaion.

Over the course of 3 days, we'll explore the intersection of community, culture, creativity, capital and code. If you're an entrepreneur, intrapreneur, investor, developer or designer, you'll want to be here.

Sign up to get e-mail updates when we've got more details about this year's conference.

email address

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."

62

INTERACTIVE MUSICAL ARTWORK

HEAR YOUR NAME PLAYED ON THE GHENT CARILLON!
And become part of the **42nd artwork** of Track, a co-created musical composition

First name   Surname

OR LISTEN TO OTHER **CROWD TRACK PARTICIPANTS**
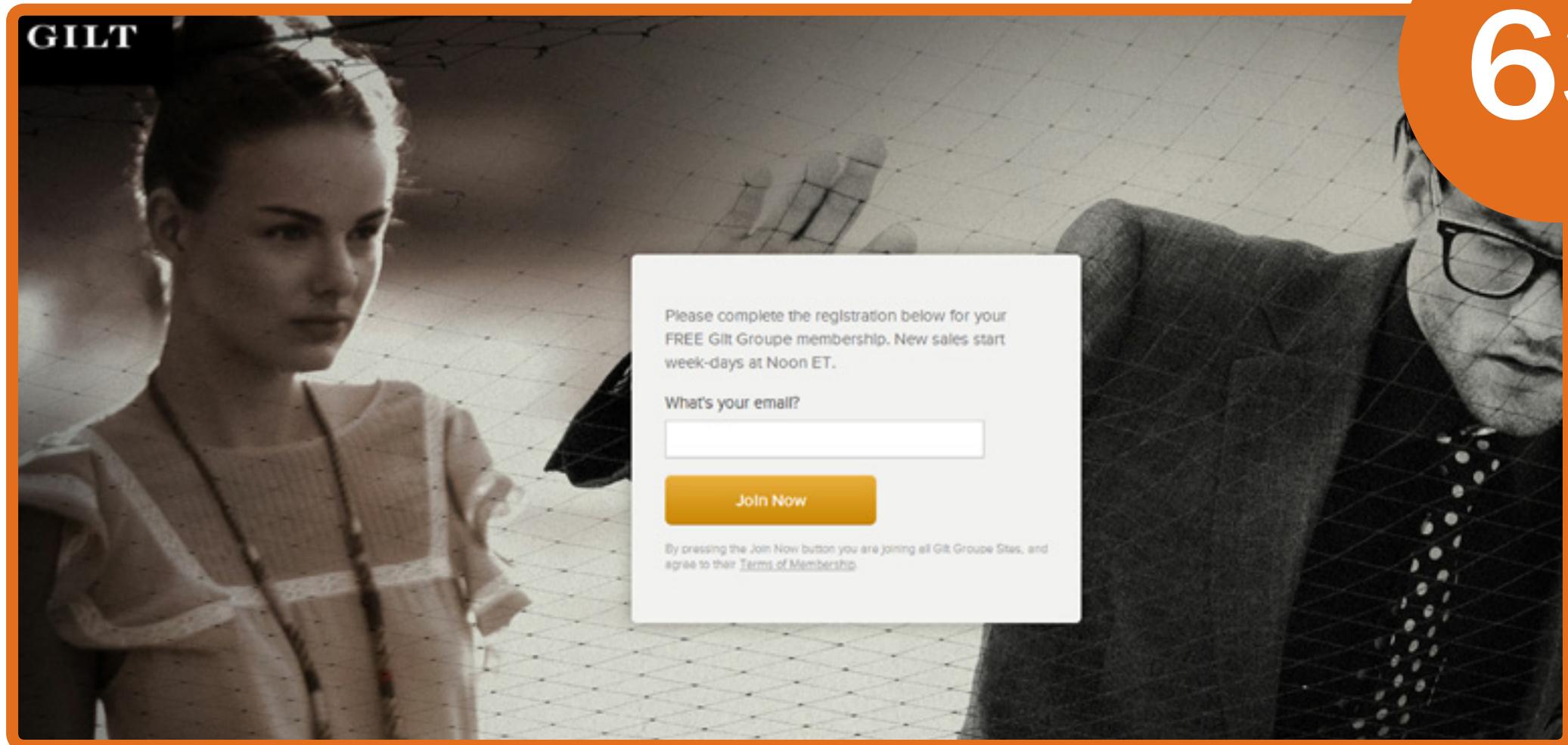
Make sure that you are setting clear expectations when you collect email addresses. What are your recipients going to get? How often? The CTA here mentions that people will get emails about sales.

63

GILT

Please complete the registration below for your FREE Gilt Groupe membership. New sales start week-days at Noon ET.

What's your email?

Join Now

By pressing the Join Now button you are joining all Gilt Groupe Sites, and agree to their Terms of Membership.
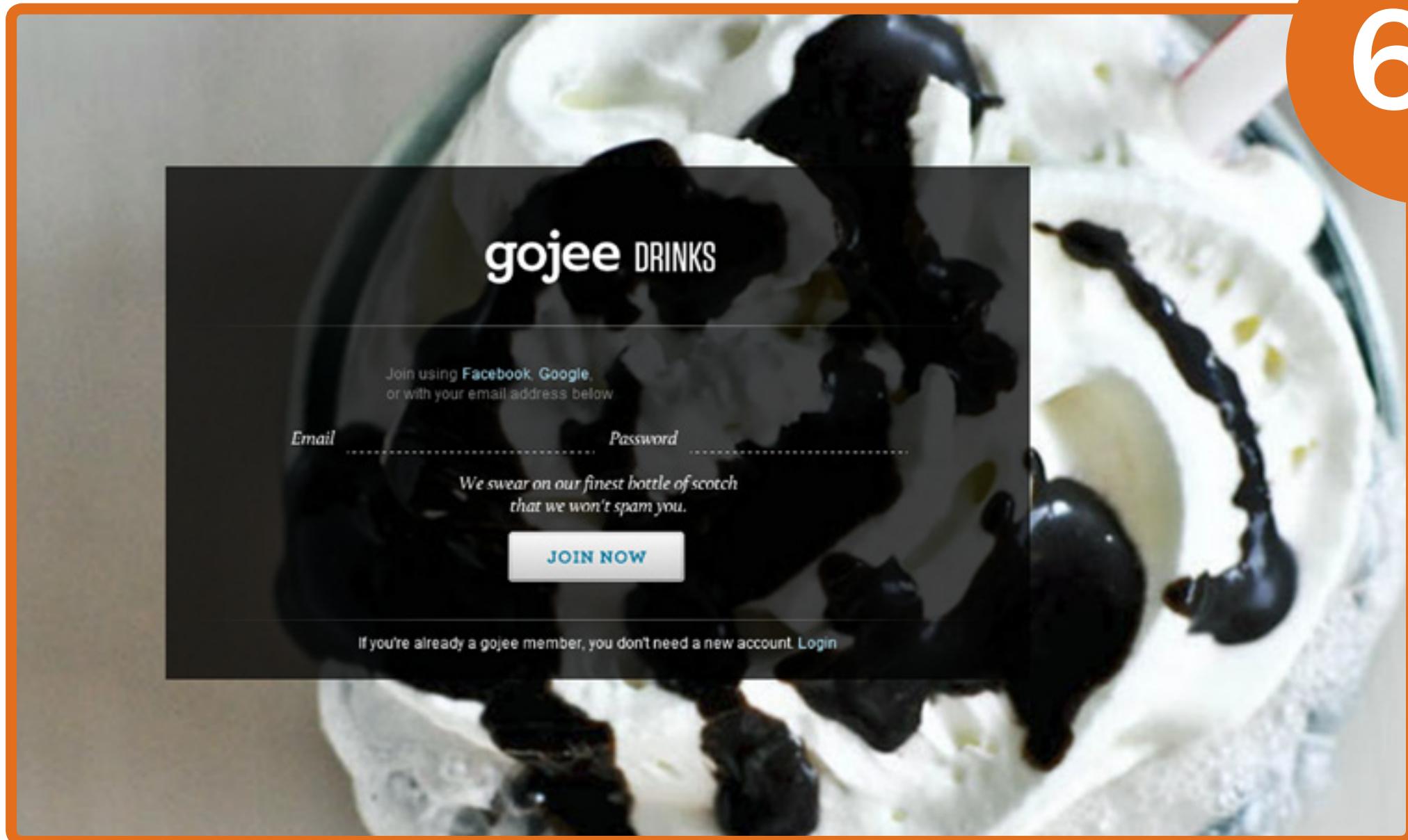
You can reduce people's anxiety by guaranteeing that you will keep their privacy and send them only valuable information they care about. Check out how gojee achieved that.

