

Gerardo Perez:

CTAs, aka call to actions. We've all seen these. Some of them are a little cheesy. Some are very direct and some are very subtle. But how do you know which ones to actually use in your ad creatives? I think that's very dependent on your overall brand and what it is that you're advertising for. I think it's important to mention that this is very contextual to the overall tonality of your brand and what your actual advertising objectives are. But in addition to that, I wouldn't want you to actually insert a CTA that you don't feel is a good or a fitting addition to your actual ad created.

Let's say, for example, you're advertising for an app. I think it's important to highlight, "Hey, this is available to download," by simply saying, "download now." If you want to add an element of scarcity to your ads, maybe you're selling a specific product, you can simply say, "Limited supply available. Get yours now." Adding elements of scarcity is obviously great, but you don't necessarily want to overdo it to the point where people don't necessarily believe that the scarcity actually exists.

There are other more subtle ways to introduce call to actions as well. Let's say, for example, you have a more native UGC-style ad. You can simply end the video by saying, "I wish I would've known about this sooner," or "I wish I would've purchased this sooner." This isn't a very straight on call to action, but you are implying the fact that you enjoyed actually using and purchasing the product. Again, there is no right or wrong way to implement call to actions and they can be very valuable. But I think the most important thing to actually factor here is the overall feel of your ads and your brand itself.

A GUCCI would never tell you shop now. Coca-Cola wouldn't necessarily try and implement scarcity by saying hurry while supplies last. But maybe if you're running a specific promotion that maybe has a deadline, then yes, you want to nudge those customers in the proper direction in order to get them to convert. Keep in mind that the first two examples I gave you of GUCCI and Coca-Cola are incredibly established companies. So it's very different, but I do want you to keep in mind the overall vibe and tonality of your business when it comes to crafting your CTAs. Feel free to check out our CTA list in our course resources. Now it's time to piece it all together so we can create ads from start to finish.