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August 7, 2014 by Amy Ventura [2]

As humans, we tend to take the easiest action—all things being equal—right? Well, your recipients are humans, and they're more likely to click a link if it's a nice, big, prominently placed button with a clear call-to-action on it. You can find proof of this in the link tracking section of your email reports.

And, it turns out, there's a whole folder of buttons (aptly named "buttons") in the eComm file manager, with different combinations of CU colors and a variety of calls-to-action ("Join Us," "RSVP," "Support CU," etc.). Find those buttons, use those buttons and get your recipients clicking! If you run into trouble placing them and linking them properly, shoot me an email.

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