



YOUR GUIDE TO CTA'S



3 Weeks
of Calls-To-Action

SHE BLOOMS MARKETING STRATEGY



01 Why Calls-to-Action

If you don't ask you don't get! Call-to-Action (or CTA) is a fancy marketing term for telling your audience the action you want them to take. If you're a business owner, a call-to-action should be used in every single post. You might be thinking that over-using CTA's on social media isn't necessary or might be annoying, but the reality is, social media is a place where users easily get distracted by new content. If there is an action you want your audience to take you have to shout it from the roof tops!

I break down CTAs into 3 different types:

- Small Asks - good for engagement
- Big Asks - good for generating reach
- Lead Generators - good for - you guessed it- generating new leads

Where to place your CTA

Your CTA should be placed in every post caption and story. For captions, I recommend to either start your caption with your CTA or put it at the very end of your caption. Mix it up in your captions, and see what works best for you.



My Services

I hope you found this mini guide helpful! Social Media has the potential to be such a powerful marketing tool but there is definitely a lot of strategy behind making it work for your business. If you're feeling lost, overwhelmed, or simply feel like you need an offload, She Blooms Marketing would love to help. From strategy development and implementation, to social media management, I would love to create a custom package for your business. Simply send me an email to get your complimentary consultation.



LET'S KEEP IN TOUCH

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