

CLASE 06

### Llamadas a la acción (CTAs) atractivas

Profesora: Angela Hicks

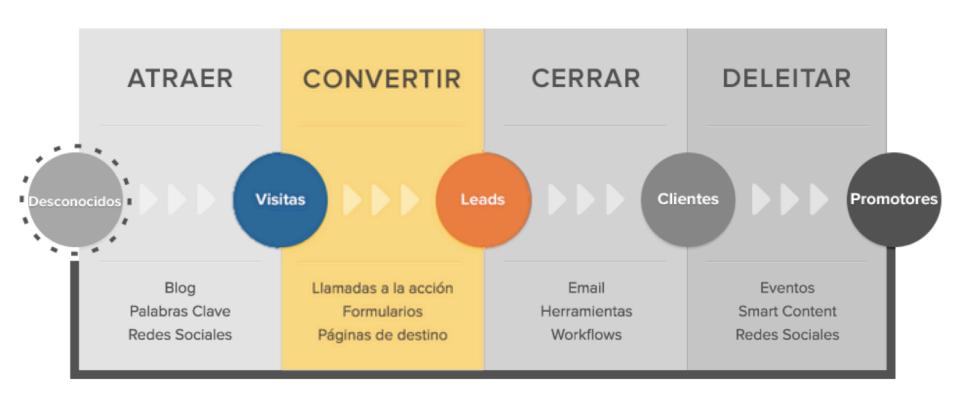
# ¿COMO UTILIZAS UNA LLAMADA A LA ACCION (CTA)?

### Metodología Inbound





### Metodología Inbound





## NO SE PUEDEN CONSEGUIR PROSPECTOS SIN UN PROCESO DE CONVERSION.

### El proceso de conversión

Landing Page

How to utilize the member advocacy tri-fecta:

Download the FREE ebook

Educate, Engage, Empower

Página de agradecimiento

When are you available for a demonstration?

Show Me Votility

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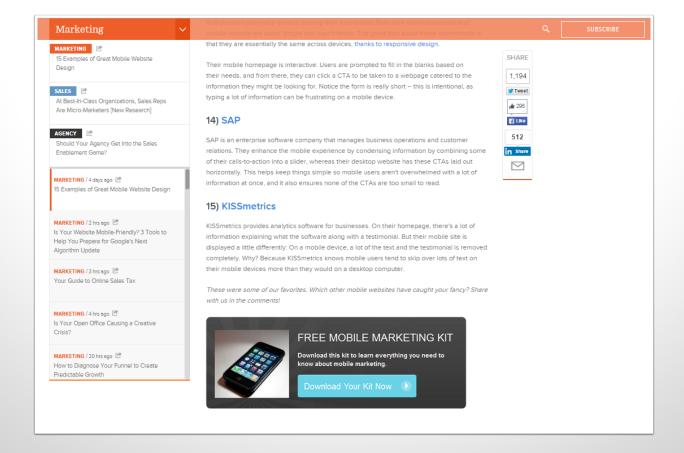
YOUR REPRESENTATIVE'S VIEWS

CTA

Votility. Votility. **Ebook: The Essential Guide to Member** Get Your Copy Now! Thank you! Grab your ebook below. Request A Live Demo of Votility First Name \* After you read our guide, get a live demo of the Votility's Engagement Click Here >> to Download Your EBook! Enterprise Software. Our member engagement experts will Essential Guide to: provide you with advice on increasing engagement and Learn how to better engage your members, increase tracking your results. Last Name \* participation, and empower them to take action! Thank you for downloading Votility's ebook, "The Complete Guide to Member Engagement". Member Email (we will keep your email completely private) \* ommon...They need to increase member engagement! But how? **Engagement** Coming up with creative ways to engage Type of Organization: Email (we will keep your email completely private) Testimonials FAQ Media Contact Us Learn the best practices and creative ways to Download Now Free Ebook engage members with our new ebook "The HR-3200 Type of Organization: 1 **Read Now** How member engagement works The Top 5 reasons why members don't

### QUE ES UNA CTA?

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



### Una CTA inicia el proceso de conversión.

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### ¿COMO CREAR BUENAS CTAs?

