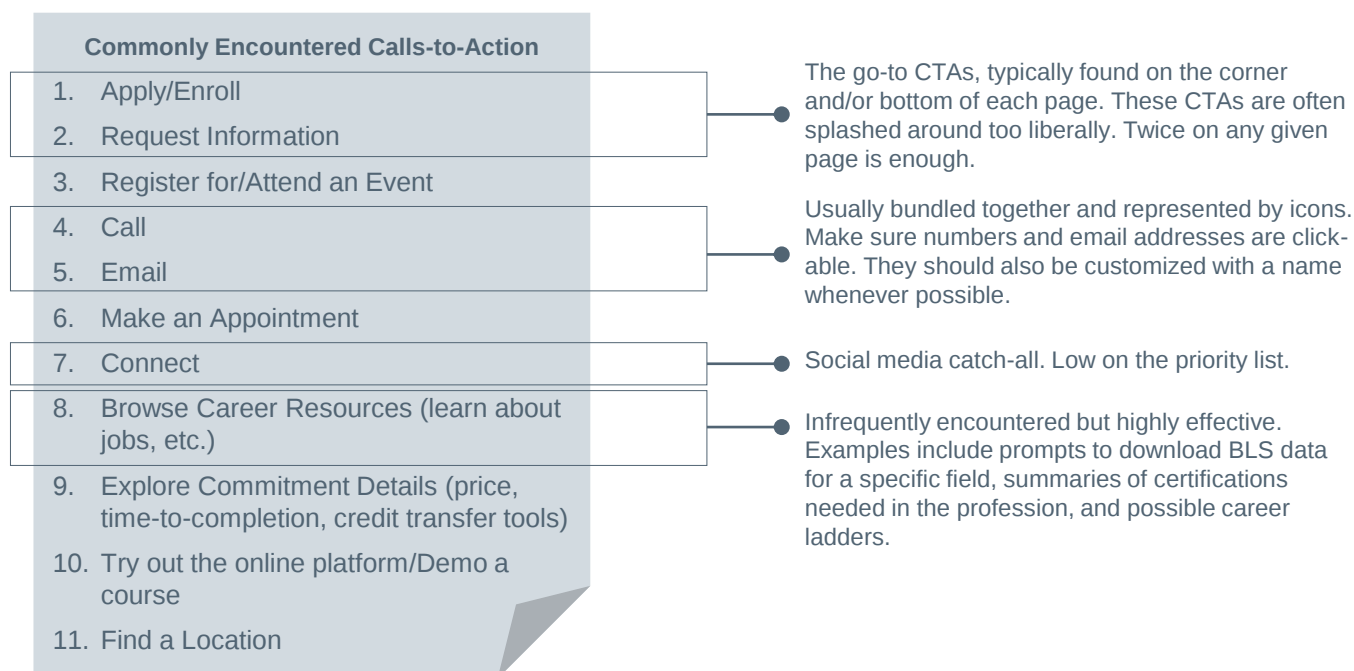


# Mobile Call-to-Action Tips

Mobile visitors tend to be more goal-oriented than their desktop counterparts. As such, call-to-action strategy is particularly critical. This tool presents a taxonomy of continuing and online education calls-to-action and guidance as to when using each is appropriate. From there the tool provides a map of effective call-to-action placement as well as a list of common call-to-action pitfalls.

## Understanding Your Options: the Array of COE Calls-to-Action

An investigation of countless COE mobile websites revealed a wealth of calls-to-action (CTAs) that fall into one of eight categories, outlined below.



## Guide to Call-to-Action Placement

After identifying the most appropriate calls to action, determine the ideal placement of each CTA. Not all website real estate is created equal, and a call-to-action that only appeals to dedicated visitors may not appeal to a visitor who is just perusing.

1

### Above the Fold

*For CTAs with mass appeal*

- ✓ Apply
- ✓ Click to call/email
- ✓ Request information
- ✓ General events

2

### Middle of the Page

*Primarily for CTAs that appeal to visitors who invest time to read and scroll through pages*

- ✓ Register for/attend program-specific events
- ✓ Price, time-to-completion, credit transfer tools

3

### Footer

*Catch-all space for lower-priority or repeat CTAs*

- ✓ Connect

4

### Bookend (Top and Bottom)

*For CTAs that appeal to brief visitors and those that will scroll through pages*

- ✓ Request for information
- ✓ Call/email

# Mobile Call-to-Action Tips, Cont.

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## Biggest Mobile Call-to-Action Missteps

- **Overloading the page with CTAs:** every additional call to action results in diminishing returns. Aim for no more than 3 on the screen at any given time.
- **Using vague, passive language:** strong, active language encourages casual browsers to act in the short amount of time they spend on the site.
- **Failing to convey value:** some CTAs are transactional (e.g., apply, enroll, etc.); they exist for visitors who are ready to take the next step and are already convinced of a program's value. Other calls-to-action should be crafted to persuade casual or unsure visitors. Those CTAs should have a clear value proposition.
- **Misaligning CTAs with the visitor's stage in the shopping/sales cycle:** a visitor on the application timeline and deadlines page is further through the sales process than someone reading that COE unit's blog. Visitors who are closer to the finish line should be urged to complete higher-commitment, purchase-oriented CTAs like sitting in on a trial lecture or having a conversation with a recruitment counselor.
- **Not layering CTAs:** visitors may not be ready to click a primary (more purchase-driven) call-to-action. But they may be ready to subscribe to a blog, follow a COE unit on Twitter, or like that unit on Facebook. Calls-to-action should be layered so that a visitor in any phase of the sales process finds one that resonates. These so-called secondary CTAs are particularly important on blog articles, thank-you pages, and in email copy.
- **Failing to test:** CTA strategy is more an art than a science. Make it standard practice to test the design, placement, and copy of calls-to-action to determine the combination that performs best.
- **No CTAs above the fold:** The most valuable real estate on any website is the top third of the page. Too often, marketers waste that space with a large image of their logo or random images that distract visitors from taking action. Most visitors do not scroll down. Make sure to put at least one call to action at the top of a mobile site.