



“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.”

--- Seth Godin

Nurture

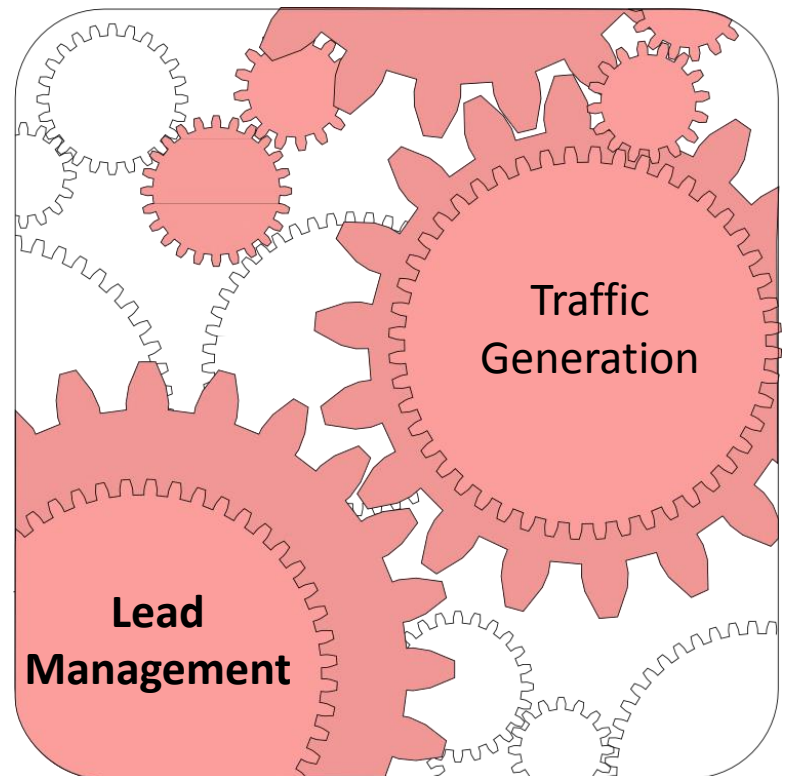
Calls-to-Action



Presentation Topics

Nurture Key Tasks

- 1 Social Media Monitoring and Publishing
- 2 **Calls-To-Action**
- 3 Landing Pages
- 4 Email Campaigns
- 5 Workflows
- 6 Forms
- 7 Information Sources



Lead Management



Understand

Segment

Nurture

- ✓ Social Media
- ✓ **Calls-to-Action**
- ✓ *Landing Pages*
- ✓ *Email Campaigns*
- ✓ *Workflows*
- ✓ *Forms*
- ✓ *Information Sources*



NURTURE YOUR DATABASE



The right content to the right
contacts at the right time

Nurture through ...

- Enticing Offer
- Call-to-Action
- Landing Pages
- Email Campaigns



Always
include a
call to
action



Calls- to- Action

- 10 *Keep Testing.*
- 9 *Tweak Based on Different Sales Stages.*
- 8 *Optimized Your Landing Page, Too.*
- 7 *Keep it Aligned to Landing Page.*
- 6 *Make Sure It's Relevant.*
- 5 *Create the Right Context.*
- 4 *Keep It Above the fold.*
- 3 *Make It Actionable.*
- 2 *Let It Stand Out.*
- 1 *Make It Clear.*

WHAT IS A CALL-TO-ACTION AND WHY YOU NEED IT

WHAT: Hyperlinked text or button that advertises an offer and takes you to a landing page.

WHY: The goal of a call-to-action is to drive traffic to a landing page.

Calls to Action

- Clearly describes what the offer is
- Action-oriented
 - Starts with a verb like “download” or “register”
- Should be above the page’s fold
- Clear what action the visitor needs to take on landing page
- Should “pop” off the page (contrast)

Could I create my own CTA?

①

Creating CTAs with Microsoft Word

②

Creating CTAs with PowerPoint

③

Creating CTAs with Premade Images

④

Outsourcing CTAs from Designers

⑤

Using HubSpot's CTA Generator

How do I write a compelling CTA?

①

Convey Value

②

Create Urgency

③

Make It Personal

④

Testimonials

⑤

Include Numbers

⑥

Turn It into a Bonus

⑦

Make It Newsworthy

⑧

Be Confident in Your Language

⑨

Ask Questions

⑩

Be Subtle

1

Your Website

8

In Email Signatures

6

In Videos

2

Within Content

9

On Facebook

3

In Presentations

WHERE TO PLACE CALLS- TO-ACTION

10

Twitter

4

Your Blog

11

LinkedIn

5

Email Marketing

7

In Paid Media



Calls-to-Action That Don't Work

①

Contact Us

②

Click Here

③

Animated

**WHO IS DOING
IT RIGHT AND
WHO IS DOING
IT WRONG**

*The most common mistake
around calls-to-action
is that they don't take
visitors to the right page.*

Calls-to-Action That Work



Calls-to-Action That Work

Clear, Concise & Specific:



Seasonal:



WHO IS DOING IT RIGHT AND WHO IS DOING IT WRONG

Emphasizing Benefits:



Using a Testimonial:



Posing a Question:

Have you completed all your post-wedding details?



Revealing Insights from the Offer:





By Caleb George Morris

Ready?

Demonstration

Smart Calls-to-Action

- Contact List versus Lifecycle Stage
- Smart Button Builder
- Smart Rules



Image by Ged Carroll

All CTAs									
<input type="radio"/>		0	0%	0	0%	0	Jun 13		
AIS Student Chapter CTA (HS Recipes)									
<input type="radio"/>		0	0%	0	0%	0	Jun 3		
Subscribe to BizBlog									
78 blog posts 2 landing p...									
<input checked="" type="radio"/>		3,879	0.3%	10	70%	7	Apr 6		
Subscribe to Blog									
6 blog posts 1 landing pa...									
<input checked="" type="radio"/>		3,019	1.4%	43	0%	0	Apr 6		
Campus Challenge									
<input checked="" type="radio"/>							Jan 21		
Connect with Us									
<input checked="" type="radio"/>		247	0%	with us!	0	0%	Jan 10		





By Caleb George Morris

Ready?

Exercises

Page 20 of the workbook

- Create a CTA



How will you develop a call-to-action to get individuals interested to learn more about your offer?

workbook exercise #4

?? Minutes

Create various calls-to-action for
your offers



Thank You!

innovation