

Key CTA Takeaways Checklist:

- Focus on CTA placement, content, and design:** Your call to action is the strongest, most important piece of content you will ever include in your email. Therefore, take time to consider its placement, wording, and design when conceiving your email messages.
- Use your creativity:** It's hard to believe that one button could have so much power, but if you plan right, you can significantly increase email engagement and conversion. Don't be afraid to use your creativity to highlight your brand, create urgency, and build excitement.
- Test your CTAs:** The only way to truly know if your CTA is as good as it can be is to continuously test and monitor your results—a large reason why covering A/B testing and CTAs together will help you improve your entire email program.
- Monitor your results:** If you remain open to the results of your tests and engage your users with captivating CTAs, you'll be on your way to high-performing and converting email marketing campaigns.