



Your Call-to-Action Strategy: Intentional, Action-driven Content

Tips To Simultaneously Improve
Marketing ROI And The User Experience

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STAMATS

Comprehensive digital, brand, market research and creative company



BUILDINGS

THORBURN



- Data and Research
- Brand Strategy
- Websites
- Brand Creative
- Digital Strategy
- Social Media
- Content Marketing
- Demand Generation
- Audience Management
- Planning and Paid Media

Your Presenter



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Agenda

**CTA Strategy
Basics**

**Strategy +
Storytelling**

Examples

**ROI
Measurement**

CTA Strategy Basics

Call to Action: What is the natural next step?

It's not always
"Register now" or
"Buy today."

Sometimes it's:

- Watch this video.
- Do more research.
- Request information.
- Order a sample.

The screenshot shows the Sherwin-Williams website header with navigation links: "Shop Products & Color", "Services & Resources", "Performance Coatings", and "Our Company". Below the header is a large image of a man and a woman sitting on a light-colored sofa in a modern living room. To the right of the image is a dark grey panel with the text "2021 Color of the Year" and "Urbane Bronze". Below this text is a white button with the text "SHOP PAINT AND COLOR". At the bottom of the page is a "Go To" navigation bar with links: "Explore Color", "Product Data Sheets", "Solutions for OEMs & Refinishers", and "Order Free Color Chips".

SHERWIN-WILLIAMS

Shop Products & Color ▾ Services & Resources ▾ Performance Coatings ▾ Our Company ▾

2021 Color of the Year

Urbane Bronze

From color predictions to advice on completing whatever transformation you have in mind — we've got you covered from start to finish.

SHOP PAINT AND COLOR

Go To

Explore Color > Product Data Sheets > Solutions for OEMs & Refinishers > Order Free Color Chips >

CTAs move
visitors through
relevant
conversion
steps.



The best CTA strategies are:

- ✓ Audience-centric
- ✓ Built on digital best practices
- ✓ Data-driven
- ✓ Designed with relevant user journey story pathways
- ✓ Educational + entertaining
- ✓ Infused with media and text elements

Now that a visitor is on your page...

Call

What will you show/say to generate action?

To

How will you get them to the conversion action?

Action

What will they do when they get there?

Response

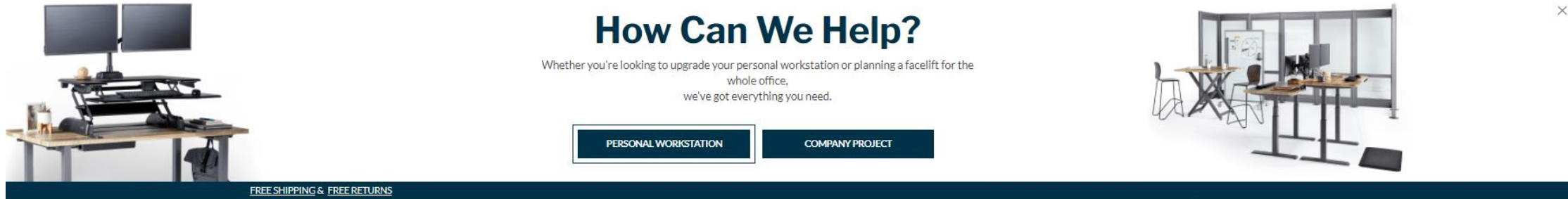
How will you reciprocate when they call or message?

Strategy + Storytelling:

The structure for connected, action-driven user journeys

CTA style, wording, and placement should reflect the user journey.

Varidesk: A CTA rock star



To: Top of page – strategically placed by an eye-catching graphic



Work From Anywhere

Whether you're working from home, the office, or somewhere in between, we have what you need to elevate your workspace.

