

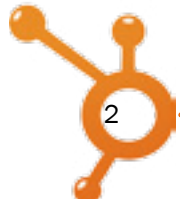
101 EXAMPLES OF
**EFFECTIVE
CALLS-TO-ACTION**



How 101
Companies
Drive People
to Take Action

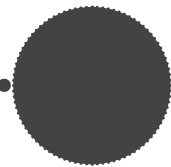
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INTRODUCTORY

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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- ✓ **Plus** more apps and integrations

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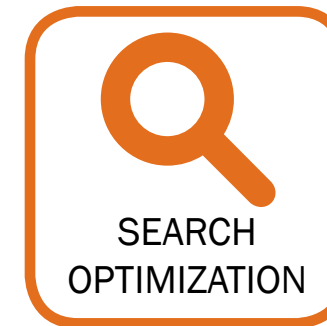
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101 EXAMPLES OF EFFECTIVE CALLS-TO-ACTION

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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“*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.



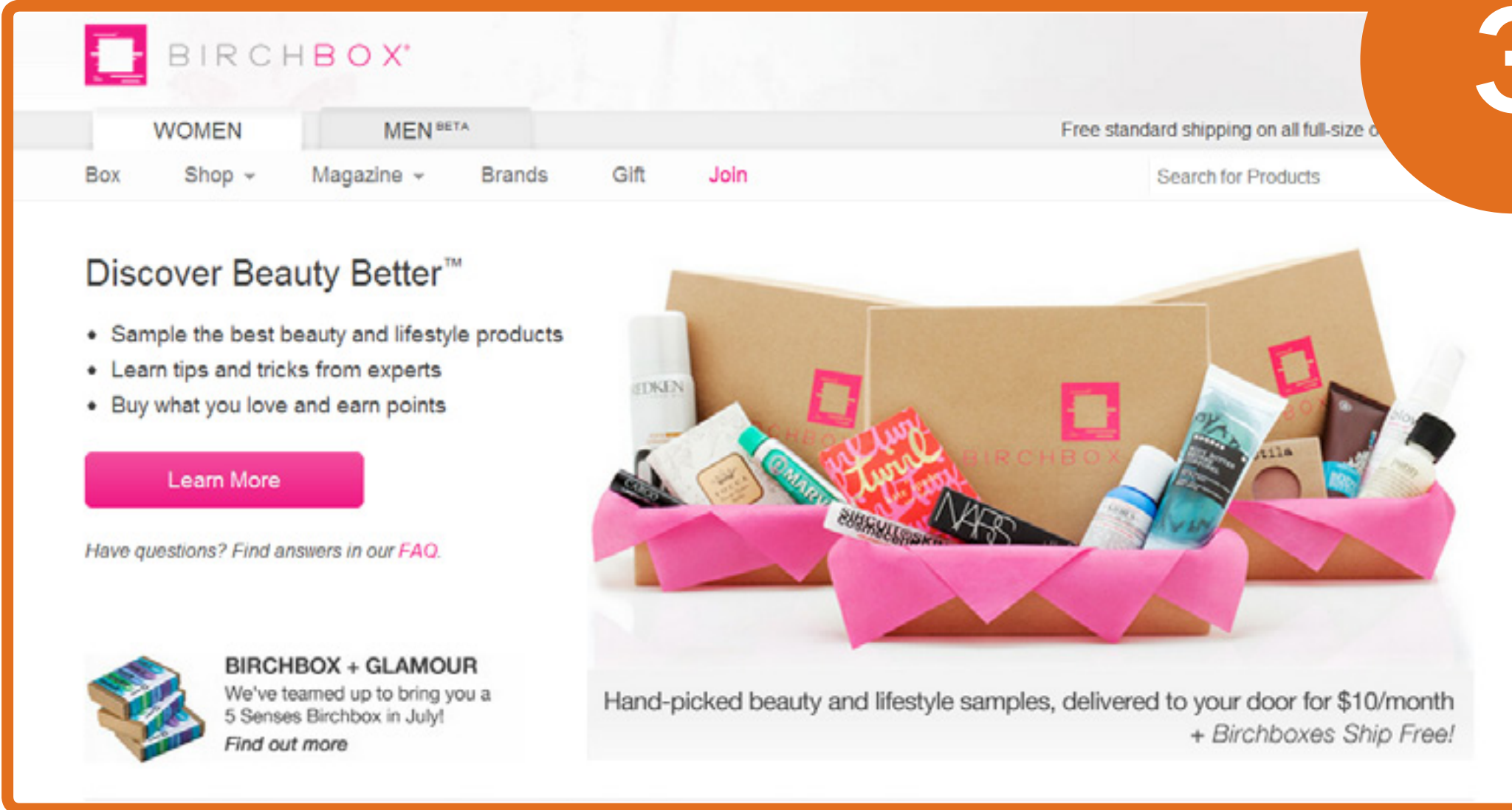
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This is now the third example of a call-to-action placed on the left-hand side of the page. This is not random. In the English language, we start reading from left to right and from top to bottom.



The screenshot shows the Birchbox website homepage. At the top, there is a navigation bar with the Birchbox logo, tabs for 'WOMEN' and 'MEN BETA', and a search bar. Below the navigation bar, the main content area features a large image of a Birchbox filled with various beauty products. To the left of the image, there is a section titled 'Discover Beauty Better™' with a bulleted list of benefits and a prominent pink 'Learn More' button. Below this, there is a link to the FAQ. At the bottom left, there is a promotional banner for 'BIRCHBOX + GLAMOUR' with a small image of a box and text about a special offer. At the bottom right, there is a text overlay on the image of the box: 'Hand-picked beauty and lifestyle samples, delivered to your door for \$10/month + Birchboxes Ship Free!'.

Discover Beauty Better™

- Sample the best beauty and lifestyle products
- Learn tips and tricks from experts
- Buy what you love and earn points

[Learn More](#)

Have questions? Find answers in our [FAQ](#).

BIRCHBOX + GLAMOUR
We've teamed up to bring you a 5 Senses Birchbox in July!
Find out more

Hand-picked beauty and lifestyle samples, delivered to your door for \$10/month + Birchboxes Ship Free!

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.



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

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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.

5

The screenshot shows the g2m solutions website. At the top left is the logo 'g2m solutions' with 'g2m' in black and 'solutions' in a smaller font below it. To the right of the logo is the tagline 'Plan. Develop. Deliver.' in a green font. Below the logo and tagline 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 features a dark grey background with a large green leaf on the right side. The text on the left reads: 'B2B Marketers: BOOST YOUR LEAD GENERATION ENGINE!' followed by 'Use a proven methodology, robust software, access a deep pool of skills.' At the bottom center of this section is an orange button with the text 'LEARN MORE' in white capital letters.

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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.



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](#)

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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.



HubSpot Home | About Us | The Software | Pricing | Case Studies | Partners | Free

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

Email Marketing

[Start A Free Trial](#) [Marketing Assessment](#) [See the Software](#)



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.

**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.yourbusinessname.com

8

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.

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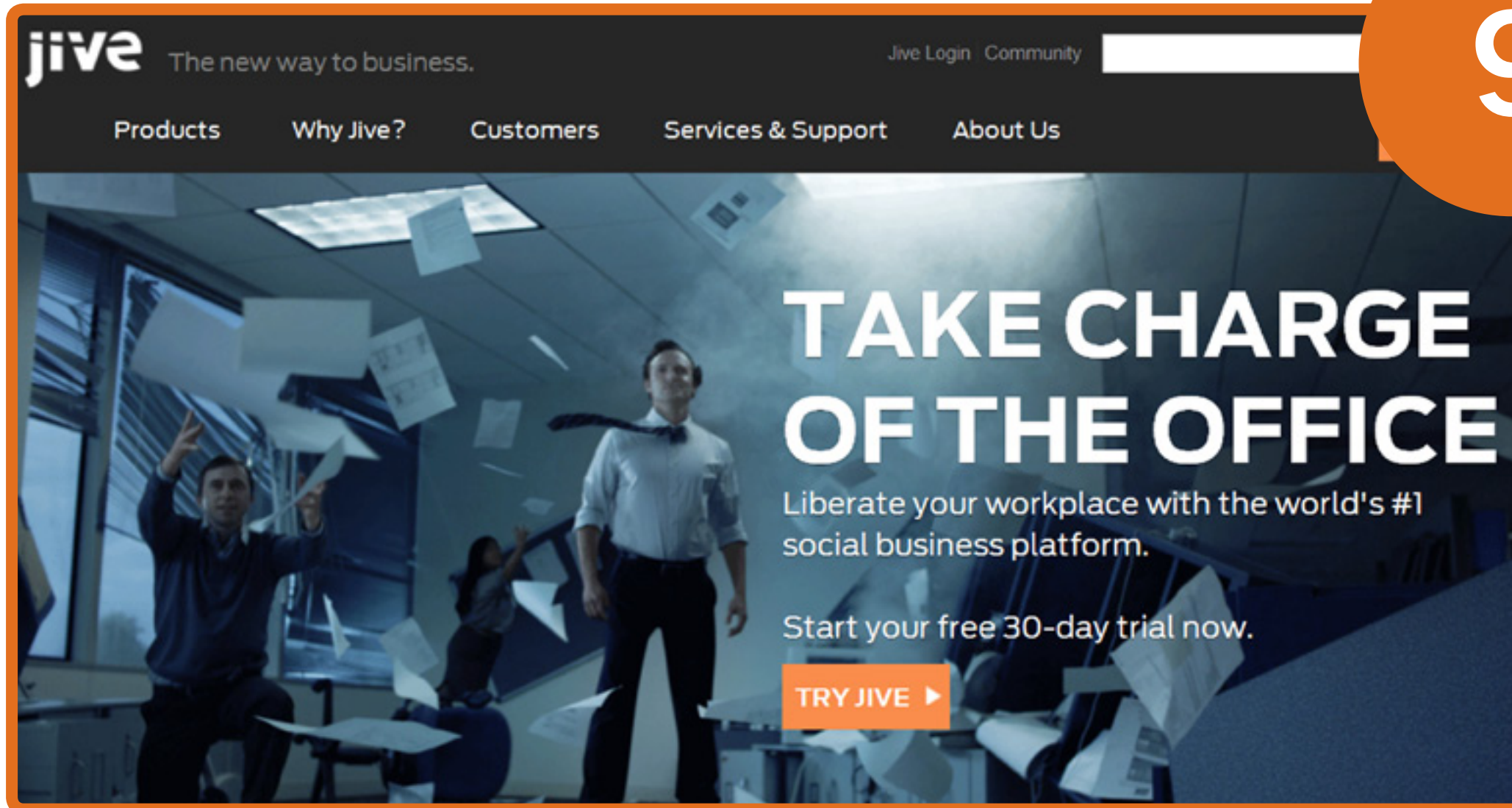


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Jive also uses a busy image as its homepage background. Yet, you will notice that the majority of the big distracting objects (people, windows, flying paper) are away from the call-to-action button. And look—the CTA is orange on a dark blue background!



