

**50 CTA  
DESIGNS**

*Ready for  
Customization*

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about the CTA

**BUTTONS**

# ABOUT THE CTA BUTTONS

We know that creating calls-to-action (CTAs) can be difficult with limited budget and resources. Even more difficult is the ability to track the success of those CTAs.

We're here to help.

Here you'll find a set of 50 customizable CTA designs that you can use on any digital asset – landing pages, blog posts, social media updates, you name it.

The best part? You can then upload your customized CTAs into the [HubSpot CTA builder for free](#) to start collecting performance metrics. Yep, you'll know how many people viewed, and even better, how many people clicked on your call-to-action!

Beauty and data – what could be better?

how to use HEX

**COLORS**

# GRABBING YOUR COLOR HEX CODES

As much as we'd love to, we can't create CTAs that match the colors of every brand – unless, of course, your website just happens to match the colors you find in here! But if you're like most marketers (including us), you can customize the colors by getting the HEX code of the main colors of your website, and inputting it into PowerPoint.

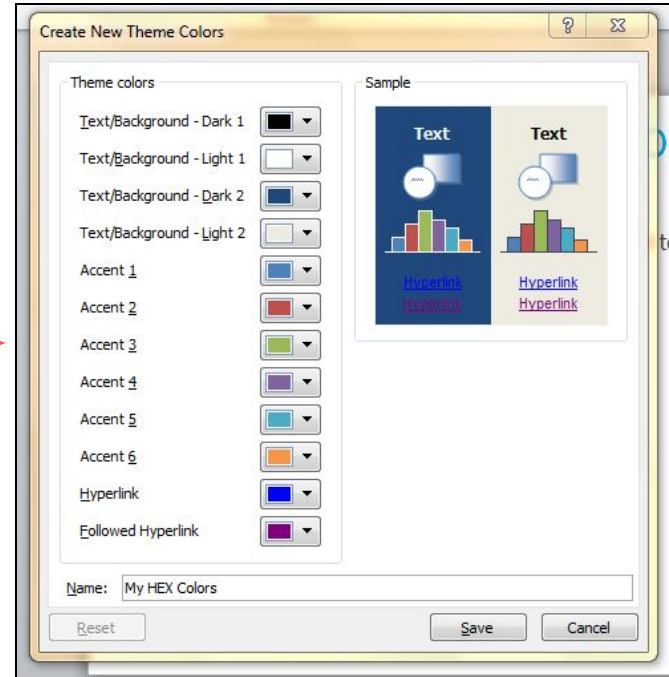
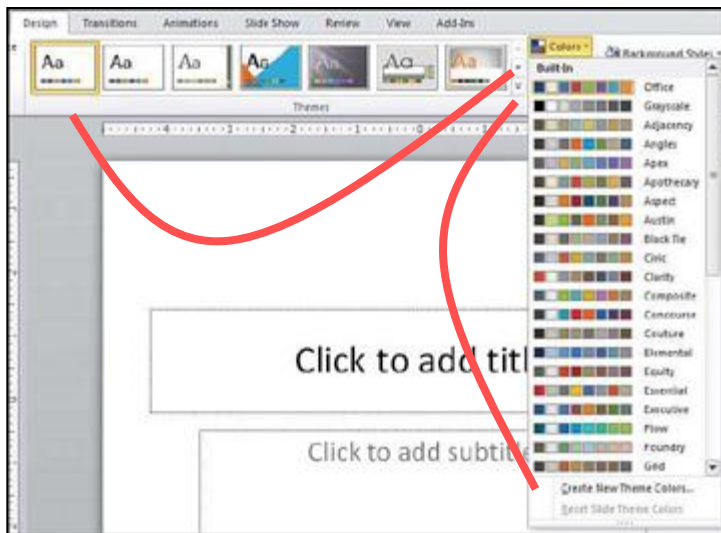
A hex code is a 6-character alpha-numerical code that represents a color. To grab the HEX codes for your website or blog, simply take a screenshot of your website or blog, and then head over to <http://www.imagecolorpicker.com/>.

