Manuals+ — User Manuals Simplified.

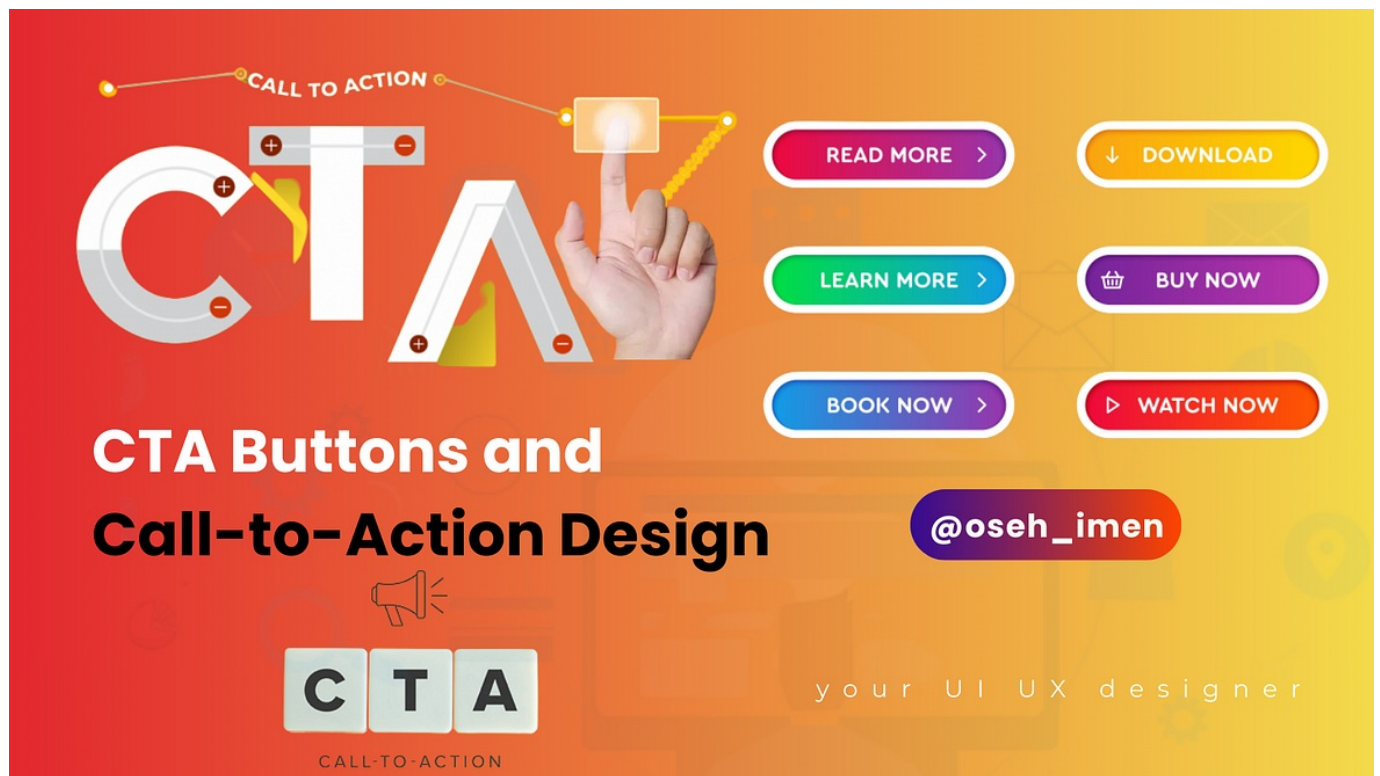# DesignWithValue Call To Action Buttons User Guide

Contents

DesignWithValue Call To Action Buttons

Specifications

- Brand: DesignWithValue
- Product Type: Call To Action Button Design Guide
- Website: **www.designwithvalue.com/call-to-action**
- Creator: Oskar Bader

Creating Effective Call To Action Buttons

1. **Use Action Words:** Employ action words like Learn, Start, Get, Contact, or Request to prompt users to take action.
2. **Show the Value:** Communicate the value users will receive by clicking the button.
3. **Use CTA Multiple Times:** Place Call To Action buttons strategically to prompt user actions.
4. **Design for Color Blindness:** Ensure high contrast and consider colour blindness accessibility when selecting button colours.
5. **Use Additional Elements:** Incorporate graphical elements like arrows or signs to emphasize the Call To Action.
6. **Use Instant Gratification Words:** Include phrases like Now, In seconds, or Today to highlight immediate benefits.
7. **Describe the Outcome:** Provide hints and helper text to explain the result of taking action.
8. **Focus on One Main CTA:** Tailor your Call To Action to the primary audience and key business stage for maximum impact.
9. **Place CTA Prominently:** Position your Call To Action above the fold on your website for better visibility.
10. **Avoid Generic Words:** Steer clear of generic phrases like Learn more or Submit that lack specificity.
11. **Address User Fears:** Anticipate and counter user objections using helper text and hints.
12. **Use Prominent Colors:** Opt for saturated colours that stand out from the background and encourage user interaction.