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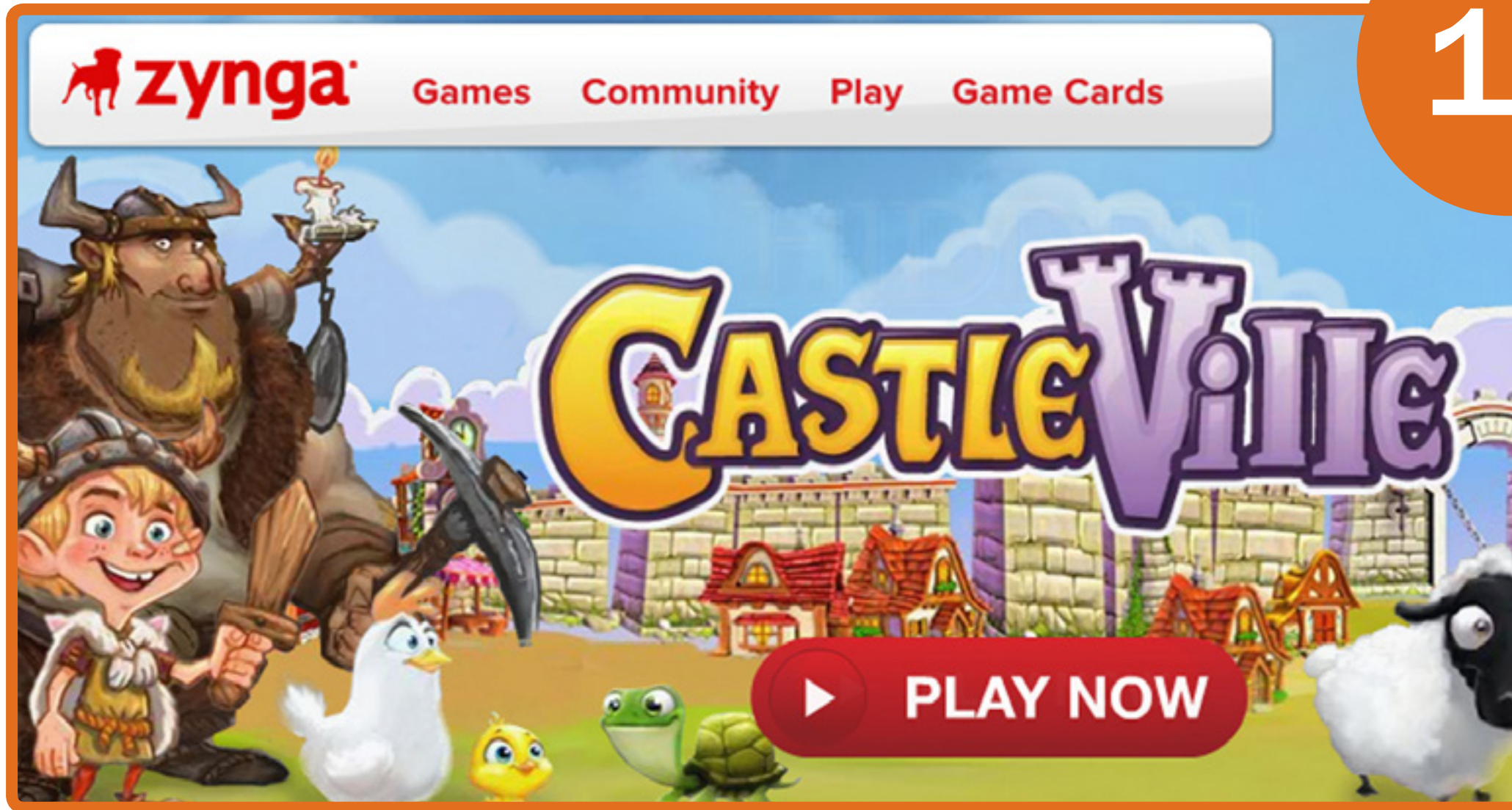
10

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.

The screenshot shows a LinkedIn profile for Magdalena Georgieva, an Inbound Marketing Manager in the Greater Boston Area. The profile includes a profile picture with an 'Edit Photo' button, a 'Magdalena Georgieva' name tag, and a '100% profile completeness' progress bar. A blue modal box asks, 'Do you have any work samples or projects you'd like to showcase on your profile?' with 'Yes' and 'No' buttons. Other visible call-to-action buttons include 'Improve your Profile', 'View profile', 'Ask for recommendations', and 'Create your profile in another language'. A 'Follow' button for Hewlett-Packard is also present with the tagline 'See if what matters to you, matters to HP.'

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



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“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.

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

The screenshot shows the Codecademy website interface. At the top, there's a navigation bar with 'Learn', 'Create', 'Help', 'Sign In', and 'Cr'. The main content area features a large code editor with a prompt: "Hey! Let's get to know each other. What's your name? Type it with quotes around it like this 'Ryan' and then press enter." Below the editor is a green button labeled "Get Started (it's free)". To the right, a section titled "Learn to code" describes the platform as an easy, interactive way to learn programming. Below this, there are three columns of content: "Program Websites and More" with a code snippet, "Learn with Friends" with icons for 10, 25, and 50 users, and "Track Your Progress" with a progress bar showing 37% completion for the "Getting Started" course.

12

13

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 screenshot shows a website banner for portable ultrasound equipment. At the top, there is a navigation menu with links for 'BLOG', 'PRODUCTS', 'ABOUT US', 'ULTRASOUND TRAINING', 'IMAGE GALLERY', and 'SERVICE & P'. The main banner features a photograph of a person in a red shirt holding a large yellow case labeled 'I.C.E.' next to a brown horse in a stable setting. To the right of the photo, the text reads 'A Whole New Generation of Portable Ultrasound.' Below the banner are three promotional boxes:

- The first box is titled 'The new Ibox Ultrasound Machine.' and includes a small video thumbnail and the text 'Watch a short video on this exciting new product!'.
- The second box features a '\$500 OFF' discount for 'Any Ibox® Pro or Ibox® Lite Ultrasound System' and a 'Save Now' button.
- The third box is for the 'New I.C.E.™ IBEX Customizable Extension' and includes a 'Watch Video' button.

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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.

14

The screenshot shows the Suitey website interface. At the top left is the Suitey logo. To the right, there's a link to 'Talk to a Suitey Agent: (866) 457-2273'. Below this are three buttons: 'SIGN UP', 'SUITEY PREMIUM', and 'TAKE OUR SURVEY'. The main content area features a dark grey background with white text: '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 text is an orange button that says 'GET STARTED NOW!' with the subtext 'Sign up in 60 seconds'. To the right of the text is a video player showing a browser window with 'suitey.com' in the address bar. The video content shows a red sofa in a modern apartment with a large window overlooking a city skyline. A play button is overlaid on the video, and a black button at the bottom right of the video says 'WATCH IT IN ACTION'.

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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.

Backpack

\$59.50 Backpack

This backpack is handcrafted in the United States and comes with a lifetime warranty. It's designed to hold everything you need for your commute or weekend adventures. Made out of ultra durable ripstop Cordura fabric and YKK 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

Share with friends

243
 6
 6
 Like
 +1
 Tweet
 383
 Pin it

15



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.

108,334 **Subscribers**
powered by *MailChimp*

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CALLS-TO-ACTION SHOWING PRODUCT

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

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.

17

The screenshot shows the Disqus website with a blue header. The main heading reads "DISQUS Elevating the discussion, anywhere on the web." To the right, there is a navigation menu with "For Websites" and "Showcase". A prominent orange button says "Get this on your site". Below this, a screenshot of the Disqus comment interface is shown. It features a "Leave a message..." input field, tabs for "Discussion", "Community", and "My Disqus", and a yellow button labeled "Show One New Comment". A comment from "Marilyn Monroe" is partially visible. A dark grey callout box with a white arrow points to the yellow button, containing the text: "Try now by jumping into the discussion. Click to reveal the new comment."

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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.

18

Flipboard

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 ▶

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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.

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?

ChoLon Bistro
Denver - 0.91 mi N

Most Popular Items
Is your favorite in here?

My Wants 24 items | **My Hads** 30 items

All Food | **All Drinks**

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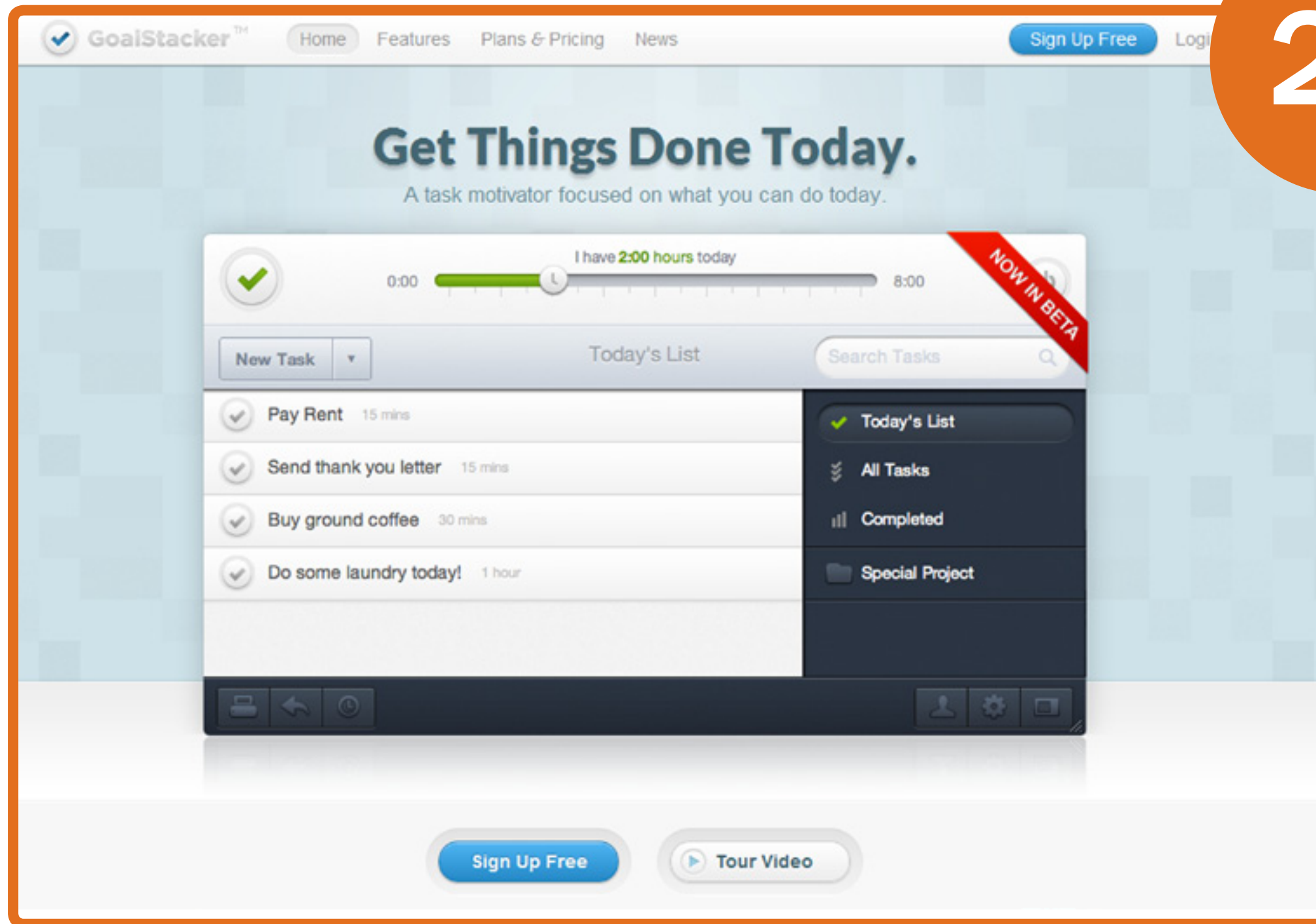


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GoalStacker is another company that has chosen to show an image of its product as it encourages visitors to take the next step and sign up for the software or tour it.

