



HEY!

THANK YOU FOR
DOWNLOADING OUR
GUIDE ON CTAS!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

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CTA (Call-To-Action)

What is a CTA?

A CTA prompts users to take a specific action involving the product or brand, regardless of the medium.



What makes a good CTA?

A clear and concise message

- Clearly communicate expectations to the user
- Use direct, action-oriented verbs
- Keep messages short and to the point

Visibility and Design

- Highly visible and eye-catching due to its color, size, or placement
- The design draws attention specifically to the CTA without being distracting

Urgency

- Creates a sense of urgency to encourage immediate action
- Uses terms such as "Now" or "Immediately"
- Relies on limited-time offers or low availability

Focus on the benefits

- Clearly communicates the benefits of the promotion (e.g., download, offer, exclusive content)
- This increases the likelihood that users will take action

Buy now!