64

gojee DRINKS

Join using **Facebook**, **Google**, or with your email address below

Email　　　　*Password*

We swear on our finest bottle of scotch that we won't spam you.

JOIN NOW

If you're already a gojee member, you don't need a new account. Login
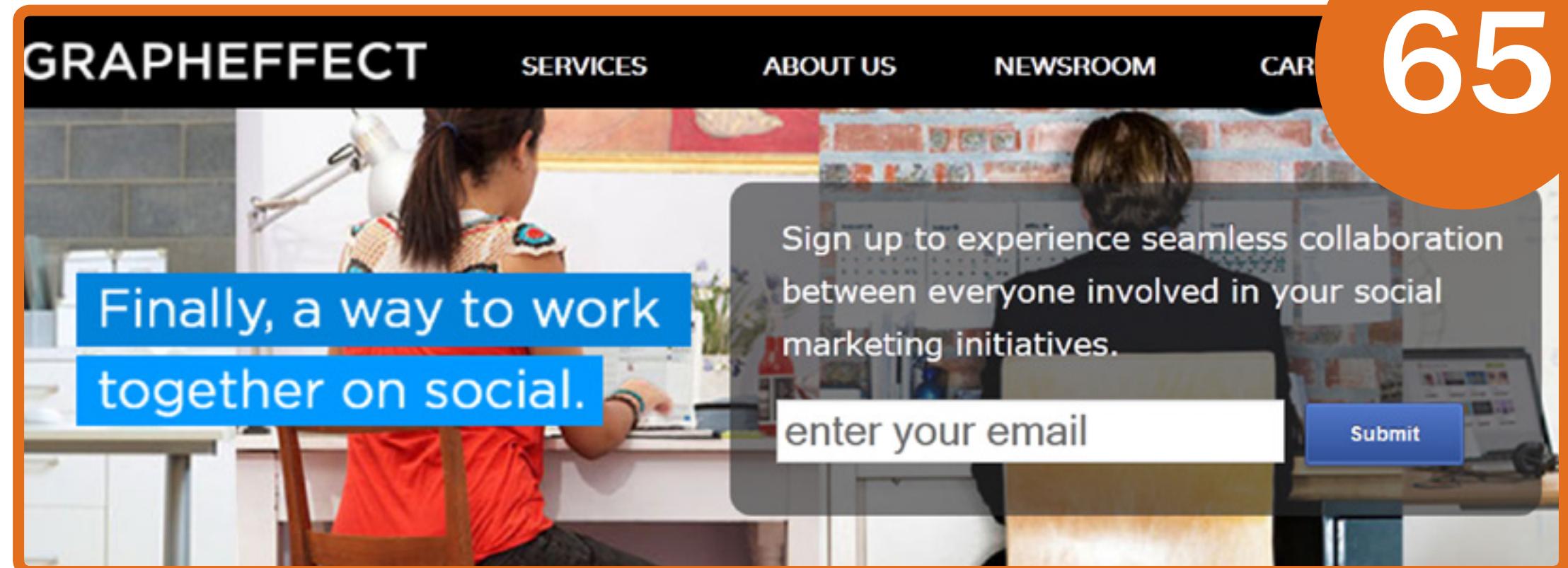
Experiment with adding background images to your email opt-in CTAs to increase the readers' desire to sign up for your offers and convey positive emotions of efficiency, enjoyment, success, etc...

65

GRAPHEFFECT   SERVICES   ABOUT US   NEWSROOM   CAR

Finally, a way to work together on social.

Sign up to experience seamless collaboration between everyone involved in your social marketing initiatives.

enter your email   Submit

Share This Ebook!

in f t

WWW.HUBSPOT.COM

Share This Ebook!