SHOP NOW

Response



Action



Call: Impactful words that speak to what the user wants to do and drives toward the action you want them to take



Clear, easy next steps



Best Sellers

Shop best selling and top-rated standing desks and sit-stand converters by Vari®. Since our fans love these products so much, we thought we'd share them with you.

[> Shop All](#)

Action: Shop! It's clear what the user is supposed to do.



Electric Standing Desk 60x30

\$695.00

★★★★★ (2084 Reviews)

SELECT OPTIONS

One-touch electric lift | T-Style legs for enhanced stability



VariDesk® Cube Corner® 36

\$495.00

★★★★★ (495 Reviews)

ADD TO CART

For two monitors | Fits corner desks, cubicles, and L-shaped desks

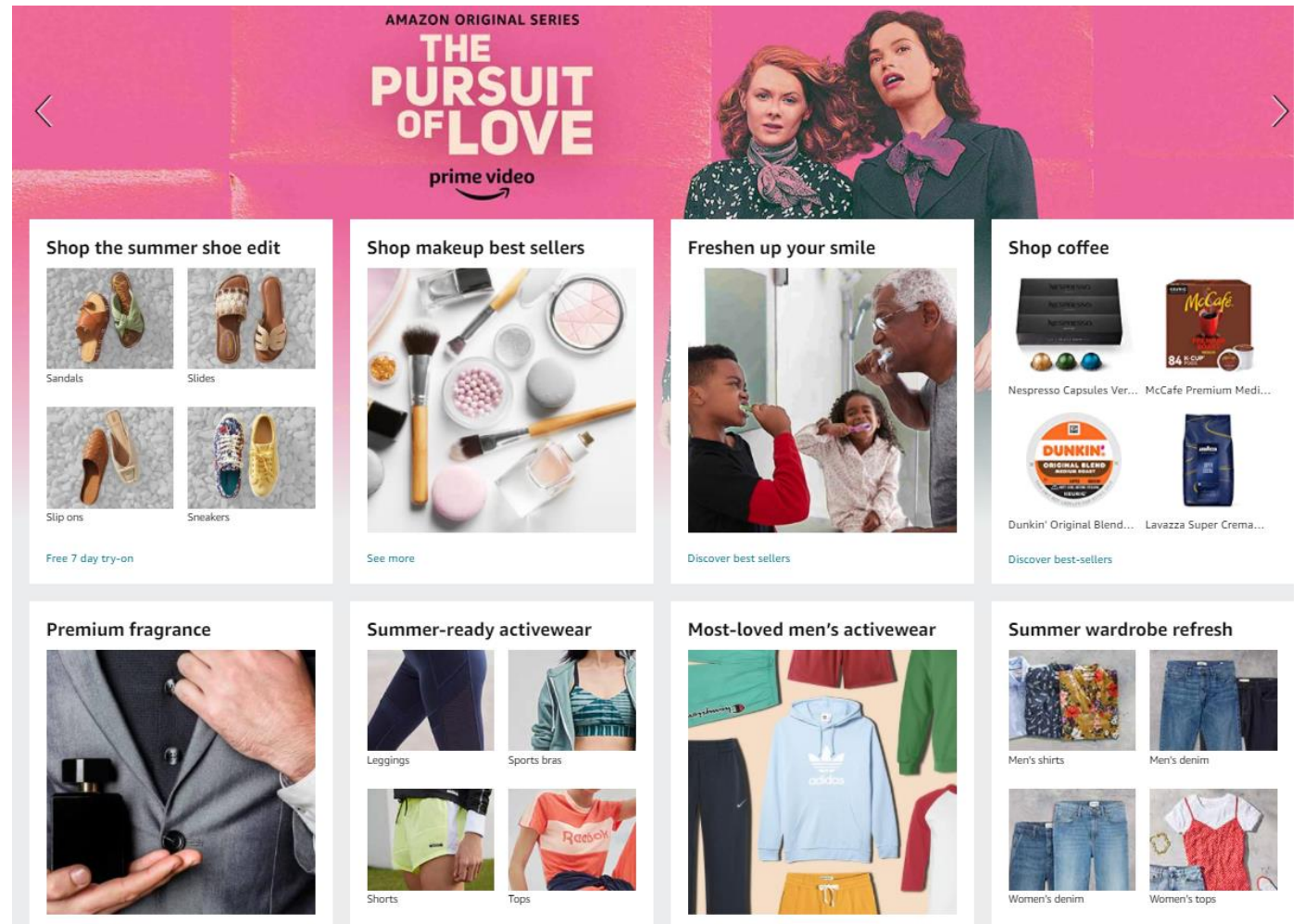
Create conversion pathways.

