

180 - How to Create CTAs That Actually Boost Engagement & Sales

Laura Davis: [00:00:00] In this week's episode, we are talking about how you can get people to take action on your content.

Laura Moore: Welcome back to another episode of JFDI with the two Lauras. This is the weekly show for freelance social media managers where we help you to grow your visibility, develop your offers, sort out your systems, and make more sales in your business.

And on today's show, we are gonna be talking about how you can get people to take action on your content, whether it's on Instagram, Facebook, LinkedIn, TikTok, Snapchat. Do people still do that? Who knows? Yeah. Anyway, you'll be able to do whatever you want on whatever platform after the end of this episode. I wanna start this episode today. Laura's just laughing at me 'cause like, I dunno what she thinks I'm expecting you to do on your content, but there we go.

Um, I wanna start this episode by saying that I know that as soon as we say what we're gonna talk about in a second. You're gonna go, oh no, that sounds really spammy. And this is why we wanted to record this podcast because we often have [00:01:00] people tell us that they don't use call to actions in their content because it's spammy.

And we want to kind of get over that and help you to get people to take action, in which case you need call to actions. Now, my first question for Laura Davis is, is it calls to action or call to actions?

Laura Davis: Well, I'd've gone call to action. No s's anywhere.

Laura Moore: Yeah, but if you're talking about them in the plural, 'cause we're gonna be talking about several on this episode.

Laura Davis: Calls to action.

Laura Moore: Okay. I have this conversation a lot. Is it lie ins or lies in, anyway, we're going down a tangent on that one. Uh.

Laura Davis: Lay I, lay in.

Laura Moore: Yeah, once. But what if you have multiple? Not that we ever do.

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Laura Davis: I was gonna say, I dunno, it's ever happened to me.

Laura Moore: That would be a miracle.

Laura Davis: A lies in. No. Lays in. Lays in. No. Laid in.

Laura Moore: But is it lay ins?

Laura Davis: Lays in.

Laura Moore: Lie ins? Or is it lies in? [00:02:00] I don't know.

Laura Davis: No.

Laura Moore: If you do know the answer to this question. And you know about grammar. Is it even grammar? Um, drop into our DMs and let us know.

Laura Davis: Please do. Okay. Did you ask me a question? Oh yeah, you did? Call calls to action or call to actions?

Laura Moore: Yes, that was the question.

Laura Davis: So I think it that we should hit this off with our social content is not there just to sit there and look pretty and do nothing. No. The whole point of your social content from a marketing perspective is that you want somebody to take action. And in my fairly lengthy experience now working in social media marketing, people will not do anything if you don't ask them to do it.

Laura Moore: And even when you do ask them to do it, not all of them will do it. No. So you need to, you need to be explicit. I think just on what you just said, like people, you're not creating content to entertain people. Yes. Your content might be [00:03:00] entertaining. But your job isn't to entertain people. Your job is to get people to, as Laura just said, take some sort of action.

If they get entertainment from that, they get value from that, great. That's a bonus. But the goal as a marketer is to get somebody further down your funnel, further down that journey of towards, you know, whatever it's buying from you, becoming a lead, joining a course, donating to a charity. Whatever that end goal is, that's what the, the point of the content is, regardless of what's in it.

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Laura Davis: And I think this is a, just to go off slightly on a tangent, this is where the whole content creator versus social media marketing discussions fall in, isn't it? If you are a content creator, you are there to entertain. Yeah. And obviously if you are an influencer who is a content creator, then it, you, you will then need to go down that kind of action taking route.

But on the whole, [00:04:00] you are creating content just to entertain people. Like the billions of people who use TikTok to create TikTok, they're just there 'cause they, they wanna entertain. They wanna share something. Yeah. They wanna, but they don't necessarily are expecting you to, to take any kind of action.

They're just wanting you to consume that content. And they're after a vanity metric.

Laura Moore: They're not making money from you as a customer. They're making money from you viewing their content. 'cause they're being paid by the platforms, particularly on TikTok.

Laura Davis: Yes.

Laura Moore: So they don't need to do anything except get you to watch their content.

Laura Davis: Exactly.

Laura Moore: Yeah. But you are not being paid like that way you are being paid when someone gets their credit card out. And buys something from you. Yeah. Or somebody, as I said, donates to a charity or signs up and ends up going down a funnel or becomes a long-term client. That's how you get paid. So, and the two things are different.