Once there, upload that screenshot by clicking the “Upload your image” button. Then select any point of the uploaded picture, and immediately see its corresponding HEX code on the right!

# PUTTING YOUR HEX CODES IN POWERPOINT

Once the corresponding HEX code appears, you'll need to transfer that information to PowerPoint.

Go to Design > Colors > Create New Theme Colors. From there you'll be taken to a place that allows you to change the colors in your color palette to match your brand.

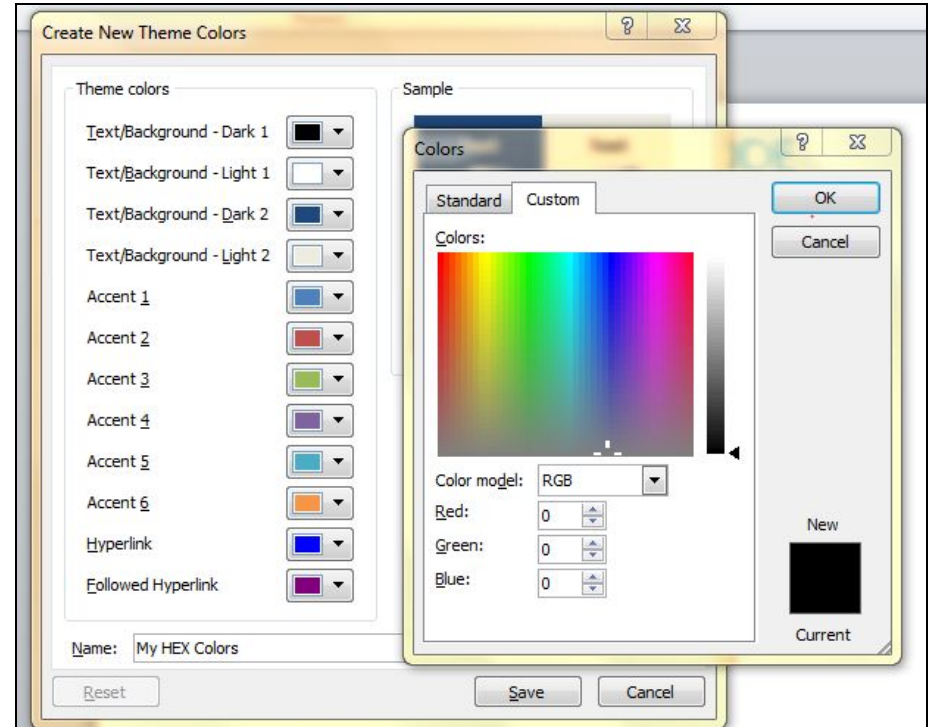


# PUTTING YOUR HEX CODES IN POWERPOINT

Now, click any "Accent" option, and within the dropdown options select "More Colors..."

From there, make sure you're on the "Custom" tab. You'll see the option to input a number for "Red," "Green," and "Blue." These are your RGB colors that appear in the HEX code generated on [imagecolorpicker.com](http://imagecolorpicker.com).

Just add those generated numbers here. Click "OK" and voila! That color is now in your palette. Keep going down the accents until you have all the colors you need.





# 2 QUICK TIPS FOR CUSTOMIZING CTAs IN POWERPOINT

- ✓ Double clicking on any image, textbox, or shape will open up various options for you to change the appearance of the respective object – whether that be shading, colors, fills, outline, or styles. Be open to playing around, and see what you discover!
- ✓ When inserting images for your CTA, you might find the image you selected has a white background, while your CTA does not. To fix this, either give the image a border, or use the transparent tool in your toolbar. Simply click “Transparent Color,” and then click the background of your image.