Particularly on pages and stories
to which you are driving paid traffic.

TM/DC: Too much, didn't click

Yikes:

- Attack of the unrelated items! The eyes don't know where to start.
- Am I looking for movies, makeup, or macchiato?
- Why all the "for men" stuff with a (stereotypically) female ambiance?



Give readers seamless pathways

Good:

- Clear structural cues
- Related, relevant items
- Visual markers
- Fewer words, more action
- Limited yet substantial options

The image shows a Target website banner for back-to-school clothing and supplies. The banner is divided into several sections. At the top, there is a red navigation bar with the Target logo and links for 'Categories', 'Deals', 'What's New', and 'Pickup & Delivery'. Below this is a large yellow section featuring four children modeling back-to-school clothing. The text 'A+ styles' is prominently displayed, followed by 'Kids' back-to-school clothing on sale from \$4*'. A 'Clothing Sale' button is also present. Below the clothing section, there are four smaller promotional tiles for school supplies, each with a yellow background and a white text box. The first tile shows backpacks and lunch boxes with a 'Save 20%' offer. The second tile shows school supplies like markers and pencils with a 'Starting at 25¢' offer. The third tile shows teacher supplies like a whiteboard and a storage bin with a 'Starting at \$3' offer. The fourth tile shows a girl with a backpack and a calculator with the text 'Everything back to school'.

Categories ▾ Deals ▾ What's New ▾ Pickup & Delivery ▾

A+ styles

Kids' back-to-school clothing
on sale from
\$4*

Clothing Sale

Save **20%** on select backpacks & lunch boxes*
+ more backpack deals.

Starting at **25¢** School Supplies

Starting at **\$3** Teacher Supplies

Everything back to school

Effective CTAs support
user goals
AND
business goals.

Good Housekeeping: Consumer blog content

- Inline links
- Image callouts
- Buttons
- Shop now
 - Schedule
 - Contact
 - Request
 - Download

Consumers get the info they need.
The business gets the click-to-buy.

Which kind of face masks are best for those who wear glasses?

As we continue to wear face masks in crowded, indoor spaces, the issue of foggy glasses can be apparent; chilled interiors only makes the issue worse. Selecting a face mask to help fix your foggy glasses is easier if you know what to look for. Try looking for these qualities in the next face mask you purchase:

- 1 **A nose bridge or clamp:** Is the mask equipped with a bendable metal strip for the bridge of your nose? Does this strip extend towards the top of your cheeks? Many masks designed during the COVID-19 pandemic make use of this feature, as it may redirect the motion of your exhaled breath.
- 2 **Adjustable ear straps or ties:** If your mask is loose-fitting, it makes sense why your breath would escape out and up onto your face. A form-fitting mask should direct your breath through your mask, not up and out.
- 3 **A straight fold straight across your cheeks and nose:** Some masks have been designed to dip beneath your cheekbones to form a clear nose covering. If you're wearing glasses, though, that means there's nothing between the bottom of your lenses and the top of your mask — making it quite likely that breath will escape over your cheeks and directly onto your lenses. If possible, you always want the rims of your glasses to be sitting on top of the masks' upper region, as this weight blocks the flow of air.
- 4 **Enough room to cover your chin:** Constantly pulling your mask down to sit beneath your chin? There's a good chance your mask isn't covering enough of your face and nose to ensure hot breath doesn't escape up and out.
- 5 **The right kind of fabric:** Moisture-wicking performance materials or the lightest of cotton and silk is important for those with glasses, as you don't want to be stuck with a damp mask that can't hold up to hot breath.

