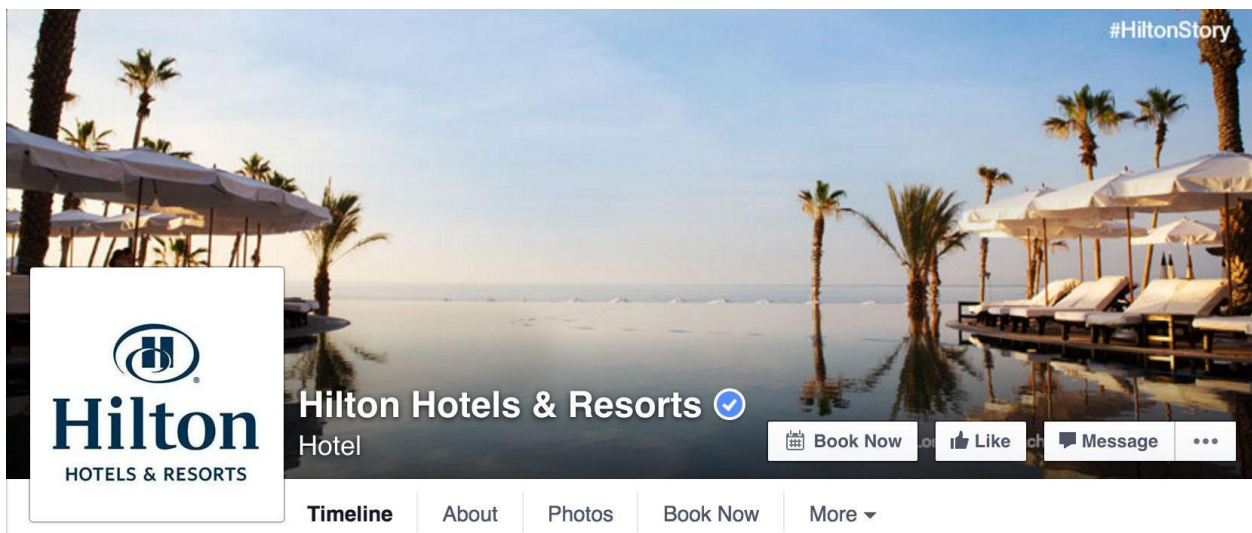


DAY 4 - Add a Call to Action to Your Page

Facebook has a really cool feature called the “Call to Action” button. Here you can direct fans to a product, service, your latest webinar or even a book. The “Call to Action” button is right next to the “Like” button on your page.

Let’s take a look at the 7 “Call to Action” buttons, and then let’s talk about how you can use them in your Facebook marketing.

1. Book Now



2. Contact Us



3. Use App



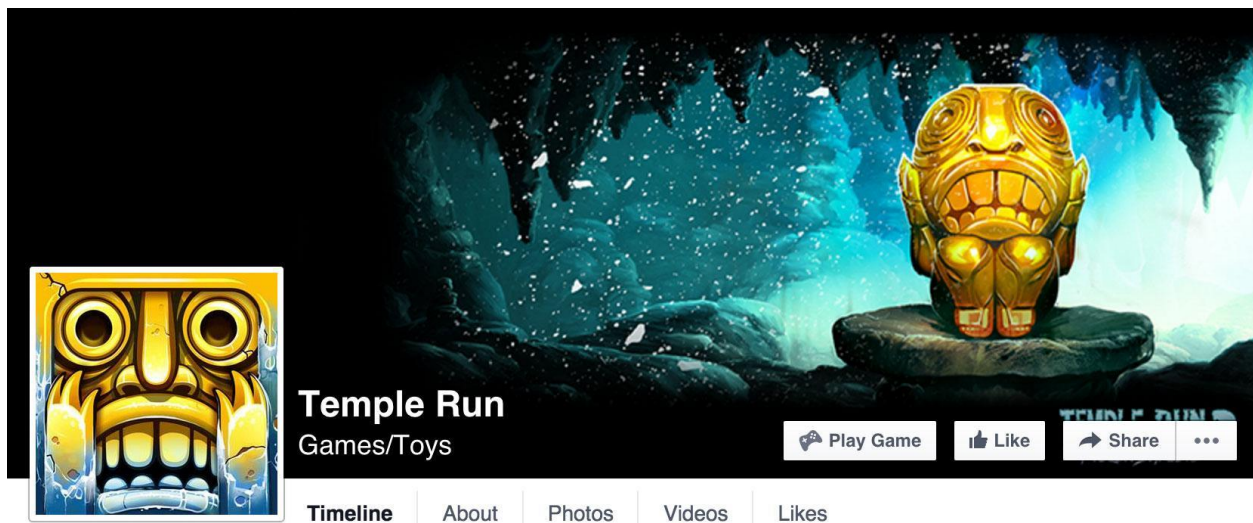
Got a great idea for a digital promotion?
Try the New Promotions App Helper and Test Your Idea

