



# How to Write Killer Call-To-Action Phrases with Examples for Social Media, Blogs, Emails & More

# Contents

Introduction .....	3
What Is a Call-To-Action and Why Do I Need It? .....	4
How to Use Call-To-Action Phrases .....	7
Start a Conversation .....	7
Encourage Sharing .....	9
Draw Traffic to Your Blog .....	10
Improve Website Design .....	12
More Email Clicks .....	13
Get Feedback .....	14
Convert Customers .....	15
Writing Your Own Call-To-Action Phrases .....	18
Use Active Language .....	18
Be Specific .....	19
Know Who You're Calling To .....	22
Create Urgency .....	24
Show Off Exclusivity .....	26
Gratify Instantly .....	27
FREE! .....	28
Promote Novelty .....	29

Capitalize on Curiosity.....	30
Use Reverse Psychology.....	32
Call on Mobile.....	33
Be Straightforward.....	35
Relate Actions to Social Media Goals.....	35
<b>Conclusion.....</b>	<b>37</b>
<b>About Comm100.....</b>	<b>38</b>
Customers.....	38
Accreditations.....	38
Contact Us.....	38

# Introduction

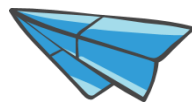
Imagine you're going fishing. You've invested in all the best equipment, you're going to the best possible spot to fish, and you're getting there at the best time of day to do it. The weather is looking great, and the odds of going home with a catch seem to be in your favor.

But there's a problem – you forgot the bait. It doesn't matter how much skill you have as a fisherman – if you cast your bare hook into the water, you could be there for days, weeks, or even longer, without a bite. Suddenly, the odds of you dining on fresh fish tonight don't seem very good.

Now, imagine that your pond (or more realistically, ocean) of choice is social media. And you're trying to get customers, not fish, to bite by engaging with your content. Without proper bait – or social media call-to-action phrases – your audience will simply scroll past your social media posts and onto more interesting, clickable items.

This eBook will help your business use create more engaging, clickable content for social media by using call-to-action phrases and power words. In doing so, we will go over the following:

- **What is a social media call-to-action?**
- **When to use call-to-action phrases**
- **The best tips for drafting your own killer call-to-action phrases**
- **Social media call-to-action examples**



# What Is a Call-To-Action and Why Do I Need It?

A call-to-action (or a CTA) is a word or phrase that gives your customer, follower, or reader a reason to act. It calls upon your audience to do something immediate, such as click a button, start a free trial, or sign up for an email subscription.

A good call-to-action can help achieve all of the following:

- **Generate leads**
- **Boost engagement**
- **Raise product or brand awareness**
- **Increase website traffic**
- **Drive sales**

Call-to-action phrases can be used effectively in many places, such as email headlines and blog post titles. Now more than ever, call-to-action phrases are being used on social media – the place where [71% of internet users worldwide](#) are already engaging.

When you're competing with [highland calves who think they're dogs](#), clickbait articles, and a never-ending stream of political memes, your posts need to really earn your audience's attention. On social media, using the right call-to-action phrases can have a direct impact on whether your campaign will be successful, or your audience will scroll past it.

Here's an example of how using call-to-action phrases and power words can make a difference in how clickable your materials are. The first image is a "before" photo of a less-than-gripping article headline:

# Grubhub CEO's compensation falls as equity grants delayed



By **Amina Elahi** · Contact Reporter  
Blue Sky Innovation

**Blue Sky Innovation: Fresh ideas from Chicago's most creative minds delivered to your inbox every week.**

**SIGN UP**

[Privacy Policy](#)

MARCH 31, 2017, 7:24 AM

**G**rubhub CEO Matt Maloney's compensation dropped significantly in 2016 to \$943,000, according to a filing with the Securities and Exchange Commission on Friday.

This article title uses words that most audiences would find boring and even inaccessible – many readers may not even know what equity grants are. This example lacks a call-to-action, and as a result fails to direct the reader towards clicking on the article. Now, watch what happens when we use some powerful new words, and call-to-action magic:

# Here's why Grubhub gave its CEO \$7 million less last year



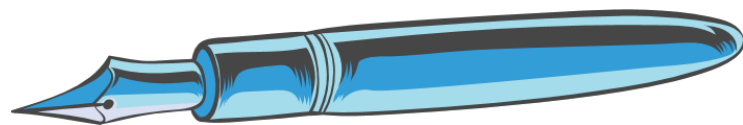
Grubhub CEO Matt Maloney (Hilary Higgins / Blue Sky)



By **Amina Elahi** · Contact Reporter  
Blue Sky Innovation

Source: [MediaShift](#)

This “after” headline is much more clickable than the last, and appeals to a wider audience. The phrase “Here’s Why” creates a question where none had been, and incentivizes users to act by clicking on and reading the article.



# How to Use Call-To-Action Phrases

Call-to-action phrases can be used to inspire several types of useful action. Here are some of the most popular ways that companies use call-to-action phrases on and off social media:

## Start a Conversation

People love to talk about themselves and share their opinions with others. They love it so much that on average, people spend about [60 percent of conversations](#) talking about themselves—and this figure jumps to 80 percent when communicating via social media.

That's because talking about oneself lights up part of the mesolimbic dopamine system – an area of the brain that is associated with rewards, and has been linked to the same motivation drivers and pleasurable feelings that arise from [drugs, sex, and good food](#).

By using call-to-action phrases to start a conversation on social media, you are inviting your customers and followers to engage in a discussion about their favorite, most motivating subject: themselves. Calling on customers to share their opinions, experiences, stories, etc. is a great way to boost social media engagement, and have your post reach a wider audience.

However, one thing to be aware of is how open your call-to-action is, and what exactly you're inviting customers to share. To avoid disaster, make sure that your call-to-action phrase isn't so open ended that your customers can interpret it the wrong way, such as when McDonalds started their [#McDStories campaign](#). What started out as a seemingly harmless campaign calling upon customers to share their McDonald's stories ended up backfiring, as Twitter users harnessed the hashtag to tell their McDonald's [horror stories instead](#). Within 2 days McDonald's took down their call-to-action, however consumers continued the conversation for over a week.

