

# CTA

## Call to Action Fill-in-the-blank

### Answer the following

Do you try to make your CTA enticing to the potential customer or customers to read your article, view your website or purchase what you offer?

Do you clearly define your CTA?

Does your CTA engage people into action?

Have you systemise and automate your CTA that was successful and documented why it has failed.

The purpose of the core asset CTA fill-in-the-blank questionnaire is to assess if you have understood that a CTA is a piece of text which entice the customer to act and view your product or service or purchase the product or service.

You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



### Marketing Tips

- Always clearly define your Call To Action which determines what action you want your potential customer or your customer to make on the information provided and the product or service viewed.
- Always make your CTA relevant to the content.

SOURCE: GIRLFRIDAYZ

### My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.