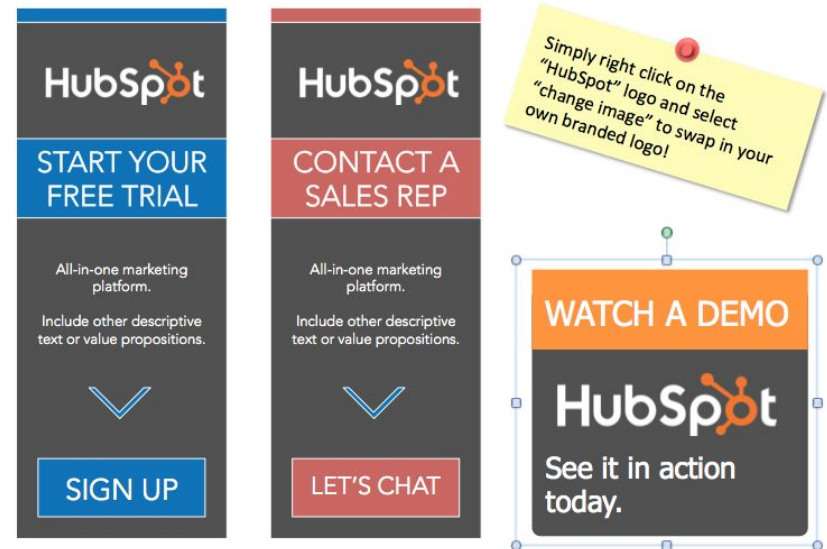
how to use the



# HOW TO USE THE CTAs

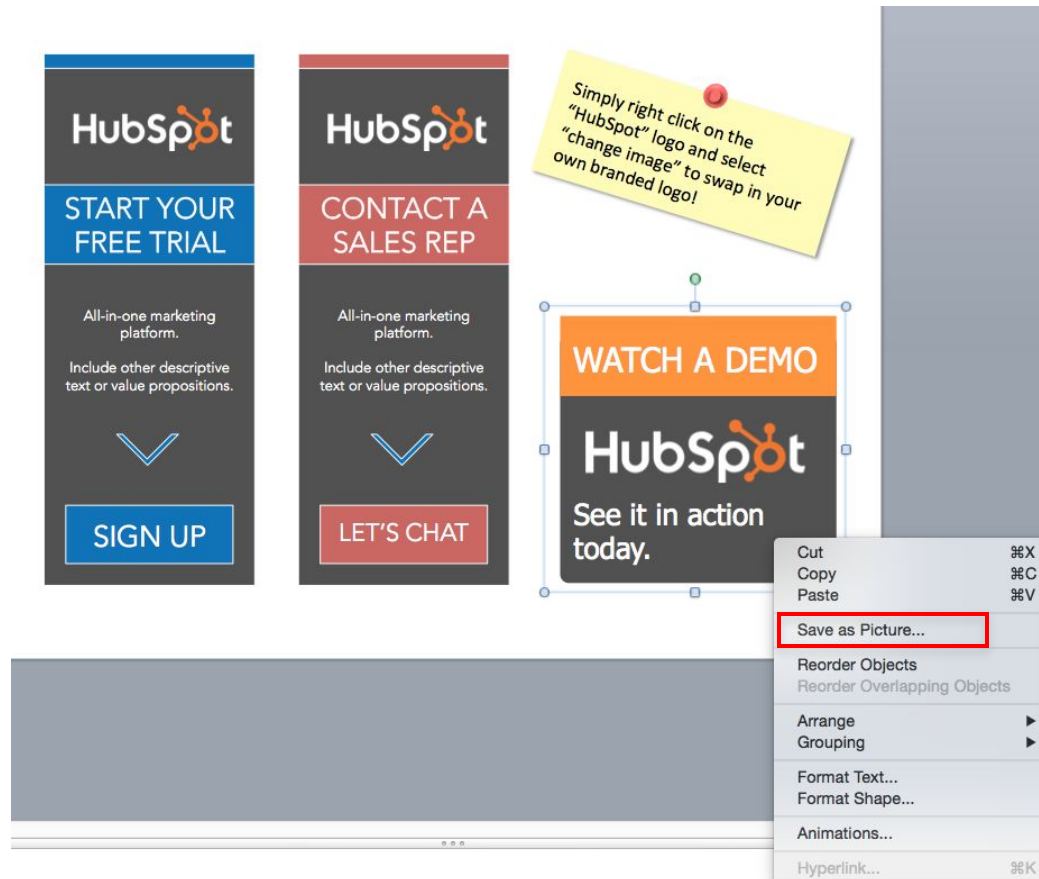
In the following section, you'll be able to search through our library of CTAs. But before you get started, let's show you how to download and use the buttons.