You can avoid what happened to McDonalds by making sure you're on the right platform to start the conversation you want to have (Snapchat, for example, might not have generated so much bad press for McDonalds in this situation), and by thinking ahead to any potential criticism that could come your way (such as by being aware of your brand's reputation). Start conversations with a call-to-action that is relevant to your product, a current event, current campaign or partnership, and that is on brand.

Check out how in 2014 Newton's used the World Cup and its parent company's status as the [Official Snacks of U.S. Soccer](#) to start a conversation that both promoted the brand, incentivized conversation, and kept commenters on task.





Newtons

May 28, 2014 · 🌐



Cleats not required to pass the love. Enter the [#PassTheLove](#) contest by telling us how you spread the love of soccer for your chance to win!

<http://goo.gl/8kAnFK>



👍 Like    💬 Comment    ➦ Share

Source: [Newtons Facebook](#)

Here are some social media call-to-action examples for starting a conversation:

- “Tell us about a time...”
- “Comment if you...”
- “What’s your favorite...”
- “Let us know in the comments...”

## Encourage Sharing

Having a call-to-action to get your followers to share your posts (or tweets) is a great way to increase your social media reach. When your audience shares your social media content, it broadens your network and attracts new viewers to your page. That means more leads, future engagement, and multiplying customers.

Many businesses use call-to-action phrases that give customers a specific incentive to share, such as being entered into a contest to win a coveted prize. Others use call-to-action phrases that appeal to customers' emotions, or customers' desire to share their beliefs and interests on their own social media pages.

Check out how Kraft does this in the social media call-to-action example below:



The image shows a screenshot of a tweet from the verified account KRAFT Mac & Cheese (@kraftmacncheese) dated March 7, 2016. The tweet's text reads: "We quietly changed our Mac & Cheese recipe in December. Share if you #didntnotice." Below the text is a video thumbnail showing a man in a white t-shirt sitting on a couch, eating from a bowl of mac and cheese. The video has a duration of 0:08. At the bottom of the tweet, there are icons for replies (139), retweets (197), likes (433), and a direct message icon.

Source: [Kraft Mac & Cheese Twitter](#)

In asking Twitter users to share if they #didntnotice, Kraft created a hashtag to go along with their campaign, as well as a community of nearly 200 people who admittedly #didntnotice. That's a lot of new people who otherwise wouldn't have learned about Kraft's recipe change. And, there's a good chance that out of the of people who saw this retweeted, at least a few of them found themselves suddenly hungry for Kraft mac & cheese.

Here are some examples of how you can call upon your followers to share on social media:

- "Share if agree..."
- "Share if this is important to you..."
- "Share to enter to win..."
- "Share if you \_\_\_\_..."

## Draw Traffic to Your Blog

Call-to-action phrases can be a great way to draw traffic to your company blog posts. One way to do this is by telling your viewers on social media to go check out your blog. Another way is by slipping call-to-action phrases into blog post titles and headlines. Well-written, actionable blog post titles can capture the interest of viewers who otherwise might not have been compelled to click on them (remember our first CTA example with GrubHub?).

Part of the beauty of putting call-to-action phrases in blog post titles is that you won't just gain traffic to your blog by linking to it on social media – you will also get hits from people browsing sites such as Google, who will be more compelled to pick your article out of the lineup. More people on your blog means more people on your website – which means more potential for sales. You can also use call-to-action phrases at the end of (or throughout) your blog post, to encourage further reading and keep potential customers on your website.

See how Smile Direct Club uses a call-to-action phrase to steer readers towards their blog:

Have questions about how invisible aligners might impact your bite? 😬  
😬 Check out today's blog post, written by licensed dental professional  
Dr. Ben Burris, for some helpful tips! 🌟🌟 <https://smiledirect.co/2z3AfEY>



Like Comment Share

Source: [Smile Direct Club Facebook](#)

By calling more customers to their blog, Smile Direct Club can educate more people on why they need their product, while asserting themselves as industry experts.

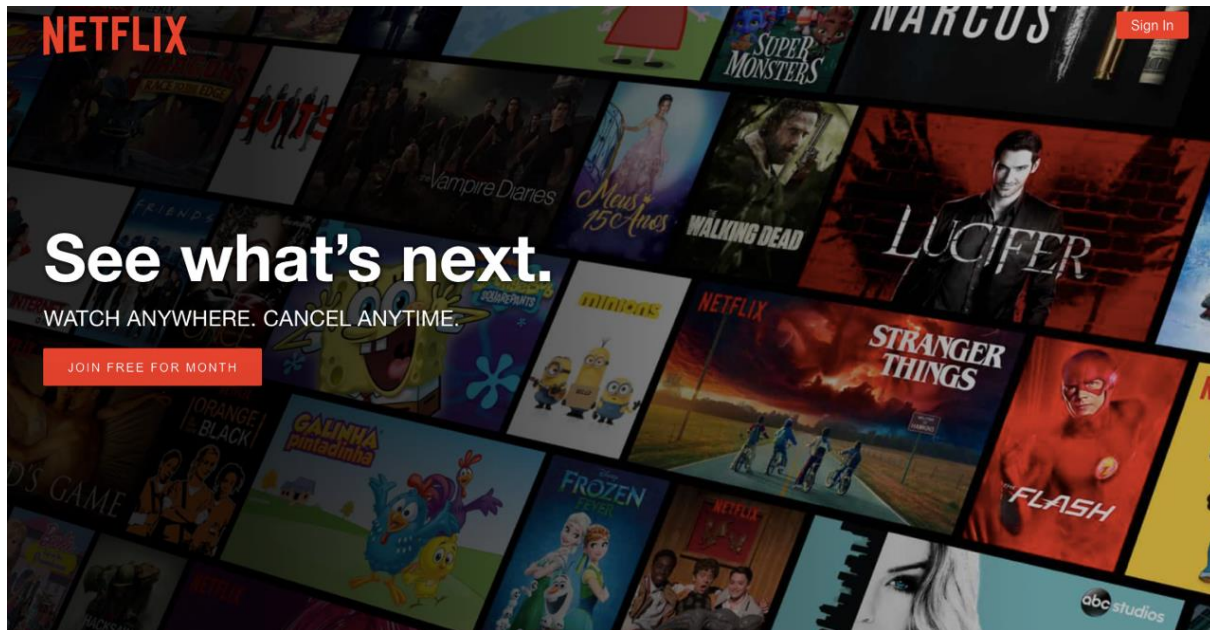
Here are some call-to-action examples that you can use on social media and within your blog:

- “Check out...”
- “Read...”
- “For more information...”
- “Up next...”
- “Learn more...”