20



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

Instagram
Fast beautiful photo sharing

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**

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

orchestra Get the App Jobs Press Blog Support Sign

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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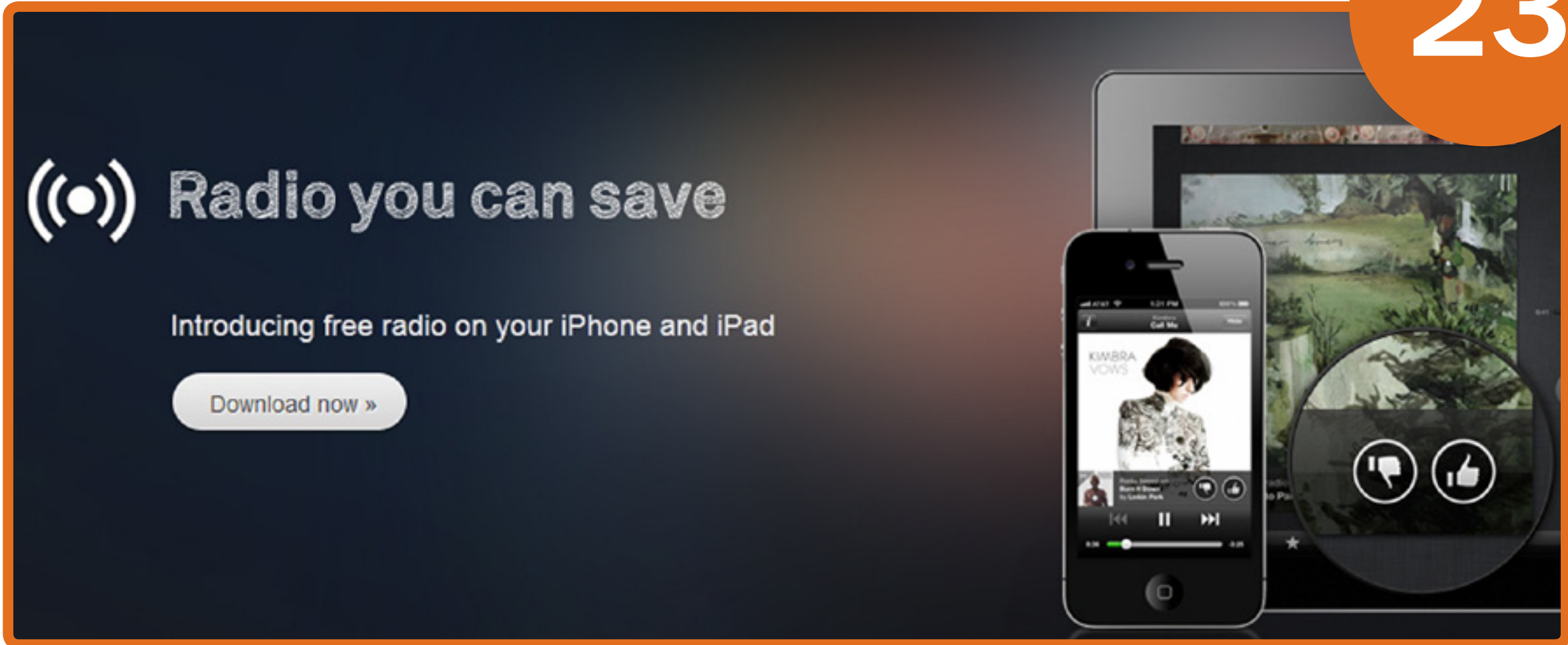
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23



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.

24



↑

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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“ 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.

A·kis·met
(a-kiz-mīt) 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.

5 1 7 6 9 7 7 5 4 9 9
Spams zapped to date
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



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.

Emotional Design: Why We Love (or Hate) Everyday Things [Hardcover]
 Donald A. Norman (Author)
 4.5 stars (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 |

48 used & new from \$3.48
 See all buying options
 Have one to sell? Sell on Amazon
 Add to Wish List
 Share

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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.

27

BOB PHIBBS
The Retail Doctor®

Connect with me on [t](#) [f](#) [You Tube](#) [g](#) [in](#) [p](#) [r](#)

Need a Speaker? Consulting Store About Blog Re Me

BOB PHIBBS IS YOUR RETAIL EXPERT

- Popular Speaker at some of the largest retail events around the world
- Trusted Retail Consultant to brands, chains, franchises and small businesses
- Award-winning business author of three books

See How Bob Can Optimize Your Business

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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.

28

The screenshot shows the Codebase website interface. At the top, the logo 'codebase' is followed by the tagline 'Git, Mercurial & Subversion Hosting with project management baked in.' Below this is a navigation menu with links for Home, Features & Screenshots, Who's Using it?, Blog, Community, About, Help, and Pricing. The main content area displays a 'Tickets' list on the left, a central dashboard with a pie chart and 'QUICK STATS', and a right sidebar with 'What's on this project?' and 'Project Settings'. A prominent green starburst graphic in the top right corner of the screenshot says 'prices start from £5/mo'. At the bottom of the screenshot, a dark banner contains the text: '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!' with a rocket icon next to the CTA button.

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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!

29

The screenshot shows the Eventbrite website interface. At the top left is the Eventbrite logo. To its right, it says "63,283,522 Tickets sold" and "Organizing an". Below the logo are three navigation links: "Find events", "Print tickets", and "Create an". The main content area has a dark background with the text "If it's happening out there you'll find it here." followed by "Browse 1000's of events. Or create your own events and sell tickets right here." At the bottom of this section is a green button that says "Create an Event" with "(It's free.)" next to it. On the right side of the screenshot, there is a carousel of event cards. The top card is for "Google I/O Livestream" in San Francisco, CA, on Jun 28. A white arrow points to the left, indicating the carousel can be navigated.

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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.

30

get satisfaction Request Info | Login/Register | Call Us: 877-...
Solutions Products Customers Partners Pricing

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

Community-powered support for Microsoft Hahn
Supported by 1,029 customers like you, as well as the Microsoft Hahn team.

Ask a question...
FREQUENTLY ASKED QUESTIONS
Support the Teddies When Needed
Is Power Based Energy Really a Partner?
When will auto which is given be added to the system?
IDEAS UNDER CONSIDERATION
TED 5000 Whole House Energy Monitor Support
Water Usage...
Switching energy providers...
Switch to 1.2ghz Power Cells

Message from Microsoft Hahn
June 26 2011 - We have made the decision to discontinue Microsoft Hahn on May 31, 2012, although the service will continue to operate until that time. Please visit our blog to learn more.

Community-powered support for Microsoft Hahn
Supported by 1,029 customers like you, as well as the Microsoft Hahn team.

Ask a question...
TED 5000 Whole House Energy Monitor Support
Hahn should import data from TED 5000 whole house energy meter. The TED 5000 provides a web web app for realtime and historical data.
27 people used this idea.

Thanks for pointing out the TED 5000. This device is new to me though others on the team may be familiar with it.
We have had some high level discussions about supporting data from smart energy meters and I am certain that we do something along these lines in the future. It seems like a good decision. I will post an update once I have more about Hahn's device integration plan.
Thanks again for the idea. Please keep them coming.
Doug
1 year ago
I also use TED but TED-5000
Write a comment...



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

The screenshot shows the GoToWebinar website. At the top, there are buttons for "Join a Webinar" and "Host a Webinar". The navigation menu includes "Home", "GoToMeeting", "GoToWebinar", "GoToTraining", "Compare Our Products", "Contact Sales", and "1 866 962 6492". On the left, a sidebar lists 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 features a video player with a play button and the text "GoToWebinar Increase your reach with unlimited webinars. Watch a Quick Overview Video (1 min 24 sec)". Below the video, there is a section titled "Webinars Made Easy™" with a description: "With GoToWebinar you can conduct do-it-yourself webinars with up to 1,000 people – all for one flat rate. Reduce travel while reaching larger audiences around the world." A bullet point states "Set up a webinar in minutes – without IT support." To the right, there are two buttons: "Try It Free" (with "30-Day Free Trial" below it) and "Buy It Now" (with "Buy Online" below it). Below these buttons, it says "Want to talk to someone? Contact Sales 1 866 962 6492".

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32

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.

indie aisle

features browse stories faqs blog

Sign Up

Independently published stories

Authors — easily self-publish, sell and promote your stories

- Publish in any format**
Novel, short story, series, comics
- Set your price and sell your ebook in minutes**
We handle the payment part
- Ensure your ebook works across devices**
With our online Reader app and conversion tool
- Share and sell with a link**
Send a link or add a widget on your site

[Sign up & publish for free](#) [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.

33

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, or give advice regarding your organization's...

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.

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

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34

OH! MEDIA

Home Who We Are What We Do OH!

REGINA SYMPHONY ORCHESTRA

SAT. MARCH 10TH, 2012
ALPINE MASTERPIECES
FEATURING MAHLER, WAGNER, BRUCKNER
AND THE SOUTH SASKATCHEWAN YOUTH ORCHESTRA

PURCHASE TICKETS

REGINA SYMPHONY ORCHESTRA

<http://reginasymphony.com/>

The Regina Symphony Orchestra is a full scale, fully professional orchestra that, in a 39 week season, presents many indoor/outdoor concerts. The.....

See the Case Study

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.

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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.

The screenshot shows the Brightcove website header with the logo and a phone number (+1 888 882 1880). The navigation menu includes: Video Platform, App Platform, Learning, Customers, Services, Partners, and Com. The main content area features a large heading "Free webinars & events" followed by a descriptive paragraph: "Learn from the experts on key trends and best practices. Topics include mobile application development, HD and live online video, HTML5 and mobile delivery, marketing and e-commerce, advertising and social media, and more." Below this is a prominent teal button that says "Sign up today for free webinars and events". To the right of the button, there are images of a laptop and a tablet displaying a Reebok website with a video player.



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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 you

- 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.

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

Share This Ebook!



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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.

REVOLUTIONARY ART MAGAZINE

38

Master Artists & connoisseurs share their ideas and techniques through in-depth, interactive articles.

\$18 /year
\$4.50 per issue

ONLINE + PDF ✓

\$14 /year
\$3.50 per issue

ONLINE ONLY

SUBSCRIBE

or [watch the video](#)

No fluff. No Ads. Just great articles with video, high resolution images, step-by-steps, and other interactivity.



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“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.

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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.

40

Different by Design

Proudly non-profit *Innovating for you* *Fast, flexible, secure*

Firefox
Free Download
10.0 for Mac OS X
English (US)

Systems & Languages | Release Notes | Privacy

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41

change.org Start a Petition Browse Petitions Find English (us)

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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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.

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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



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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.

44

EVERNOTE PRODUCTS | NOTEWORTHY BLOG | THE TRUNK

Remember everything.

Capture anything.
Save your ideas, things you like, things you hear, and things you see.

Access anywhere.
Evernote works with nearly every computer, phone and mobile device out there.

Find things fast.
Search by keyword, tag or even printed and handwritten text inside images.

