WHY WE CLICK

THE SIMPLE PSYCHOLOGY BEHIND A GREAT CALL TO ACTION
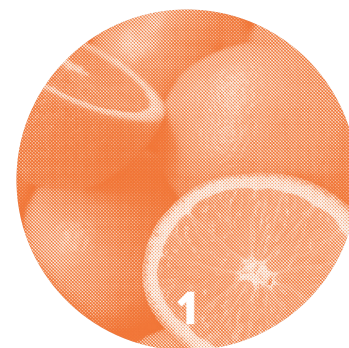
PICK THE RIGHT COLOR.

There's no magic color that converts better than others (sadly, not even periwinkle), so pick one that contrasts (think orange on blue) or promotes a certain feeling.

85% *of people say **color** is the main reason they buy a product.*

ORANGE [1]
Encourage immediate action.

Consider orange if you want people to sign up, buy or join right away. It's also the color most associated with cheap or inexpensive things.

RED [2]
Increase energy and a sense of urgency.

Try red if you're running a sale, a limited-time offer or selling tickets to an event that's close to selling out.

YELLOW [3]
Get attention and create low-level anxiety.

Yellow both promotes positive feelings and causes just enough anxiety to move people to action without stopping them in their tracks.

BLUE [4]
Build trust and security.

It's the most popular favorite color in the world and is the choice for brands who want their customers to feel safe and secure.

GREEN [5]
Promote growth and relaxation.

We all know green means go, which is pretty handy when it comes to CTAs. It's also easiest for the eyes to process, so it's often used to relax the mind.

2 WRITE THE MOST CLICKABLE COPY.

The whole point of a CTA is to move someone to take action right away, so write copy that's irresistible to click.

90%

One recent study found a better conversion rate using **1st person**.

USE ACTIVE VERBS
Try words like "Download," "Get," "Start," and "Conflagrate."
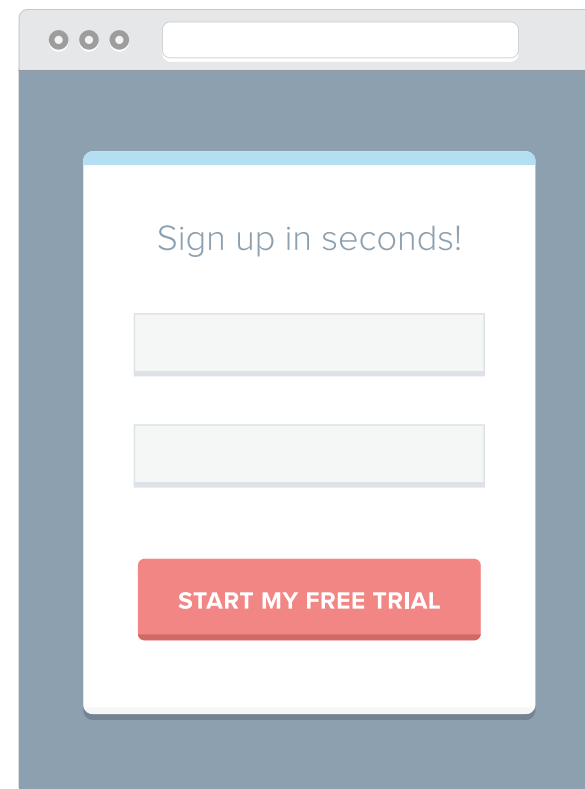*(Ok, maybe not that last one.)*

Passive words create computer couch potatoes. Lead with an active verb to get them up and clicking.

DOWNLOAD THE GUIDE

BE SPECIFIC
"Download the guide" is better than "Click here."

Help your audience understand exactly what you want them to do and what will happen when they click.

KEEP IT SHORT
There's not a lot of space, so don't cram in a lot of words.

The CTA shouldn't require Cliff's Notes. It needs to be easily read and understood at a glance.

Sign up in seconds!