## Improve Website Design

Call-to-actions aren't only useful for web copy – they are great for website design as well. On your company's website, you can use basic design principles and simple call-to-action phrases to guide your customers where you want them. This means making sure that your call-to-action stands out aesthetically, and that users feel compelled to click.

Take a look, for instance, at how Netflix does this on their website's home page:



Source: [Netflix](#)

This page contains multiple actionable CTAs. The first, and the largest, is “See what’s next.” That leads to another call-to-action: “Watch anywhere. Cancel anytime.” Then, the final call-to-action phrase beckons the user to click by saying “Join free for a month.” The white text over a fading, dark background keeps the user’s eyes focused on the CTA, while also allowing them to sneak a peek at the company’s offerings. And the red button offers a bright contrast, making it a tempting click.

CTA’s aren’t only relevant design-wise on company websites – they can also be incorporated into an actionable social media banner on your Facebook and Twitter pages.

Here are some common call-to-action examples for you to employ on your website and social media:

- “Click here...”
- “Join...”
- “Subscribe...”
- “Download...”
- “Get your free...”
- “Start your trial...”
- “Book your appointment...”
- “Visit us...”
- “Find a location near you...”

## More Email Clicks

Email is the grandfather of digital communications, and shouldn't be forgotten when it comes to CTAs. Use a call-to-action phrase as your email subject line, and get more clicks.

Take a look at how these three companies used call-to-action phrases in their email subject lines:

Expedia Travel Deals	*** M-Y-S-T-E-R-Y Coupon: Will you get 75% OFF hotels? Find out! ***
IHOP	Make Plans for Pancakes with a Purpose! Come into IHOP® and support
TrustedHousesitters	Don't Miss This Week's Top House & Pet Sitting Opportunities Apply for

These three emails have the same goal: get the customer to open the email and not send it straight to the trash.

In this example, the first call-to-action phrase from Expedia is presented as a lottery-like question, and beckons the reader to find the answer.

The second email from IHOP invites the recipient to make plans to visit the restaurant, and follows the headline with an emotional appeal: your visit will support a cause (in this case, Children of Fallen Patriots).

The final email from Trusted Housesitters frames the contents as opportunities that could pass the reader by if the email is not opened.

Which one would you click?

Here are some common email CTAs:

- Don't miss...
- Find out...
- Claim your discount...

## Get Feedback

Using a call-to-action to get feedback is a great way to improve company processes and engage your customers. Common ways that you can use a CTA to ask your customers for feedback is over social media, email, a handwritten note, in person, or on websites where your product is posted.

By using a call-to-action phrase for feedback on social media, you can benefit from the herd effect and social media algorithms – once one customer comments with their feedback, others are more likely to see it, and may be enticed to do so as well.

Here's how Lonely Planet asked its followers for feedback:



**Lonely Planet** added 10 new photos.

Yesterday at 10:13am · 🌐

Got a great picture of your Lonely Planet in the wild?

Send your action shots to [social@lonelyplanet.com](mailto:social@lonelyplanet.com) and we'll post the best here. Not got a guide for your upcoming trip? Grab one here:

<http://lptravel.to/guides>

Guidelines for submissions: <http://lptravel.to/InTheWild>



Source: [Lonely Planet Facebook](#)

Not only does this social media call-to-action example promise Lonely Planet positive feedback, it gives customers a chance to show off and makes the task a bit of a competition. This sort of feedback request is a great way to make customers feel like they are part of a community of travelers, while also getting plenty of free press and gorgeous images.

Here are some example call-to-action phrases for soliciting feedback:

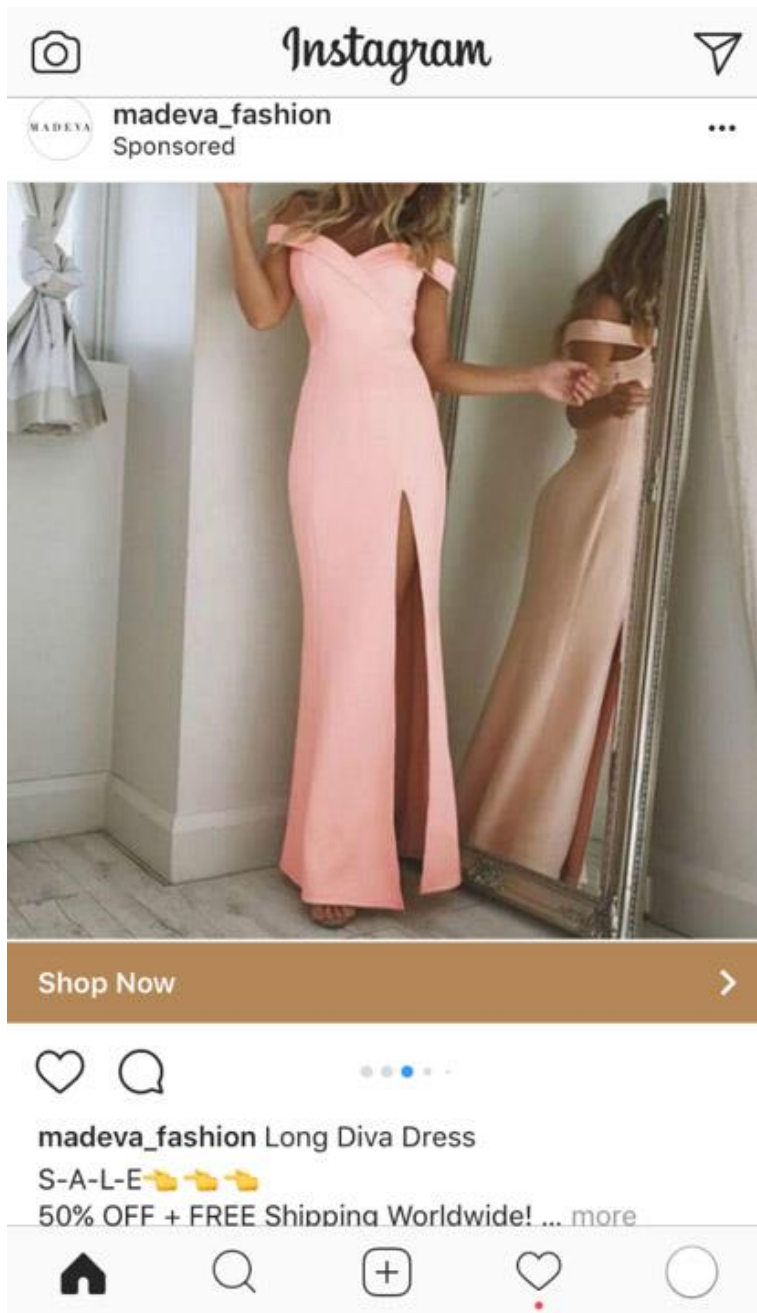
- “Tell us what you think...”
- “How would you improve...”
- “Submit a picture...”
- “Send us...”