GET EVERNOTE, IT'S FREE ▶

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

45



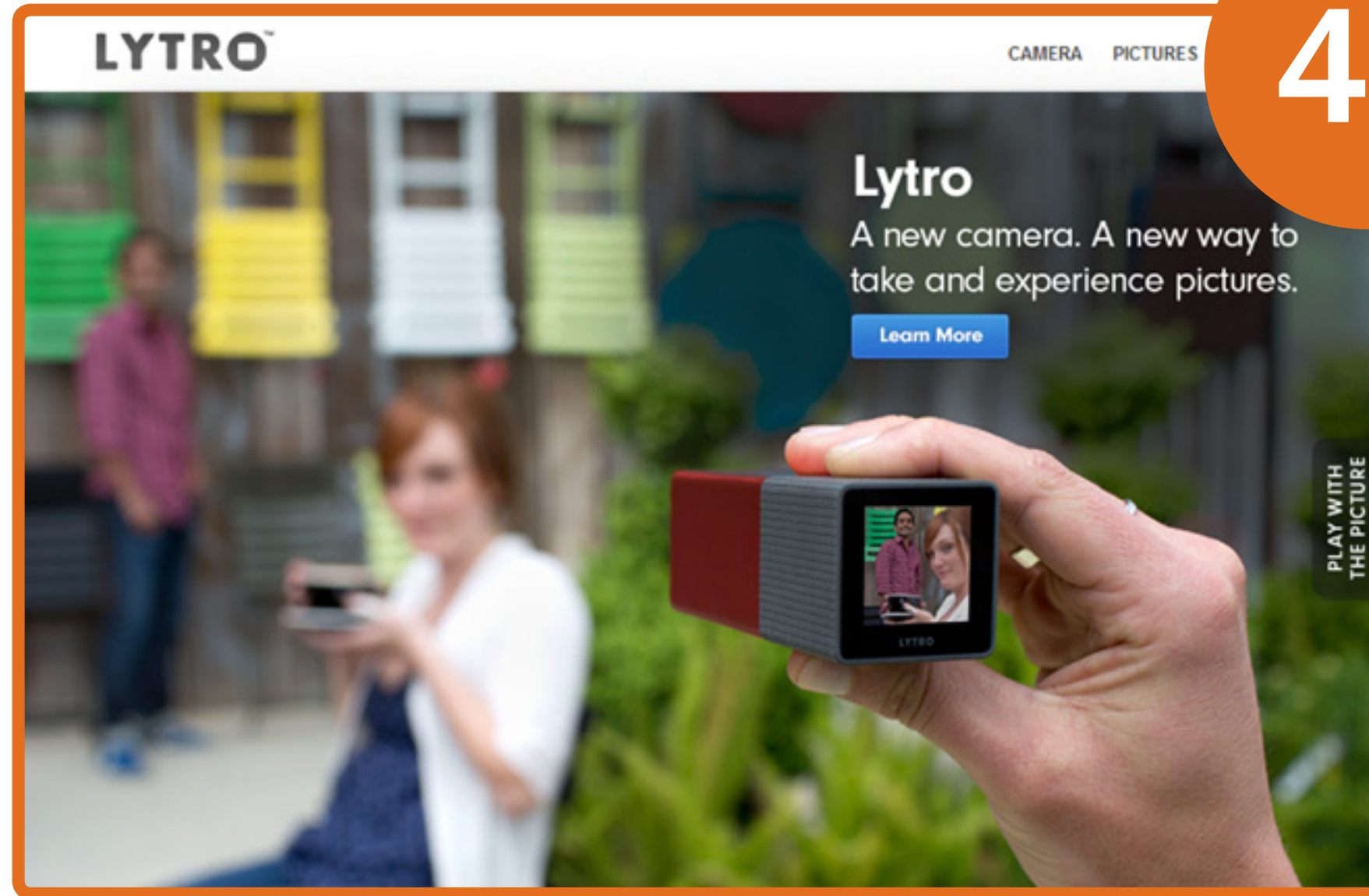
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Notice how the CTA here is placed against the least busy part of the image. Lytro doesn't give visitors too many options to choose from, but asks for them to focus on "learning more."



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



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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.



48

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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.

49

RunKeeper
Track, measure, and improve your fitness.

Already a RunKeeper User?

RunKeeper makes tracking your workouts fun, social, and easy to understand so that you can improve the quality of your fitness.

Sign Up

OR

f Sign Up With Facebook
(We'll never post to your wall without your permission)

By signing up you are agreeing to the RunKeeper [Terms of Service](#) and [Privacy Policy](#)

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.

50

The screenshot shows the top navigation bar of the Skype website with links for 'Features', 'Get Skype', 'Prices', 'Accessories', and 'Bus'. The main content area features the text 'Talk more with Skype Premium' and 'Say hello to unlimited* calls to a country of your choice. Also includes group video calling plus other exclusive features.' A prominent green button labeled 'Go Premium' is positioned at the bottom left of the main content area. To the right, there are three video call thumbnails and a blue globe icon.

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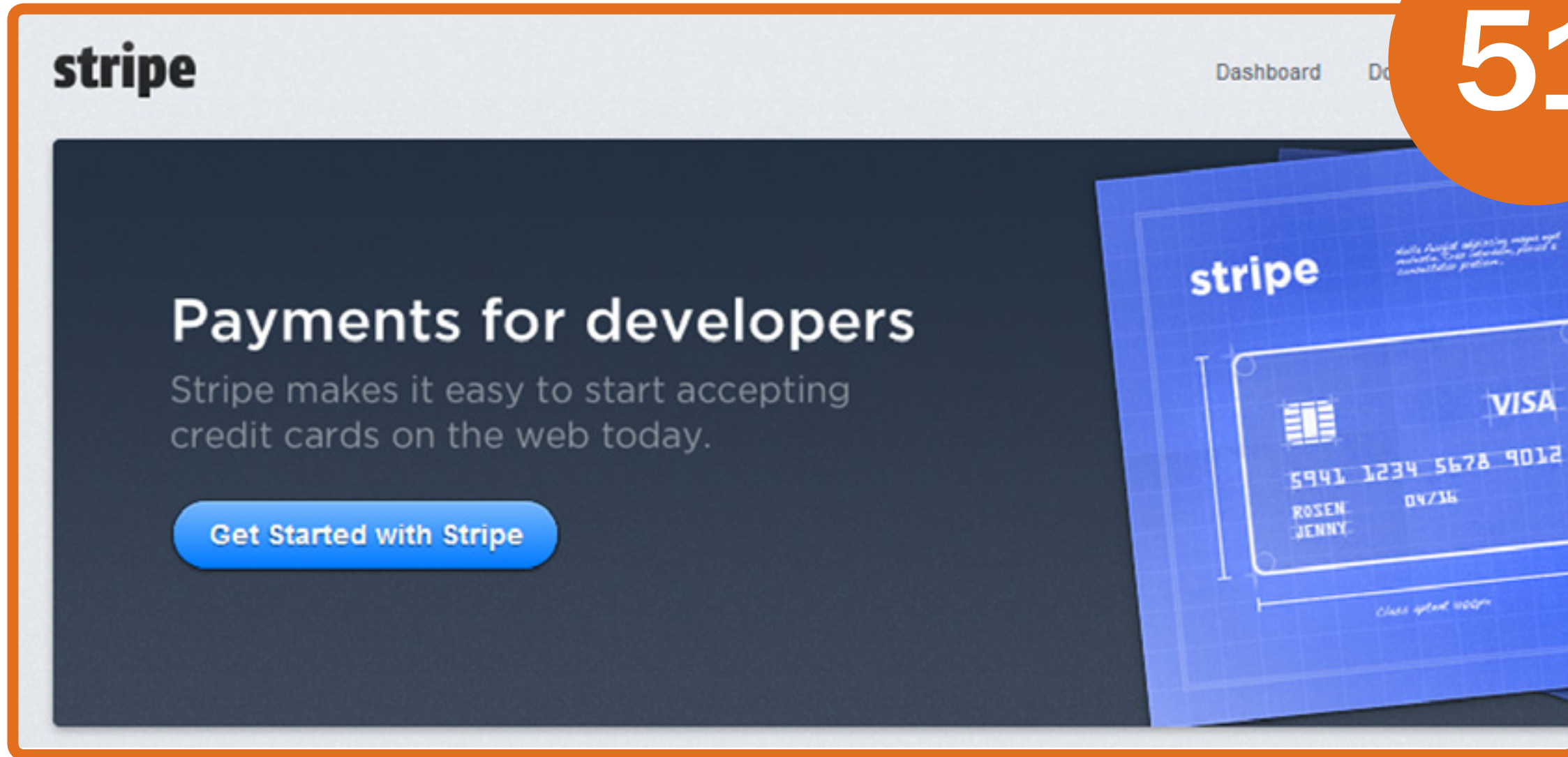


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Stripe has achieved the same sense of space and focus by placing its CTA against a dark background.



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

52

The screenshot shows the Uber website homepage. At the top left is the Uber logo. To the right are links for 'Sign Up' and 'Learn More'. The main headline reads 'Everyone's Private Driver'. Below this is a prominent red button labeled 'SIGN UP NOW' followed by the text 'or [Learn More](#)'. To the right of the button is a high-quality image of a black luxury sedan. Below the main content area are three columns of text describing the service's benefits: 'Request from Anywhere', 'Ride with Style & Convenience', and 'Hassle Free Payment'.

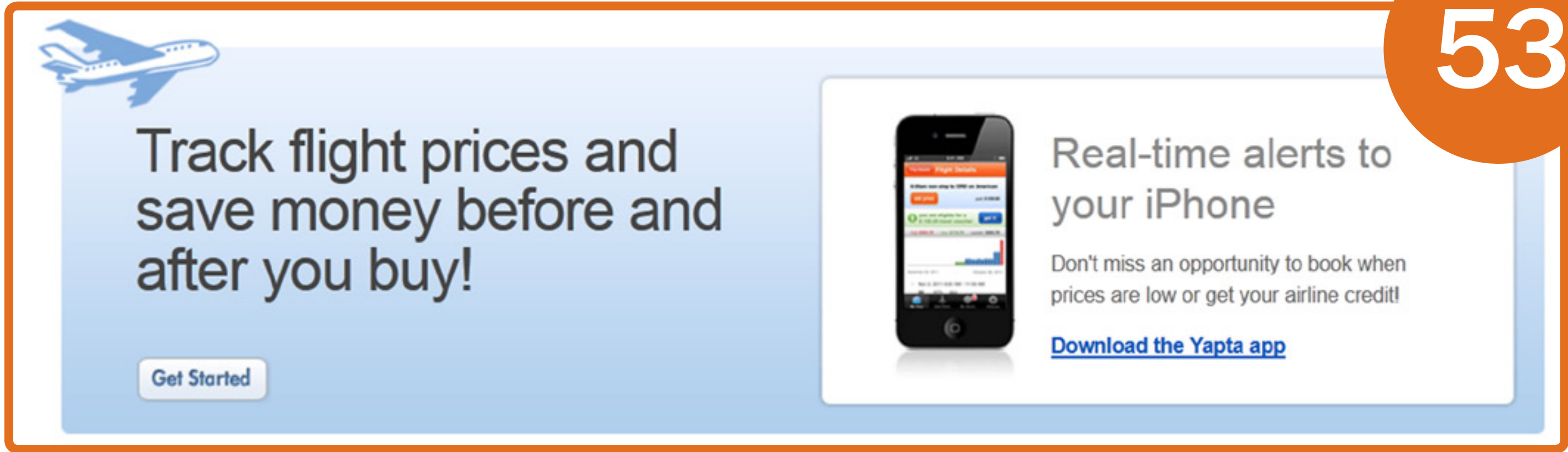
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53



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 Yapta app](#)

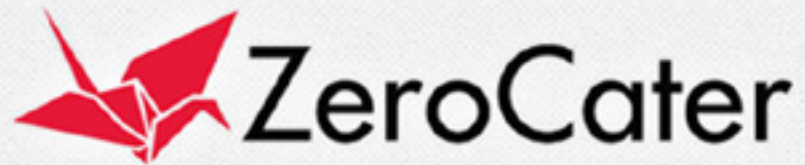
Naturally, you can achieve spatial effect on banner ads as well as web pages different from your home page.

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54



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

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!