Very different.

Laura Davis: And this is why when people think, oh yeah, well hang on, I can, I can do content creating, therefore I can do social marketing that you may well be able to, but the [00:05:00] strategy and the tactics are very different because yeah. Of, of what we've just discussed. So, um, if you are listening to this and you're like a content creator, you'll be like, I don't need CTAs.

Well, I would probably argue that you probably do anyway, but there is an argument less so.

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Laura Moore: And I would probably argue that those content creators who say they don't need a CTA have one at the very beginning of their video because they're saying, what's the end to find out blah, blah, blah.

Laura Davis: Yeah, yeah, yeah.

Laura Moore: That's a call to action. Yeah. So there you go. Yes. On the money there. There we are.

Laura Davis: And that's, and I think that as another point, a call to action can be in various different forms. It's not just that last sentence in your caption.

Laura Moore: No. Which I think historically probably would've been. And actually if it is just that last sentence in your caption, that's probably why your calls to action or call to actions are not working well, especially in my world.

'cause I don't get there. Exactly. They do need to kind of be spread throughout, don't they, [00:06:00] in subtle ways. In. And like we'd always say, and you'll probably hear us say on this podcast as well, that you, you should only have one call to action in your content that you can have that call to action or that the end goal of the action, but drip it through your content in different ways.

Yeah. So, you know, like if you were, were recording TikTok, you could be like, you know, watch to the end of this video where I'm gonna tell you how you can get a free thing. And at the end of the video you tell them how to get the free thing. They're two different calls to action, but they're about the same thing.

Yeah. So, you know, and you, you kind of weave it through because then at least if somebody doesn't watch it to the end of the video, they still know what the call to action was. And they can still absolutely. That free thing. So, yeah. So, but the fact is that people think that calls to action are spammy because they're used to, it's, it's almost like that, that real salesy kind of vibe, isn't it?

And even if you want somebody to buy something from you, it doesn't have to be a really spammy, salesy vibe of call to action. Like click here to buy. Yeah. That could be one type of call to [00:07:00] action, but that's not the only kind of one that you could use. There's lots of different ways that you can get somebody to buy from you.

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Laura Davis: Yeah. And calls to action don't have to be big a, a big action. So a big action is going and asking someone to go and buy something that's a huge action, and you've got to be, things have got been going pretty well for you to consistently be able to use that, that call to action and see the results of that.

So call to actions can be for much, much smaller actions like just watching to the end or you know, sharing something, which admittedly is still quite a big ask, but, so there are varying scales of what you can ask people to do. Yeah. But yeah, the way you do it is important.

Laura Moore: And I think typically people are like, oh, okay, well, so I've just gotta put, leave me a comment or share this, you know, or the buy now kind of calls to action and I totally get why people don't wanna do that.

'cause that does feel spammy and that if I'm reading that, I'll be like, don't tell me what to do. Don't tell me to share it. Yeah. Yeah. [00:08:00] And there's other ways that you can do it and get those shares or get those comments without telling people. The simplest way to get people to comment, ask a question, easy.

If you make a que, ask a question that's easy to answer, it has to be an easy question to answer. Yes. Then people are gonna answer it, aren't they?

Laura Davis: And you have to bear in mind if you are asking a question, what people are prepared to answer depending on what platform they're on. Yeah. So for example, on LinkedIn where everyone will see your comment because basically LinkedIn's like Facebook used to be, if someone comments.

Obviously lots of people are gonna be able to see that. So if you ask people a really personal question. The chances are they won't answer that. So you have to think, how can I ask a question that people are going to be happy to answer?

Laura Moore: Yeah. Like, you know, just a question, like, let me know if you agree.

If it's something really positive that someone can, can easily agree with that. It's not gonna make them look bad. They're gonna agree. Yeah. If [00:09:00] it's something that's really kind of polarising, they're prob, probably not going to comment because whether they say they agree or they don't agree, it's possibly gonna annoy somebody who's in their world.

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So it's better to not say anything.

Laura Davis: Yeah, I think the, the biggest tip I would say is to a call to action. If you wouldn't say it out loud in a conversation, then don't put it on your content. Because if you were to say, I can't think of a really crap, gimme a crap. I think that's the case for your whole caption, isn't it?