## Convert Customers

All of these uses of call-to-action phrases ultimately serve one greater purpose: To convert browsers into customers.

Here’s a social media call-to-action example that doesn’t beat around the bush:





Source: [Instagram](#)

The “Shop Now” on this paid advertisement invites the user to view Madeva’s catalogue and begin initiating a purchase. It isn’t subtle about what it wants – nor does it have to be!

Here are some extra call-to-action phrases that are perfect for communicating your ultimate intention:

- “Click to buy...”
- “Shop now...”
- “View our products...”
- “Add to shopping cart...”
- “Add to wish list...”
- “Sign up...”
- “Contact us...”
- “Chat..”
- “Call now...”



# Writing Your Own Call-To-Action Phrases

Using the right words on social media is an art – however, anyone can do it once they learn how. Here are some things to keep in mind while you draft your own compelling call-to-action phrases.

## Use Active Language

An effective call-to-action uses active language. That means using strong verbs and adverbs.

Don't worry – you don't have to be a grammar expert to draft a compelling social media call-to-action phrase. But here's a quick review of the kinds of words you're going to want in your CTA:

- **Verb** – A verb is the part of a sentence that signals action, an occurrence, or a state of being. Whether mental, physical, or mechanical, verbs [always express activity](#). Here are some verbs commonly found in a call-to-action phrase:

- "Get"
- "Go"
- "Click"
- "Like"
- "Comment"
- "Share"
- "Start"
- "Access"
- "Download"
- "Visit"
- "Vote"
- "Donate"

- **Adverb** – An adverb describes the when, where, how, and how often of the verb. Here are some adverbs that a successful call-to-action might have:

- "Now"
- "Here"
- "Quickly"
- "Soon"

Don't forget to sprinkle some winning **adjectives** in your call-to-action phrases. Here are some that can make your call-to-action truly convincing:

- New
- Fast
- Innovative
- Best
- Amazing
- Secret
- Easy
- Game-changing
- Insane
- Unbelievable

Use adjectives that fit your tone and product; don't overpower your CTA with them, or else your call-to-action will look overdone and desperate, like a spam email subject line.

## Be Specific

When asking your customers to act, **be specific**. Without specific instructions for the action, or a decided reason why they should be fulfilling that action, some customers won't feel compelled (or even able) to act.

Robert Cialdini, Regents' Professor Emeritus of Psychology and Marketing at Arizona State University, put the power of specificity to the test in his book, [Influence](#), with an experiment done using an in-office copy machine. The experiment examined how different requests might affect people's willingness to let someone who is in a hurry cut in line for the copy machine.

The participant who was to cut in line for the copy machine used [three different lines](#) to help them do so:

- *Excuse me, I have 5 pages. May I use the Xerox machine?*
- *I have 5 pages. May I use the Xerox machine, because I am in a rush?*
- *Excuse me, I have 5 pages. May I use the Xerox machine because I have to make copies?*

In the first scenario, around [60% of people](#) allowed him to cut in line and use the copy machine first. In the second, slightly more specific scenario, 94% of people allowed the participant to cut in line. And in the third scenario 93% of people let him go first.

So, why the huge jump in percentage between the first scenario and the last two?

As Cialdini says: “A well-known principle of human behavior says that when we ask someone to do us a favor we will be [more successful](#) if we provide a reason. People simply like to have reasons for what they do.” As the third scenario showed us, that’s true even if the reason doesn’t quite make sense!

Want an example of how social media call-to-action phrases can benefit from specificity? Look no further than your local police department. Take for example, this Facebook post from the Tallahassee Police Department:



**Missing Juvenile**

Date: 10/17/17

Case: 17-34183



**Elaina Jolene Cummins, 15 years old, 5'3", 108 lbs., blonde hair and blue eyes**

The Tallahassee Police Department's Special Victims Unit is seeking information on the location of Elaina Cummins.

Elaina Cummins was last seen on 10/09/2017, in the area of Tharpe Street and Old Bainbridge Road. Elaina Cummins was last seen wearing a light long sleeve denim shirt, blue jeans and tennis shoes. There is concern for Elaina Cummin's welfare.

Anyone with information is asked to call the Tallahassee Police Department at (850) 891-4200.

**PUBLIC NOTIFICATION DOCUMENT**



City of Tallahassee Police Department ...

Like This Page · October 17 · 🌐

Please share.