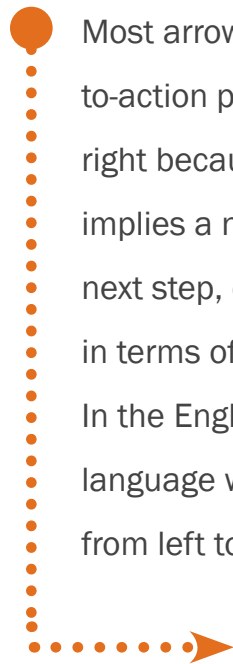
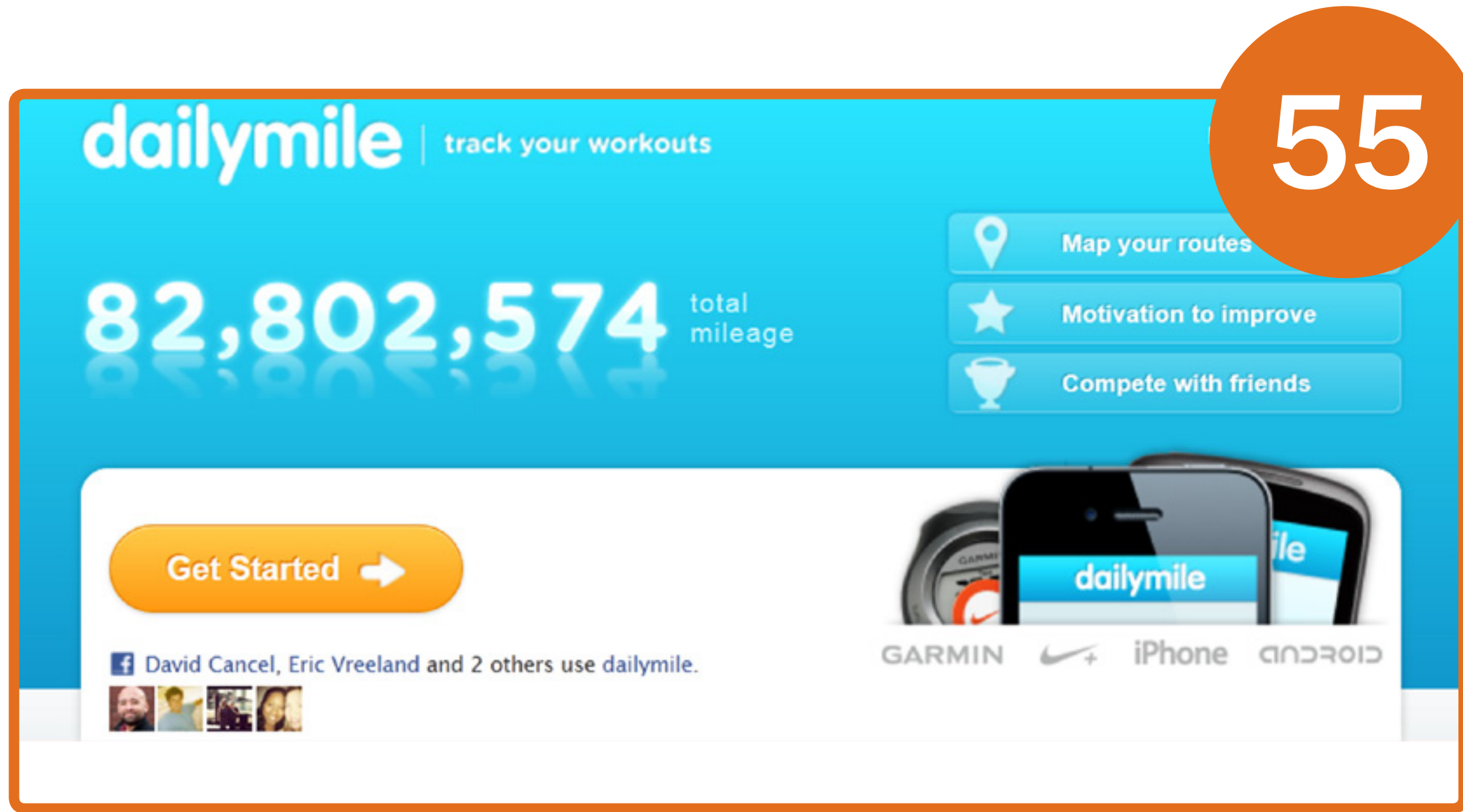
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Most arrows in calls-to-action point to the right because that implies a natural next step, especially in terms of reading. In the English language we read from left to right.

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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

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

56

CREATE RESUME
it's easy and free!

Create Resume, free and easy

Print or Download your resume

Share it via social networks

Receive Job offers



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 screenshot shows the eval.me website. At the top right is a "Sign Up" button. The navigation menu includes "Home", "About", "Blog", and "Contact". The main content area features a video player with a play button highlighted by a green arrow. The video content includes the text "SURVEYS PEOPLE LOVE." and an illustration of a person at a laptop with a survey form titled "SURVEY" listing categories: QUALITY, SERVICE, RESPONSE, and PUNCTUALITY. A thought bubble above the person shows a smartphone with a gift ribbon. Below the video player, there is a testimonial: "We take the pain out of getting honest, meaningful feedback from your customers." To the right of the testimonial is the text "Like what you see? Give us a try." and a "Get Started Now!" button.

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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.

58

The screenshot shows the HandsOn Network website. At the top, there is a navigation menu with links for 'About HandsOn', 'Site Search', 'Tools & Resources', and 'National Events & Programs'. A search bar is present with the text 'Find Volunteer Oppo...', a 'Keyword(s)' field containing 'Any', and a 'ZIP Code' field. Below the search bar, there are four dropdown menus for 'FOR: Volunteers', 'Nonprofits & Government', 'Companies', and 'HandsOn Action Centers'. The main content area features a large call to action for the 'HandsOn UNIVERSITY Online' Service Leader Certificate Program, which is 'FREE' and 'LIMITED TIME ONLY'. The text reads: 'HandsOn Network inspires, equips and mobilizes people to take action that changes the world.' It also states that last year, the network mobilized over 30,000,000 volunteer hours, valued at more than \$626 million in human capital. A 'READ MORE' button is located at the bottom right of the main content area. At the bottom of the page, there are four links: 'National Conference on Volunteering and', 'HandsOn Corps', 'Service Leader Certificate', and 'HandsOn Blog: Inspiring Change'.

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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.

59

The screenshot shows the Mint.com website interface. At the top left is the 'mint.com' logo. To its right is a navigation menu with links: 'WHAT IS MINT?', 'HOW IT WORKS', 'FIND SAVINGS', and 'COMMUNITY'. A 'Log' button is visible in the top right corner. The main headline reads 'It's your money. Get to know it.' Below this is a large image of a person's hands holding a tablet. The tablet screen displays a 'Spending over time' bar chart with green bars. A call-to-action button 'Free! Get started >' is overlaid on the bottom left of the image. The background of the image shows a cup of coffee on a table.

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138



139

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



60

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“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.

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

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.

SEPTEMBER 27 · 28 · 29
 in BLOOMINGTON INDIANA, USA

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

email address

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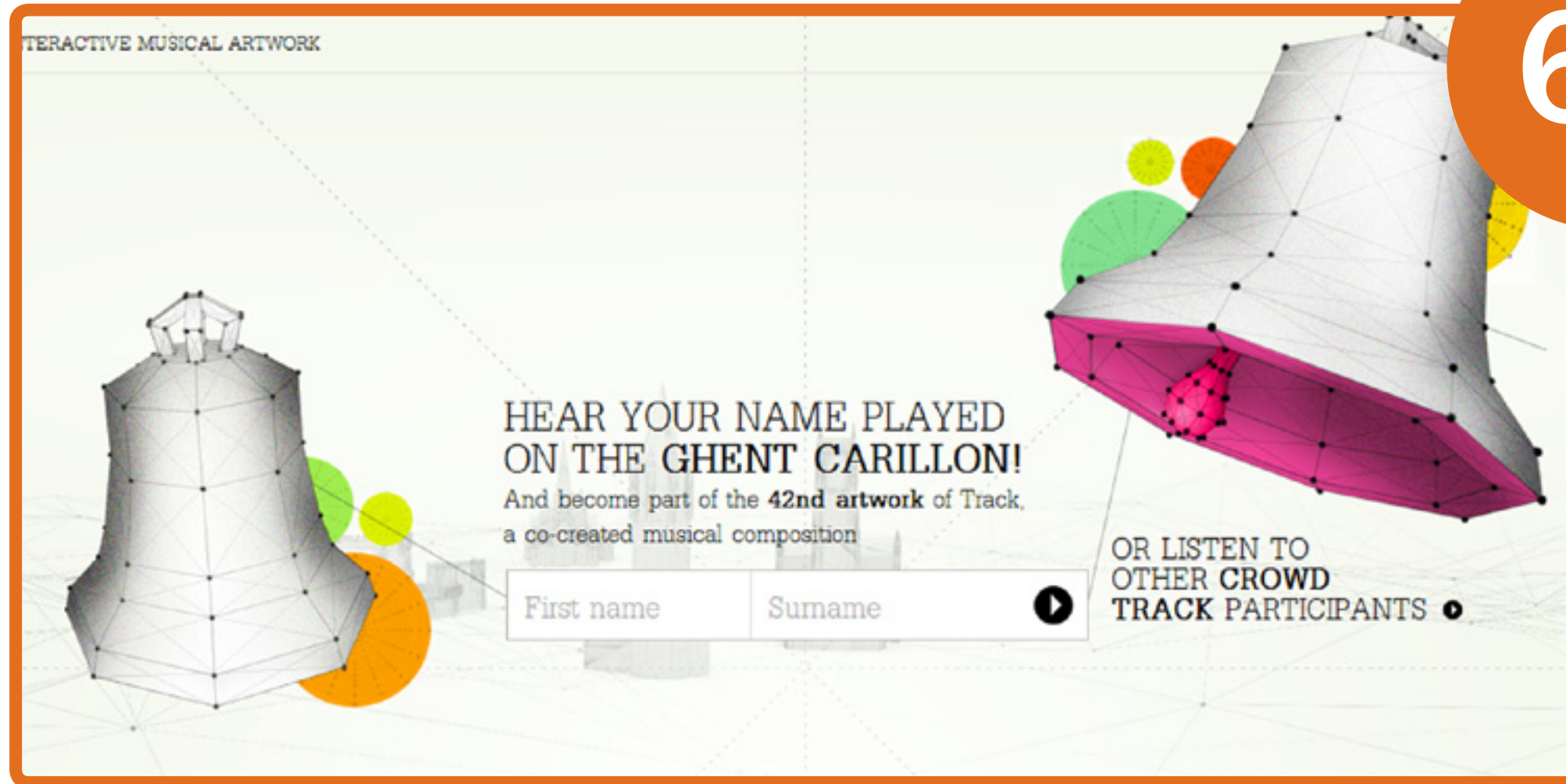