13. **Utilize Whitespace:** Employ whitespace to eliminate distractions and direct user focus towards the Call To Action.

Call To Action – Checklist

Full guide to Call To Action buttons: **www.designwithvalue.com/call-to-action**

Use action words

Use action words that motivate users to take a specific action (Learn, Start, Get, Contact, Request).

Show the value

Show customers the value they will get when they click the button. Ask yourself: "Why should customers take action?"

Use your CTA multiple times

Use a Call To Action anywhere where a user might get a "mindset shift".

Design for color blindness

Use accessibility tools to see if the contrast is high enough and if people with color blindness can still see the button.

Use additional elements

Use graphical elements like arrows or signs that hint at the CTA.
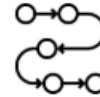
Use instant gratification words

Instant gratification words show users that they will immediately benefit from taking action (Now, In seconds, Today).

Describe what is going to happen

Use hints and helper text to describe what is going to happen once the user takes the action.

Focus on one main Call To Action

Focus on the primary target audience and on the buying stage, which has the most business impact.

Put your CTA in prominent spots

Put your CTA "Above the fold" on your website, where people can easily see it.

Avoid generic words

Avoid "Learn more" or "Submit". Generic words neither show users what will happen next nor the benefit they will get.

Address your users' fears

Use helper text and hints to address your user's fears and objections right away.

Use prominent colors

Make sure that colors are well saturated, can be separated from the background, and motivate users to take action.

Use whitespace

Use Whitespace and remove distractions to steer your users' focus to the CTA.

Resources To Bring Your Business on Track

https://www.designwithvalue.com/courses-resources

Marketing Channels

5. Create ideas for each marketing channel

All in all, there are 19 marketing channels that have helped Startups & SaaS companies to get traffic and reach customers. This however does not mean that each channel works for you as well. Start by brainstorming ideas (for each marketing channel) that can help you reach your goal. Make sure to not judge your ideas upfront, but rather write down each possible idea, no matter how unlikely they might sound.

6. Select the best ideas from each channel

Pick 1-3 top ideas from each marketing channel and write them down in the 'Most promising' section. You can do this ranking based on previous learnings or based on your experience.

7. Rank your ideas

Rank the 'Most promising' ideas based on success probability from 1-10. 10 means very probable (in the specific timeframe you want to achieve your defined goal) and 1 means that the idea is unlikely to bring the results you want.

For example, despite SEO is a great way to get website traffic, if you want to see results fast, other channels are more suitable.

Product-Led Growth	Marketing-Led Growth	Sales-Led Growth	Community-Led Growth
of your business are driven by the product itself.	Hooking customers and keeping your service in your customer's minds with amazing content.	Sales-led growth is a growth strategy that relies on your sales team to be the key driver for revenue.	Using your community as the main driver for acquisition, retention and expansion.
	Marketing	Sales Team	Community
ee product creates a user ht in the beginning

ill dramatically be reduced | • Reduces CAC once established

• Helps you make people aware of your product right in the beginning | • Allows you to close high lifetime value customers

• Helps you build long term relationships with customers | • Enables you to interact personally with customers

• Helps you to get early feedback for your service |
| owth, if people cannot immediately value in your product. | Marketing-led growth is a marathon, not a sprint. If you are looking for immediate results, MLG is not your way to go. | • Major dependencies on how well your marketing and sales team work together

• More revenue means more sales people | Takes time to build a strong and engaging community. |
| at onboarding to get people fast to Moment & make it easy for ers to upgrade to higher plans. | Start to share your journey early on – even before your product is finished – and be consistent with your marketing. | Combine sales-led growth with marketing-led growth or product-led growth to enable scalability. | • Make the community a part of the overall customer experience