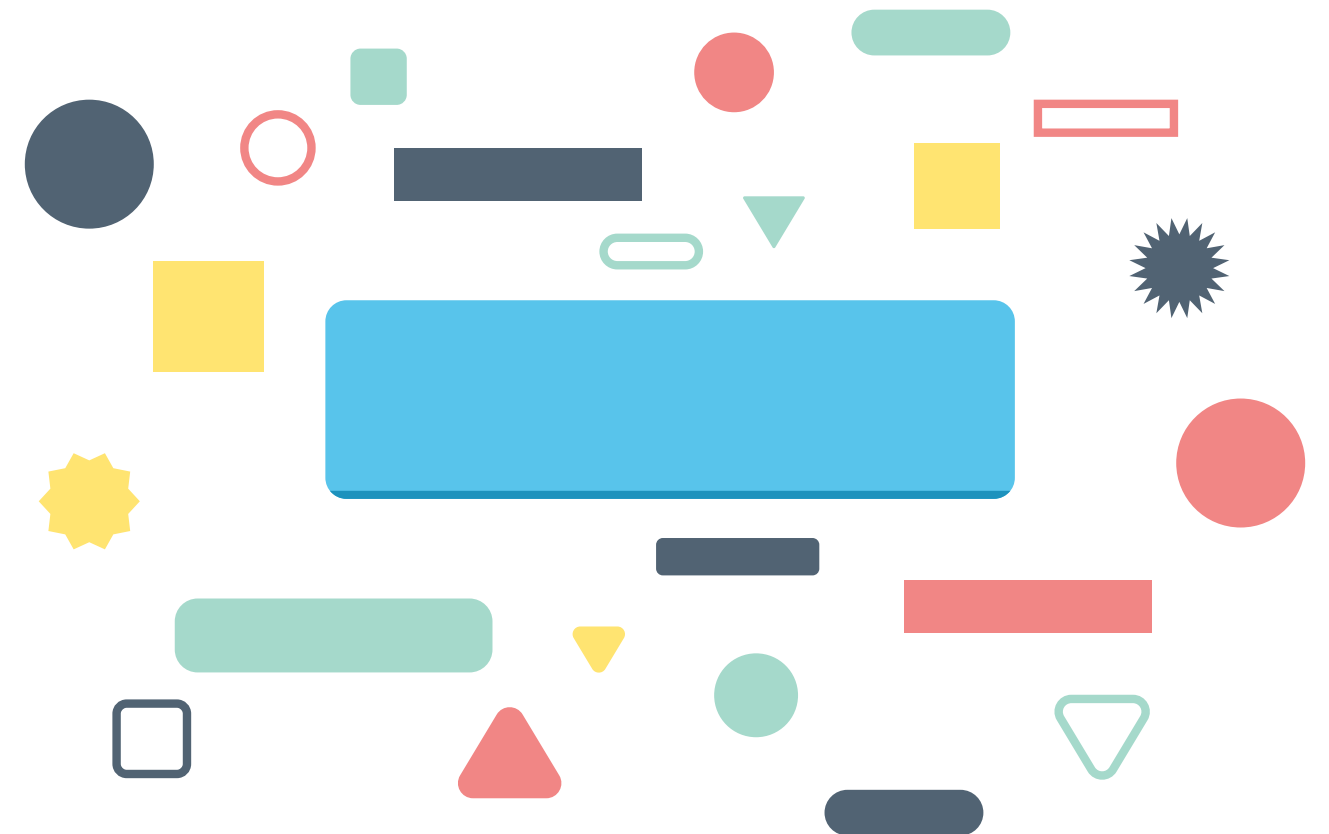**START MY FREE TRIAL**

TRY USING 1ST PERSON
"Start my free trial" converts better than "Start your free trial."

This is an easy A/B test to try with your audience to see whether 1st or 2nd person works best.

CREATE URGENCY
Simply adding "Now" to your button can boost conversions.

Make it clear with the copy that your offer won't be around forever and watch click rates soar.

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3 FIND THE BEST SHAPE AND SIZE.

Rectangular buttons are by far the most popular, but don't be afraid to test other shapes and sizes if they'll fit your design.

