



CLASE 06

Llamadas a la acción (CTAs) atractivas

Profesora: Angela Hicks

1 ¿COMO UTILIZAS UNA LLAMADA A LA ACCION (CTA)?

Metodología Inbound



Metodología Inbound



NO SE PUEDEN
CONSEGUIR PROSPECTOS
SIN UN PROCESO DE
CONVERSION.

El proceso de conversión

CTA

Landing Page

Página de agradecimiento

Essential Guide to:



Member Engagement

Free Ebook

[Read Now](#)

Votility.

Ebook: The Essential Guide to Member Engagement

Learn how to better engage your members, increase participation, and empower them to take action!

Trade associations, advocacy groups, and chambers of commerce all have one thing in common. **They need to increase member engagement! But how?**

Coming up with creative ways to engage members and increase participation is challenging... so, we have some ideas for you! Learn the best practices and creative ways to engage members with our new ebook, "The Essential Guide to Member Engagement". In this member engagement guide you will learn:

- How member engagement works
- The Top 5 reasons why members don't engage!
- How to utilize the member advocacy tri-fecta: Educate, Engage, Empower

Download the FREE ebook today!

Get Your Copy Now!

First Name *

Last Name *

Email (we will keep your email completely private) *

Type of Organization: *

-Choose One-

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Thank you! Grab your ebook below.

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Thank you for downloading Votility's ebook, "The Complete Guide to Member Engagement". Watch this video to learn more about Votility.



Request A Live Demo of Votility

After you read our guide, get a live demo of the Votility's Enterprise Software. Our member engagement experts will provide you with advice on increasing engagement and tracking your results.

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Phone *

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When are you available for a demonstration? *

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QUE ES UNA CTA?

Una CTA es un botón que promueve una oferta de contenido y enlaza a una landing page.

Marketing

- MARKETING** 15 Examples of Great Mobile Website Design
- SALES** At Best-In-Class Organizations, Sales Reps Are Micro-Marketers [New Research]
- AGENCY** Should Your Agency Get Into the Sales Enablement Game?

- MARKETING** / 4 days ago 15 Examples of Great Mobile Website Design
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Independent content, often using their own data. Both their desktop website and mobile website are super simple and user-friendly. The great part about these experiences is that they are essentially the same across devices, thanks to responsive design.

Their mobile homepage is interactive: Users are prompted to fill in the blanks based on their needs, and from there, they can click a CTA to be taken to a webpage catered to the information they might be looking for. Notice the form is really short -- this is intentional, as typing a lot of information can be frustrating on a mobile device.


14) SAP

SAP is an enterprise software company that manages business operations and customer relations. They enhance the mobile experience by condensing information by combining some of their calls-to-action into a slider, whereas their desktop website has these CTAs laid out horizontally. This helps keep things simple so mobile users aren't overwhelmed with a lot of information at once, and it also ensures none of the CTAs are too small to read.

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SHARE

1,194

Tweet

298

Like

512

Share

✉

SUBSCRIBE

Una CTA inicia el **proceso de conversión.**

El proceso de conversión

CTA

Landing Page

Página de agradecimiento

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2 ¿COMO CREAR BUENAS CTAs?

¿QUE SECUENCIA CONSTITUYE UN PROCESO DE CONVERSION COMPLETO?

- A. CTA > Blog Post > Landing Page
- B. Landing Page > CTA > Thank You Page
- C. Blog Post > CTA > Landing Page
- D. CTA > Landing Page > Thank You Page

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MEJORES PRACTICAS PARA LAS CTA

- Oriéntalo a la acción.
- Incluye keywords coherentes con la oferta de contenido y la landing page.
- Llama la atención.
- Utiliza una disposición fuerte y apropiada en la página.
- Prueba cambios y analiza los resultados.

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Oriéntalo a la acción.

No hagas que los visitantes tengan que pensar en lo que tienen que hacer a continuación. Díselo!



Download the free Adventure Travel Guide

Verbo orientado a
la acción

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Incluye **keywords** coherentes
con la oferta de contenido y la landing page.

Sin keywords, sabrías de qué se trata la oferta?

[Download the Guide](#)

Incluye **keywords** coherentes con la oferta de contenido y la landing page.

Usar las mismas palabras clave y frases para todo el proceso de conversi3n ayudar3 a tus visitantes a comprender lo que les ofreces.