in f t
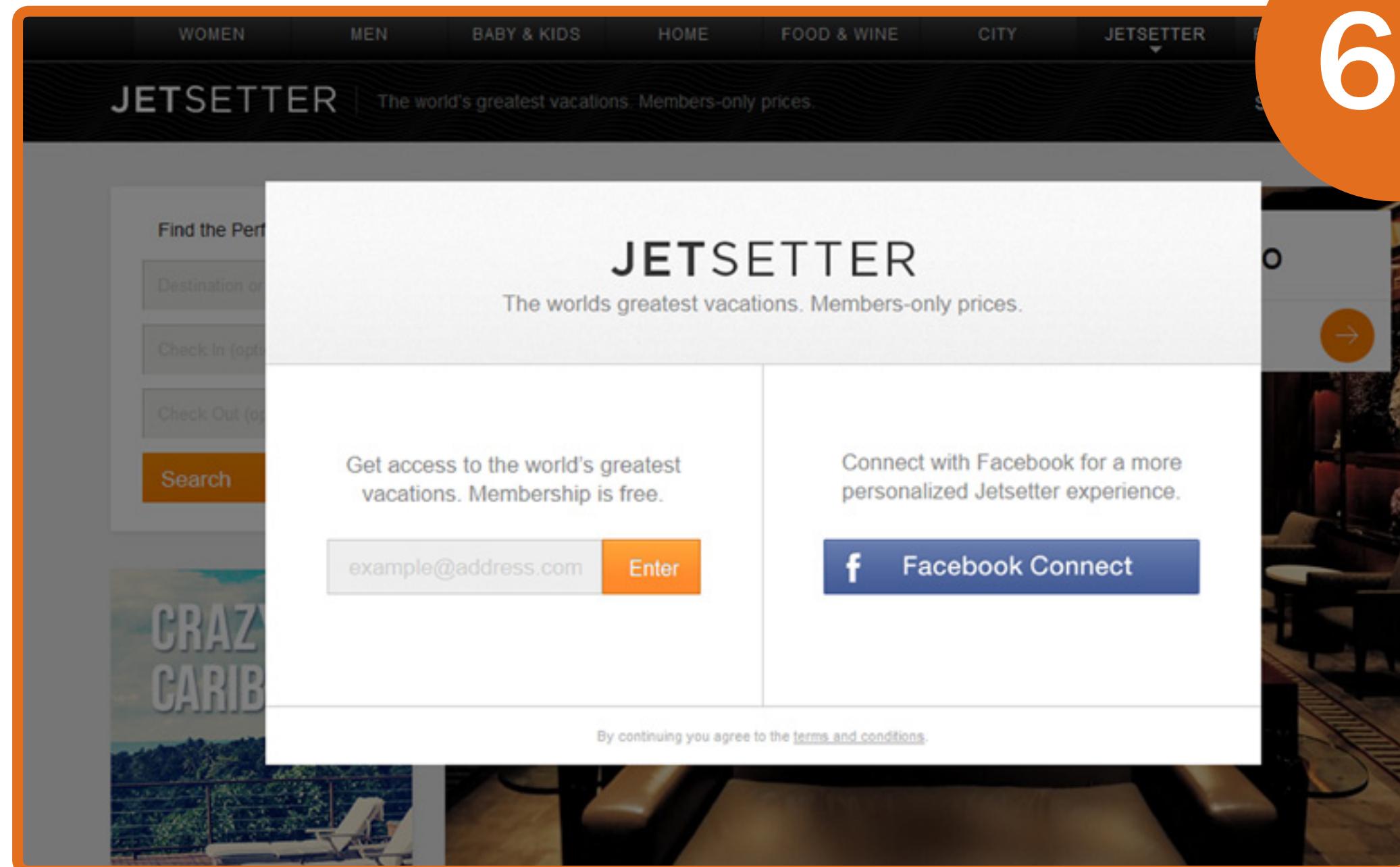
WWW.HUBSPOT.COM

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.

66

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.

67

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.

68

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.

69

Learn anything from anyone, anywhere.

Join us! Start learning and discover unique classes in your city.

| Email Address | Zip Code / Postal Code | **Get Started!** |
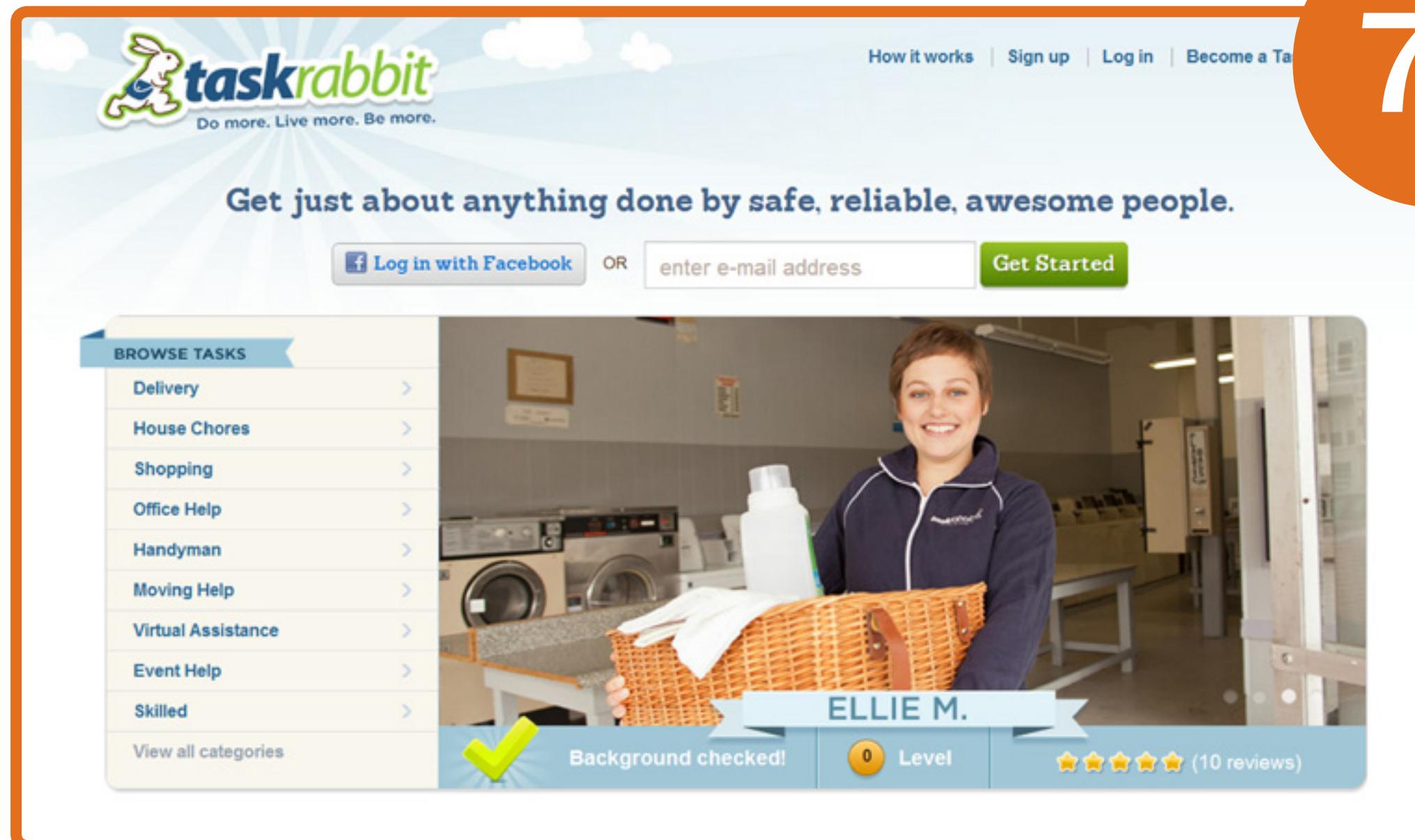
You might also consider using the Facebook login option and gain more insights about your users.