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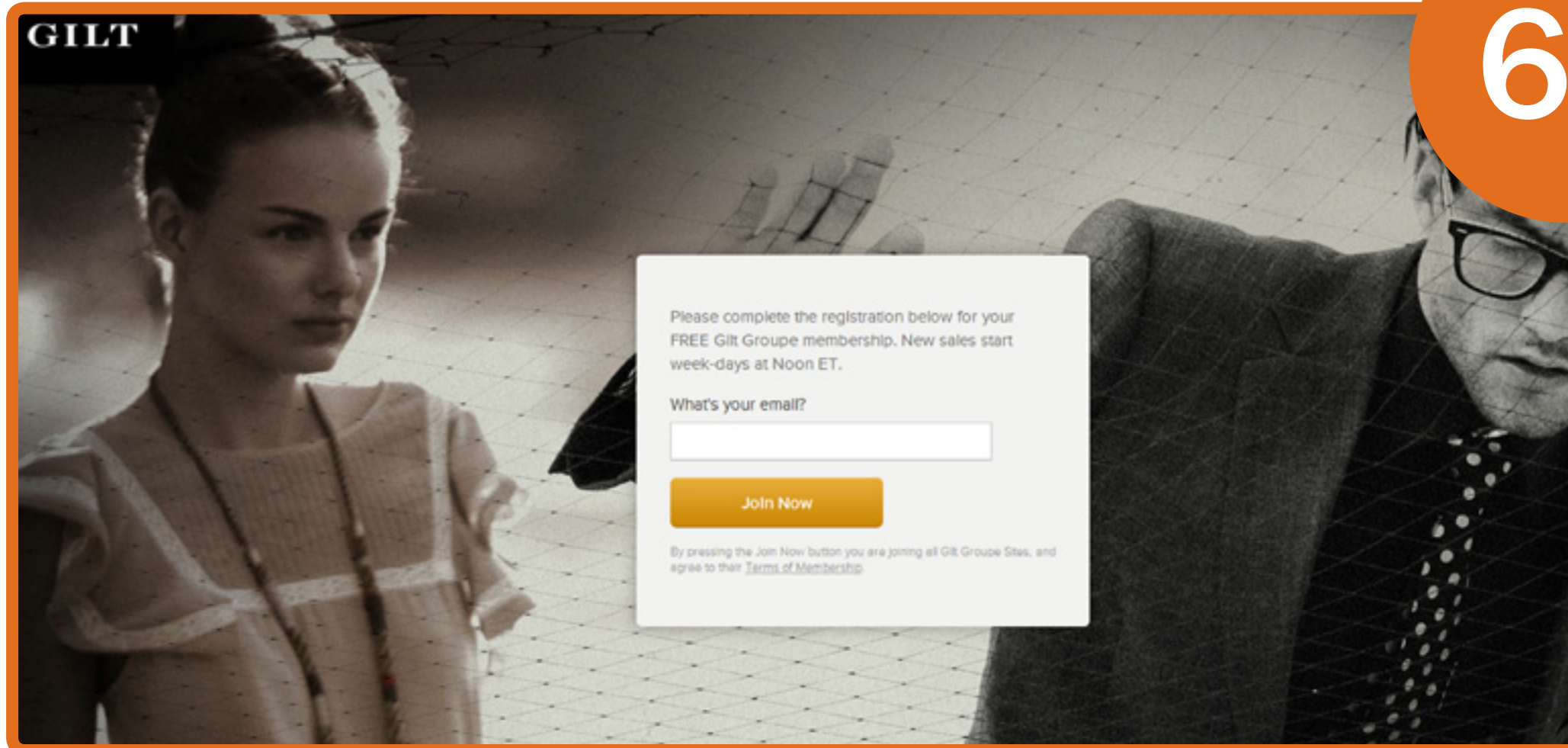


Another great approach when collecting emails and names to grow your database is to use subtle text that shows readers what information they need to enter. In this case, it's "First Name" and "Surname."

62



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

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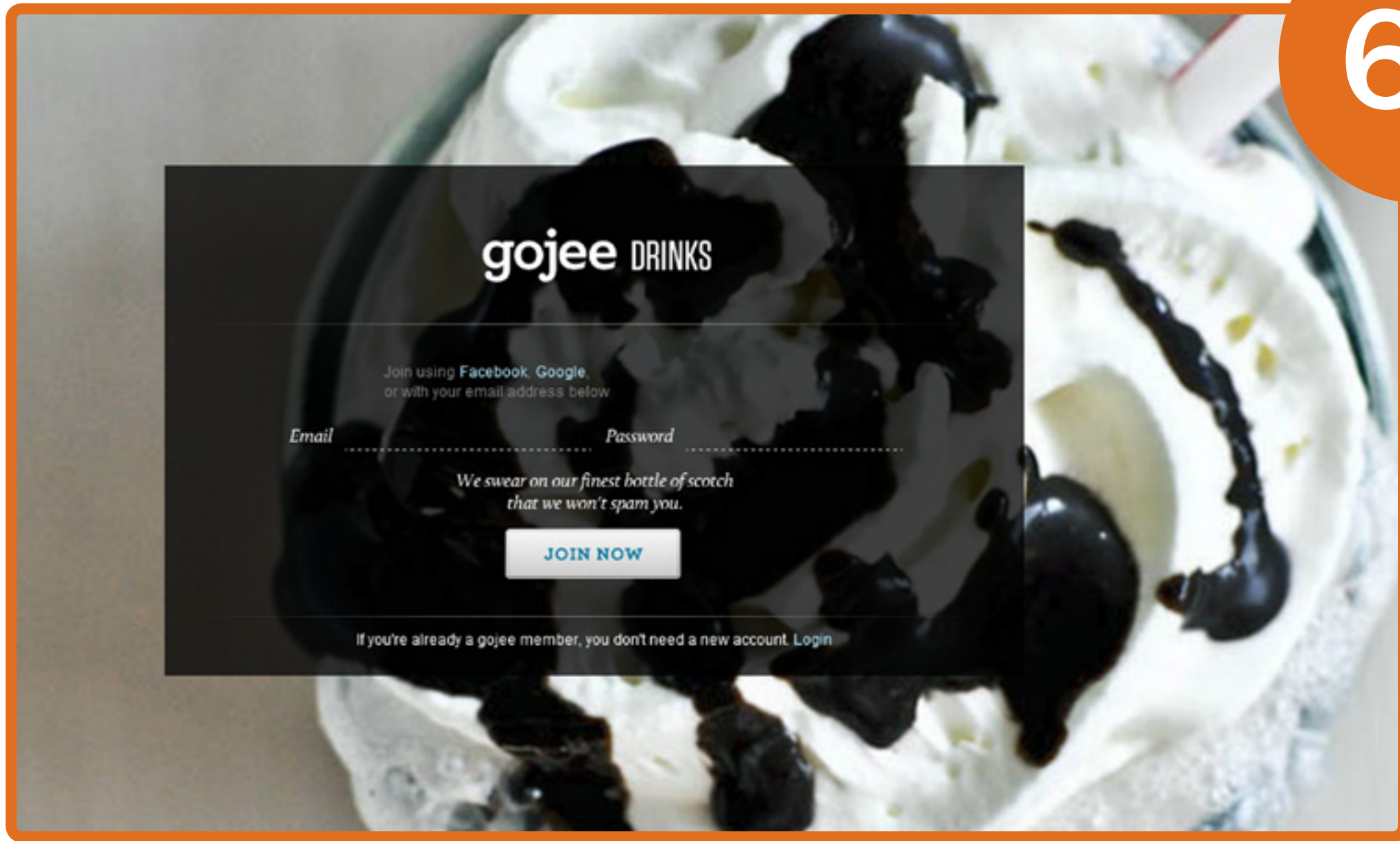
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You can reduce people's anxiety by guaranteeing that you will keep their privacy and send them only valuable information they care about. Check out how gojee achieved that.

64





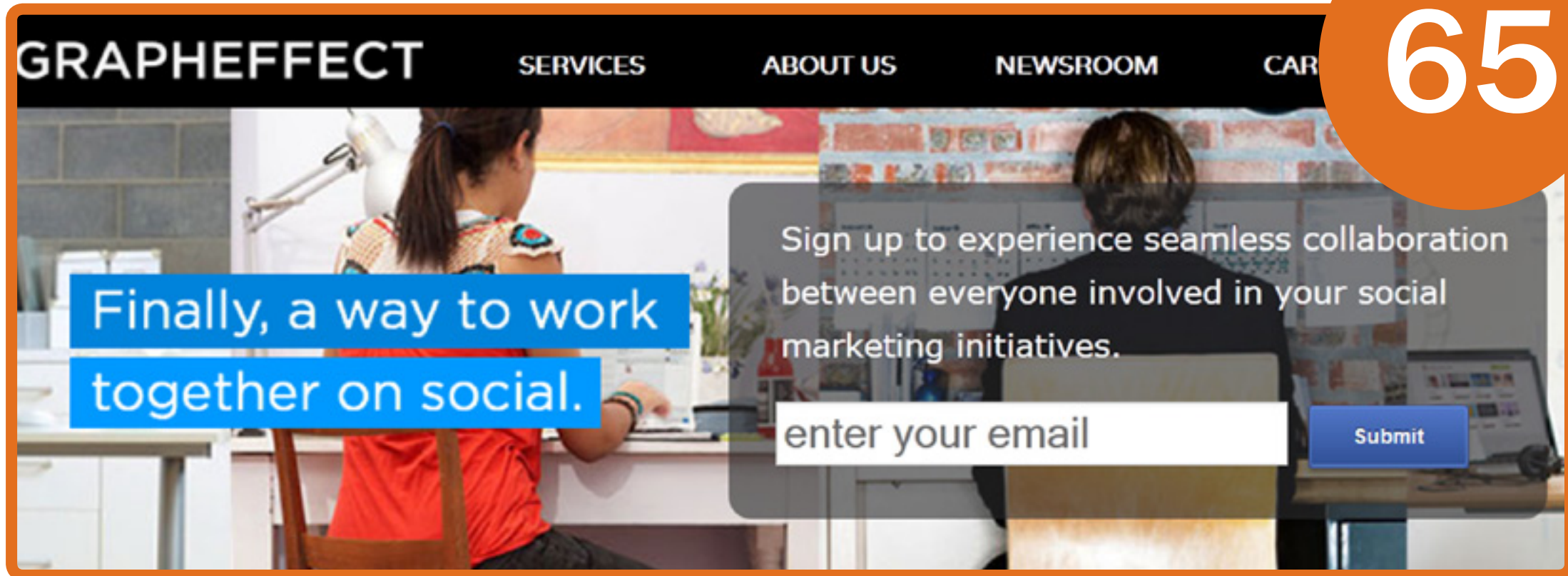
150



151

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



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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.

66

The screenshot shows a modal window on the Jetsetter website. At the top, it says "JETSETTER" and "The world's greatest vacations. Members-only prices." Below this, there are two columns of text. The left column says "Get access to the world's greatest vacations. Membership is free." and includes a text input field with "example@address.com" and an orange "Enter" button. The right column says "Connect with Facebook for a more personalized Jetsetter experience." and includes a blue "Facebook Connect" button with the Facebook logo. At the bottom of the modal, it says "By continuing you agree to the [terms and conditions](#)."

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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.

67



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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.

68

shopify Create your ecommerce store today with Sh

- ✓ Easy to use online store builder
- ✓ Fully customizable store design
- ✓ Secure shopping cart provided
- ✓ Ecommerce hosting included
- ✓ 25,000+ stores run on Shopify

shopify
A quick introduction to Shopify

Create your online store **for free!**

Your store name | Email address | Password | **Create your store now**

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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.

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

The screenshot shows the TaskRabbit homepage. At the top left is the TaskRabbit logo with the tagline "Do more. Live more. Be more." To the right are links for "How it works", "Sign up", "Log in", and "Become a Tasker". The main headline reads "Get just about anything done by safe, reliable, awesome people." Below this is a login section with a "Log in with Facebook" button, an "OR" separator, an input field for "enter e-mail address", and a green "Get Started" button. On the left, there is a "BROWSE TASKS" menu with categories: Delivery, House Chores, Shopping, Office Help, Handyman, Moving Help, Virtual Assistance, Event Help, Skilled, and a "View all categories" link. The main content area features a profile for "ELLIE M.", a smiling woman in a dark blue uniform holding a wicker basket. Below her name are three badges: a green checkmark with "Background checked!", a yellow circle with "0" and "Level", and five yellow stars with "(10 reviews)".