Download the Adventure Travel Guide



Keywords

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Tu CTA tiene que **destacar** para que los visitantes entiendan que tienen que clicarlo.

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Expertly Simplified IT Maintenance:
IT Maintenance That Makes Sense

- Streamline troubleshooting via our multi-vendor AdvancedTAC™
- Meeting or exceeding all manufacturer SLAs
- Significantly reducing the total number of maintenance contracts
- Reducing maintenance support spend by 30-40%

[See Details](#)

The challenges in IT maintenance

Procurement

- Multiple support contracts
- Different contract start / termination dates
- Multiple prime contractors
- Extremely rigorous management oversight required to prevent lapses in coverage

Technical

- Multiple contracts, serial numbers, and support lines
- Manufacturer support degradation due to outsourcing and other cost reduction measures
- Lack of cross-vendor support results in longer

Financial

- Manufacturer maintenance costs rise 10-15% annually
- Enterprise maintenance agreements have become vehicles for manufacturer "lock-in"
- Extremely high internal personnel costs for contract management

The challenges in IT maintenance

Procurement Technical Financial

XSI solves these issues by providing a simplified, customer-friendly solution for the Procurement and Technical teams while significantly reducing O&M expense for Finance.

XSI's next great webinar is coming soon.

[SIGN UP FOR THE WEBINAR](#)

Just how much can you save?

Free Analysis of your Current Maintenance Costs and Agreements

[REQUEST YOUR FREE ANALYSIS](#)

Utiliza una disposición fuerte y apropiada en la página.

Los CTAs deben parecer naturales y que no están forzados en la página.

Marketing

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Coloca los CTAs al **final** del blog post.

Marketing

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Los CTAs de la **barra lateral** deben ser ofertas generales.
 Así, son aplicables a la mayoría de las personas que leen tu blog.



Fifth Season

[5 Reasons Why Off-Site Team Building Really Works](#)



Every team faces challenges. When a group of individuals is thrown together and expected to collaborate,

there will be bumps in the road. Egos will rise, tempers will flare, and production can flag.

[📖 Get your free ebook now!](#)

[Off-site team building](#) can provide the antidote to these problems. In fact, there are five major reasons why it can really help your team function effectively.

Not to mention, it's wicked fun.

[Read more »](#)



Partner Broadcast
Thursdays at 11AM
EST

This week, **Max Traylor from IMR Corp** will give a sneak preview of his INBOUND13 talk that dives into a radically different sales approach for inbound marketing services.

Nick Heim of TSL Marketing, will present an in-depth look at client onboarding best practices and lessons learned for HubSpot/Inbound in the IT channel.

Carole Mahoney from Mahoney Internet Marketing will give an overview about her upcoming agency webinar on August 16th.

Coloca los CTAs en **emails**.

Los CTAs pueden estar colocados al final de un email, de un párrafo o de una frase.

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The background of the slide is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid, with some appearing slightly more prominent than others, creating a subtle texture.

1-2%

Es el ratio de click-through para CTA.



10%

Es el objetivo de clicks-to-submissions para CTA.

Haz un **pequeño cambio** y
observa como funciona.

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3

¿COMO SE VE UN
CTA EFECTIVO?

OUR OFFERINGS

Whether you are a family, business or non-profit, we can craft an experience to fit your needs

Fifth Season is happy to provide access to a wide range of activities for our family or business visitors in the New Hampshire community.

Activities:

- Low and High Ropes course
- Boulderling Cave
- Zipline
- White Water Rafting
- Mountain Biking
- Kayaking
- Guided Tours of White Mountain National Park and Appalachian Trail

For Families:

Fifth Season has extensive experience planning family adventures that entertain, engage and educate the whole family. We provide a safe environment to explore nature with your whole family. Our total focus is on your family - and making sure that you are able to explore nature and all it has to offer.

[Click Here](#)

Stay in one of our rustic mountainside cabins, or work with us to find the perfect accommodation for your family in a nearby hotel or B&B.

For Businesses:

We specialize in Corporate retreats, incentive travel, conventions and meetings of all sizes. Based on your goals for the trip, Justine and our team will craft a personalized experience. Seamlessly blending team-building, grow and trust exercises into the above-mentioned adventure travel activities, your team will reach new heights as they challenge themselves in this facilitated environment.

Additional Posts:

[Team Challenges \(1\)](#)



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Academy 