LiveWebinar®

Call to Action

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Description

Call to Action (CTA) is a functionality that gives you the possibility to interact with your audience in an immediate way.

Frequently Asked Questions

How to enable Call to Action?

In order to enable CTAs it in the room, open the "**+**" menu in the top left corner of the content window and pick the option "**Call to Action**".

What can I use the Call to Action feature for?

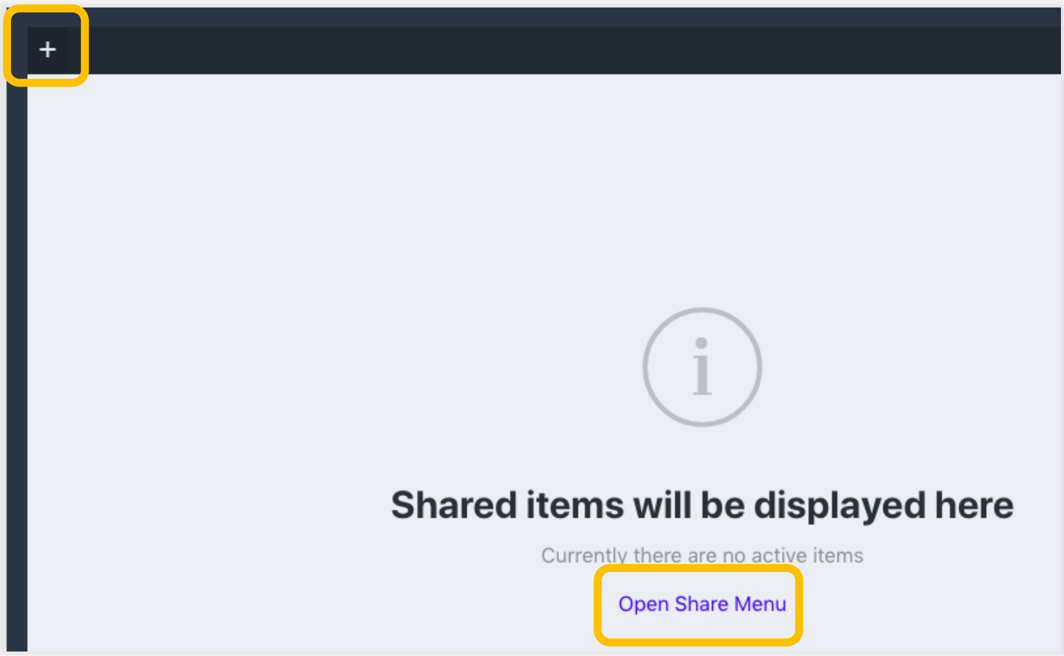
Using CTA is a great way to promote or sell your product, service or course during the event. The CTA can contain a description of what you're promoting, and an external link to redirect attendees to your website where they can learn more or make a purchase.

Can I create a Call to Action ahead of time?

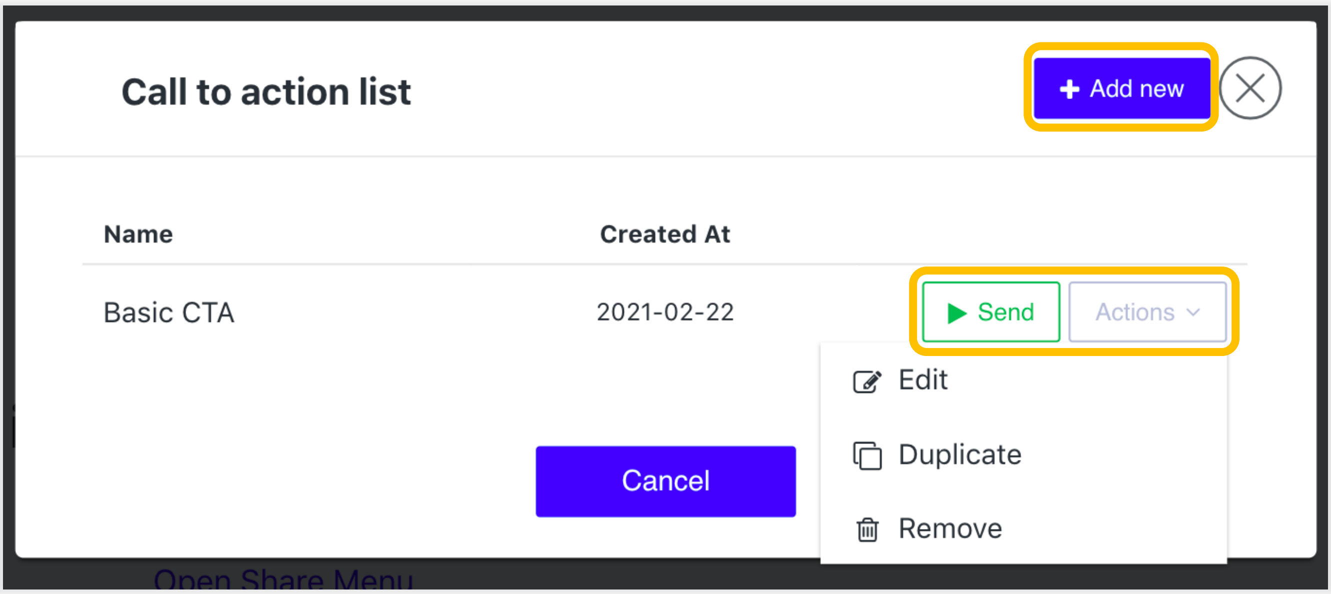
Yes, you can create multiple CTAs before (or during) your meeting. You will find all of your previously made CTAs after clicking "**Call to Action**" in the share menu.

