

CREATE A GREAT CALL TO ACTION

What is a call to action?

How you tell your reader what you want them to do next

Do you want them to...



Your call to action is one of the most important parts of your email campaign. Without one, most people will open, skim read and could even delete your email without ever really fully engaging with it.

Where to start?

Think carefully about what you want the reader to do – what is the main purpose of your campaign? Then follow our ten easy steps to create a great call to action for your email campaign:

Make it easy!

Don't make the reader have to work for it. Make sure at least one clear call to action is visible in the inbox without needing to scroll down the email.



Be creative

Calls to action are more than just buttons. They can appear in the form of logos, images, hyperlinked text, and video links. Include a number of different types of call to action in your email to cater to different types of reader.

Don't be afraid of buttons

Our analytics show that over 40% of the time, the most popular clicks in an email campaign are still on a traditional call to action button.



Make your main call to action stand out

Surround it with white space so that it doesn't get hidden by clutter. Stand back from your screen and blur your eyes. Does it jump out from the rest of your content?

Get straight to the point

Use short, dynamic copy to grab the reader's attention and encourage action.



Make sure your landing page is relevant to the call to action



Think about what you are asking the reader to do, and don't be misleading. If your call to action says 'Get more information', don't link it to a landing page that is nothing but a blank enquiry form. If they feel deceived, the next link they'll click is unsubscribe.

Think carefully about the colour

Not only will your chosen colour help to differentiate the call to action from the rest of your content, but it also carries subtle hidden meanings which can influence decision making.

Did you know that yellow creates a subtle sense of urgency? Or that dark blue is associated with trustworthiness? Test your button colours to get the best engagement rates for your campaign.

See our handy guide to colours for more guidance.



Experiment with button shapes

Change can be exciting, so try ditching the rectangular box and testing something a little different in your next email.

Do you have video content you want to share?

Videos are always popular so this is a great way to get readers to engage with your email.

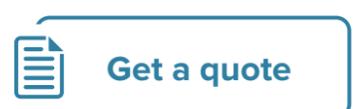


Don't forget mobile users!

Around 20% of our emails to schools are opened on mobile devices, and we expect that number to rise, so make sure that button is big enough to be tappable on a small screen.

Of course, we don't expect you to do all of this on your own. With over 20 years of experience in marketing to schools, the team here at School Mailings are happy to advise you and suggest options for your call to action.

Contact us today to get started with your email marketing to schools:



We hope you enjoyed this informative content. Don't forget, we are here to help develop your education marketing knowledge and further your marketing to schools campaign

