



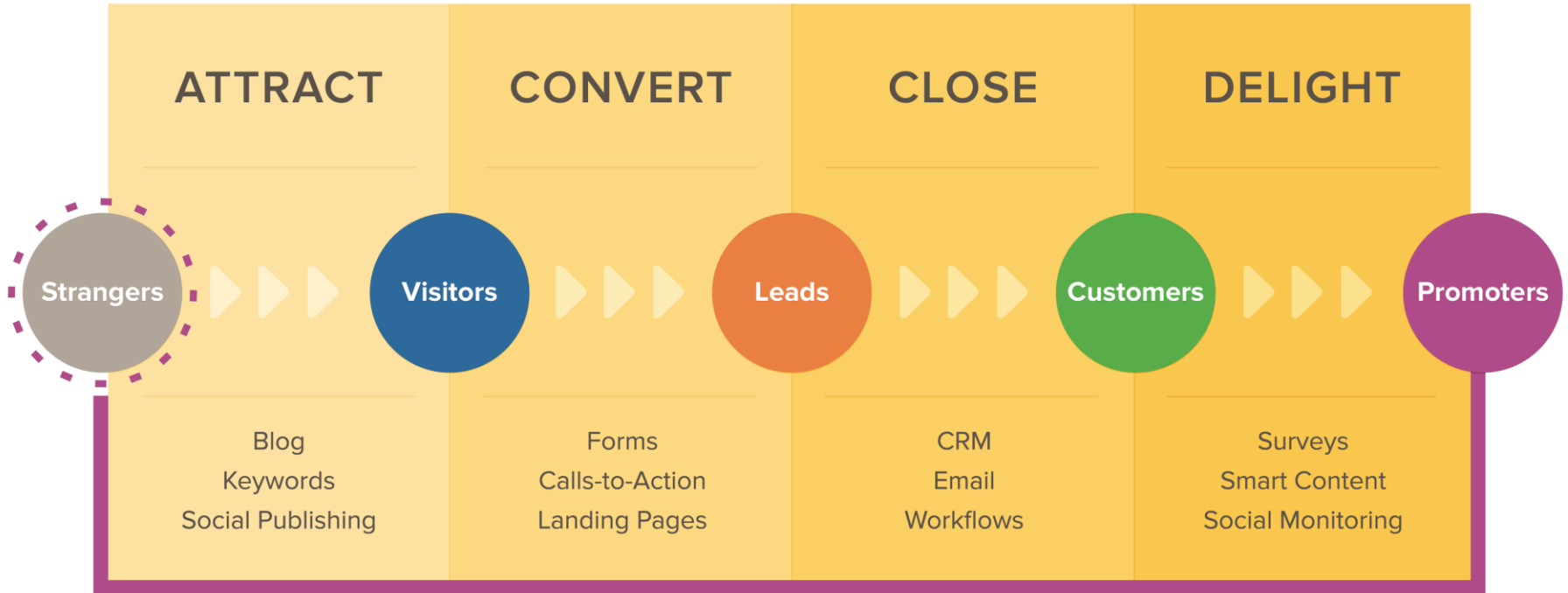
# Introduction to Calls-to-Action

HubSpot Academy

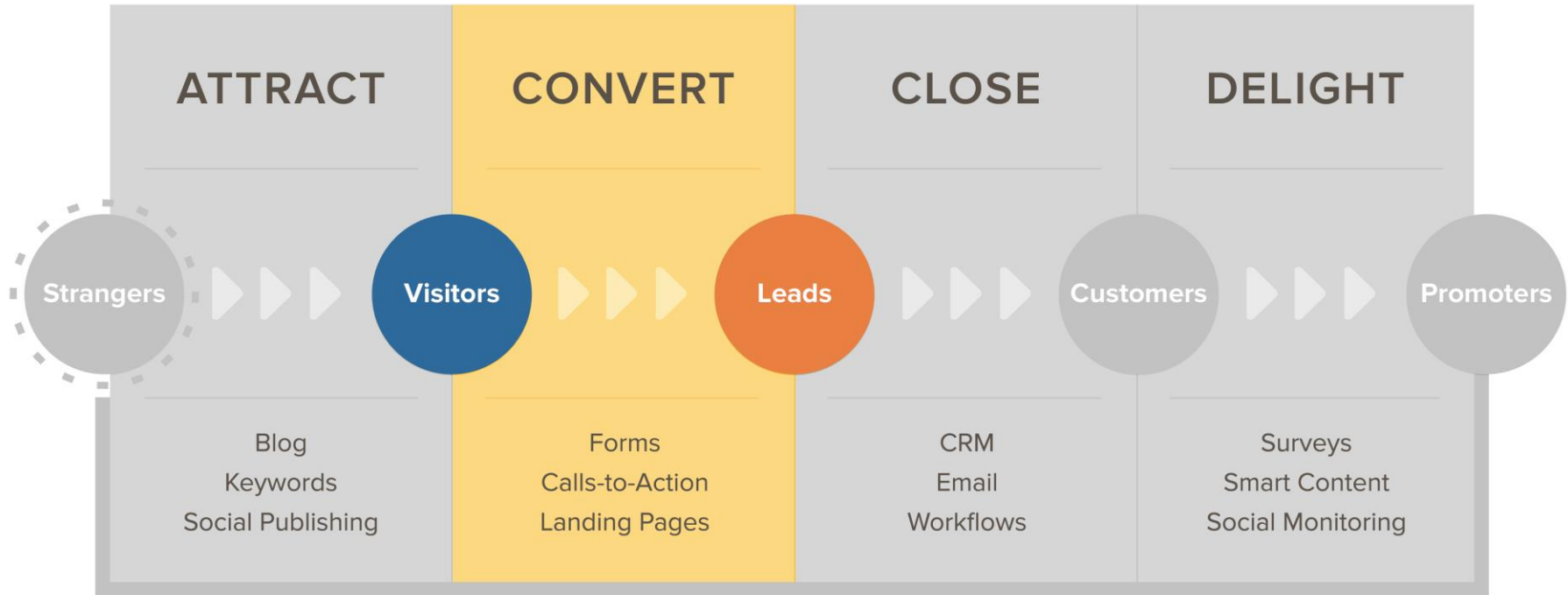
1

HOW DO YOU USE A  
CALL-TO-ACTION (CTA)?

# Inbound Methodology



# Inbound Methodology



YOU CAN'T GET **LEADS**  
WITHOUT A CONVERSION  
PROCESS.

# The Conversion Process

## Call-to-Action

Essential Guide to:




**Member Engagement**

Free Ebook

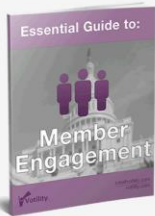
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## Landing Page



**Ebook: The Essential Guide to Member Engagement**

Learn how to better engage your members, increase participation, and empower them to take action!



Trade associations, advocacy groups, and chambers of commerce all have one thing in common. **They need to increase member engagement! But how?**

Coming up with creative ways to engage members and increase participation is challenging... so, we have some ideas for you! Learn the best practices and creative ways to engage members with our new ebook, "The Essential Guide to Member Engagement". In this member engagement guide you will learn:

- How member engagement works
- The Top 5 reasons why members don't engage!
- How to utilize the member advocacy tri-fecta: Educate, Engage, Empower

**Download the FREE ebook today!**

Get Your Copy Now!

First Name \*

Last Name \*

Email (we will keep your email completely private) \*


Type of Organization: \*

-Choose One-

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## Thank You Page



**Thank you! Grab your ebook below.**

[Click Here >>> to Download Your Ebook!](#)

Thank you for downloading Votility's ebook, "The Complete Guide to Member Engagement". Watch this video to learn more about Votility.



Request A Live Demo of Votility

After you read our guide, get a live demo of the Votility's Enterprise Software. Our member engagement experts will provide you with advice on increasing engagement and tracking your results.

