



ULTIMATE CHEAT SHEET FOR CALL-TO-ACTION BUTTONS

	BRAND AWARENESS	REACH	TRAFFIC	POST ENGAGEMENT	PAGE LIKES	EVENT RESPONSES	APP INSTALLS	VIDEO VIEWS	LEAD GENERATION	MESSAGES	CONVERSION	CATALOG SALES	STORE TRAFFIC
APPLY NOW	✓	✓	✓	✗	✗	✗	✗	✗	✓	✓	✓	✗	✗
BOOK NOW	✓	✓	✓	✗	✗	✗	✓	✓	✓	✓	✓	✓	✗
CALL NOW	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
CONTACT US	✓	✓	✓	✗	✗	✗	✗	✗	✗	✓	✓	✗	✗
DONATE NOW	✗	✗	✓	✗	✗	✗	✗	✗	✗	✓	✓	✓	✗
DOWNLOAD	✓	✓	✓	✗	✗	✗	✓	✓	✓	✗	✗	✓	✗
GET DIRECTIONS	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
GET OFFER	✗	✗	✓	✗	✗	✗	✗	✗	✓	✓	✓	✗	✗
GET QUOTE	✓	✓	✓	✓	✗	✗	✗	✓	✓	✓	✓	✗	✗
LEARN MORE	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓
SEND MESSAGE	✓	✓	✗	✓	✗	✗	✗	✓	✗	✓	✓	✗	✓
SHOP NOW	✓	✓	✓	✓	✗	✗	✓	✓	✗	✓	✓	✓	✓
SIGN UP	✓	✓	✓	✗	✗	✗	✓	✓	✓	✓	✓	✓	✗
SUBSCRIBE	✓	✓	✓	✗	✗	✗	✓	✓	✓	✓	✓	✓	✗
WATCH MORE	✓	✓	✓	✗	✗	✗	✓	✓	✗	✗	✗	✗	✗