



Increase Response with "Call-To-Actions"

Each shopper is unique, with different tastes and preferences that influence the buying action of the purchaser. While some buyers are considered impulsive and are much easier to convince, there are others who would like to think over their decision for a longer time. Similarly, there are buyers who are happy to buy a particular type of product, while others may have their heart set on another commodity altogether. So while an automobile enthusiast will be quick to pick up an auto magazine, a fashion designer would buy the latest edition of 'Vogue' sooner. However, an effective marketing strategy is one that invites prospects of all types to purchase the product. Irrespective of the taste and personality of the prospect, the product marketing strategy should move towards closing the deal.

A marketing strategy that ignores a particular type of buyer is cutting down on the number of the prospects. With lower target cliental, the conversion rate will automatically decrease too. Indeed this will have an immediate negative effect on the profit figures of the venture. Therefore, it is essential that the marketing strategy being employed by a venture is of sound and blanketing nature. Call- to- action is one such form of marketing that ensures that even visitors who do not make a purchase, are not ignored, but rather considered interested and, therefore, potential customers.

Call-to-action is a crucial marketing strategy, which works on each and every hit that a website is exposed to. So instead of simply waiting for the client to get influenced by the sales pitch and therefore buy the product immediately, a more proactive and practical action is taken. To understand the complete package of the Call-to-action strategy, it is important to comprehend its-

Definition

Methodology

Tips

Benefits

Definition of Call –to – Action

Call-to-action can be best defined, as statements that call upon the prospect to act immediately. These usually occur towards the end of a sales pitch and implore the prospect to waste no more time and buy the product right away. Mostly these calls are combined with special offers that the buyer shall avail if the purchase is made immediately. Terms like 'buy now', 'call now', 'avail within 24 hours' and similar phrases are all considered Call-to-action techniques. Call- to- action is the one last attempt to seal the deal with the prospect. Irrespective of how good and entertaining an advertising strategy is, without a Call-to- action, it is not very likely to actually result in a convert. It is the emotion and excitement that the Call-to-action phrase incites in the prospect, which makes him/her decide to buy the product immediately without any further thought.

Ways to introduce Call- to–Action

There are several strategies that can be adopted to introduce the Call-to- Action slogan to the prospect. Whether all of these styles need to be adopted or only a combination of different methods should be undertaken, depends largely on the marketing strategy of the organization.



- E mails- A classic way of introducing the Call-to- action formula to the prospect is via e mails. Sending out e mails that beckon the reader to move towards a purchase, are known to be highly effective. Since readers are already connected to the net, an offer, which they find is lucrative and for a short selected time only, gets them to move onto the linked site immediately. A short and simple phrase like offer valid for the first 20 hits only, will capture the reader’s interest almost instantly. These e mails can be sent out to visitors who have visited the website but did not make any purchase, however did look around. Asking web visitors to leave their e mails for upcoming fantastic offers is a great way to go about increasing your e mail list of interested prospects.
- On each web page – Let each web page carry a ‘Buy Now’ tab so that irrespective of the web browsers position on your website, the Call–to-action formula can be applied to the browser. While several marketing experts tend to reserve the Call – to –action phrase for the end of the sales pitch, this is not mandatory. In fact allowing various Call-to- action phrases at several points in the sales pitch will make a larger impact on the reader. Do not let the reader go past any information on the site without being exposed to a Call-to- action phrase.
- Blogs – Here again, it is possible to attract the prospect towards the site, by introducing Call-to- action phrases. Letting the reader know of a great product that is available on a heavy discount ‘for the next two days only’ and cajoling them to ‘hurry’ and ‘buy now’ for ‘best results’ is considered a good Call-to-action strategy.
- Article directories – There are several article directories, which are being used by various e business sites to redirect prospects towards their sites. Using these articles as carriers of Call-to–action phrases is an effective method of reaching out to the prospect and pushing him/her on to make a purchase.
- Sales calls – Telephones are also a great means of introducing Call-to-action slogans to the prospects and are effectively adopted by several businesses. Having a sales representative calling a prospective customer to inform him/her of the ‘lucrative offer’ that the organization is offering for a ‘limited period’ helps in increasing sales.

Tips

While any phrase that targets immediate action of the part of the prospect can be considered a Call-to–action phrase, a few tips on how to execute them can help enhance the strategy further.

- Contact information – Always provide the prospect with your contact information along with the Call-to- action phrase. There is no point getting the prospect all excited and ready to take action, without providing the next step of how to take that action. In fact instead of simply providing a link to the home page of the website, add phone numbers, fax numbers, e mail ids, snail mail addresses and all other such contact information. This helps in preventing any hurdles that the prospect might face in his/her attempt to contact the seller.
- Immediate action – The Call- to –action strategy thrives on immediacy. If given unlimited time to think and rethink, it is unlikely that the prospect will purchase the item. Therefore, it is mandatory for the success of a Call-to-action strategy that a sense of immediacy be instilled in the prospect. So, a very important tip to be kept in mind is ensuring that the Call-to- action phrase overwhelms the prospect with a sense of immediacy.
- Give examples – When urging the prospect to purchase a particular product by using Call-to-action phrases, support them with examples. So begin by the Call-to-action phrase, ‘buy now’ and follow up with the example ‘and you will find that your kitchen no longer smells bad’. Testimonials of other clients will also go a long way in backing up the Call-to-action phrase.



- Novelty – Words like ‘never before’ and ‘completely new’ are a great way to capture the prospect’s attention before finally introducing the Call-to-action phrase. So stating that ‘buy now’ and avail of the ‘never before discount offer’ will go a long way in increasing converts.

Benefits of Call –to – Action

While of course the Call-to –action strategy is targeted at an increase in sales, this increase is achieved by several ways.

- No stone left unturned – The Call-to-action strategy taps in on each and every prospect available. So even those web visitors that did not actually make a purchase are contacted and approached with new offers and better deals. On being faced with the opportunity to buy the product and excited by the Call-to-action phrases, converts increase drastically.
- No later purchase option- Most deals are left halfway through, since the prospect decides to purchase the product at a future date. Despite investing heavily in the advertising and promotion of the product, the rate of conversion remains low. The Call-to-action strategy excites and cajoles the prospect enough to take prompt action. The option of buying at a later time is completely erased from the prospects mind, thus facilitating in closing the deal immediately
- Convincing double minded prospects – A major benefit of a Call-to-action strategy is that it helps convince the double minded prospect into deciding in favor of the product. The buyer who is not sure whether he/she is going to buy the product or not, is attracted by these Call-to-action phrases and more often than not, the urgency of these phrases converts him/her into a customer.
- Emphasizing action – Call-to-action phrases emphasis action on part of the prospect. Instead of going on and on about how good the product is, the phrase moves on to the prospect and beckons him/her to take action. This emphasis on action, on the part of the prospect, seals the final deal.

The gist of a Call-to-action strategy lies in adopting phrases that seem urgent and lucrative to the prospect, who is taken in by them, and decides to purchase the product.