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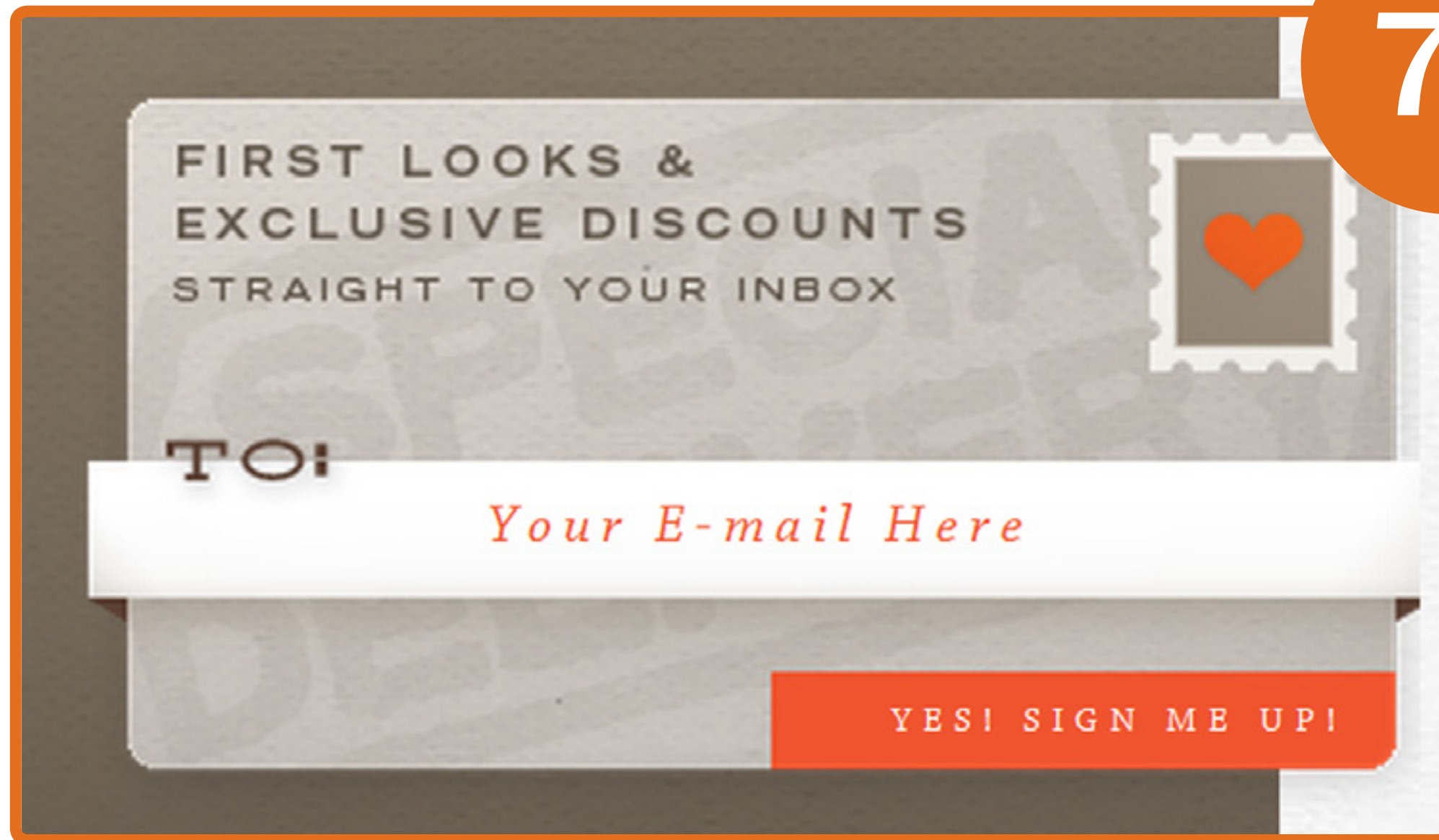
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● Don't be afraid to make your opt-in process personal and fun. After all, this is the beginning of a long-term relationship with your recipients—make them feel special.

71



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“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

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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.

73

CONVERGE SE 2012
APRIL 27-28 // COLUMBIA SC

Peel back the layers and examine the intersection between design, development and marketing over two days of workshops and lectures. **WE'RE SOLD OUT**

SPEAKERS

REGISTER TODAY VIEW ALL SPEAKERS

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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.

74

FRESHBOOKS
painless billing

Call toll free **1.866.303.6061**
The Leader in Online Invoicing: [We're Hiring!](#) | [Contact](#)

[Try it Free for 30 Days](#)

[Home](#) [Tour](#) [Signup](#) [About](#) [Accountants](#) [Add-ons](#) [API](#) [Blog](#)

Focus on your work, not your paperwork

The fastest way to track time, organize expenses & invoice your clients

[Try it Free for 30 Days](#) or [Take a Quick Tour](#)

PAID JS Design 2770 Dufferin Street Suite 201 Toronto ON M6B 3K7

Invoice # Invoice Date Amount Due

| Unit Cost | Quantity |
|-----------|----------|
| 150.00 | 5 |
| 125.00 | 3 |

Subtotal GST 5% Total

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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.

75

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174



175

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

The screenshot shows the MogoTix website with a navigation bar containing 'How it works', 'Customers', 'Pricing', and 'Support'. The main content area features the headline 'Mobilize your event.' followed by the sub-headline 'MogoTix makes it easy to manage any event with amazing mobile tickets.' Below this is a primary CTA button 'Get started for free!' and a secondary CTA link 'or [take the tour](#)'. To the right, a smartphone displays a mobile app interface with a QR code, the text 'This is your ticket.', and 'My Great Event' with a 'Show details' link. At the bottom of the phone screen, it says '8 friends going to this event' with profile pictures and two buttons: 'Map to the venue' and 'See who's arriving'.

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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.

77

The screenshot shows the Nimble website header with navigation links: "How it works", "New in Nimble 2.0", "Pricing", and "Custom". The main content area features the headline "Turn Your Social Communities into Customers For Life." and a sub-headline "With Nimble's social CRM, easily manage all your contacts, communications, activities and sales in one single place." Below this are two call-to-action buttons: "FREE Business Trial" and "Take a Product Tour". The background of the page is a wooden surface with puzzle pieces, some of which have social media icons like Facebook and Google+.

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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.

78

The screenshot displays the PlanHQ website interface. At the top, there is a navigation menu with links for Home, Tour, Customers, Buzz, FAQ, and Signup. A prominent green banner features the headline "achieve your Business Plan". Below this headline, there are three call-to-action buttons: a green "SIGN UP NOW" button with the text "for a 30 day free trial!", a blue "Take a Tour" button, and a white "Watch the video" button with a play icon. At the bottom of the banner, there are three circular icons with text: a plus sign icon for "Get a Plan", a play icon for "Get it Done", and an upward arrow icon for "Get Better". The background of the banner is a blurred image of a dashboard.



180



181

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

The screenshot shows a website header with navigation links: SERVICES, WORK, Theory (logo), ABOUT, and HIRE US. Below the header is a white banner with the text "EXPERTLY CRAFTED * INTERFACE DESIGN". The main content area has a teal background with a white illustration of a tablet and laboratory glassware. The headline reads "your great app deserves an interface to match custom ui/ux for innovators". At the bottom of the hero section are two buttons: a green "GET IN TOUCH" button and a dark teal "VIEW OUR WORK" button.

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182



183

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



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

81

The image shows a screenshot of the Twilio website homepage. At the top left is the Twilio logo (Cloud Communications). To the right are navigation links: 'How it Works', 'Pricing', 'Solutions', 'Help', 'Jobs', and 'Docs'. The main headline reads 'BUILD APPS THAT COMMUNICATE'. Below this is a sub-headline: 'Twilio provides infrastructure APIs for businesses to build scalable, reliable voice and text messaging apps.' The primary call-to-action is a red button labeled 'Try Twilio Free', preceded by the text 'Take the tour or'. To the left of the CTA is a graphic of a black rotary phone and a blue tablet displaying cloud communication icons. At the bottom, a red banner contains four feature categories: 'MAKE AND RECEIVE PHONE CALLS' (with a speech bubble icon), 'SEND AND RECEIVE TEXT MESSAGES' (with a text message icon), 'ADD VOICE TO APPS WITH TWILIO CLIENT' (with a microphone icon), and 'INSTANTLY BUY PHONE NUMBERS' (with a hashtag icon). A blue 'ANDROID SDK' badge is positioned above the microphone icon.

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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.

82

Plans & Sign Up | Free Trial | Features | Apps | Workstream ^{NEW}™

Buy Now for Our Best Value

Save on UNLIMITED storage — buy an annual subscription now!

FREE TRIAL » **BUY IT NOW »**

The banner features a light blue background with a white cloud border at the bottom. It includes a paper airplane, a document with a signature, and a blue folder icon. The navigation bar at the top has a green underline. The 'BUY IT NOW' button is a dark blue pill shape, while the 'FREE TRIAL' button is a green pill shape.

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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.

83

The screenshot shows the 'book of cooks' website with an orange header. The navigation menu includes 'About', 'Blog', 'Search', 'Gigs', and 'Support'. There are buttons for 'Create a Storefront' and 'Login' with a Facebook icon. The main content area is split into two columns:

- Book a Cook!**: Find local culinary professionals, food aficionados, cooking instructors and other cooking resources near your home.
 - Buttons: [Browse cooks near me](#) or [Post a cooking gig](#)
- Be a Cook!**: Build a customer base by showcasing your cuisine, specialties and cooking skills. Spread the joy of cooking and connect with others through food.
 - Button: [Create a storefront](#)
 - Text: It's free, and takes 30 seconds.

In the center, there is a silhouette illustration of a woman eating and a man presenting a dish.

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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!

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

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

85

WELCOME TO LIVESTRONG.COM
 LET US BE YOUR PERSONAL GUIDE TO BECOMING A BETTER, HEALTHIER YOU!


ARE YOU A
LIVESTRONG.COM
MAN.

Get Started



ARE YOU A
LIVESTRONG.COM
WOMAN.

Get Started





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](#)

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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.

87

Visible MEASURES GET MORE FROM ONLINE VIDEO

- Contact Us
- Tell us about

Advertisers Publishers Charts Blog Join the Team About Us

Advertisers & Agencies

Get more from your video campaigns

- Maximize Earned Reach
- Boost engaged viewers
- Understand how your audience chooses the competition

[LEARN MORE](#)

Media Companies & Video Publishers

Get more from your video inventory

- Simplify performance measurement
- Grow your audience
- Merchandise and monetize inventory

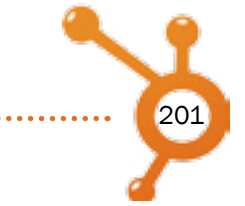
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CALLS-TO-ACTION THAT MAKE A GOOD USE OF VIDEO

“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!





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

The screenshot shows the 3PlayMedia website. At the top left is the 3PlayMedia logo. To the right are links for 'BLOG | CONTACT US | SUPPORT | SEARCH'. Below that is a navigation menu with 'SOLUTIONS', 'SERVICES - FEATURES', 'HOW IT WORKS', 'CUSTOMERS', and 'COMPANY'. On the right side, there are links for 'PRICING', 'SCHEDULE A CALL', and 'GET STARTED'. The main heading is 'PREMIUM CAPTIONING & TRANSCRIPTION SERVICES'. Below this, a text block reads: '3Play Media makes your video accessible, searchable, SEO-friendly, and more engaging'. Underneath are two links: 'WATCH VIDEO' and 'LEARN MORE'. A paragraph follows: 'We provide premium captioning, transcription, and translation solutions that help publishers get more value from their video. Our goal is to simplify the workflow through flexible APIs, a secure online account system, and integrations with a multitude of players, platforms, and lecture capture systems.' To the right is a video player with a play button and the text '3Play Media introduction' and 'PLAY VIDEO'. Below the video are logos for Penn State and MIT +150.