First Name \*

Last Name \*

Email (we will keep your email completely private) \*

Phone \*

Type of Organization: \*

-Choose One-

When are you available for a demonstration? \*

[Show Me Votility](#)

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# WHAT IS A CTA?

A CTA is a button that promotes an offer and links to a landing page.

## Marketing

- MARKETING**  
15 Examples of Great Mobile Website Design
- SALES**  
At Best-In-Class Organizations, Sales Reps Are Micro-Marketers [New Research]
- AGENCY**  
Should Your Agency Get Into the Sales Enablement Game?

---

- MARKETING** / 4 days ago  
15 Examples of Great Mobile Website Design
- MARKETING** / 2 hrs ago  
Is Your Website Mobile-Friendly? 3 Tools to Help You Prepare for Google's Next Algorithm Update
- MARKETING** / 3 hrs ago  
Your Guide to Online Sales Tax
- MARKETING** / 4 hrs ago  
Is Your Open Office Causing a Creative Crisis?
- MARKETING** / 20 hrs ago  
How to Diagnose Your Funnel to Create Predictable Growth

Independent content creators using their smartphones. From their desktop website and mobile website are super simple and user-friendly. The great part about these experiences is that they are essentially the same across devices, thanks to responsive design.

Their mobile homepage is interactive: Users are prompted to fill in the blanks based on their needs, and from there, they can click a CTA to be taken to a webpage catered to the information they might be looking for. Notice the form is really short -- this is intentional, as typing a lot of information can be frustrating on a mobile device.


### 14) SAP

SAP is an enterprise software company that manages business operations and customer relations. They enhance the mobile experience by condensing information by combining some of their calls-to-action into a slider, whereas their desktop website has these CTAs laid out horizontally. This helps keep things simple so mobile users aren't overwhelmed with a lot of information at once, and it also ensures none of the CTAs are too small to read.

### 15) KISSmetrics

KISSmetrics provides analytics software for businesses. On their homepage, there's a lot of information explaining what the software along with a testimonial. But their mobile site is displayed a little differently: On a mobile device, a lot of the text and the testimonial is removed completely. Why? Because KISSmetrics knows mobile users tend to skip over lots of text on their mobile devices more than they would on a desktop computer.

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Download this kit to learn everything you need to know about mobile marketing.

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SHARE

1,194

Tweet

298

Like

512

Share

Envelope

SUBSCRIBE

A CTA kicks off the **conversion process**.



# The Conversion Process

## Call-to-Action

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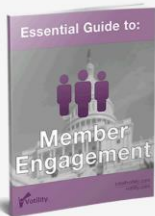
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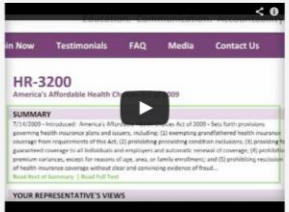
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When are you available for a demonstration? \*

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# 2 HOW DO YOU CREATE SUCCESSFUL CTAS?

# CALL-TO-ACTION BEST PRACTICES

- Make it action-oriented.
- Include keywords consistent with offer & landing page.
- Make it attention-grabbing.
- Use strong and appropriate on-page placement.
- Test changes and analyze their results.

# CALL-TO-ACTION BEST PRACTICES


- ✓ Make it action-oriented.
- ✓ Include keywords consistent with offer & landing page.
- ✓ Make it attention-grabbing.
- ✓ Use strong and appropriate on-page placement.
- ✓ Test changes and analyze their results.

# Make it **action-oriented**.

Don't make your visitors think too hard about what they need to do next. Just tell them!



Download the free Adventure Travel Guide



Action-oriented  
verb

# CALL-TO-ACTION BEST PRACTICES

- ✓ Make it action-oriented.
- ✓ Include keywords consistent with offer & landing page.
- ✓ Make it attention-grabbing.
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- ✓ Test changes and analyze their results.

Includes **keywords** consistent  
with the offer and landing page.

Without keywords, would you know what this offer is about?

[Download the Guide](#)

Includes **keywords** consistent with the offer and landing page.

Using the same keywords and phrasing for the entire conversion process helps your visitors understand what they are going to get.