Like Comment Share

👍 16

475 Shares

Source: [Tallahassee PD Facebook](#)

This picture of a young woman is followed with specific information that is necessary to help viewers understand the importance of sharing this post. That information includes the fact that the teen is missing, when she was last seen, when, and how social media users can act. Although such specific detail is not necessary in most commercial posts, try to imagine this post without it. Were this post to contain only the image of the missing teen and the text "please share," without any other specifics, the audience would have no idea why they should act, and might not even understand that this person was missing.

Here are some examples of how being specific can benefit a social media call-to-action:

## Don't:

Deals deals deals! Offer ending soon!  
Please share.  
Like us.

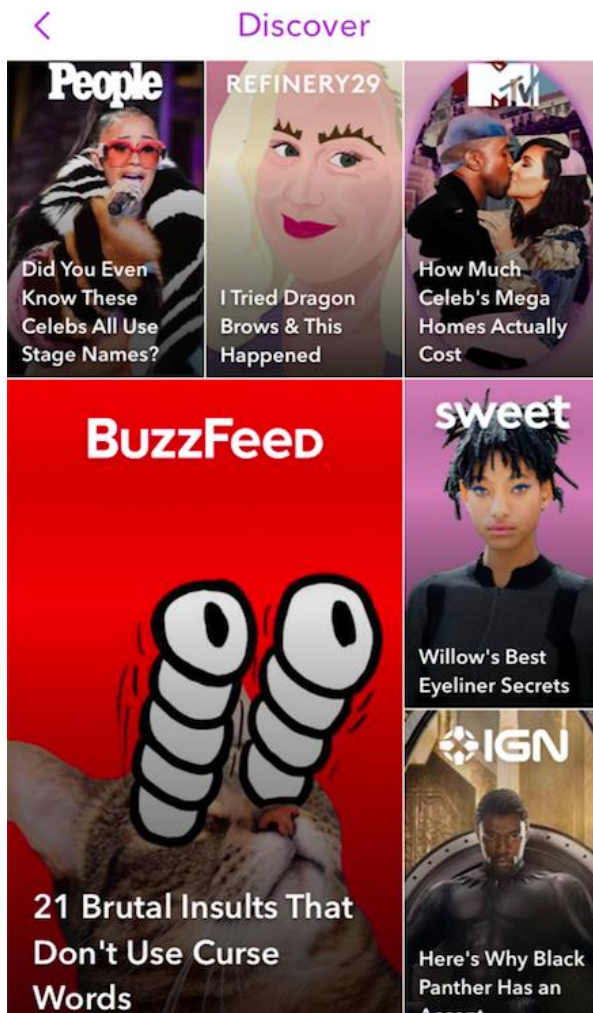
## Do:

Get 40% off power drills! Use code POWER40. Offer ends at midnight!  
Dog Found! Border Collie/Beagle mix, black and white, female about 30 lbs. Please share and help us  
find her owners!  
If you love our posts, then you'll love our page! Like us!

## Know Who You're Calling To

Different people respond to different things. To write a good call-to-action, you have to remember who you are calling to. What is your company's demographic? What age group are they? Are they predominantly male or female? What are their interests?

Entertainment companies such as MTV, Refinery29, and BuzzFeed know their demographic well, which is why they have a strong presence on Snapchat, a platform where the majority of users are females ([women account for 70% of Snapchat users](#)) in their teens or early twenties. Let's peek at what that looks like:



Source: Snapchat Discover Tool

Notice how the words used in these call-to-action phrases appeal specifically to the target demographic. Using the vocabulary of your audience is essential to a functional CTA.

Here, you can see how the titles of these articles hardly even seem like call-to-action phrases; the action is not directly stated, yet the phrase still manages to incite action from their audience. This is a great tactic for drawing readers to entertainment articles and informal blog posts.



## Don't:

Call upon your audience to act in a way that doesn't resonate with who they are or what they want.  
Use adjectives that don't fit your demographic

## Do:

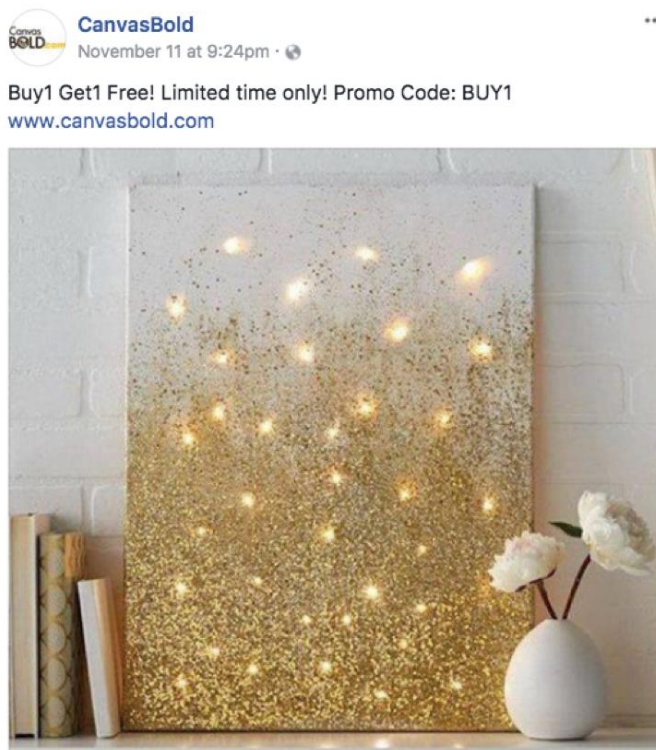
Make sure that the tone and word choice used in your call-to-action fit your brand and are relatable to your audience.

Make sure that your call-to-action phrase is something that your audience will actually want and be able to do.

## Create Urgency

Urgency is a great way to get customers to act in the here and now. According to behavioral psychologists, urgent situations cause us to [suspend deliberate thought](#) and to act quickly. Urgency can help incentivize spur of the moment purchases, and erases some of the friction of buying.

