

# Just the facts



**97.3**

COASTLIVE.COM.AU

**Call-To-Action**

**2019**



**THIS PAGE HAS BEEN LEFT BLANK FOR YOUR NOTES:**

## WHAT IS 'CALL TO ACTION'?

A Call-To-action advertising campaign is exactly as it sounds, it is getting your customers, and potential customers to pay attention because you have something out of the ordinary that you want them to know about. It is otherwise known as a CTA campaign.

### **action**

#### Noun:

1. The fact, or process of doing something, typically to achieve a specific aim.
2. A thing done, an act.

#### Verb:

1. To take action on; to deal with.



## WHAT A CTA IS NOT?

A CTA is not a campaign to let people know about who you are or where you are, and what products or services you offer.

That is a **BRANDING** campaign.

A CTA is a short lived campaign to let people know of a hot offer that you have available for a strictly limited time.

## SO... a CTA is...

It is a way of stimulating sales for a short time in order to achieve specific sales goals, it is a genuine reason to act today/this week/this month.

It is also a way of increasing website traffic, Facebook views, or other social media interactions, and informing them, or giving them instructions to come in now and participate.

**Call-To-Action**      **OFFER +  
PRICE +  
TIME LIMIT +  
PRODUCT LIMIT +  
AVAILABLE NOW**

And CTA's are a high frequency message that is perfect for...

Retail Sales, Land Releases,  
Health and Beauty Products or Services,  
Automotive Specials, or to introduce your  
business when you first open.

So how do you come up with a strong, effective message to convey that special deal?

Well... aren't you the lucky one today!

Because... We have 7 tips to help you to create a CTA campaign that will work, no matter where you use it.

# 1



## STEP 1: USE STRONG VERBS TO START YOUR CTA

Be clear and concise, and don't waste words. Tell your customers exactly what they need to do, and not to dilly dally or waste time!

# 2

## STEP 2: USE EMOTIVE WORDS WITH ENTHUSIASM

If your message is enthusiastic, then your customers should be enthusiastic about what you have to offer, for example: "Buy now and get 50% off!"



# 3

## STEP 3: GIVE THEM A REASON TO TAKE ACTION

This is otherwise known as 'What's-In-It-For-Me' (or WIIFM) and is the main reason why they should want your product or service at that hot price, right now!



# 4

## STEP 4: TAKE ADVANTAGE OF FOMO

FOMO is the 'Fear of Missing Out' and is one of the best motivators for getting people to take action now rather than later due to limited stock, or time.



# 5

## STEP 5: KNOW THE MEDIA YOU ARE USING

While your offer is important, no matter where you are advertising it, the way it is presented must make the most of that medium, on Facebook – it must be a shareable offer, the same for Instagram, Twitter and other social media.



**The SINGLE best piece of advice we can give you is:**

In print, online, in TV and on radio, **make your CTA all about that 1 product or service on sale**, not a catalogue listing of everything on offer, while that may work sometimes in print, the one thing that someone will want, will often be lost in the message. Better yet... **1 offer, 1 message, once per ad.**

AND, **in RADIO, the best thing is FREQUENCY!** Having your commercial repeated every couple of hours is ideal to get the attention of listeners with your special deal – **ask us... IT WORKS!**

# 6

## **STEP 6: DON'T BE AFRAID TO BE CREATIVE**

Your CTA messages should be fresh, topical and makes it stand out from the rest, no matter where you are advertising. BUT using different words in different mediums can work in your favour, for example: 'Check out todays deals' will work in TV, but 'Tons of great deals at your fingertips' will work in a radio or print ad when advertising your website, and, for any and all on-line advertising.



# 7

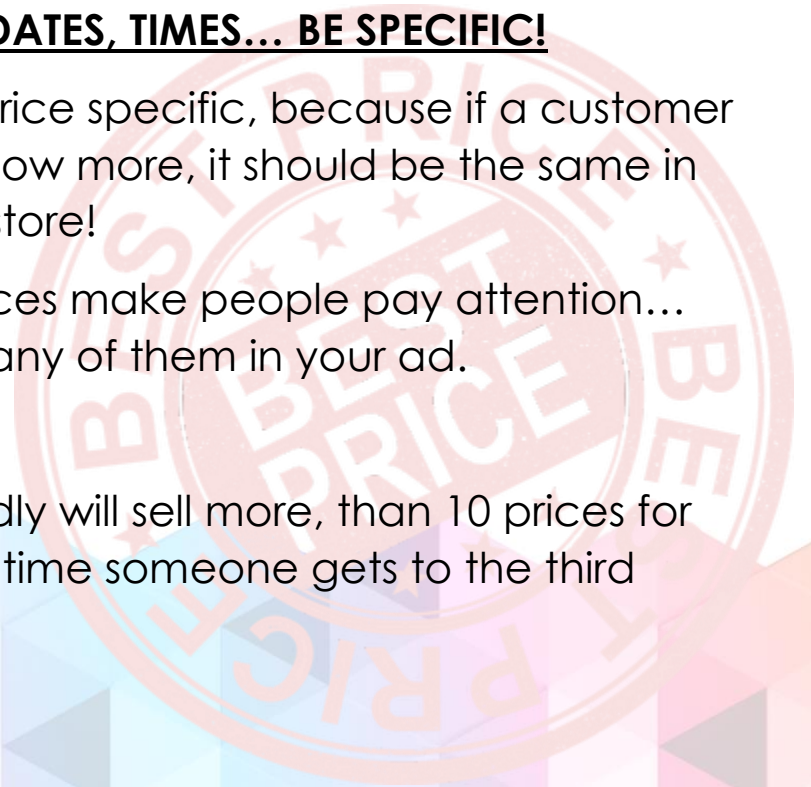
## **STEP 7: USE NUMBERS, PRICES, DATES, TIMES... BE SPECIFIC!**

And finally... Always be very price specific, because if a customer hears a price, and wants to know more, it should be the same in print, radio, TV, online AND in-store!

Dates, times, numbers and prices make people pay attention... providing there are not too many of them in your ad.

Again, see STEP 5 & 6.

One price repeated, repeatedly will sell more, than 10 prices for ten products, because by the time someone gets to the third price, they've lost interest.



We can help... **2** DIFFERENT BRANDS...  
**DIFFERENT & ENGAGED AUDIENCES...**  
AND... EVEN **MORE** OF YOUR POTENTIAL CUSTOMERS...



**35 PLUS AUDIENCE**  
with a slight female skew.



**25 to 39 FEMALE AUDIENCE**  
with a fringe audience of  
**18 to 24 FEMALES**

That's a combined *potential* listening audience of...



**\*357,172 people**

\*Data based on 2016 Australian Bureau of Statistics Census and broadcast footprint

And... As radio station's we use these Call-To-Action methods ourselves...

**With promotions, competitions and getting our listeners to hit our website, social media, and use the 97.3 Coast Card.**

The best thing is, you can too, by partnering with us for your next Call-To-Action campaign.

We keep things fresh with new music on 97.3 Coast FM, and we play old favourites on 91.7 The Wave.

From music we love to the people we love to listen to, our message cuts through and people pay attention.





**COASTLIVE.COM.AU**

They listen while they drive, and we can drive them to you...  
So, are you ready for your next Call-To-Action Campaign?

**TALK TO US TODAY!**



Compiled 2019 by Earl Pilkington