Easypromos
Software

Use App Like Message

Timeline About Test Your Idea Test Our Demos More

4. Play Game

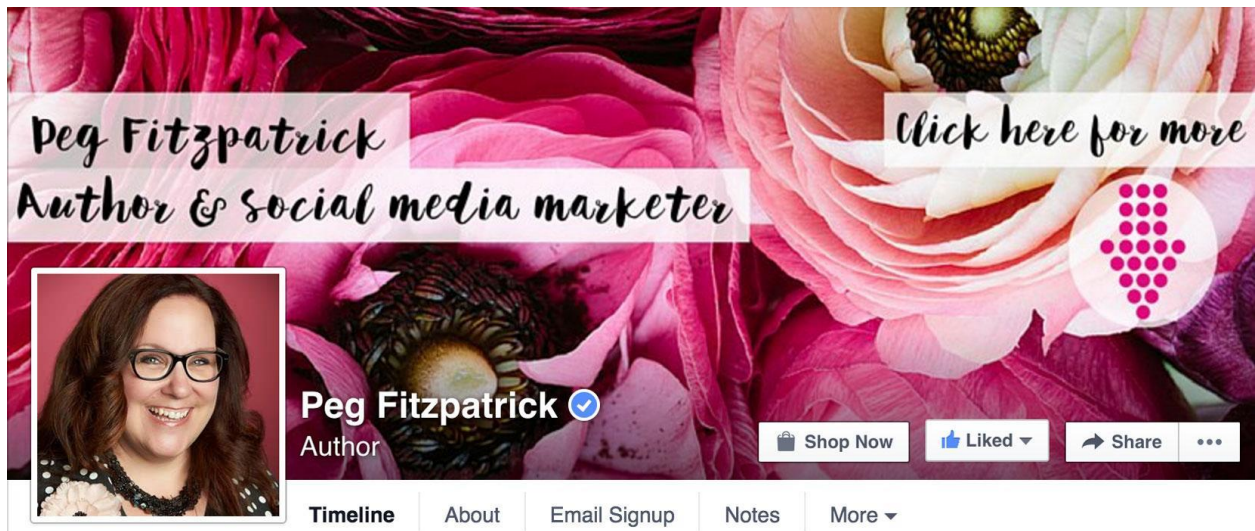


Temple Run
Games/Toys

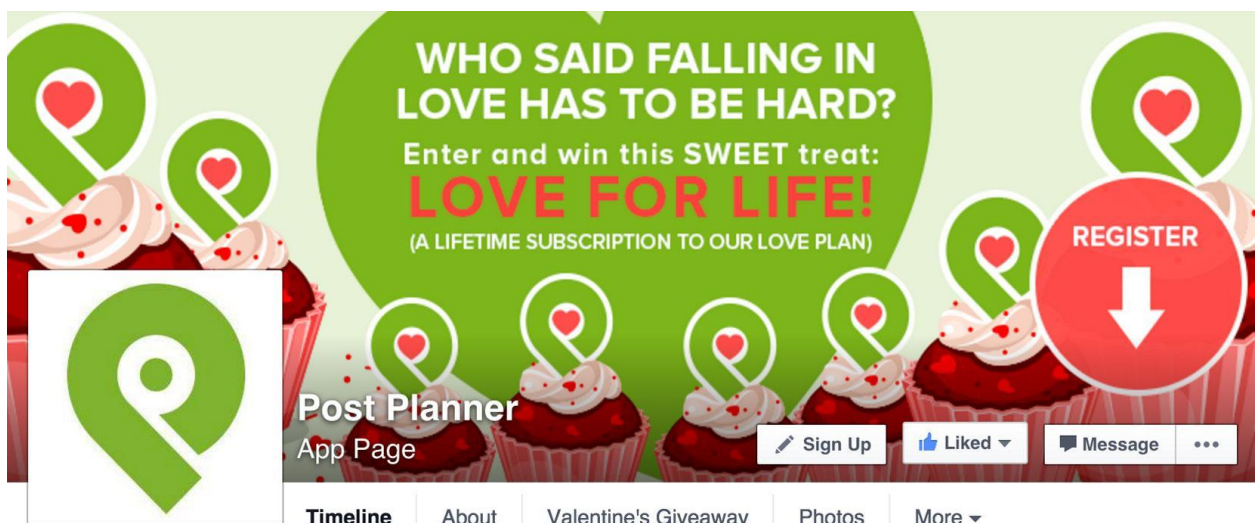
Play Game Like Share

Timeline About Photos Videos Likes

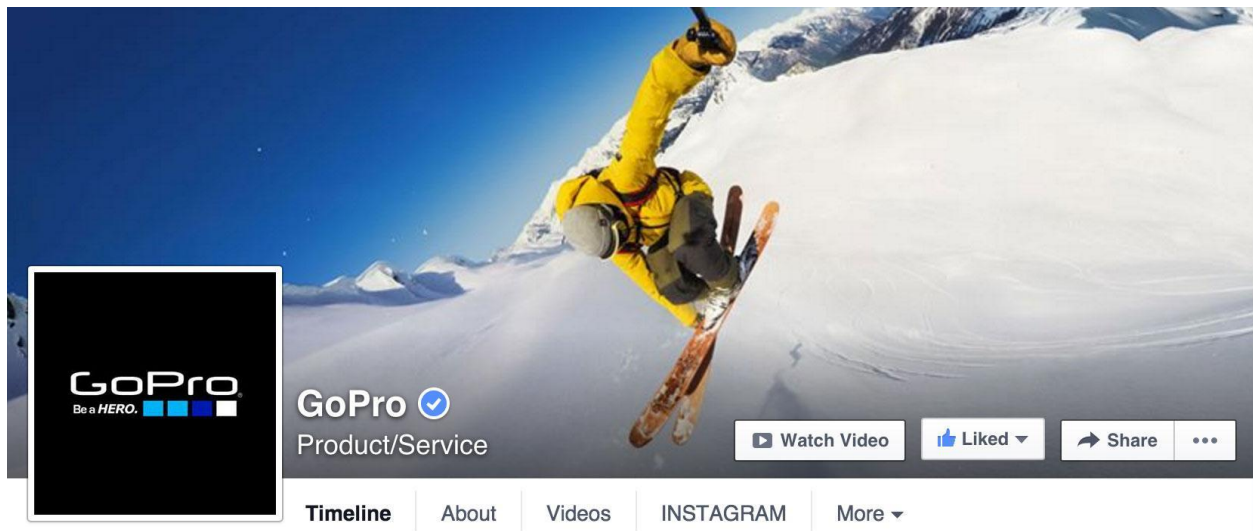
5. Shop Now



6. Sign Up



7. Watch Video



Which “Call to Action” is right for you? Begin by brainstorming what that next step is you’d like your fans to take.

In other words, think about where you would like to link that button. Will it go to Amazon to promote your book? Will you send people to your website to buy your product? Think about how the “Call to Action” (CTA) button can support your marketing goals.

You’ll be able to measure the success of the CTA that you choose. If you find it’s not performing well, you might consider changing it.

30 DAY FACEBOOK CHALLENGE

We suggest that you give your readers a visual cue to your CTA. You can do this by creating a cover photo that complements your CTA button.

Here is a great example:



Here's how you can use the buttons:

- Book now *for consulting calls or intro appointments*
- Contact Us *for brick-and-mortar businesses to grab local customers*
- Shop Now *for any service company or to drive traffic to your Etsy or eBay business*
- Sign Up *to grow your essential email list (this should be your default!)*
- Watch Video *could be the gold-standard choice to tell your story*

The main thing to remember is that although the CTA button is nice, it won't suddenly drive a lot of traffic to your website.

Just like with any other marketing tool, you need to put some strategy behind how you'll use it to support your overall marketing goals. Which CTA will you use?