Download the Adventure Travel Guide



Keywords



# CALL-TO-ACTION BEST PRACTICES

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Your CTA needs to **stand out**,  
so that visitors will know to click on it.

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**Expertly Simplified IT Maintenance:**  
IT Maintenance That Makes Sense

- Streamline troubleshooting via our multi-vendor AdvancedTAC™
- Meeting or exceeding all manufacturer SLAs
- Significantly reducing the total number of maintenance contracts
- Reducing maintenance support spend by 30-40%

[See Details](#)

---

The challenges in IT maintenance

**Procurement**

- Multiple support contracts
- Different contract start / termination dates
- Multiple prime contractors
- Extremely rigorous management oversight required to prevent lapses in coverage

**Technical**

- Multiple contracts, serial numbers, and support lines
- Manufacturer support degradation due to outsourcing and other cost reduction measures
- Lack of cross-vendor support results in longer

**Financial**

- Manufacturer maintenance costs rise 10-15% annually
- Enterprise maintenance agreements have become vehicles for manufacturer "lock-in"
- Extremely high internal personnel costs for contract management

**The challenges in IT maintenance**

Procurement

Technical

Financial

XSI solves these issues by providing a **simplified, customer-friendly** solution for the Procurement and Technical teams while significantly reducing O&M expense for Finance.

XSI's next great webinar is coming soon.

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Just how much can you save?

Free Analysis of your Current Maintenance Costs and Agreements

[REQUEST YOUR FREE ANALYSIS](#)

Use strong and appropriate **on-page placement.**

CTAs should seem like they belong and are not forced onto the page.

Marketing

**MARKETING** 15 Examples of Great Mobile Website Design

**SALES** At Best-In-Class Organizations, Sales Reps Are Micro-Marketers [New Research]

**AGENCY** Should Your Agency Get Into the Sales Enablement Game?

Independent devices, design taking their cues from their desktop website and mobile website are super simple and user-friendly. The great part about these experiences is that they are essentially the same across devices, thanks to responsive design.

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**MARKETING** / 3 hrs ago Your Guide to Online Sales Tax

**MARKETING** / 4 hrs ago Is Your Open Office Causing a Creative Crisis?

**MARKETING** / 20 hrs ago How to Diagnose Your Funnel to Create Predictable Growth

Place CTAs at the **end** of your blog posts.

## Marketing

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CTAs in the **sidebar** should be general offers. This way, they are applicable to the widest variety of people reading your blog.



# Fifth Season

## [5 Reasons Why Off-Site Team Building Really Works](#)



Every team faces challenges. When a group of individuals is thrown together and expected to collaborate,

there will be bumps in the road. Egos will rise, tempers will flare, and production can flag.

[Get your free ebook now!](#)

[Off-site team building](#) can provide the antidote to these problems. In fact, there are five major reasons why it can really help your team function effectively.

Not to mention, it's wicked fun.

[Read more »](#)



Partner Broadcast  
Thursdays at 11AM  
EST

This week, **Max Traylor** from **IMR Corp** will give a sneak preview of his **INBOUND13** talk that dives into a radically different sales approach for inbound marketing services.

**Nick Heim** of **TSL Marketing**, will present an in-depth look at client onboarding best practices and lessons learned for HubSpot/Inbound in the IT channel.

**Carole Mahoney** from **Mahoney Internet Marketing** will give an overview about her upcoming agency webinar on August 16th.

## Place CTAs in **emails.**

CTAs can be placed at the end of the email, at the end of a paragraph, or sentence.

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- ✓ Test changes and analyze their results.





1-2%

CTA click-through rate goal.



# 10%

CTA clicks-to-submissions goal.

Make one **small change**  
and see how it performs.

Download the Adventure Travel Guide



Download the Adventure Travel Guide

# CALL-TO-ACTION BEST PRACTICES

- Make it action-oriented.
- Include keywords consistent with offer & landing page.
- Make it attention-grabbing.
- Uses strong and appropriate on-page placement.
- Test a change and analyze the results.

THANK YOU.