**Step 1:** For each CTA, click on every element associated with it, as shown in this screenshot:



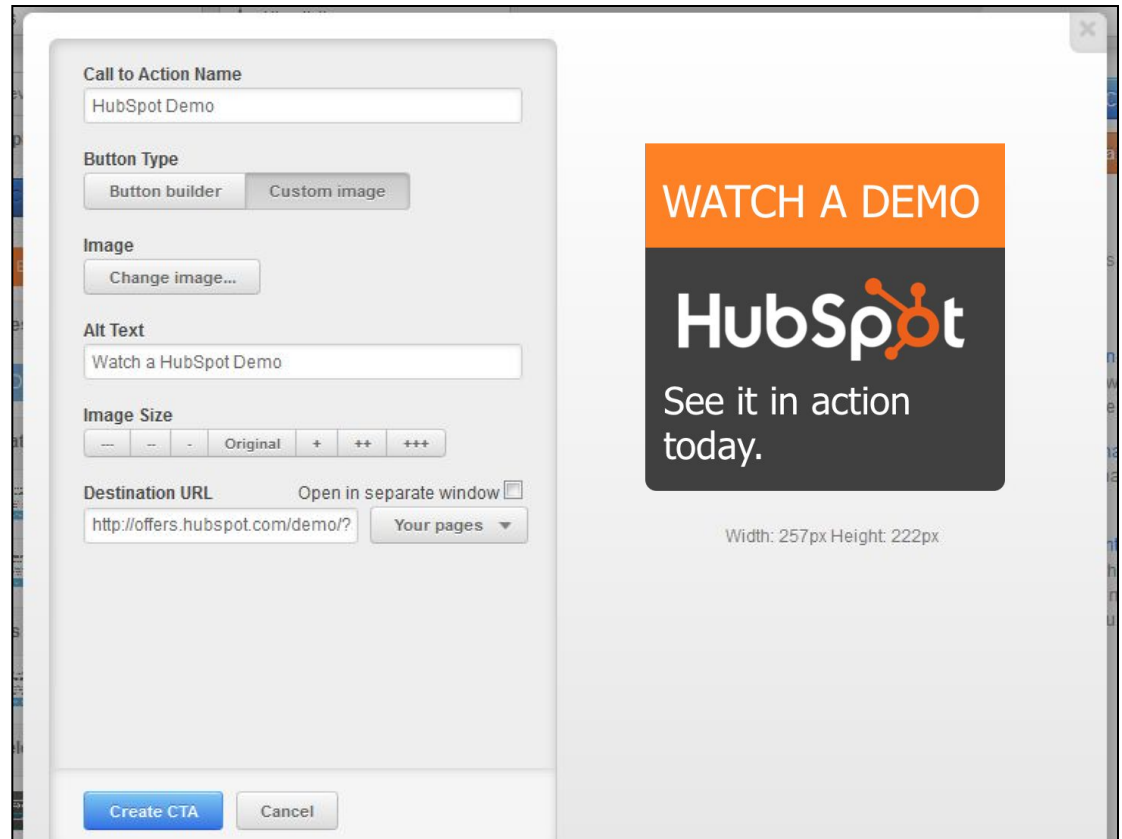
# HOW TO USE THE CTAs

**Step 2:** With each component still selected, right click, and click “Save as Picture...”



# HOW TO USE THE CTAs

**Step 3, Option 1:**  
[Start a free HubSpot trial](#)  
to upload these images into the CTA tool and **start collecting metrics on performance right away.** You can use the HubSpot CTA tool to upload your CTA, and then simply paste the embed code that is generated into your website.