Call to Action Anatomy

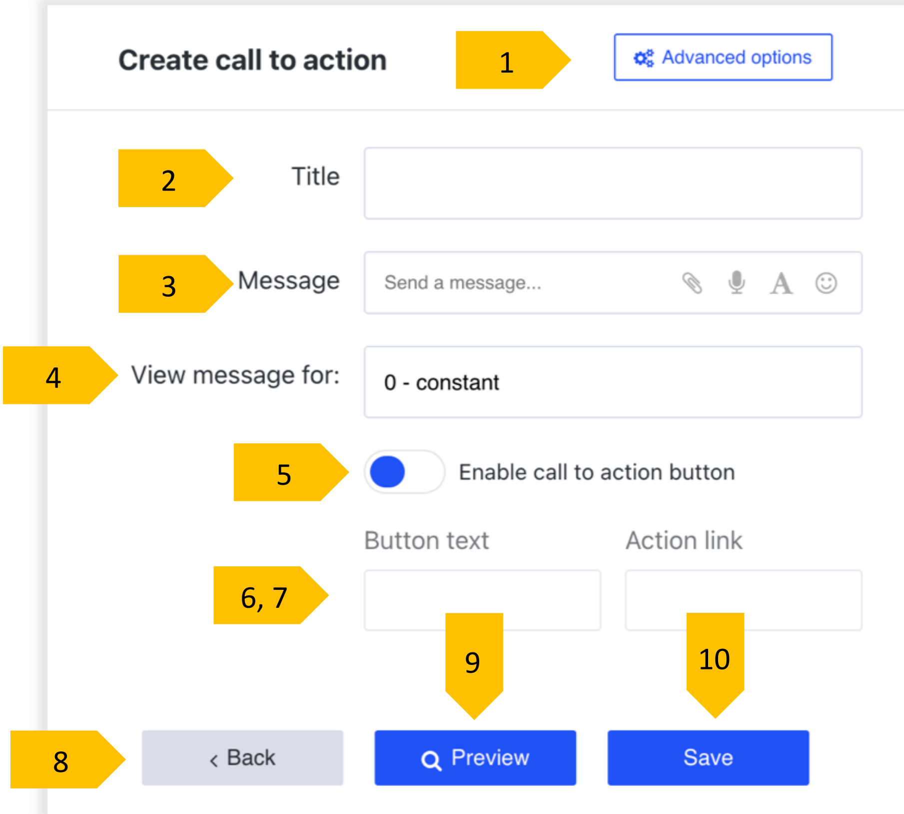
You can find Call to Action (CTA) in the share menu. Click the "**+**" or click "**Open Share Menu**" in the content window.



You can create multiple CTAs and use them when you need. They will appear in the list of available CTAs. To activate a previously created CTA, click "**Send**", or to create a new one, click "**Add new**". The "**Actions**" button enables you to either edit, copy or delete the given CTA.



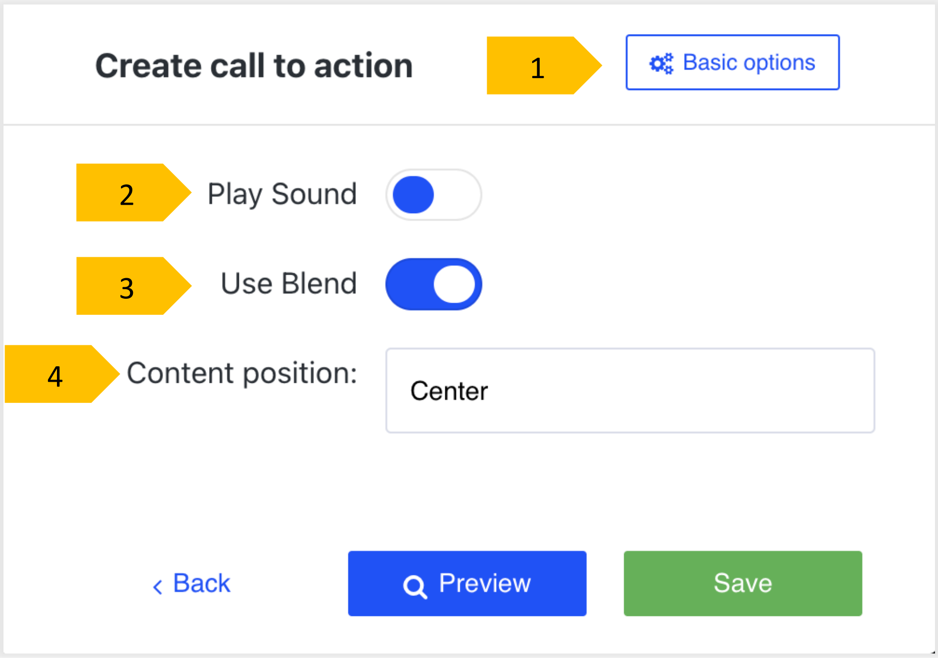
To create a new CTA click “**Add new**”, and the “**Create call to action**” window will appear.



