

CTA'S ARE VERY SMART BUSINESS



By **Lorin Anderson**, President

A “CTA” is marketing speak for a Call to Action, and it is an amazingly effective tool for growing your business. But, as we’ve discovered while studying the coaches who teach at Golf Channel Academy locations, many teachers don’t use CTAs as effectively as they should. This is truly Marketing 101, golf instructors can be more than a bit timid

about asking for someone’s business.

Every outbound communication you create—in the club newsletter, in an email blast, on your website, in a social media post or as a YouTube video—should include a specific call to action. Too often a post will show a tip or a comment about something going on in the game, but it won’t tie directly back to a specific instruction program or related purchase.

A good example: One of our members recently wrote a book and on social media he was posting about ideas and themes the book covers. Unfortunately his post didn’t include a call to purchase the book. I would suggest that every one of his posts for the first 90 days the book is available should conclude with: “For more information on this topic check out my new book...” and conclude with a direct link to wherever the book could be purchased. A similar prompt should also be part of his email signature—again with a live link.

It is even better if the CTA includes some added value or a bonus for acting on it in real time. This might include a “free driver fitting” if you sign up by a specific deadline for the next demo day. Or, “the first five people to sign up for Saturday’s bunker clinic get a 25 percent discount on their next sand wedge purchase.” Or, “refer a friend to our annual three-day

golf school before June 1 and you both get a free golf shirt.” It can be just about any offer you choose, but ALWAYS MAKE AN OFFER because well-crafted CTAs are proven to get customers to act more often and more expeditiously.

The CTA is your final instruction to your reader when you are providing them with information about the game or about your teaching business. In the digital world we all live in today, your CTA is asking for a click to book. No matter how creative you get, it still boils down to this one request.

On the way to getting that click-through, there are three elements nearly all highly successful CTAs include:

1.) A no-obligation statement that removes or reduces risk. In many cases, CTAs ask for a free trial rather than a purchase. In other words, “try us, you’ll like us.” This gives people the confidence to buy.

2.) Tell people what to do next. Successful CTAs all contain some version of “Click the button.”

3.) Encourage an immediate response. That’s standard marketing. Don’t give people an option to wait and think about it for too long. Create some urgency to act.

CTAs only work when the golfer can easily follow through. Give them a simple way to sign up for the offer. A website landing page that is reachable in one click and contains more information plus a “Book Now” button are vital to maximizing sales. Too often this critical step is left out when creating the offer. Make sure you provide an easy path to complete the sale.

Be sure to tie your content and message to the value you’ll create for the golfer if they follow through on your CTA.

The formula is simple—for all promotional efforts: Put a compelling message in front of the right people at the right time, encourage action and make the booking or purchase process seamless. When you do this you will see your business grow. **PG**

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