Here's an example of how CanvasBold uses urgency to encourage clicks:

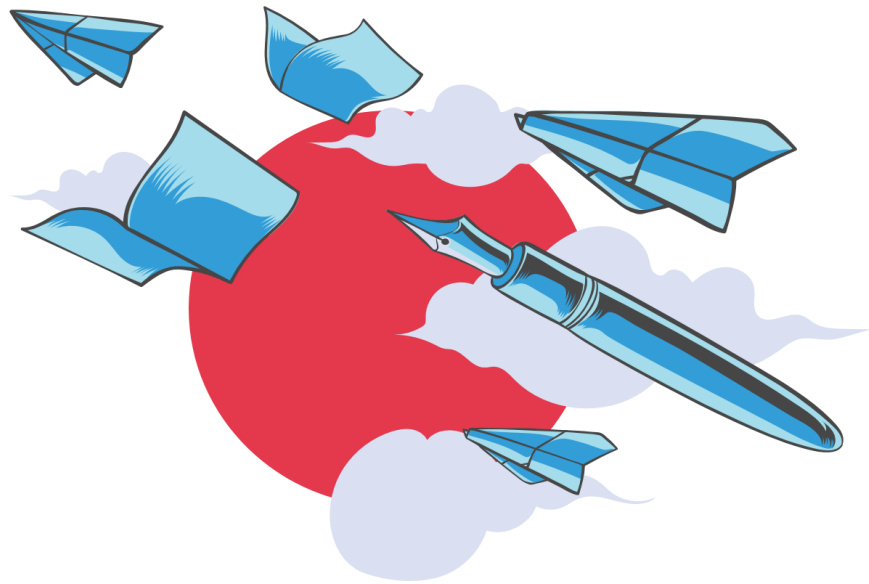


Source: [CanvasBold Facebook](#)

The phrase “limited time only” puts pressure on the viewer to check out the sale now, rather than later, when it might be over. As [Business Insider contributor](#), Rishon Roberts, writes: “The idea of FOMO, or fear of missing out, is often sardonically considered a part of life in the digital age; but to every marketer’s delight, FOMO rears its ugly head each time a potential customer is pushed to buy, knowing that the offer may no longer stand.”

Here are some social media call-to-action examples that harness the power of urgency:

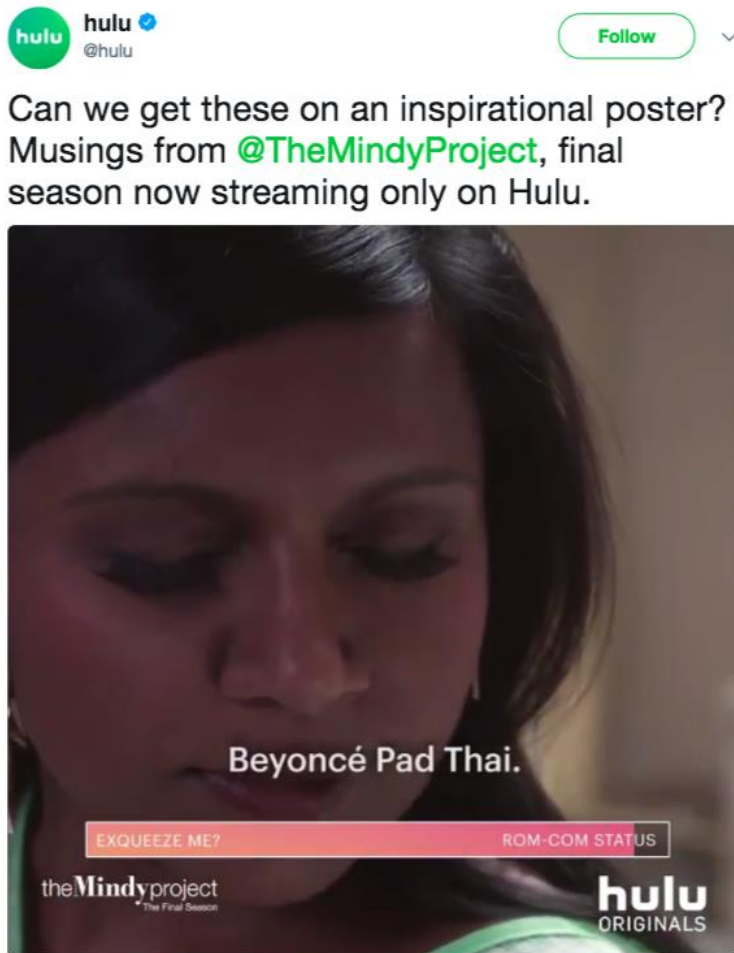
- “Quick, before it runs out.”
- “Hurry! Offer valid until midnight.”
- “Offer expires soon.”
- “Act now!”
- “Only a few left in stock!”
- “Limited time only!”
- “One-time offer!”
- “Guarantee your spot!”



## Show Off Exclusivity

If you're the only one who has it, why not flaunt it? By showing off your exclusivity in your call-to-action, your customer will know that if they want your product, they're going to have to get it from you.

Check out this social media call-to-action example where Hulu shows off its exclusive rights:



Source: [Hulu Twitter](#)

Even if it's not technically impossible for your customers to get a similar product somewhere else, you can still use exclusivity in your social media call-to-action to drive home a sale.

Here are some example CTA phrases that help you show off your exclusive products and deals:

- “Only on...”
- “Available exclusively at...”
- “Exclusive access...”
- “Members only...”
- “Receive access by...”

## Gratify Instantly

Is your product easy to get or sign up for? Can it be obtained immediately?

If so, your call-to-action is the perfect place to tell the world. After all, if the success of Netflix’s instant streaming, Amazon Prime’s 2-day shipping, and Uber’s immediate ride service have taught us anything, it’s that customers love instant gratification.

To see how companies use call-to-action phrases that promise instant gratification, check out this example below from UberEATS, Uber’s ever-expanding food delivery service:



**UberEATS** ✓ @UberEATS · May 20

When the donut craving hits, remember, we’re only a few taps away. #UberEATS



1 9 22

Source: [UberEATS Twitter](#)

Here, UberEATS does several things right. Their call-to-action reminds Twitter users of both the speed and the ease of the service, while invoking the craving that they offer to remedy.

