# Learn + Launch: Calls to Action

Actionable insights courtesy of **neat + *nimble***

## Is this a good CTA?

- What does the viewer want to do?
- What do we want the viewer to do?
- Is there value for the viewer to do what we want them to?
- Is there a single primary action or contact method?
- When you get past the CTA and are taking the action, is it easy and clear how to get the desired result?
- How long or short can it be? Does it need to be?

## How can we improve conversions?

- How many other calls to action are near the primary CTA? Can they be removed?
- Is there more than one action available that will still get viewers to the same end result?
- How great is the barrier to entry?
- Is the value of taking action more or less than the perceived risk?

## How can the CTA be revised from passive to active?

- Does it include an active verb?
- Does it build urgency?
- What emotion does the viewer have when asked?
- Are you sharing the result they will get?

## Is it appropriate to use a passive CTA?

- What stage of the sales process is your viewer in?
- Which audience are you talking to?
- How will your brand be perceived if you ask the viewer to take this action?
- Is there a better method/communication channel more appropriate for what you're asking?

***Want help with marketing?*** Contact Marie Newell to get started: marie@neatandnimble.com or (573) 825-4321

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## What ways can a CTA be measured?

- Conversion Rate = Unique Actions Taken (clicks, subscriptions, etc) divided by Number of Opportunities Presented (impressions or asks)
- Cost Per Lead = cost of acquiring a new lead
- Cost of Acquisition = cost of acquiring a new client/customer
- Return on Ad Spend =  profit made through an ad and the total cost spent on creating the ad
- Average Order Value = value of average sale across a period of time
- Customer Lifetime Value = estimated value of a customer's relationship
- Leads to Close Ratio = dividing the number leads by the number of leads that were closed

*Projected ROI^ = [(Customer Lifetime Value-Cost of Goods Sold-Customer Acquisition Cost)/(Cost of Goods Sold+Customer Acquisition Cost)]*100*

*^Source: https://www.yokellocal.com/blog/how-to-calculate-roi-in-digital-marketing*