Apple recommends a button size of at least

44x44 PX.
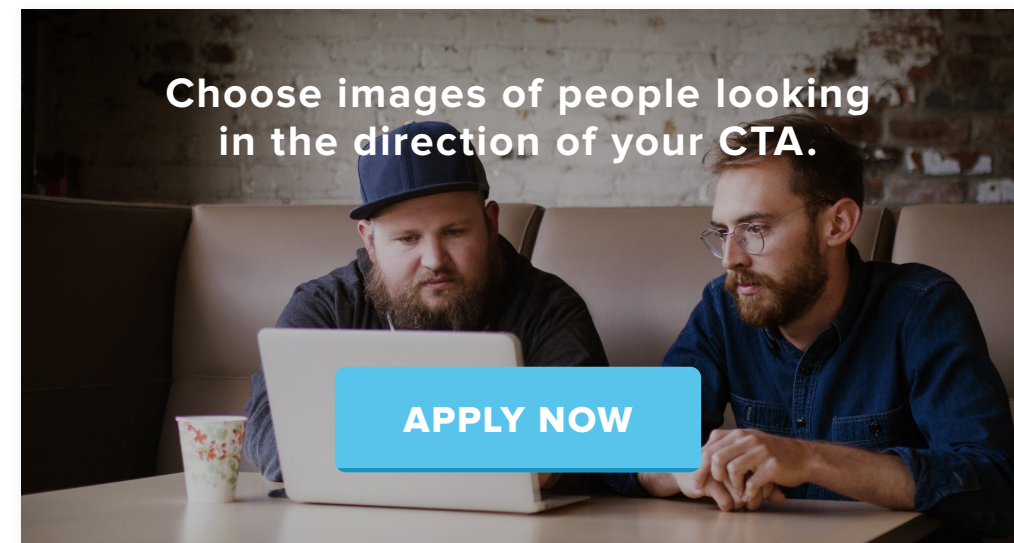
ROUND Round the corners of rectangular buttons. Our brains seek to avoid pointy corners.

BIG Bigger is better. It should stand out, but not be so obnoxious that it ruins your design.

TAPPABLE Make sure it's large enough to be easily tappable on mobile phones.

TESTED Test out a circular button. It just looks like it's begging to be pushed.

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4 MAKE IT THE STAR OF THE SHOW.

The CTA button shouldn't compete with other buttons or content. It should be clear at a glance what you want visitors to do.

Eye-tracking studies show we'll follow images of faces and **look** *where they're* **looking**.

Choose images of people looking in the direction of your CTA.

APPLY NOW

Place it above the fold. Visitors spend almost 80% of their time there.

This ensures your audience will see it even if they're just scanning your email or page. Plus, you'll catch those folks who are ready to act right away without forcing them to sift through content to get there.

Place it in the most logical place on the page where people will expect to see it.

APPLY NOW

Surround it with white space to make it stand out.

Give your CTA plenty of room to make it pop, but not so much space that it doesn't feel a part of the overall design. It should attract the eye, not look lost in the desert.

Share this email:

Manage your preferences | **Opt out** using **TrueRemove™**
Got this as a forward? **Sign up** to receive our future emails.
View this email **online**.

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5

TEST IT. AND THEN TEST IT AGAIN.

Disclaimer alert! All of these tips are just recommendations. Every audience is different, so you'll have to test out different colors, copy, shapes and placement to find the right button combination that sends your conversion rate soaring. After all, **A/B tests can improve conversion rates by as much as 49%!**

Sources:
Kissmetrics, Paulolyslager, Wordstream, Wingify, Content Verve, Direct Marketing Association

You can also test different copy and images around your CTA.

GET STARTED NOW

Choose images in the direct

Place it above the fold. Visitors spend almost 80% of their time there.