Here are some call-to-action examples that you can use to show social media users that you have the quick, easy service that they crave.

- “Download instantly...”
- “Start streaming today...”
- “Get it now...”
- “Instant access...”

## FREE!

“Free” is one of the most powerful words that you can use to pique a customer’s interest in your product or service. The attraction to getting something for free is so strong, that customers will actually make different choices – even when those choices share the same intrinsic value – just to secure a freebie.

In his book, *Predictably Irrational*, Duke professor Dan Ariely offers an explanation from the perspective of [behavioral economics](#):

*“We often pay too much when we pay nothing... Most transactions have an upside and a downside, but when something is FREE! we forget the downside. FREE! gives us such an emotional charge that we perceive what is being offered as immensely more valuable than it really is.”*

And, Ariely has research to back this up. To test the power of the word “free” in relation to its concrete value, Ariely asked participants to choose between a one cent Hershey’s Kiss and a 15 cent Lindt truffle. The truffle, at about half its actual value (and generally considered to be a finer chocolate than the Kiss), seemed like a steal to participants, who preferred the truffle 73% of the time.

Then, Ariely lowered the price by one more cent. Now, the truffle cost 14 cents, and the Hershey’s Kiss was free. This minor change was enough for participants to [alter their choices drastically](#). This time, only 31% percent of people chose the truffle – a whopping 69% opted for the free Kiss instead.

While it isn't a good business strategy to offer everything away for free, offering a free perk, bonus, or reward (or even sticking the word "FREE" on something that would have been free anyway) in your call-to-action is a great way to capture your audience's attention on social media.

Here are some ways you might use the word "free" to spur your followers into action:

- "Free download..."
- "Start your free trial..."
- "Get your free copy..."
- "Join for free..."

## Promote Novelty

When you have a new item in stock or a new service that you're offering, your brand becomes more attractive to customers. That's because customers enjoy new, innovative products and upgrades. Use your call-to-action to invite your customers to be the first to try something new.

Check out how Ben & Jerry's successfully promoted their newest flavor:



Source: [Ben & Jerry's Twitter](#)

The ice cream company managed to call upon their customers to do several things in this Tweet. Not only did they promote their new flavor, they also used the word “FREE” to incentivize purchases, and advertised their product as something made instantly available for select privileged audiences.

Here are some power words that you can use to promote novelty in your social media call-to-action:

- “New...”
- “Introducing...”
- “Our newest...”
- “New and improved...”

## Capitalize on Curiosity

One of the best way to inspire clicks and empower your audience is through knowledge... specifically, by making them thirst for knowledge they don't already have. But why exactly is curiosity so motivating? Scientists define curiosity as a cognitive process which leads to the behavior perceived as motivation; in other words, what we are curious about directly motivates us.

If you don't spark your customers' curiosity in your call-to-action, there might as well not be a call-to-action in the first place.

There are several ways to appeal directly to your customers' curiosity. One is by using call-to-action phrases that promise your customer the answer to a question that you have posed. This is a great way to get your followers to watch videos, read articles, and more. Another way is by providing an interesting excerpt from your content, which subtly calls to your followers to click to learn more.

Organizations such as NPR, that post a lot of educational content, have mastered the art of capturing customer curiosity in just a few sentences:



NPR

1 hr · 🌐

...

"There's nothing wrong with seeing a cool space on the Internet and deciding to go there. It's just, maybe, don't start fires there, and clean up your poop," Brent Knepper says.



### Instagram Crowds May Be Ruining Nature

When a particularly scenic shot gains traction on Instagram, visitors flood in. Travel photographer Brent Knepper tells NPR's Lulu Garcia-Navarro that can lead to permanent changes in the landscape.

NPR.ORG

👍 Like    💬 Comment    ➦ Share

👍👎👏 3.2K

Top Comments ▾

586 Shares

Source: [NPR Facebook](#)

The great thing about capitalizing on curiosity in your social media CTA is that not only does it result in customers following up on an action – it also empowers your customers by teaching them more about your product (and any other fun facts you may have written about!

Here are some social media call-to-action examples that you can use when appealing to your customers' thirst for knowledge.

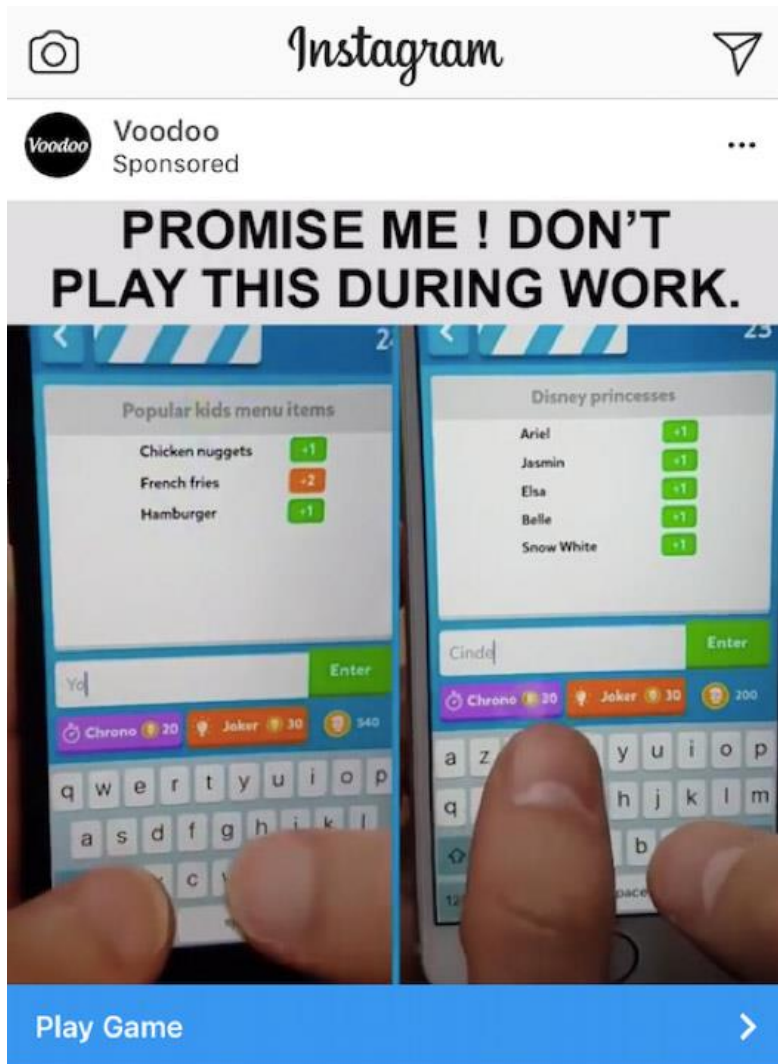
- "Learn more..."
- "Find out..."
- "Here's why..."
- "Guess what happens..."