• Offer valuable, exclusive content

• Have a shared mission within the community |

The best Go To Market Strategy for your SaaS company
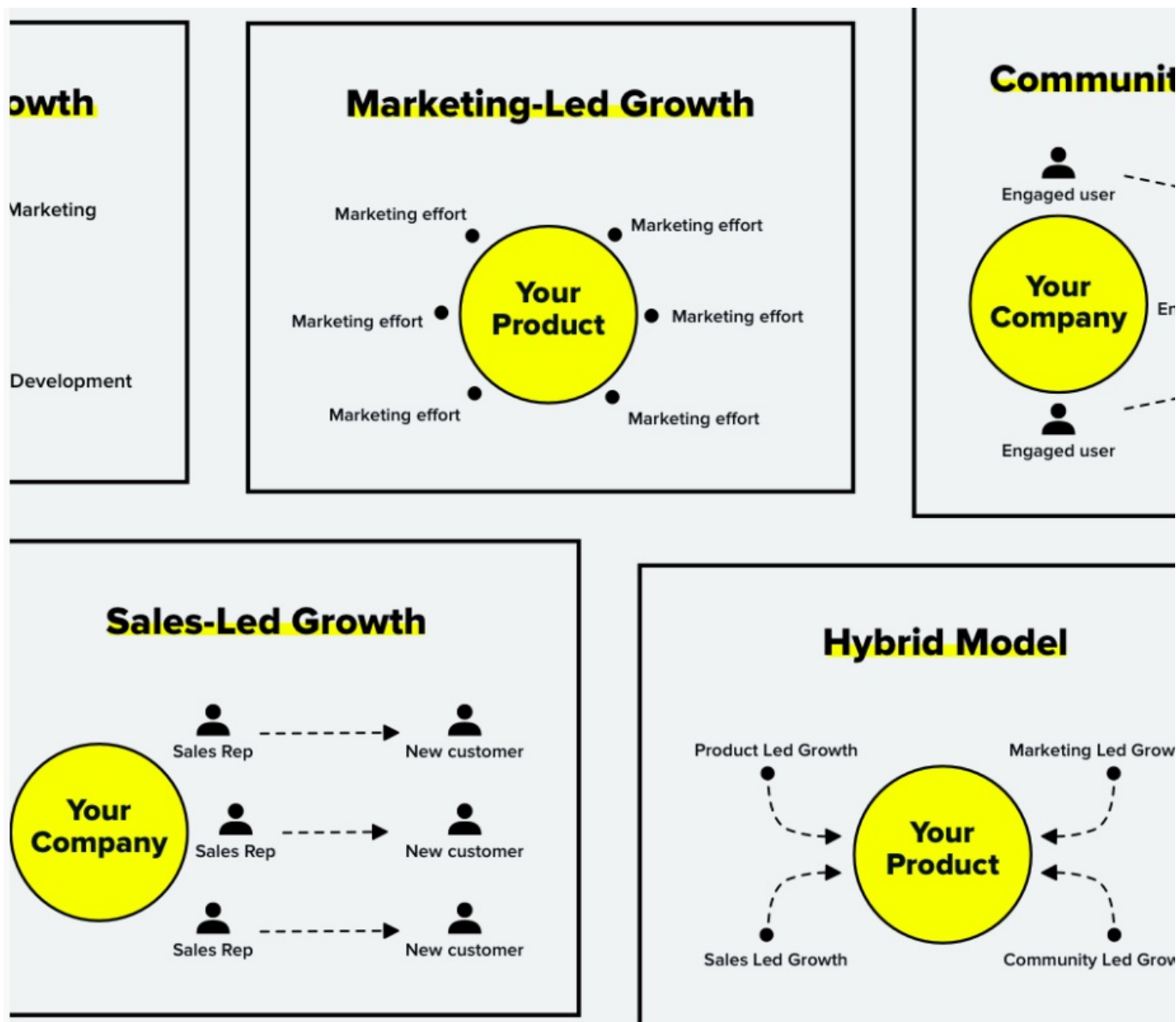
The six parts of an excellent go-to-market strategy

A go-to-market strategy is like a business plan, but much narrower. In a business plan, you have factors like funding, investments, and 5-year forecasts. All these things are unnecessary for a go-to-market strategy.

There is no one-size-fits-all solution, but in general, a go-to-market plan includes these six factors:

- Product-market fit
- Market definition
- Target audience
- Distribution
- Messaging
- Drice

Documents / Resources

DesignWithValue Call To Action Buttons [pdf] User Guide
Call To Action Buttons, Call, To Action Buttons, Action Buttons, Buttons

References

- **D** **Helping You Build Your Dream Business | DesignWithValue**
- **User Manual**