70
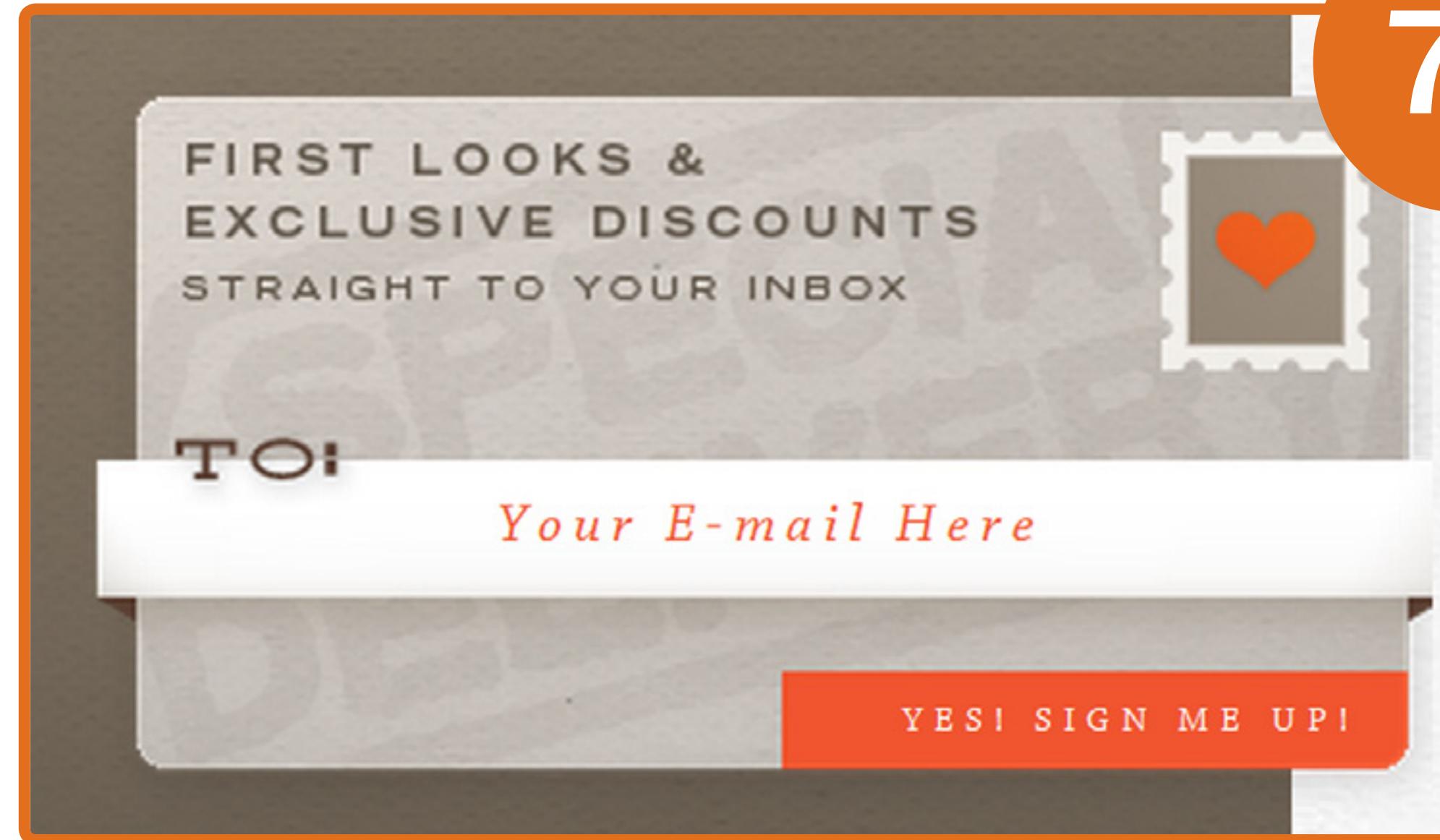
Don't be afraid to make your opt-in process personal and fun. After all, this is the beginning of a long-term relationship with your recipients—make them feel special.

71

FIRST LOOKS & EXCLUSIVE DISCOUNTS

STRAIGHT TO YOUR INBOX

TO: *Your E-mail Here*

YES! SIGN ME UP!

"*Decide which call-to-action has higher priority, and draw attention to it.*"

CHAPTER 8

CALLS-TO-ACTION WITH PRIMARY & SECONDARY OPTIONS

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.

72

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.

73

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.

74

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.

75

Home   Tour   Plans

We're designed for designers' sake.

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

See Plans & Pricing

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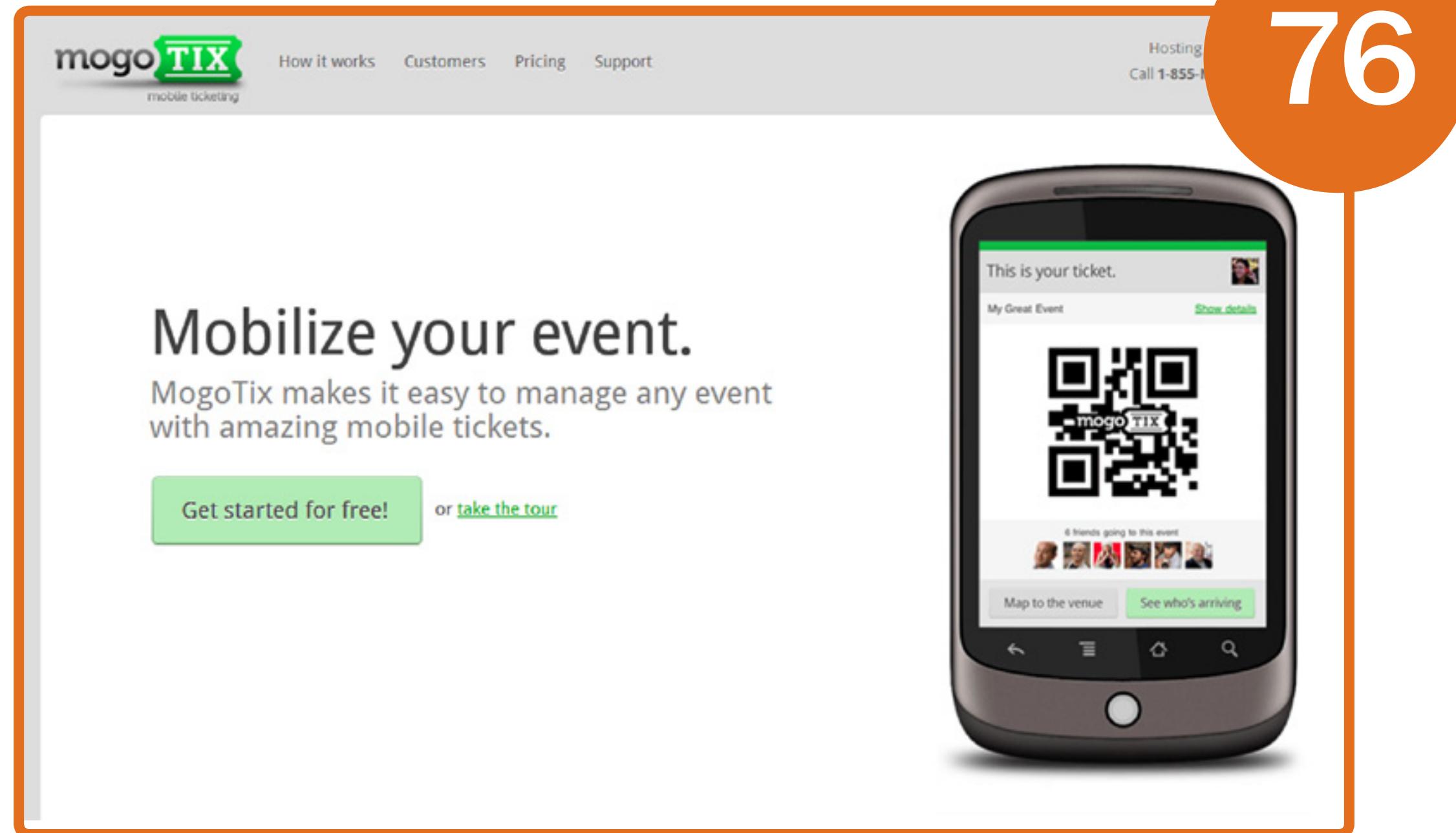
Usually, the primary CTA is the one directly linked to new revenue while the secondary CTA contributes to that end goal indirectly. Either way, you need to find out what pages assist you in customer acquisition process.

76

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

77

nimble

How it works   New in Nimble 2.0   Pricing   Custom

Turn Your Social Communities into Customers For Life.

With Nimble's social CRM, easily manage all your contacts, communications, activities and sales in one single place.

FREE Business Trial   **Take a Product Tour**

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.

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.

79

SERVICES   WORK   *Theory*   ABOUT   HIRE US

EXPERTLY CRAFTED ✱ INTERFACE DESIGN

your great app deserves an interface to match

custom ui/ux for innovators

GET IN TOUCH   VIEW OUR WORK

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.