The screenshot displays the HubSpot CTA tool configuration interface. On the left, a form allows users to customize their CTA. The fields include:

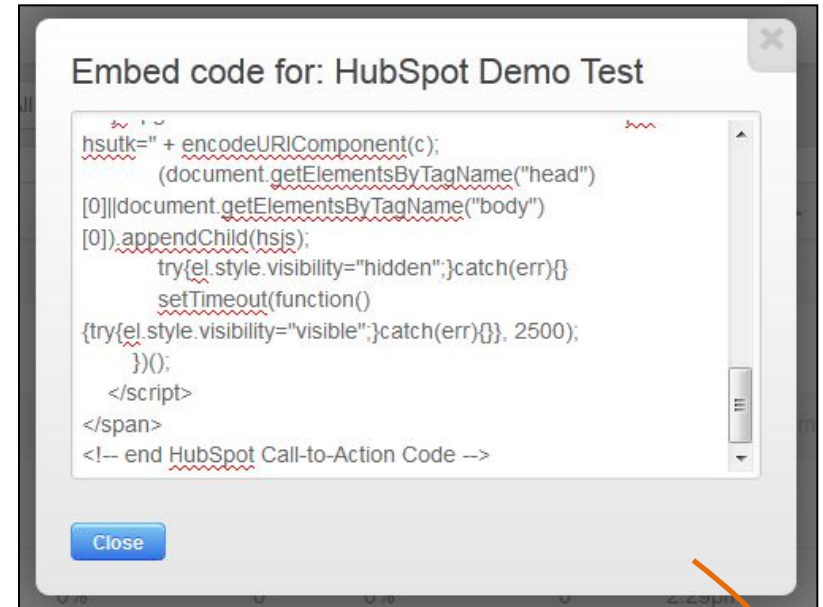
- Call to Action Name:** HubSpot Demo
- Button Type:** Custom image (selected)
- Image:** Change image...
- Alt Text:** Watch a HubSpot Demo
- Image Size:** Original (selected)
- Destination URL:** http://offers.hubspot.com/demo/?
- Open in separate window:**
- Your pages:** dropdown menu

At the bottom of the form are two buttons: **Create CTA** and **Cancel**.

On the right, a preview of the CTA button is shown. It features an orange top section with the text "WATCH A DEMO" and a dark grey bottom section with the HubSpot logo and the text "See it in action today." Below the preview, the dimensions are listed as "Width: 257px Height: 222px".


# HOW TO USE THE CTAs

By uploading the image into HubSpot's CTA tool, you can go back into HubSpot for free to **see data on how the CTA is performing on your own website.** As long as it uses the embed code generated from HubSpot (as shown to the right) you can collect metrics in the HubSpot software – such as the conversion rate of views to clicks, no matter where that CTA is placed.



```
Embed code for: HubSpot Demo Test

hsutk=" + encodeURIComponent(c);
(document.getElementsByTagName("head")
[0]||document.getElementsByTagName("body")
[0]).appendChild(hsjs);
try{el.style.visibility="hidden";}catch(err){}
setTimeout(function()
{try{el.style.visibility="visible";}catch(err){}}, 2500);
})();
</script>
</span>
<!-- end HubSpot Call-to-Action Code -->
```

Status	Preview	Views	Views → clicks	Clicks	Clicks → subs.	Subs.	Updated	
HubSpot Demo Test		0	0%	0	0%	0	just now	<a href="#">Embed code</a> <a href="#">Details</a>

# HOW TO USE THE CTAs

**Step 3, Option 2:** If you're not interested in generating specific performance metrics for your CTAs, upload the images onto your website as you would any other image, and then hyperlink the image to your CTA destination. And voila! You now have one of these custom CTAs on your website. 😊

50 customizable

**CALLS-TO-ACTION**



# BASIC CTA BUTTONS

This first set of CTAs is perfect for a simple landing page or blog post that needs a touch of color to draw the viewer's eye. Feel free to change the shape type, the color (by double-clicking), and the text by simply clicking in the text box.

