

Bonus 5

CTA Ideas

What is a Call to Action?

A Call to Action, or 'CTA,' is a simple prompt within your content that encourages your audience to take a specific action. For example, "Save this post for later".

Why use CTAs?

CTAs are important in marketing because they guide your audience toward a clear action, increasing the chances they'll follow through.

To be effective, CTAs need to be straightforward and direct, showing users exactly what to do next.

Types of CTAs

There are two main types of CTAs:

- **Engagement CTAs:** These are meant to boost interactions like shares, comments, saves, or likes.
- **Sales CTAs:** These aim to drive clicks on your offers, increasing the chances of making a sale. CTAs for free resources, while not direct sales, can also fit here. Each CTA should be clear and match the purpose and context of your post to work best.

How to use CTAs

Where to place CTAs?

- Carousels: On the last slide and at the end of the caption.
- Reels: At the end of the video (optional) and the caption.
- Single Posts: At the end of the caption.

When to use CTAs?

I recommend adding a CTA to all your posts. Whether you're looking to boost engagement or drive traffic to your offers, it depends on the goal of your post.

Basic rules:

- ✓ Keep the CTA aligned with your message, so it flows naturally.
- ✓ Use action words that clearly tell people what to do. Keep the language simple.
- ✓ Show the benefit of taking the action.
- ✓ Stick to one action per post to keep your CTA focused and effective.

CTA Ideas:

👉 Sales

1. Get your copy now! The link is in my bio.
2. Comment "KEYWORD" and I'll send you the link.
3. Comment "KEYWORD" to learn more.
4. Comment "KEYWORD," and you'll send you the details!
5. Comment "KEYWORD" & you'll send you the link to sign up.
6. Head to my link in bio to learn more and apply.

Here are some examples of how to use them in practice:

- For a service - After sharing tips on building healthy eating habits: "Need more help? Comment 'HELP' below, and I'll send you the details to book your consultation".
- For downloadable material - After discussing gardening tips and offering valuable insights: "Want more tips? Comment 'GUIDE', and I'll send you a free copy of my complete gardening guide!
- For event or course - After explaining strategies for boosting productivity: "Curious about learning even more strategies like this? Comment 'SIGN UP' below, and I'll send you the link to register for our upcoming webinar."
- For product purchases - After sharing tips on building a morning skincare routine: "Want more tips on elevating your skincare routine? Comment 'SKINCARE,' and I'll send you the link to explore our full skincare collection.

👉 Likes

1. Tap '❤️' if this resonates with you
2. Double tap if you agree
3. Double tap to show your love
4. Like this if you learned something new
5. Double tap to fill the heart

👉 Shares

1. Share this to your Stories if you relate
2. Share this with someone who'd appreciate this
3. Share this to spread the message
4. Share this to spread the word
5. Share the slide you relate to the most

👉 Comments

1. Tag a friend who needs to see this
2. Tell me: Have you ever felt this way?
3. What's your favorite tip from this post? Let me know below!
4. Let me know your opinion
5. [Ask a question related to the post]? Comment below
6. Have you tried this before? Comment with your thoughts!
7. What do you think? Join the conversation in the comments
8. Do you have questions? Let me know in the comments

👉 Saves

1. Save this post for later
2. Save this post for when you need it
3. Save this to come back to when you're ready to take action
4. Save this post so you don't forget
5. Save this post to [promised outcome]

👉 Email subscribers

1. Want [benefit or promised outcome] in your inbox? Comment "Join" for the link!
2. Sign up for exclusive updates! Comment "Link" to receive the link.
3. Get [specific benefit, e.g., actionable advice] straight to your email – just comment "Sign up" for the link!

👉 Followers

1. Follow me for more content like this
2. Follow me for daily tips on [your topic]!
3. If you enjoyed this content, follow me for more!
4. Follow to keep learning about [topic] every week
5. Want to learn more about [your topic]? Follow me
6. If this helped you, follow for more content like this!



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