





What is a 'Call to Action'?

A 'call to action' is what you want people to do once they view your promotion, advertisement or social media post. It can be to do any action from:

-  **Reading the advertisement only**
-  **Following a link to purchase something**
-  **Being directed to a your website**
-  **To like or share your post on their socials**

If you direct a person to your website, make sure it is to a particular page so you can view the insights later to see how successful the promotion was in directing them there.

Whatever the call to action is, make sure you ask your user to do this in the advertisement or post, don't be shy!