# Subscribe Me

To change the text in these buttons to meet your needs, simply click once on the text! To change the shape, size, or color, double click on the shape.

GRAB THE  
LATEST EBOOK



SIGN UP FOR YOUR FREE  
ONLINE ASSESSMENT

**Free**  
**Assessment**

DOWNLOAD IT TODAY

DOWNLOAD IT



SIGN ME UP

LET'S GET STARTED

**YES**

Take me there

**CLICK  
HERE TO  
GET  
STARTED**

Sign me up for weekly emails



Get your  
25% off  
coupon here

**REGISTER TODAY**



—  
Buy  
Now  
—

Get Your  
Free  
Ebook

SUBSCRIBE



**DOWNLOAD  
YOUR  
EBOOK**



**START YOUR FREE  
TRIAL TODAY**

**SUBSCRIBE**



**SIGN UP**

**REGISTER FOR  
OUR  
CONFERENCE**



**SCHEDULE  
YOUR  
APPOINTMENT**



# SOCIAL MEDIA SHARING BUTTONS

These calls-to-actions are created with the intention of driving social media shares for your business or using social sentiment to driver further conversion.

Once you save the share images, you can hyperlink them to become social share links. Follow the [instructions in this blog post to learn how.](#)

Click to Tweet



CLICK TO  
SHARE



**Tweet This  
Stat!**

**Tweet This  
Quote!**

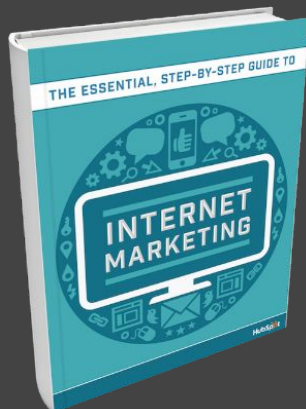
You can make these social CTAs  
clickable by simply using  
[clicktotweet.com](http://clicktotweet.com) and generating a  
URL to hyperlink the images to!

**Like what you read?  
Share with your friends!**





# THE ESSENTIAL STEP-BY-STEP GUIDE TO INTERNET MARKETING



Include a short and punchy line to further explain the benefit of taking action on this particular CTA.

[DOWNLOAD NOW >>](#)

Try searching through Twitter to find social sentiment to help back up the value of your offer. Take a screenshot of the tweets and go to Insert  Picture to paste the picture here. Then click every screenshot and the CTA and group all the pieces to have one CTA.



**Norma Davey** @NormaDavey

Helpful! "[@HubSpot: The Essential Step-by-Step Guide to Internet Marketing - ow.ly/czZRG](#)"



**Tim Lorang** @Image\_Media

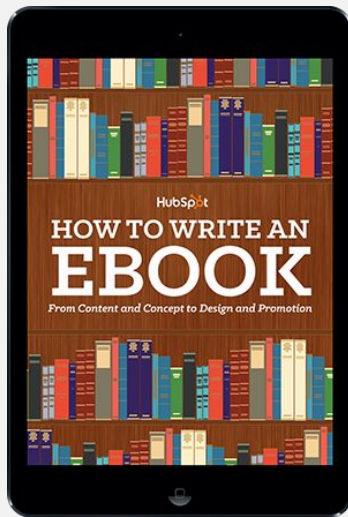
The **Essential Step-by-Step Guide to Internet Marketing-Free eBook**: Learn what's best from blogging to twitter - [ht.ly/bDwxw](#)



**Yiye Wu** @wuyiye

Just downloaded [@HubSpot's The Essential Step-by-Step Guide to Internet Marketing hubspot.com/essential-guid...](#)

The background of this image is the same gray as Facebook comments – so feel free to keep it and swap in publicly viewable comments to your CTA!



### In this ebook you'll learn:

- What dynamic content is
- How to set up dynamic content
- Examples of dynamic content



**Leanne Smith** Another great PDF thanks Hubspot Keep them coming!

January 4 at 12:24pm via mobile · Like · 🔄 1

# CONTEXTUALIZED CTAs

You've seen some basic CTA options thus far. Play with these next options to present your call-to-action with more context. Just be sure to keep the overall layout simple so that users can easily see the action you're calling on them to take.



