WHAT IS A CTA AND WHY IS IT IMPORTANT?

THE COLLECTIVE
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A call-to-action (CTA) is the action that you want your audience to take after reading a post or consuming your content.

Ultimately, what does your audience do or where do they go next? Your CTA should reflect a goal — What do you need your audience to do that will get you closer to achieving the goal of your post?

With each post that you create or each piece of content that you put out on social media, there should be a clear goal and intent behind it and a CTA driving that intent. Some examples:

EXAMPLE 1: If your goal is to simply engage with your audience and build your community, your CTA might include something like, "comment below" or "tell me below what you think".

EXAMPLE 2: If your goal is to grow your email list, your CTA might include something like, "click the link in my profile to sign up for my email list" or "join our community".

EXAMPLE 3: If your goal is to push people to your website in order to sell a product or offering, your CTA might include something like, "shop at the link in our profile" or "grab yours with the link above" or, if you have the swipe feature, "swipe up to grab this offer while it lasts".

Your invitation to take action. You want to try and avoid leaving your audience with no 'next step'. At the end of every piece of content, it is your job to spell out that next step clearly for them and invite them to take action!

EVERY POST SHOULD INCLUDE A CTA!

Here are some examples to help get you started:

SMALL CTA'S

- Comment below
- Save this post
- Tell me below
- Share this post
- Let us know

BIG CTA'S

- Click this link
- Follow this account
- Tune into my podcast
- Sign up for my email list
- Join my community
- Register for my training

INSPIRE ACTION

- Get
- Start
- Stop
- Save
- Download
- Learn
- Try
- Join
- Build
- Discover
- Gain
- Shop
- Go
- Get my secrets
- Gain access

ADD URGENCY

- Limited time
- Limited amount
- Only a few left
- Ending soon
- Members only
- Exclusive
- Deadline
- Don't miss out
- Only x days left
- Hurry
- One time offer
- Won't last long
- Ending on x date
- Holiday special
- Today only