80
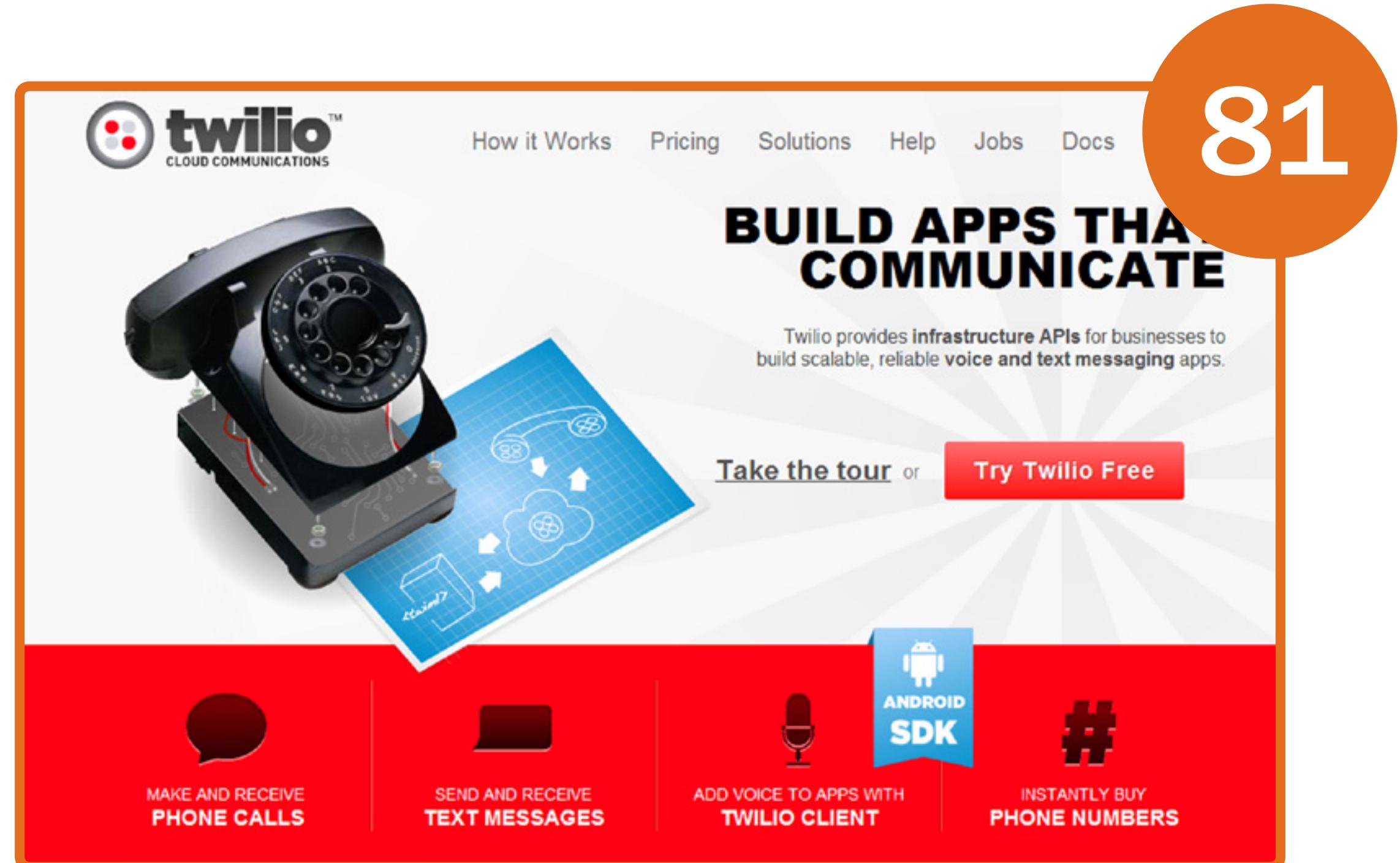
Other graphical elements, such as arrows and dotted lines, can also point to the primary CTA, thus highlighting it further.
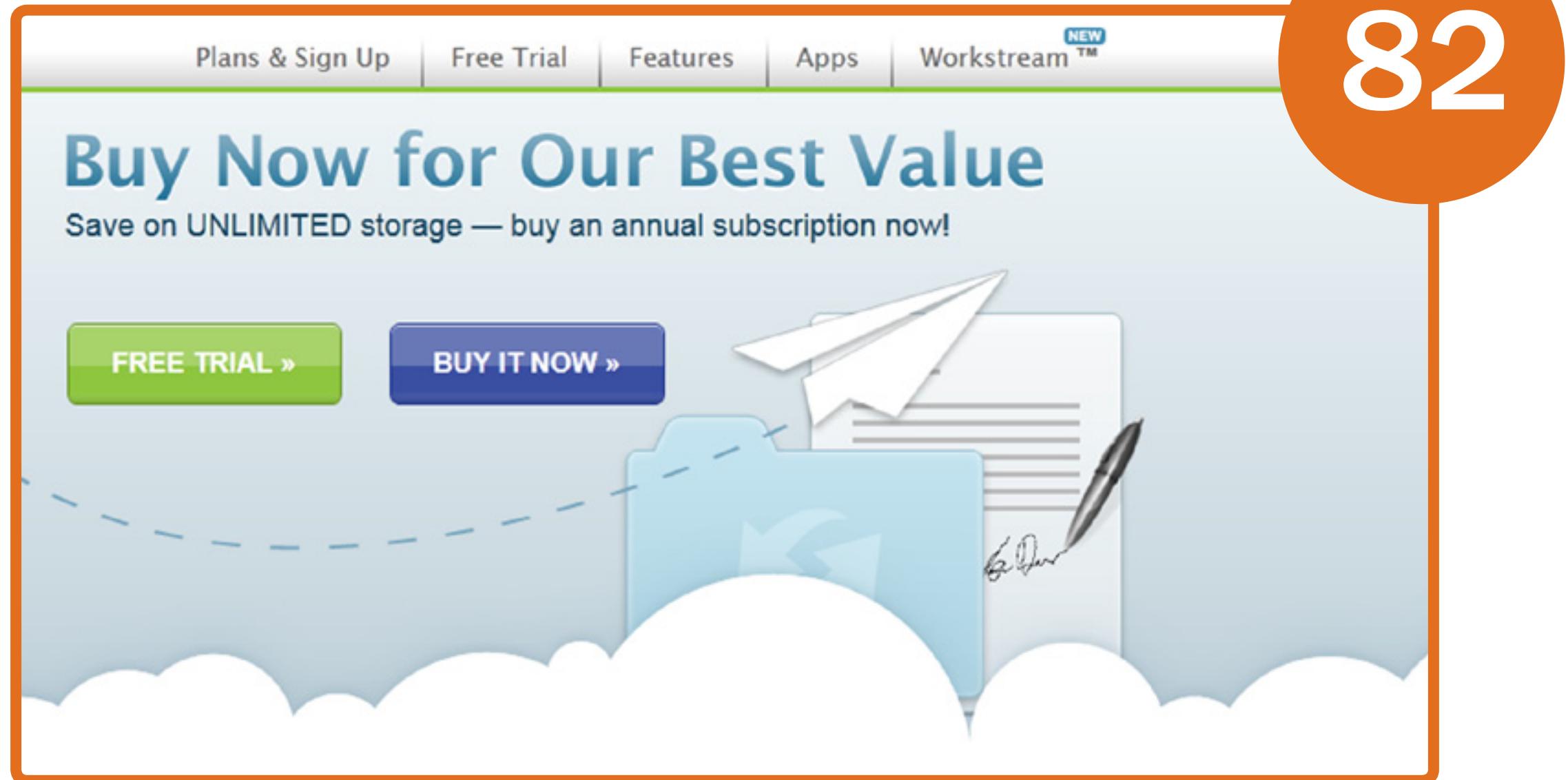
Ensure that the colors of your multiple calls-to-action don't compete but are clearly conveying priority, something that is not immediately clear in this CTA example.