Download this free ebook and turn your marketing around

**GET IT NOW**



Get your budget in order with these templates

DOWNLOAD



*See where your website stands*

DOWNLOAD

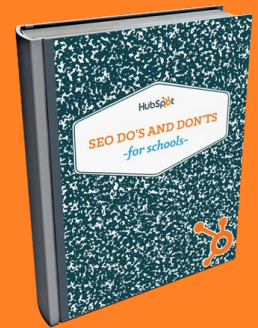
Webinar: How to Ensure Scalable Revenue Growth



>> Register <<

**BRAND NEW EBOOK**

SEO Do's and Don'ts for Schools



**DOWNLOAD**





Sign up today to receive  
your Event in a Box kit!

[SIGN UP](#)



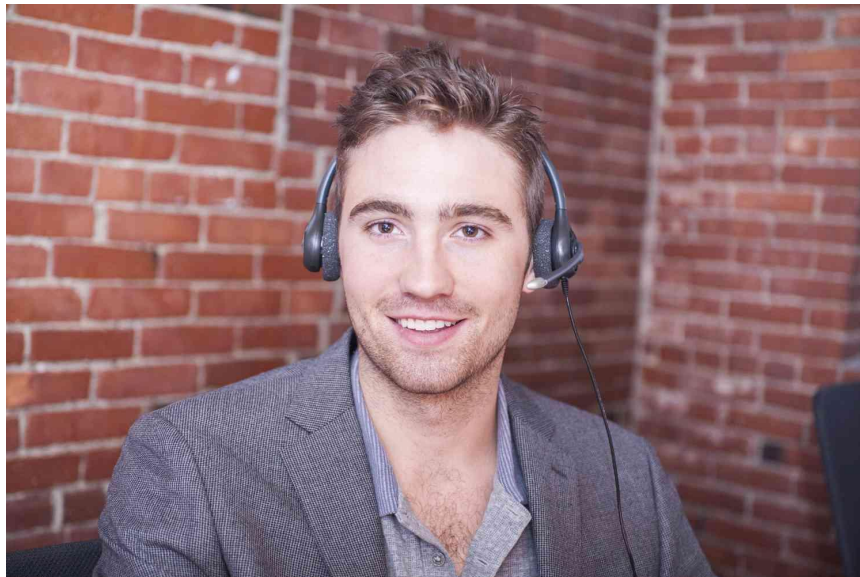
*No time to design?*

*No problem.*

[Get Templates](#)

**We're here  
to help**

**LIVE CHAT NOW**



**Confused?**

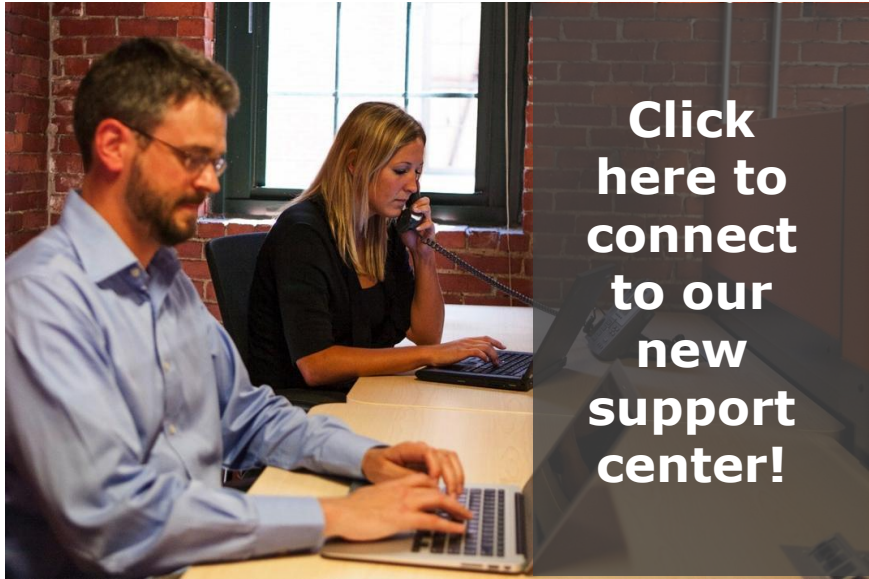
Click below to speak with  
a customer support  
representative now.

