

Call your readers to action ^[1]

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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.

Source URL: <https://www.cu.edu/blog/ecomm-blog/call-your-readers-action>

Links

[1] <https://www.cu.edu/blog/ecomm-blog/call-your-readers-action> [2] <https://www.cu.edu/blog/ecomm-blog/author/456>