82

" *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.

83

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!

84

HAFNER
CREATIVE COMMUNICATIONS

Integrate all your marketing pieces to grow your business.

DO MARKETING YOURSELF
TO GROW YOUR BUSINESS.

Learn more →

- I want tools that are easy to use
- I need to increase traffic to my website
- I want to do most of the work myself

WORK WITH AN EXPERIENCED MARKETING TEAM
TO GROW YOUR BUSINESS.

Learn more →

- I want a team to do my marketing for me
- I need to increase traffic to my website
- I want qualified leads and increased revenue
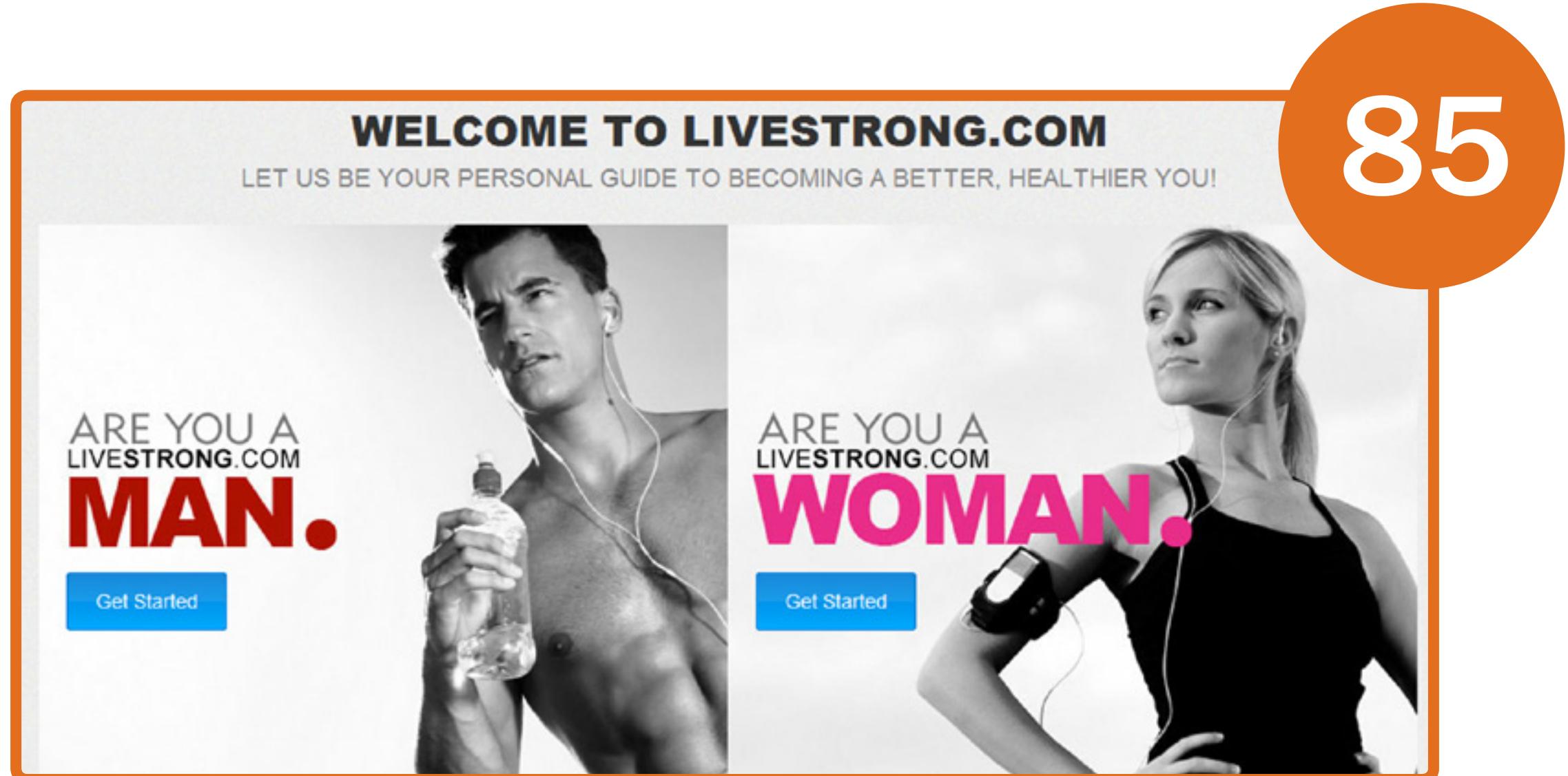
Another way to achieve that differentiation is through images that convey the distinct messages each segment will identify as.

85
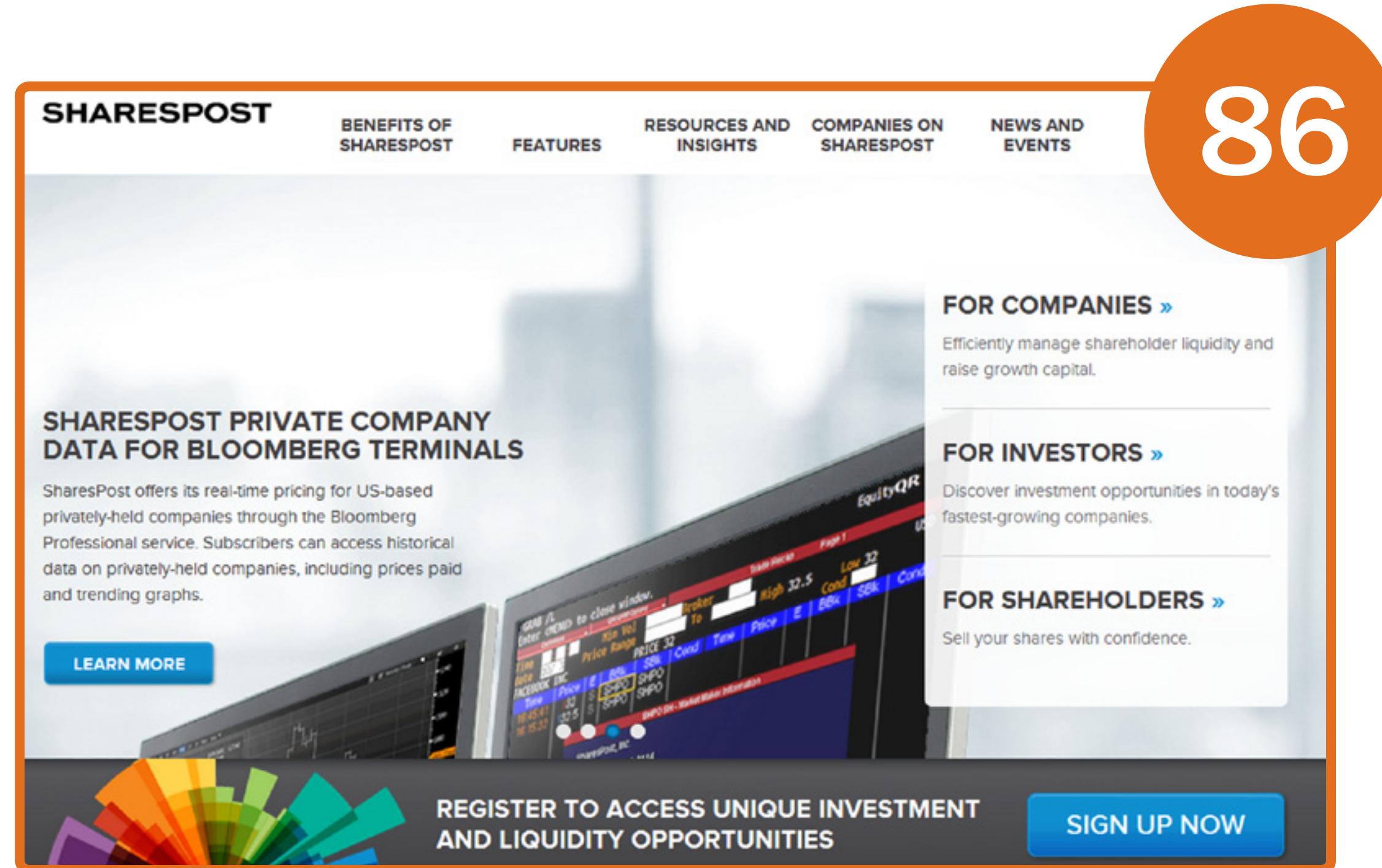
You can also play around with the layout of these calls-to-action. In this example, Sharespost positioned them vertically and gave a one-sentence description of each choice.

