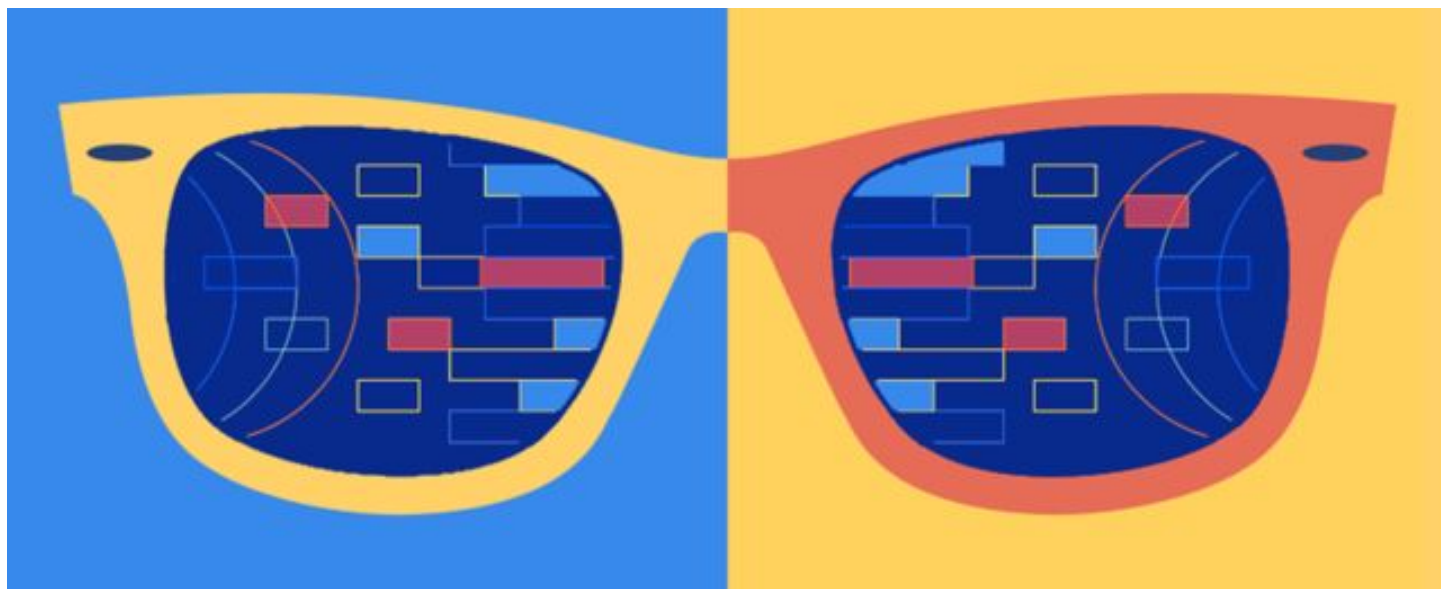


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# Seven secrets to crafting a callable call to action



If you want your business phone to ring, you've got to start by giving people a reason to call. Carefully crafting an offer can make all the difference. Here are **seven secrets** to crafting a callable call to action.

<b>1. Make an offer they can't refuse.</b>	The more valuable your offer appears, the more irresistible it becomes. Remove barriers to calls, clicks, and conversions with language that reduces risk and promotes value, like: <i>"50% off," "Buy one, get one," "No credit card required," "Free."</i>
<b>2. Tap their fear of missing out.</b>	Fear of missing out (FOMO) is a powerful motivator. So build anticipation, create scarcity, suggest time's running out.
<b>3. Solve a problem.</b>	Make your prospects think, "I need that." Fix a leaky roof. Pull an achy tooth. Build a tradeshow booth. Use buyer personas to zero in on pain points and tell your prospects how your business solves them.
<b>4. Incite action.</b>	Don't beat around the bush. The first word of your call to action should be first-person and action-oriented. Here are some to get you started: call, click, discover, download, find out, join, register, save, sign up, start, stream, subscribe, try, watch.
<b>5. Keep it short and sweet.</b>	Direct is best – aim for three to five words that laser-focus on what you want prospects to do. Call for a quote. Make an appointment. Watch the video. Sign up for the newsletter.
<b>6. Make it stand out.</b>	Whether it is in an ad, an email, or a billboard, make your call to action an island. Surround it with space. Make sure it contrasts with nearby colors. Make sure it really pops so prospects don't have to hunt for it.
<b>7. Test it.</b>	Want to make sure you chose the right approach? Create a couple of different versions of your call to action and A/B test them to a small segment of your target audience. Focus on testing the call to action only – if you change other elements (like a headline or image), you could skew the results.

## How do I know my call to action worked?

There are several ways you can measure marketing performance. CallRail offers call tracking and conversation intelligence. They're both easy to set up and let you monitor each individual call to action you have in market.

### 1. Set up call tracking number with Dynamic Number Insertion (DNI)

[DNI assigns a unique phone number](#) to each of your online sources. That way, you can pinpoint what drove their call – from organic search to PPC ads, Yelp, or something else. This is called [source-level tracking](#).

### 2. Get more insights by setting up keyword-level tracking

With [keyword-level tracking](#), each time someone visits your website, they'll see a phone number that's unique to them. When they call, you'll know which keywords they used to find your business.

### 3. Gain conversation insights with keyword spotting and tags

If you use CallRail call recording and transcription features, [keyword spotting](#) can help you streamline quality assurance and lead qualification. It automatically tags calls and texts that include the keywords you selected.

## How to set up call tracking

Next, you'll need to update your Google My Business and social media accounts to enable tracking.

### 1. Create a Google My Business page

If you don't have one already, it's [easy to set up](#).

### 2. Pick a call tracking number as your primary Google My Business phone number

[Select the "info" tab](#) in the Google My Business dashboard, then click the pencil icon next to your phone numbers to make changes. List your main business line as your "Additional Phone."

### 3. Set up DNI for your primary website phone number

Installing dynamic number insertion on your website [only takes a few minutes](#). Then when someone visits your site, they'll see a tracking number that links to a campaign.

### 4. Enable click-to-call – especially for social media

Click-to-call makes it easier for customers to connect with your business. For some digital accounts, it's automatic. Just check to make sure before you launch your campaign.

## Additional resources

Hopefully, these tips have inspired you. If any of them have confused you, here are a few resources that might help.

- If you're having trouble keeping your copy concise, try [Hemmingway App](#). It highlights complex sentences and helps you cut them down to size.
- Want to see examples of emails that inspire action? Check out [Really Good Emails](#) for a carefully curated collection, complete with design and code.
- Need help with Call Tracking or Conversation Intelligence? [Ask us](#).