What is Call To Action?

Call to Action, popularly known as 'CTA' is an image or line of text that prompts your visitors, leads, and customers to take action. It is, quite literally, a "call" to take an "action."
Here’s a compilation of what CTAs can look like…..

1. Download Now
2. HAVE QUESTIONS? CONTACT US
3. Sign up for Free!
4. Try Now!
5. Click Here To Learn More
6. Contact Sales Talk to an Expert
3 Steps to Write an Effective CTA

1) Be Direct-

Don't beat around the bush. It is imperative that you let your visitors know exactly what you do and exactly what you would like them to do.
2) Be Demanding-

Your CTA should always have an action. But make sure your action is short, simple and strong, to the point of being demanding. Say exactly what you want the potential customer to do.
3) Be Clever

Evoke some sort of emotion, whether it is humor, necessity or desire. Use a play on words, solve an important problem, or create a must-have value. When people feel an emotional connection, they are more likely to take action.
Create a Message that will make you click!!!

So, now that you know the secret of creating an effective CTA strategy. Be the first one to create an amazing, action-oriented and practical CTA message.
About Contest-

Popular social networking site sends a reminder email to its inactive users (Refer the Contest Email on the Left), inviting them to revisit their Friends book account.

Closing Date: 10 June 2014

Prize: 10 Lucky winners will win Voucher worth INR 10000

Winner Announcement: One winner will be announced at the end of everyday.
Go Ahead, Submit Your Entry!!!

Write a call-to-action for this tab and submit your entry.