With the help of the Good Housekeeping Institute's Textile Director **Lexie Sachs**, we're spotlighting some of the best masks for those who wear glasses. These options stay tight across your nose, mouth, chin, and cheeks, and will be sure to keep your glasses as clear as possible.



COURTESY OF AMAZON

1

Dual-Layer Face Cover 4-Pack (With 36 Filters)

HONEYWELL
amazon.com
\$79.99
\$58.00 (22% off)

SHOP NOW

Honeywell's knit construction of the outer shell on this face mask helps to alleviate moisture that may be trapped inside, since interior filters are changed out with every use. The leather-backed nose clip also helps push any remaining moisture out towards the mask's front rather than up towards your eyes.



CTA Example from
One of our Clients

UNM HSC College of Nursing – Virtual Campus Experience

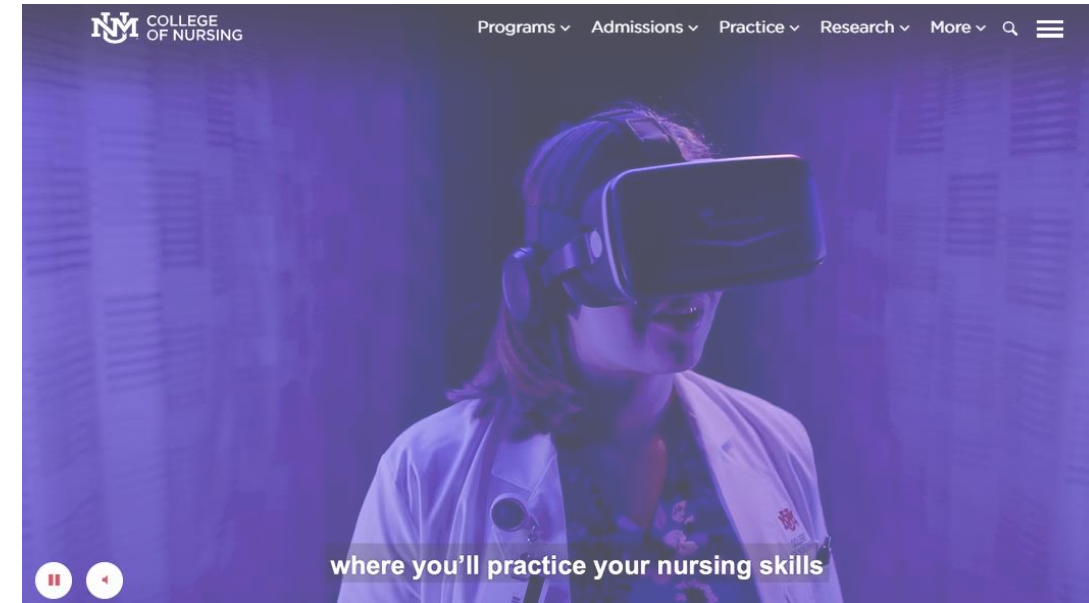
CTA strategy goals:

- Showcase their diverse student population.
- Help students envision personal success.
- Make applying easy.



So many ways to CTA!


- Watch immersive videos with students who look and think like you.
- Make connections on social media.
- Find a time that works for you to get more information.




Supporting You Remotely

[Schedule an Appointment](#)

[Request More Information](#)

 [Book Now](#)



[Schedule an Appointment with Our Advisors](#)

[Book Now](#)



Every Lobo has an adventurer in them.

The Lobo Life is every experience a Lobo can have beyond being a student. Come explore what makes the community at the University of New Mexico so special. It's a community for those who love the outdoors, live for culture, seek out the best new food around town and find a sense of adventure.

