



What is a 'Call To Action?'

A call to action (usually abbreviated as CTA) is an image or line of text that prompts your visitors to act. It is, quite literally, a 'call' to take an 'action.'

The action you want people to take could be anything from downloading an eBook, sign up for a webinar, get a coupon, attend an event, the list is endless! *A call to action* can be placed anywhere within your marketing -- on your website, in an eBook, in an email, or at the end of a blog post.

Still not sure what they are? You'll know them when you see them. Here's a couple of examples of what *a call to action* can look like:

This example is taken from one of our Learning Zone blog posts. It includes three call to actions including visiting our website, the option to call us and visiting our dedicated blog section. There are also *call to actions* listed at the bottom of this blog post you are currently reading!

Fancy attending 'Advanced level Excel Pivot Tables' and seeing what other workshops we have scheduled? Please call our friendly team on 01843 572600 or email us at bcslearningzone@365itsupport.co.uk. You can also see our full schedule of workshops at www.bcslearningzone.co.uk and book through here also.

Not an existing BCS client, but you would like to attend this workshop?

Everyone is welcome and we would love to see you here! Same as above for enquires and bookings.

Like to find out more about our BCS Learning Zone in the meantime?

You can read more about our Learning Zone [here in our dedicated blog section](#).

This example is taken from what we use in our current marketing for our Lunch and Learn events. It includes a visual, which also lists two call to actions: the option to call us and visiting our dedicated blog section.



**DO YOU WANT TO
LEARN MORE
ABOUT SOCIAL MEDIA?**

**WE HAVE OUR LUNCH
& LEARN SESSION
'AN INTRODUCTION
TO SOCIAL MEDIA' ON
WEDNESDAY
23RD MARCH!**

**RING 01843 572600 OR VISIT
WWW.BUSINESSCOMPUTERSOLUTIONS.CO.UK/LUNCH-LEARN
TO FIND OUT MORE**

Ready to create some *call to actions* but still not sure? Fear not, here's a quick checklist for the essential elements of a quality *call to action*:

- Eye-Catching Design:** For someone to click on your call to action, they must first notice its existence. Create something that is going to catch someone's eye and engage with people. Use concise, jargon-free phrases, that uses actionable verbs to catch people's attention – you will be appreciated for it!

- A Clear Value Proposition:** People should know exactly what will happen when they click on a call to action. Are they expecting to download an eBook or a PowerPoint template? Make sure the call to action explicitly tells them what they're getting in exchange for their click. Again, you will be appreciated for it!

Away you go!

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your call to actions. You can also email us at marketing@365itsupport.co.uk – we are always happy to help and provide advice for your IT requirements, including your social media.