86

SHARESPOST

BENEFITS OF SHARESPOST   FEATURES   RESOURCES AND INSIGHTS   COMPANIES ON SHARESPOST   NEWS AND EVENTS

SHARESPOST PRIVATE COMPANY DATA FOR BLOOMBERG TERMINALS

SharesPost offers its real-time pricing for US-based privately-held companies through the Bloomberg Professional service. Subscribers can access historical data on privately-held companies, including prices paid and trending graphs.

LEARN MORE

FOR COMPANIES »
Efficiently manage shareholder liquidity and raise growth capital.

FOR INVESTORS »
Discover investment opportunities in today's fastest-growing companies.

FOR SHAREHOLDERS »
Sell your shares with confidence.

REGISTER TO ACCESS UNIQUE INVESTMENT AND LIQUIDITY OPPORTUNITIES

SIGN UP NOW

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.

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."

88

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.

89

Important work Stuff

❤ FIT BOLT

Watch the Overview Video 🔍

Start now for free! — ❤ Sign Up

See a sample user account — ✚ Demo
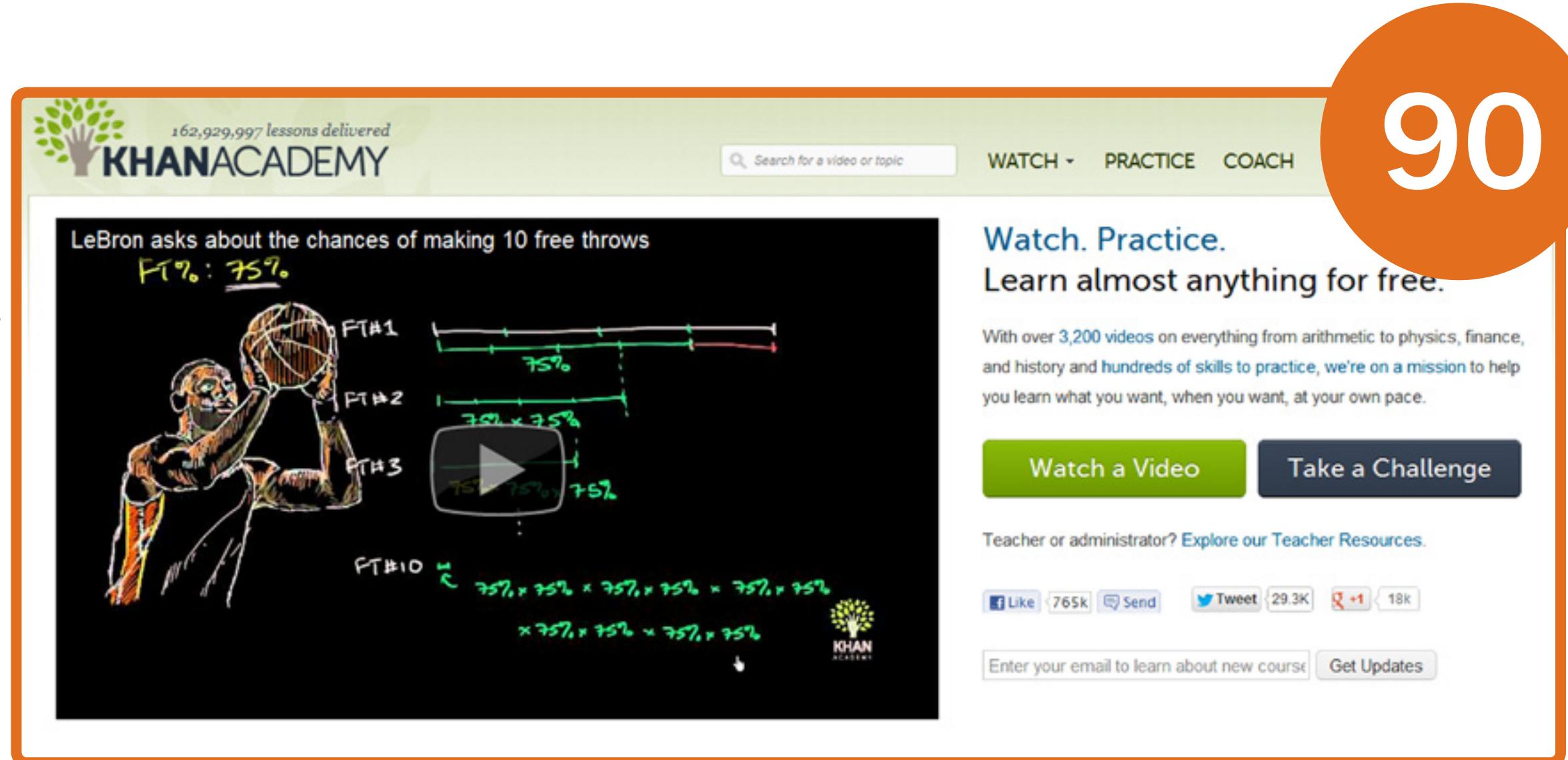
Video calls-to-action make a lot of sense if video *is* your product, like in Khan Academy's case.

90

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.

91

> *Experiment with CTA shapes that are rare, asymmetrical, and out of the ordinary.*

CHAPTER 11

CALLS-TO-ACTION WITH UNORTHODOX SHAPES

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.