Where the classroom ends, the Land of Enchantment begins. Learn more about Lobo Life on [Instagram](#).

[Visit Lobo Life](#)

Thoughtful CTA strategies work!

1,500
Pageviews
(First 30 Days)

↑ 9.6
Pages per Session
(by Month 2)

54%
Organic Traffic
(by Month 4)

"The whole process of developing our Virtual Campus Experience with Stamats was professional and personal. I felt confident from day one that our college and our students needs were their focus. They listened to us and worked within our budget. Coming up with innovative ideas to use existing assets where possible and advising where to invest in new. In the end we created a valuable tool for recruitment – and to be honest, so much more."

Heather Lardier
University of New Mexico Health Sciences

ROI Measurement Tools

Recording and heat map tools

Tools like CrazyEgg show where your site visitors:

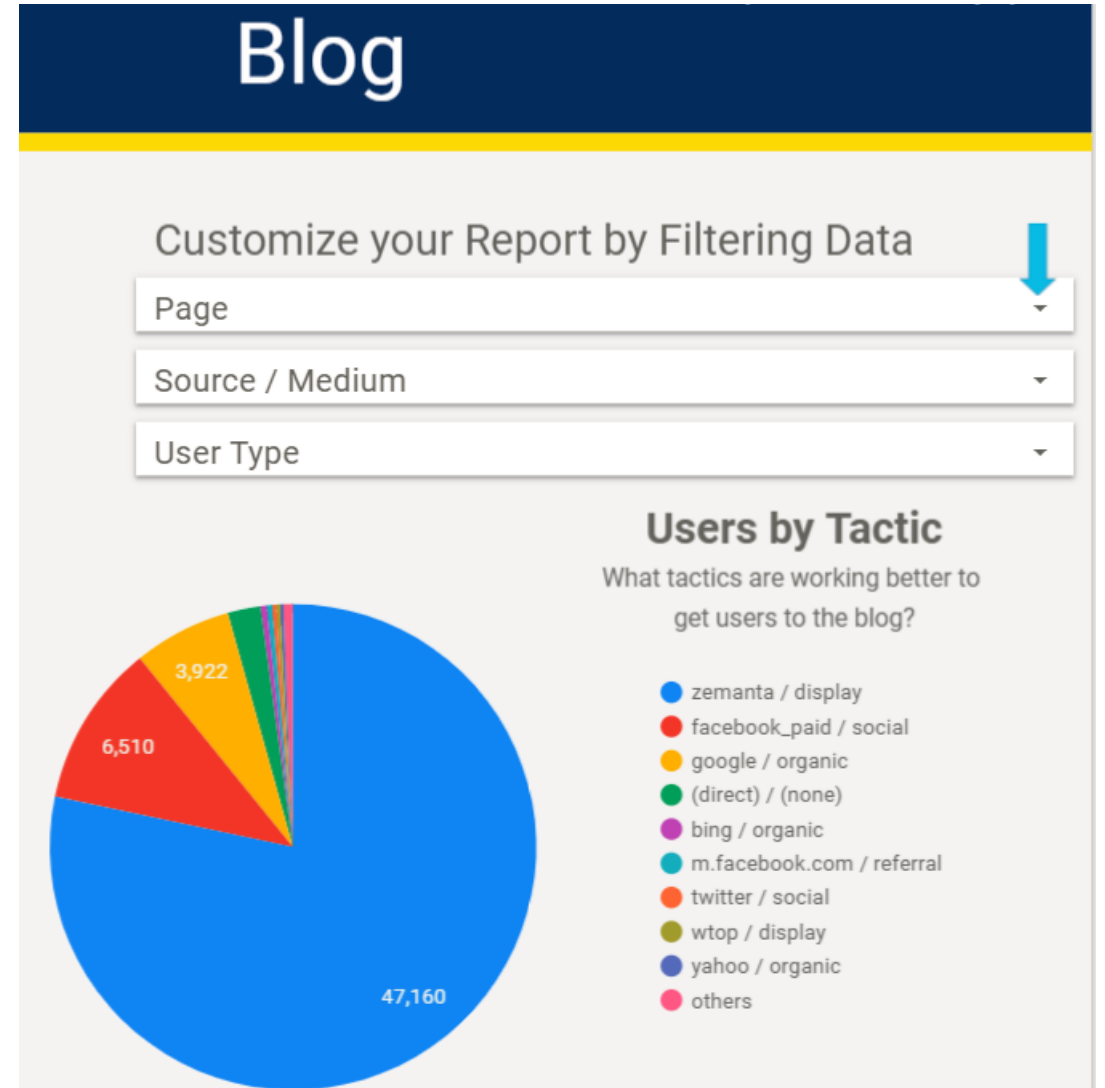
- Click
- Scroll
- Linger
- Navigate