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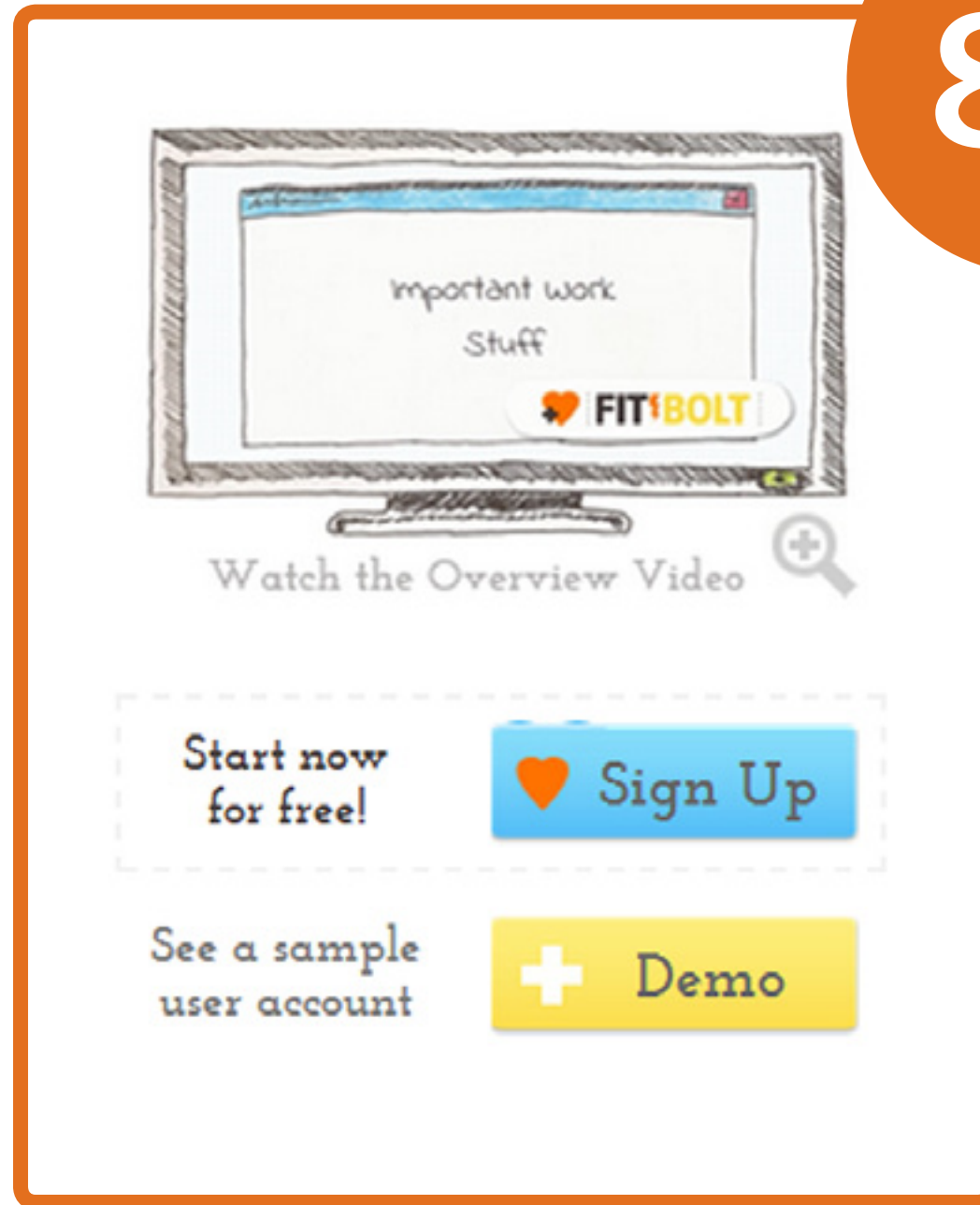


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You don't have to show an actual video thumbnail to ask visitors to watch your clip. In the example here you will see that a hand-drawn illustration can also look compelling. The magnifying glass to the right tells us that we just need one click to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

89



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

90

The screenshot shows the Khan Academy interface. At the top, it says "162,929,997 lessons delivered" and "KHANACADEMY". There is a search bar and navigation links for "WATCH", "PRACTICE", and "COACH". The main content area features a video player with the title "LeBron asks about the chances of making 10 free throws". The video thumbnail shows a basketball player (LeBron James) and a chalkboard with a probability tree diagram. The diagram starts with "FT#1" and "75%", then "FT#2" and "75% x 75%", and finally "FT#10" with the calculation $75\% \times 75\% \times 75\% \times 75\% \times 75\% \times 75\% \times 75\% \times 75\% \times 75\% \times 75\%$. Below the video player, there are two prominent call-to-action buttons: "Watch a Video" (green) and "Take a Challenge" (dark blue). To the right of the video player, there is text that says "Watch. Practice. Learn almost anything for free." and "With over 3,200 videos on everything from arithmetic to physics, finance, and history and hundreds of skills to practice, we're on a mission to help you learn what you want, when you want, at your own pace." Below this text are social media sharing options for Like (765k), Send, Tweet (29.3K), and +1 (18k). At the bottom of the page, there is an email sign-up field: "Enter your email to learn about new courses" and a "Get Updates" button.

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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.

91

The screenshot shows the Wakefly website header with the logo "WAKE } FLY" and the tagline "Designing, Building & Marketing Websites". Navigation links include "Solutions", "Why Wakefly", "Partners", "News", "Careers", "Contact Us", and "Client Login". The main content area features a video thumbnail with the title "Wakefly's approach for successful online marketing". The thumbnail content includes a Venn diagram with three overlapping circles labeled "build", "drive", and "automate", with "Online Success" in the center. To the left of the Venn diagram, the text "Wakefly's approach for successful online marketing" is displayed. To the right, there is a "WATCH NOW!" button with a play icon and a "VIDEO" icon. The video player interface at the bottom shows a progress bar with six numbered segments.

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“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



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

93

Highland
FLING
2011

**Edinburgh,
Scotland**

BUY TICKETS
∞
£130
early bird
£155
full price

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*.

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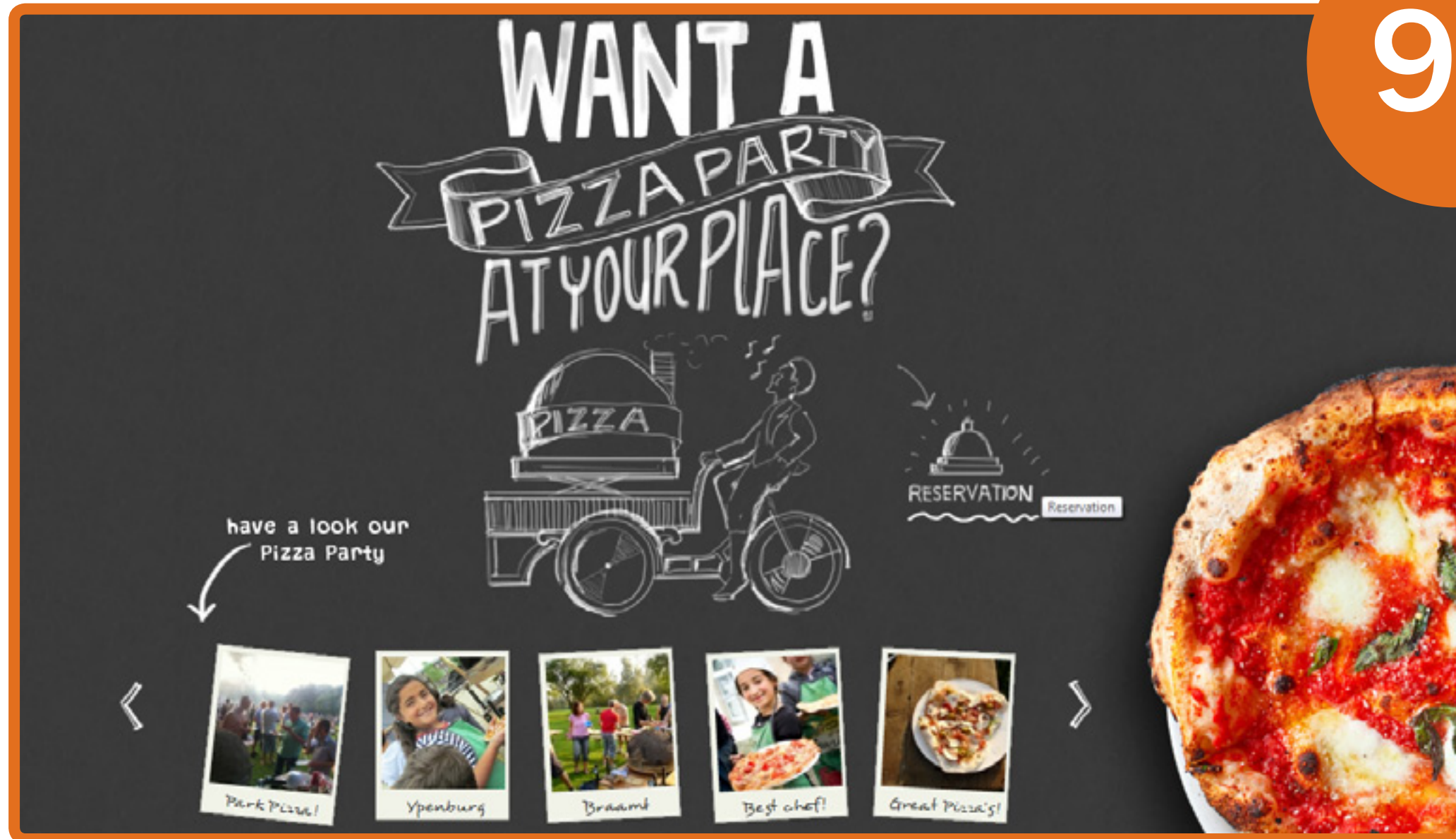


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Experiment with hand-drawn illustrations that will take visitors to the pages you want them to visit. If you are a restaurant, that would be your *Reservations* page.

94



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

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

95





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



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

ORDER NOW

OR CONTACT US

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97

CUSTOMER LOGIN | CONTACT US: 866

UNIVERSAL | WILDE
Marketing Services from Thought to Distribution

SERVICES INDUSTRY SOLUTIONS RESOURCES ABOUT

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
Find a location

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.



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“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.

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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.

98

Hoppio Give us a Call: 1-888-209-7687 or

Login Signup Home Tour Pricing Do

The No Hassle Backend For Your Mobile App

No matter the platform, we provide the backend

Cloud Scalable
We have built a robust and scalable cloud so that you can have a reliable mobile app backend.

Easy User Management
You can quickly add and manage your users all through our API.

Unlimited Objects
Unlike other cloud backend providers, we allow you to store as many objects as you like in your accounts allotted space.

Push & SMS Notifications
Push and SMS notifications will be coming soon to our API.

FREE To Get Started Sign Up Now

NO Credit Card Required

Sign Up Find Out More

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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.

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

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

99



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

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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.

101

The screenshot shows the Wonga.com website interface. At the top, there is a navigation bar with the Wonga logo and links for 'home', 'pay my bills', 'how it works', and 'about us'. Below the navigation bar, a welcome message reads: '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.' A blue badge on the right says 'Instant decision & money sent in 5 minutes GUARANTEED'. The main content area features two sliders: 'how much cash do you want?' set to 265 (with a 'Max £400' label) and 'how long do you want it for?' set to 32 (with a 'Days' label). Below the sliders, it states '(Repayment date: Fri Jul 27 2012)' and 'Borrowing £265 + Interest & fees* £90.87 = Total to repay £355.87'. A red 'Apply now >>' button is positioned to the right. At the bottom, there is a 'Representative APR 4214%' notice with a link to 'See representative example' and a note that 'APR is not the same as actual interest charged find out more'. A 'VeriSign Secured' logo is visible in the bottom right corner of the page content.

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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.

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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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