92

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

93

BUY TICKETS

£130 early bird
£155 full price

Highland FLING 2011

Edinburgh, Scotland

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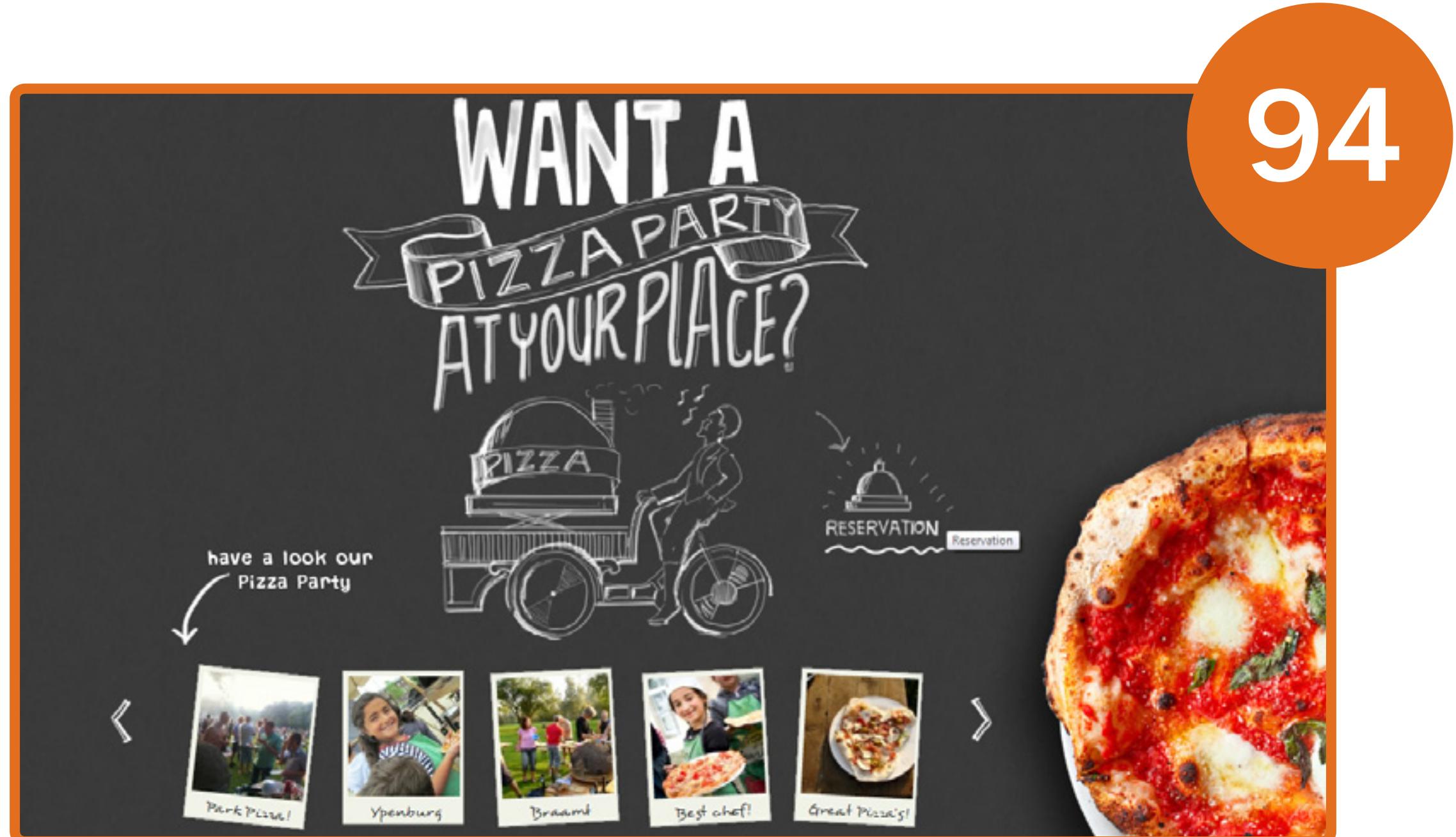
Experiment with hand-drawn illustrations that will take visitors to the pages you want them to visit. If you are a restaurant, that would be your *Reservations* page.

94

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

95

WE LOVE THE WEB

Training, inspiring and connecting Web Designers and Developers is our passion.

ONLINE VIDEO TUTORIALS FOR WEB DESIGNERS & DEVELOPERS

TREEHOUSE

WORLD CLASS CONFERENCE FOR WEB DEVELOPERS

FUTURE OF WEB APPS

AWESOME CONFERENCE FOR WEB DESIGNERS

FUTURE OF WEB DESIGN

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!

96

WALDO TAGS

THE CONVERSATION STARTS HERE!

- LARGE ECO-FRIENDLY NAME TAGS
- EASY ORDERING
- SIMPLE PRICING

ORDER NOW

OR *CONTACT US*

97

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

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.

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.

98

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.

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.

100

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.

101

Email Email   Password ?

wonga.com

home   pay my bills   how it works   about us

Instant decision & money sent in 5 minutes GUARANTEE

Welcome to Wonga.

We can deposit up to **£400** in your bank account by **19:07 today.**

Existing customers may be able to borrow up to £1,000, depending on your current trust rating.

how much cash do you want?   —————●————— +   265   Max £400

how long do you want it for?   —————————●— +   32   Days

(Repayment date: Fri Jul 27 2012)

Borrowing **£265** + Interest & fees* **£90.87** = Total to repay **£355.87**

Apply now »

Representative APR 4214%
*See representative example
APR is not the same as actual interest charged find out more

Enter promocode   VeriSign Secured

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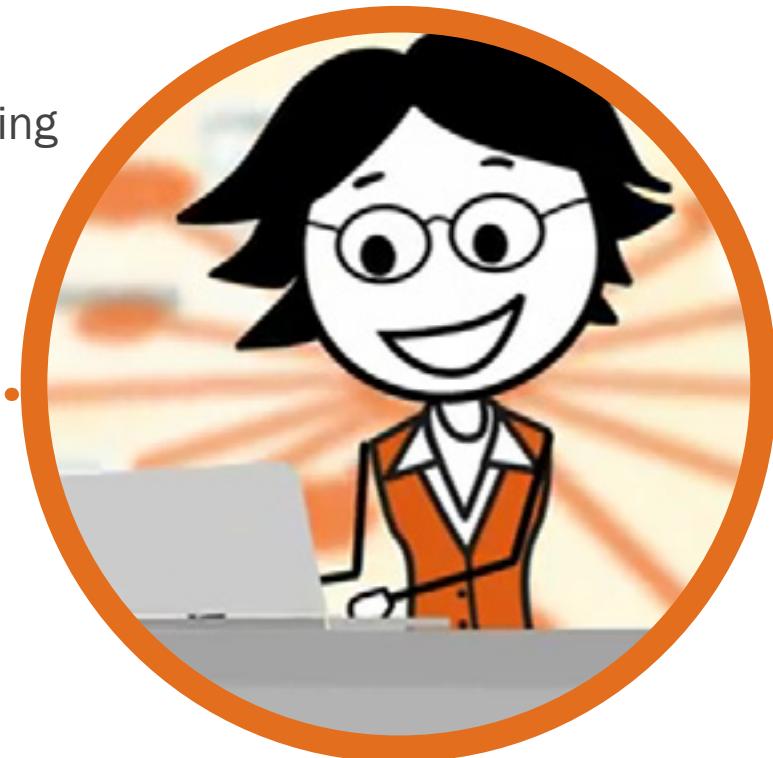
Therefore, marketers who are striving to continually increase their call-to-action click-through and conversion rates are constantly conducting A/B tests to determine the best design for their CTAs. We at HubSpot have seen conversion rate increases of 1300%, based solely on improving a page's CTA button

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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