Well, well potentially, yeah. But like I would never say to somebody. Well, obviously I would never say click on the link of my bio to buy it, but I would say, let me know if you want more in. No, I wouldn't. What would I say? I would say let me know and I can always send you the link if you're fancy. Like I would like in i'd, yeah, it's much more informal, formal, and I would be less, I would be direct, but less descriptive, less [00:10:00] demanding, less kind of telling people what to do.

Laura Moore: Mm.

Laura Davis: Let's soften it slightly, which. It may or may not work depending on obviously your tone.

Laura Moore: Yeah, yeah. But I think there's lots of ways that you can get, especially to starting conversations. So like I've got a list in front of me. I'm just gonna reel some of them off just to give you some ideas. If you want people to start conversations with you, drop me a DM.

Let's chat if someone wants to chat with you. They might drop you a DM, you know, it's easy. You're not saying, send me a message and tell me X, Y, Z, like, making it really difficult. It's just simple.

Laura Davis: Or you, and you're not, and you're not saying, send me a DM if you want me to sell to you. Yeah. You know, you, you, you are inviting people without that kind of commitment that you're gonna be sold to.

Laura Moore: Yeah, yeah, yeah. If you've got like a list post or something, you might just simply say something like, did we forget anything? And you could, you could on purpose leave out the most obvious thing and everyone would be like, why didn't you mention blah blah? Like tools for creating [00:11:00] your content, and you haven't put Canva on there.

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Everyone would be like, uh, Canva. You know, so, you know, things like that. Um, you could ask people, have you tried this? Have you done this? Are you going to try it? You know, things like that, just, they're just really easy, aren't they? You could even ask people to share their own tips if you're sharing tips like, oh yeah, people like to do that really easy.

Yeah, they really, really do. Um, like if I dunno about you, but I've somehow fall into all of these random TikTok holes and I was in a Netflix TikTok hole. Last week or week before, of people just talking about the programs that they've watched or asking, what should I watch? And the comments are insane because everyone wants to share the programs that they've watched or the films that they've watched, haven't they?

Because like, yeah, you know, we just wanna tell people what amazing people we are.

Laura Davis: Well, that's why that trend on TikTok's gone. Well, it's still going now, months and months where it says, you know, I want to know your experience of X, not just the basic, I wanna know the [00:12:00] most extreme or whatever it is. And loads. It's all about. It's all about the comments.

Laura Moore: I wish I knew what you were talking about.

Laura Davis: Oh. We've done one and it's like, um –

Laura Moore: Oh, okay. Um, yes. I definitely know.

Laura Davis: I think we did, this is going back a long time because we were –

Laura Moore: Oh, hang on. Are you like, are you talking about the one, tell me about your most unhinged, blah, blah, blah.

Laura Davis: Yes. That, yes. And that kind of still kind of rolls on. Yeah. It's like our friend Paul, uh, Biz Paul, his one was, oh, like if you were to be called, called up. If there was a war and you were to be called up, what would your role be? Or something like that? That would be. Yeah. And it's hilarious. It's such, such a good piece of content.

Yeah. Like obviously from a content creative perspective, there was no business game for him. But yeah, it's the con. People are prepared to give their views, experience comments, experie, you know, everything. You've just gotta word it right and time it right.

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Laura Moore: Yeah. But yeah, like if you are, if you're doing a [00:13:00] post where you want people to ask you questions.

Most people would just say, ask me anything below. But you could like make it a little bit funny or a little bit more chatty. Like, ask me anything below. And if you add your best gif I might even answer you because then people are like, right, well I'm gonna get an answer out of you. Yeah. And make a on your post.

You know? And it's just, it's just a way of building that kind of relationship, isn't it? Yeah. And there's nothing spammy about that at all. It's just conversation. Like, what, what do we do as con, as humans? We have conversations, we ask people questions, don't we? So it's normal.

Laura Davis: Well, that's the whole point of social media, isn't it? Or should be.

Laura Moore: Yeah, exactly. Yeah.

Laura Davis: I like the ones where it's like, give me your, the wrong answers only. They're always good ones.

Laura Moore: Yeah. Yeah, definitely.

Laura Davis: Anyway, so clearly Laura, uh, Laura and I both get sucked into the comment section on content.

Laura Moore: Totally, don't. I've fallen down Everest Tok at the moment. And it's just stressful. It's too stressful. Yeah. Too stressful. It's very [00:14:00] stressful. Yeah.