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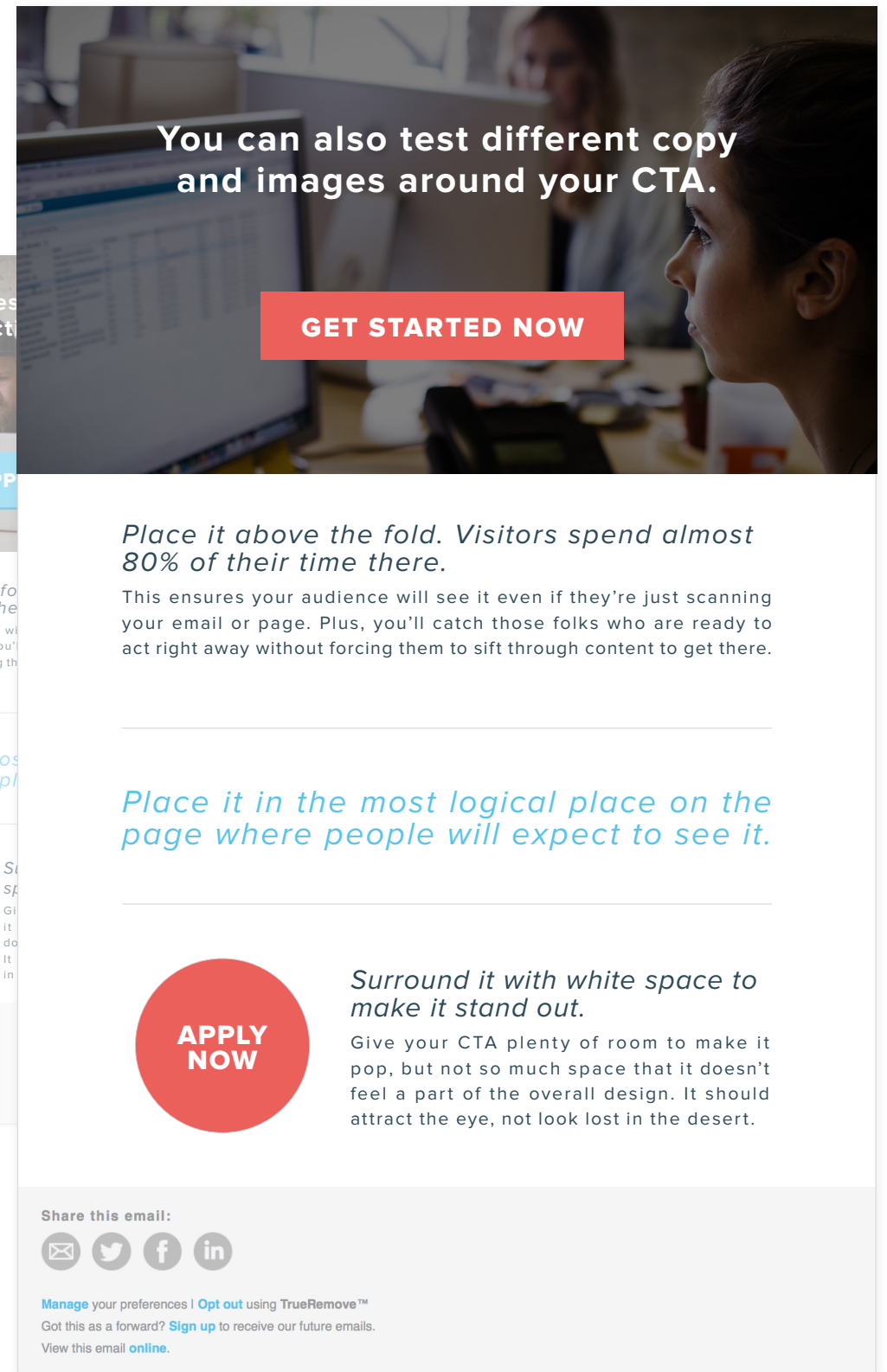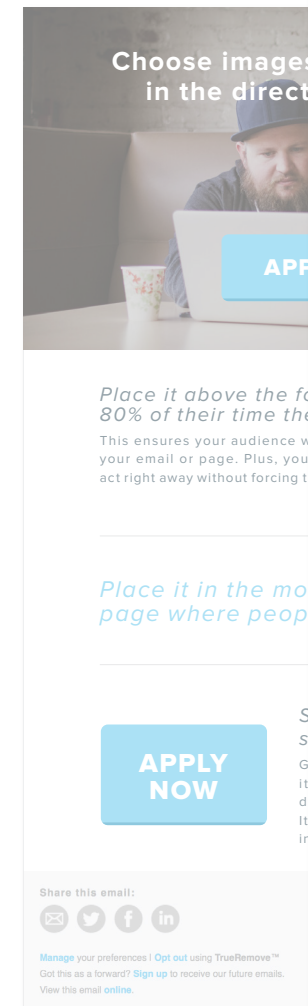
Share this email:

Manage your preferences | **Opt out** using **TrueRemove™**
Got this as a forward? **Sign up** to receive our future emails.
View this email **online**.

APPLY NOW

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EMAIL MARKETING FOR THE
MODERN BRAND

emma®

THE EMMA ELEVATOR PITCH

Emma helps marketers everywhere send smart, stylish email newsletters, promotions and automated campaigns. But if you asked any one of us what Emma's all about, we'd say something like this:

1 We think there's a better way to provide marketers with the tools they need to be successful.

2 So we built Emma's software with a focus on ease and simplicity,

3 And we backed it with a team of helpful people who are passionate about really great marketing.

4 We believe in a good fit, so our software and services scale to teams and lists of all sizes,

5 And we love clarity, like easy-to-understand reports and insights that connect the dots for you

6 Because advanced marketing doesn't have to be complex,

7 And neither should finding a real person to talk to about your marketing challenges.

8 So let's talk.
Also, what floor do you need?

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