

Perfecting Your Call To Action

Calls to action are the best way to tell your target audience what you want them to do. Do you want them to visit your website? Fill in a survey, or download a brochure? Then tell them. And make it easy for them.

Email marketing experts spend a lot of time researching what makes for an effective and compelling Call to Action, and we have compiled some of our Top Tips below to help you make the most of your campaign.



Use short, specific copy that starts with **active verbs** (eg: Get, Download, Start)



Use **first person speech** to engage your reader.



Create urgency by adding words like 'Now'. Or add an **Urgency Statement** in smaller text below your main Call To Action eg:

[Start my free trial now](#)

Available for a limited time only



Round out the corners of rectangular boxes - our brains seek to avoid sharp corners.



Test some **different shapes** and try including small icons to attract attention eg. arrows.



Make it big enough to be **tappable** on a **mobile device**.



If possible, choose images of people **looking in the direction of the call to action** - research shows our eyes are drawn to where others are looking.



Where appropriate, place it **near the top** (studies show almost 80% of the time your recipient spends reading your email will be focussed on the top half).



Follow the natural flow of reading. **Don't make your reader backtrack.**



Surround it with white space - **make it stand out.**



Use **A/B testing** to determine the best colour/ shape/ placement/ text.



Now find out how to **improve** your subject lines

P.S. Repeat your main Call To Action in a postscript. People more often read this than the main body copy.

We hope you enjoyed this informative content. Don't forget, we are here to help develop your education marketing knowledge and further your marketing to schools campaign

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