

# COMMON TYPES OF CTAS & EXAMPLES

LEAD GENERATION	Typically placed at the end of a blog post, embedded within a website banner, or placed on a landing page.	<b>Get Your Free Sample</b> <b>Join Our Community</b> <b>Sign up Today!</b>
LEAD NURTURE	Often displayed on pages or posts frequently visited by leads, such as blog posts or thank-you pages.	<b>Download Now</b> <b>See Case Study</b> <b>Take the Next Step</b>
FORM SUBMISSION	Typically placed at the end of a sales or landing page and on a Contact Page.	<b>Fill Out Survey</b> <b>Create an Account</b> <b>Claim Your Free Trial</b>
SOCIAL SHARING	Typically placed on a blog post, landing page, and product pages.	<b>Share!</b> <b>Post on Facebook</b> <b>Pin This For Later</b>
EVENT REGISTRATION	Typically displayed on a customer login page or dashboard, on a receipt page, or in a blog sidebar.	<b>Reserve Your Spot!</b> <b>Register Today</b> <b>Get Your Ticket</b>
EMAIL SUBSCRIPTION	Typically placed at the end of a blog post, embedded within a website banner, or in the footer.	<b>Join Our Email List</b> <b>Sign Up Today!</b> <b>Stay In Touch</b>
RELATED CONTENT	Typically placed within the content of a page, such as between different sections of a blog post or in the sidebar.	<b>You Might Also Like</b> <b>Learn More</b> <b>Related Articles</b>
LEAD GENERATION	Often used at the end of a lead generation or lead nurturing process.	<b>Schedule a Call</b> <b>Get In Touch</b> <b>Send Us a Message</b>