- 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 conversión ayudará a tus visitantes a comprender lo que les ofreces.

Download the <u>Adventure Travel</u> Guide

Keywords

## MEJORES PRACTICAS PARA LAS CTA

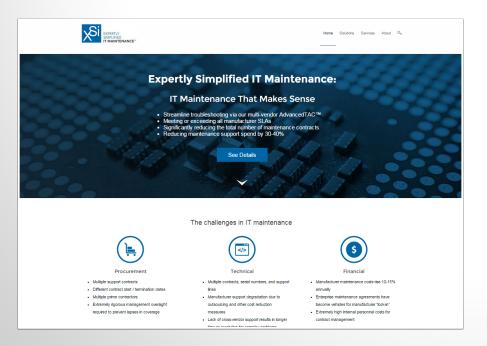
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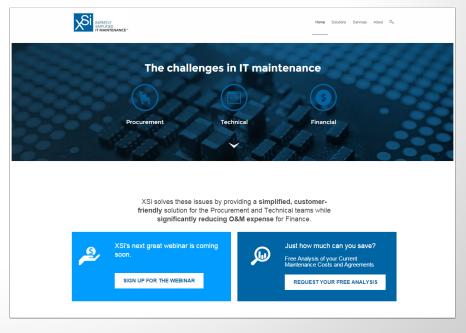


Tu CTA tiene que destacar para que los visitantes entiendan que tienen que clicarlo.

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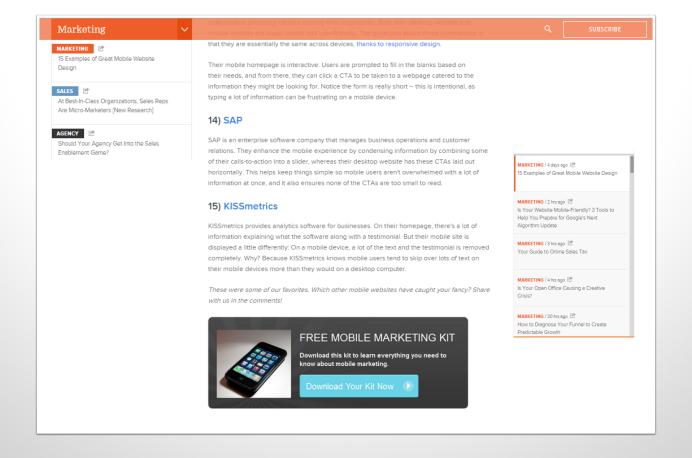
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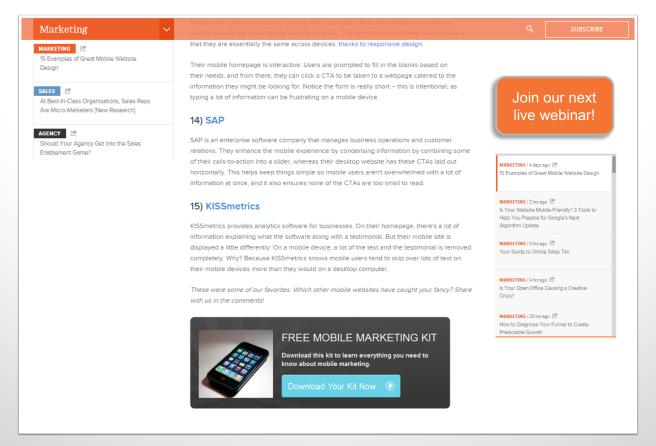


# Utiliza una disposición fuerte y apropiada en la página.

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



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



### Los CTAs de la barra lateral deben ser ofertas generales.

Así, son aplicables a la mayoría de las personas que leen tu blog.



### Coloca los CTAs en emails.

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

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# 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.

Download the Adventure Travel Guide



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# ¿COMO SE VE UN CTA EFECTIVO?



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

**Fifth Season** 

- Bouldering 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:







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