Laura Davis: I wouldn't be able, I'd have to get out of that TikTok, what I did. I'd need to get outta there.

Laura Moore: Yeah. Yeah.

Laura Davis: Got back onto my horses.

Laura Moore: But we could record a whole podcast just about Everest Tok, so let's not go into that to crevice.

Um. What about CTAs to like drive conversions then, because obviously we like, we can get the engagement, that can be nice and soft. But what about if we do want conversions,

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we want people to like, I dunno, register for a webinar or download a lead magnet or buy whatever we're selling.

Laura Davis: Well, I think so your advice on that, sometimes you can be, if your audience is really warmed up, ready to go, they wanna buy or sign up or commit or converse, then sometimes you can just be really explicit and just say, you know, here, tap this link to register, or go here to donate or go here to buy.

But you can create more urgency in those call to actions. So saying to people, you know, you've got time's running out. Be [00:15:00] quick. Don't miss out. Those kind of things is enough of a call to action to get people to take action because you're creating that urgency so you can. You can be very direct, but you can also soften it slightly.

Obviously we use, and many people now use bots, like Manychat bots. You can use keywords that will help, so that makes it easier for people to not have to go and come away from your content. Go and find the link either in the comments or link in bio so you can use that to help obviously drive those conversions.

Laura Moore: Yeah, you can be a bit cheeky. 'cause like, like I said, where you, you could have your call to action at the beginning. You could also be a bit cheeky with it at the end. So like, like this could work in a video or a written post where at the beginning you can say, you know, comment, blah, blah, blah, word for whatever the thing is.

Or you know, download my free XYZ via the link in my bio, whatever it is. And then at the end of your video or the end of your caption, you can be like, hang on, why are you still here? Uh, haven't you, why haven't you [00:16:00] gone off to sign up? To sign up? You know, that's like, it's just cheeky, isn't it? Yeah. And you don't have to be like, professional and, and like kind of straight laced the whole time.

Sometimes if it suits your tone of voice, just be a bit cheeky with it. You know, why are you still here? Go sign up.

Laura Davis: I love that.

Laura Moore: Let's whack that on a post next week. But just like simple things like see you in your inbox. Someone's gonna maybe message, send you a message or join your lead magnet so that they can actually get you in their inbox.

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You know, just, it's just simple little. Ends on your, on your content, isn't it? Yeah. I think are good. Yeah. Yeah. And, and like simple things, like if you wanna get shares ta you want people to tag people, you want them to repost or send it to their stories. Things like, I bet you know someone like this, or I bet you know, someone who would like this information.

Bet you know, someone who this would help. Things like that will, people will be like, oh yeah, no, I do know someone. And they'll share it to someone. Uh, you know, I bet you know, someone who could do with a laugh today if [00:17:00] it's something funny. What they're gonna do, they're gonna think, actually, yeah, I do. And they'll send it to someone.

Laura Davis: Yeah. Nice. We've got a heap load more CTAs that you can have a scroll through. We'll pop the link in the show notes. So do go and take a look at that and. As with anything, when it comes to social media, don't assume anything. So if you look at some of those and think, oh no, that would not work on my content or my client's content.

Test it, try it. You never know. Yeah, you can just, you know, we can always assume things, but actually sometimes things work that we weren't expecting them to work. So it's, um, always worth testing.

Laura Moore: And I think sometimes you might put a post out and you might be like, yeah, but I used that call to action from the two Lauras and my post tanked, and it must have been because of that call to action.

Well, how about you go find a really, really well performing post that you did before? Don't change anything about it apart from the call to action, because that's a good way to test. 'cause you know that that content works. And then you'll be like, yeah, okay, I can see that this, this call to action did work or [00:18:00] didn't work.

And you can test those little things. And going and finding a high converting piece of content and putting it back out again is the quickest way to make content. We've done that several times this week, and I bet you didn't even notice. Yeah, so definitely go and do that as well. Love it. There we go. We will be back, same time, same place next week.

Don't forget to check the show notes for the link for that post with all those CTA, um, ideas and let us know in our DMs as well, which ones you are gonna use. Did you like my little call to action there?

Laura Davis: Love it. Alright, see you next week.

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Laura Moore: Ta-ra!

Laura Davis: Bye.

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