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You don't work in Harris just for kicks, do you? No, every email you send has a purpose: to get your reader to do something? donate, RSVP, register, etc. So, every email needs a call-to-action (CTA), which is typically a link to a webpage or an email address. Particularly when your CTA is a link, you want to place it prominently and you want to repeat that CTA link two to three times throughout your email?with both text links and buttons. Doing so helps you reach different types of readers/scanners and can increase your click-through rate. See the attached test email for an example.

Promoted to department's home page:

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Intro:

Hope everyone's safe and sound with all the severe weather of late! Here's some easy and helpful reading while you're hunkered down in the basement riding the storms out.

Original Story:

News Type:

[News](#) ^[2]

Groups audience:

eComm

Source URL: <http://www.cu.edu/ecomm/news/weekly-ecomm-tip-call-your-readers-action>

Links:

[1] <http://www.cu.edu/ecomm/news/weekly-ecomm-tip-call-your-readers-action>

[2] <http://www.cu.edu/news/news>