

# 20 Impactful Email CTAs That Actually Get Clicked



Every good email should end with a Call to Action (CTA). It provides a nice ending to your message and tells the reader the next steps they should take if they want more. The problem is making your CTA attractive enough that they actually click.

**We compiled 20 email CTAs that we've found to be impactful and actually get people to click.**

## Inbound

### Call to Action:

HERE is the link to the [Event or Webinar Recordings] if there were some you might have missed.

Does this week work?

HERE is that link again to go back through this year's [Event or Webinar Recordings] and watch the ones you weren't able to attend. Let me know if you have any questions.

schedule a time here: Meet with [Your company].

This is where [Your company] came in! Check out the case study HERE to read all the details.

When would you be available in the next couple of days for a zoom call? If it's easier, you can schedule here to meet with us.

[The name of the resource you're sending]

Discover How [Current customer] uses [Your product] to [Desired outcome].

Watch our [Explainer video or automated demo] (Insert Automated Demo)

[Shortened version of the title of the resource you're sending]

## Outbound

### Call to Action:

The story we most often hear from customers is [Pain point]. [Current customer] was no different.

[Make the CTA an embedded video or automated demo]

You can access the report here.

View the Article: [Title of the article]

Are you interested in [Target ICP] Report?

I thought you might be interested to see how other companies are using [Type of solution] to [Desired outcome].

CTA is embedded in email

Can we talk for 5 minutes?

We work with 15 of the top 30 software companies. [Current customer] [Desired outcome]! Here, I can prove it! This case study illustrates how [Current customer] was able to:

One [Your company] Customer [Desired outcome]. 🏆

## Call to Action Best Practices

Offering something of value as the CTA

Case Studies Testimonials were good CTAs particularly that referenced the pain point and this is how x solved that with Consensus

For scheduling meetings referencing a specific timeframe like this week or talking for 5 minutes

For scheduling saying more than schedule a meeting like schedule a time here or schedule here

Action Oriented like Enable them or Discover How

Embedded Demos with a play button worked better for the clicks than a link to watch a demo