Here is a short rundown of what you’ll see in the window:

1. **Advanced Settings** – here you’ll find more options for creating your CTA,
2. **Title** – name your CTA,
3. **Message** – this is where you can simply type in the message which you wish to be displayed,
4. **View message for** – this is the time that you wish your message to be visible for,
5. **Enable call to action button** – a toggle where you can enable a button with a hidden link in it.
6. **Button text** – the message displayed on the button,
7. **Action link** – a link that will redirect participants when they press the CTA button,
8. **Back button** – closes the window. Made changes won’t be saved.
9. **Preview** – by choosing this option you can check what your CTA will look like,
10. **Save** – saves the CTA, which will be ready to use in the room.

Here is what you'll see in the Advanced Settings.

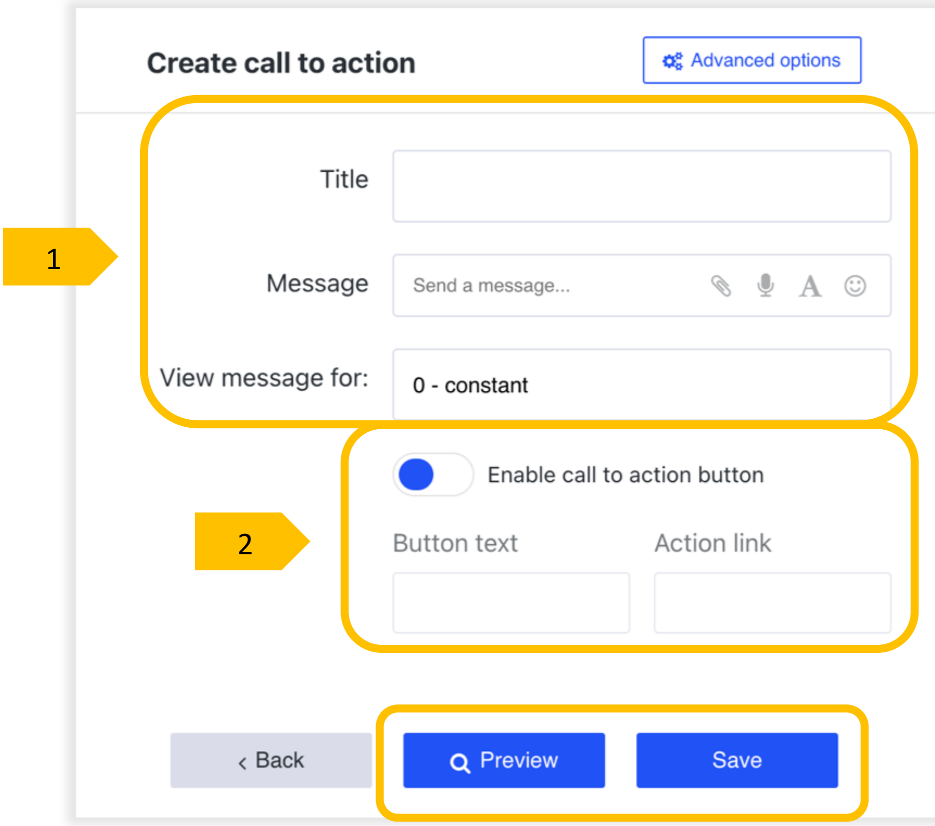


1. **Basic options** – sends you back to the basic CTA menu,
2. **Play sound** – enable a sound during the CTA,
3. **Use blend** – this option lets you can blur the screen of the background,
4. **Content position** – changes the position of the CTA on the screen.

Creating a Call to Action

Creating a Call to Action is simple.

1. Be sure to fill out all of the main fields – name your CTA, write a short message or description of what you're offering, and choose for how long you'd like it to be visible to your attendees.
2. You can also include a CTA button for your attendees to click on that will redirect them to a link you provide.
3. You can preview how your CTA will look to attendees by clicking "**Preview**".
4. Be sure to click to click "**Save**" – otherwise your CTA will not appear.



Below you can see an example of the CTA will look like to your attendees.