

What is a “Call to Action” ?

ENTICE POTENTIAL CLIENTS TO MAKE A MOVE

InfoPathways, Inc.

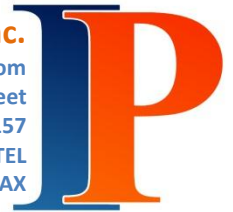
www.infopathways.com

25 Liberty Street

Westminster, MD 21157

(410) 751-9929 TEL

(443) 244-9951 FAX



A new phrase we hear a lot when discussing online marketing is “Call to Action”. The practice itself is not something new – you’ve probably been doing it for years, but the way you apply it has changed as online marketing has evolved.

Implementing a “Call to Action” is to entice a person to take action. The action could be to place a call, sign up for a newsletter, email to learn more, submit a quote request, fan you on facebook and follow you on twitter, stop in the office to meet the team, etc.

Are you using “Call to Action” tactics on your company website? In your email newsletter? Is it easy for potential clients to contact you? Are you giving current clients ideas and incentives to invest in additional or continuous services from your company?

Take the time to evaluate your efforts and online presences to ensure you are making the most of your marketing investments. Are the action incentives noticeable enough to grab your viewer’s attention? If you aren’t sure, ask a colleague to review your website/newsletter/profile/etc. with you. Often an outsider will have the perspective you need. And check out some other websites to see how they are drawing in their audience. On just a portion of the www.ConstantContact.com website homepage, I see at least 10 “Call to Action” tactics. Even though many are small, there are a variety of methods and visuals to reach new clients.

The screenshot shows the Constant Contact website homepage. At the top right, there are links for "Sign Up" and "Log In". Below the navigation bar, there is a main banner for "Got docs? Now you can share them!" with a "Learn More" button. Below the banner, there are three columns of content:

- Fly High with Your Email Newsletter!**: A section with a "Find out more!" link and an image of a man pointing at a laptop.
- Join a Live Demo**: A section with a "View all webinars" link, a "Sign up for your Hints & Tips newsletters!" section, a "View previous Hints & Tips" link, and a "Sign up for Hints & Tips e-Newsletter" form with an "Enter email address" field and a "Go" button.
- We're in your neighborhood!**: A section with a "Select a region" dropdown menu and a "Go" button, and a "Partner with us" section with a "Learn more" link.

Yellow callouts highlight the "Sign Up" and "Log In" buttons, the "Learn More" button, the "Find out more!" link, the "View all webinars" link, the "Sign up for your Hints & Tips newsletters!" section, the "View previous Hints & Tips" link, the "Sign up for Hints & Tips e-Newsletter" form, the "Select a region" dropdown menu, the "Go" button, and the "Learn more" link.