## Use Reverse Psychology

Sometimes the best call-to-action is a call-to-inaction. Although this probably won't work for every company or every strategy, it is an interesting and oddly compelling way to call upon your customers.

Check out how the company Voodoo uses this social media call-to-action technique below:



334,583 views

The best trivia game on mobile!

Source: [Instagram](#)

The idea for using this is that when people are told they can't have something, or that they shouldn't do something, they want to have or do it even more. When people are told that something is off limits, they often feel resentment for the figure who is telling them no, and reassert their freedom by rebelling.

Reverse psychology works best on an audience that is contrary or resistant, so depending on what your brand image is, you might want to try this sometime. If so, use these social media call-to-action examples:

- "Do NOT do this..."
- "Do NOT try this at home!!"
- "Warning! Do not watch this if..."

## Call on Mobile

More and more, social media is being accessed from smartphones, rather than computers (some social media apps, such as Snapchat, aren't even usable on desktop). When you are giving your customers a call-to-action, mix it up: what could they do from mobile? How can you call upon them to integrate you into their mobile lives?

One example of a company that does a great job of this is Resistbot. Resistbot encourages people to get involved politically via social media and text messenger. The idea is simple: text or message Resistbot and it help you get in touch with your elected officials. Check out how they use their social media call to mobile action below:



**Resistbot**

March 19 · 🌐



Message me here on Facebook and I'll help you contact your officials! 🙌📱



**Resistbot**

Text RESIST to 50409 to contact your officials.

Send Message



Like



Comment



Share

Source: [Resistbot Facebook](#)

Here are some social media call-to-action phrases that you can use to help people get more involved and interact with your company on their smart phones:

- “Download our app...”
- “Text for information...”
- “Text to act...”

## Be Straightforward

If you want something, you have to ask for it. That means being very direct about asking people to like, share, or comment on your content, instead of just hoping they'll do it.

Award winning social media scientist, Dan Zarrella, performed a study where he compared 1.2 million posts from the top 10,000 most liked Facebook pages. What he found was that posts that used the words "like," "comment," or "share," tended to gather more of the specific action they asked for compared to posts without those words.

Even though you might want it all, ask your followers for one action at a time. For example, if you call upon customers to like/comment/share your post, like your page, and join your emailing list, they are less likely to do any of those things than if you were to ask them to simply share it.

### Don't:

Beat around the bush if you really want to ask your followers to engage with your post.  
Be greedy – asking your customers to do too much will make them put off doing anything at all.

### Do:

Eliminate extraneous options to secure action.  
Ask for one straightforward thing at a time.

## Relate Actions to Social Media Goals

It's great to have an effective call-to-action that boosts engagement. Just don't forget to make sure that your call-to-action relates to your ultimate goals.

When coming up with your own social media call-to-action phrases, examine your company goals. Ask yourself how your call-to-action could help your company meet those goals. Does your company want to promote a new product that's being released? Does it want to expand its audience and tap into new markets? Does it want to create better processes for collecting feedback and implementing change? Your call-to-action can help with all of the above, and more!

If you don't have any pressing company goals, take a look at your social media goals. Rather than getting comfortable with vanity metrics (such as asking your followers to like your post), see if you can use your CTA to achieve your most valuable metrics and objectives.

### **Don't:**

Write whatever call-to-action just to post something that day.

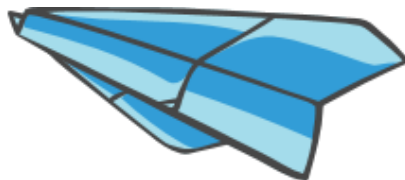
### **Do:**

Write a thoughtful call-to-action that will interest your customers and benefit your company.

# Conclusion

Social media call-to-action phrases are what drive a social media campaign. They are what keep your customers engaging, and what will ultimately keep your business flourishing on social media.

By bringing what you've learned from these social media call-to-action examples with you the next time you go to post something online, we guarantee you won't be casting a bare hook out into an ocean full of fish. You'll be equipped with the perfect bait for whatever audience it is that you're fishing.



# About Comm100

Comm100 Network Corporation is an award-winning global provider of enterprise live chat solution. Comm100 Live Chat is used by thousands of businesses worldwide to support their website visitors in real time so as to increase conversions, boost customer satisfaction and lower operating costs. With "100% communication, 100% success" as the company motto, Comm100 is committed to ensuring that transitioning human-to-human interactions to real-life success stories is always possible in a digital world.

## Customers



## Accreditations



## Contact Us

TEL | (778) 785-0464

E-Mail | [sales@comm100.com](mailto:sales@comm100.com)

Fax | (888) 837-2011

Web | [www.comm100.com](http://www.comm100.com)

Follow us on |    

Suite 238 – 1027 Davie Street Vancouver, British Columbia V6E 4L2 Canada

Copyright © 2017 Comm100. All Rights Reserved.

All Comm100 brand and product names are trademarks or registered trademarks of Comm100 Network Corporation in Canada and other countries. All other trademarks or registered trademarks are property of their respective owners.