



## The “Call to Action” is a CALL!!!

In the cluttered and spam trapped world of email marketing it is now much harder to get messages read and acted upon. “Push to Talk” technology greatly enhances the chances for a successful “call to action” as it is new, effective and unique.

So what is “Push to Talk” technology in an email?

It is a “call to action” button in an email. It can have the message on the button or in the surrounding text. It even works in non-html emails as a simple hyperlink.



Various options exist, from the use of a standard button with surrounding action text, or a customised button with a call to action on the button like “First 10 people to click the button and answer the question correctly win”.

Both have proven successful for email marketers.

Just how and why should this be used?

Our experience shows that a specific “call to action” works. And it works better than “audio post cards” and other gimmicks. A “call to action” that says **“just click on the button and we call you on your phone – now and for free”** is both novel and effective.

Time constraints enhance a “call to action” button:

- First 10 calls receive ...
- Free upgrade to the first 50 clicks ...
- Answer our quiz question by Friday and win ...
- Push to register today and be in the draw for ...
- Your opinion matters, click and we will call you now and listen to you ...
- We call you! Talk to a real person now and win!

Reporting and tracking of each button click and call made completes the power available with this emerging conversion tool. It is inexpensive, easy to install, there’s no onerous contracts, and you don’t need to invest in additional hardware or telephone lines. It is time to convert emails to leads and sales – with no risk, sign up and prove it to yourself today!

Visit <http://www.wetalk2u.com/> for more details.