Google Data Studio dashboards

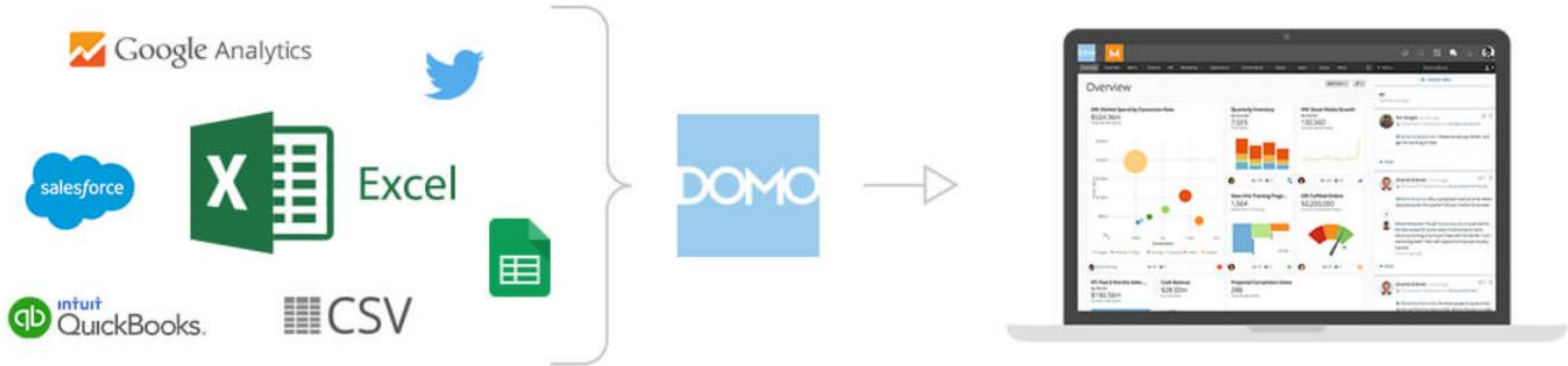
A free alternative to Google Analytics 360:

- Offers endless widgets
- Provides easy visuals for stakeholders
- Downloads data from all widgets



Domo dashboards

Customized, cloud-based visuals. Real-time, holistic data.



Bonus: Stamats is a Domo partner!

Conversion points to measure

Online

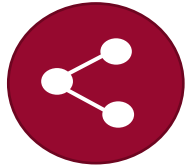
- Subscribe
- Click-to-call
- Inline links/callouts and related reading
- Social engagement/shares
- Video views
- Podcast listens

Offline

- Calls for demos/appointments
- In-person mentions
- Email opens
- Bringing in a flyer or brochure
- Calls or clicks to a vanity URL/number used only in print

Questions?

Please reach out. We're happy to chat!



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instagram.com/stamatsinc



linkedin.com/company/stamats



twitter.com/stamats



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THANK YOU FOR ATTENDING!