

YOUR GUIDE TO CTA'S

3 Weeks

of Calls-To-Action

SHE BLOOMS MARKETING STRATEGY



01 Why Calls-to-Action

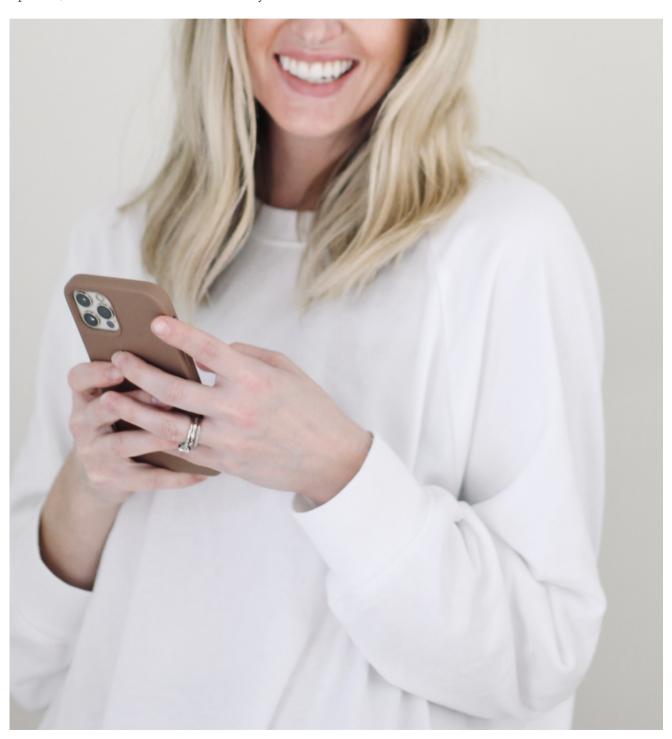
If you don't ask you don't get! Call-to-Action (or CTA) is a fancy marketing term for telling your audience the action you want them to take. If you're a business owner, a call-to-action should be used in every single post. You might be thinking that over-using CTA's on social media isn't necessary or 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.





Small Asks

- Double tap if you liked this post
- Hit that like button if you agree
- Save this for later
- Hit that save button to refer back to this later
- Comment your thoughts below
- Comment with a heart emoji if this spoke to you
- Comment with your favourite emoji
- Let me know your favourite X in the comments



Big Asks

- Tag a Friend who you know will love this post
- Share to show your friends
- Share this to brighten someone's day
- Give me a follow if you want to see more of this content
- Share to stories to spread the word
- Send me a DM to learn more



Lead Generators

- Sign up for my email list
- Click the link in my bio to get started
- Stay up to date with my newsletter
- Be part of my community
- Register for..
- To add to cart, click the link in my bio
- Swipe up to register/add to cart/get started...

My Services

I hope you found this mini guide helpful! Social Media has the potential to be such as 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 of 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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