**LIVE CHAT NOW**

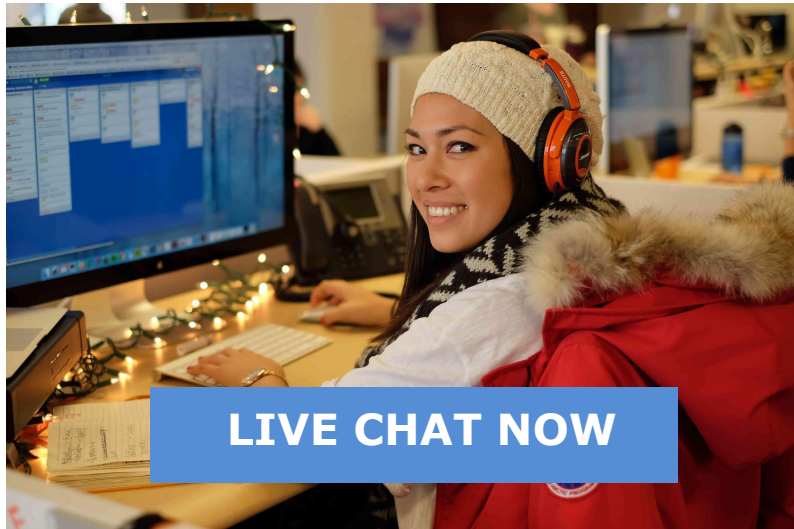
# PHOTO AND MOBILE DEVICE CTAs

Photos can serve as a great asset to your calls-to-action. They make it easy to humanize and customize your messages for your brand and audience. Similarly, mobile and desktop devices can help make your action pop.

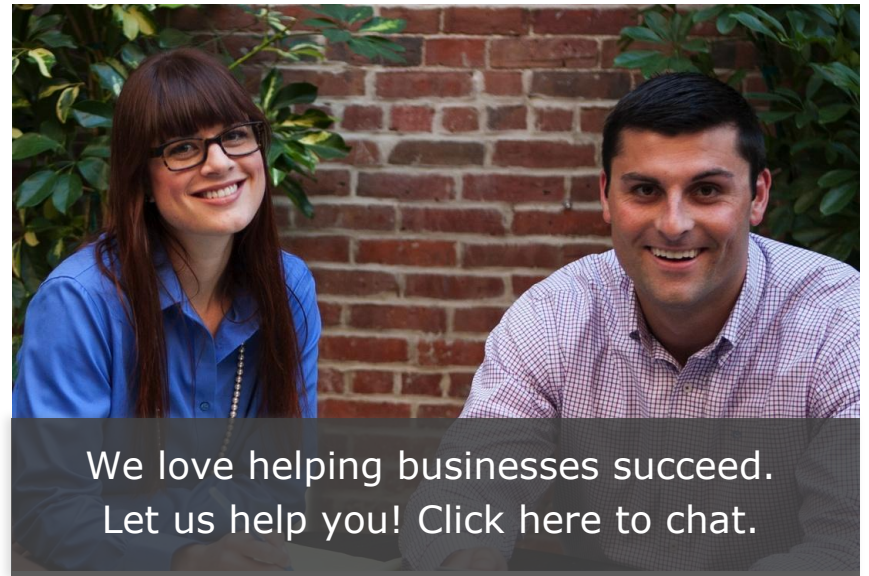
If you have trouble locating copyright-free photos to use, check out our free stock photo site: [www.freestockphotos.org](http://www.freestockphotos.org).



**Click  
here to  
connect  
to our  
new  
support  
center!**



**LIVE CHAT NOW**



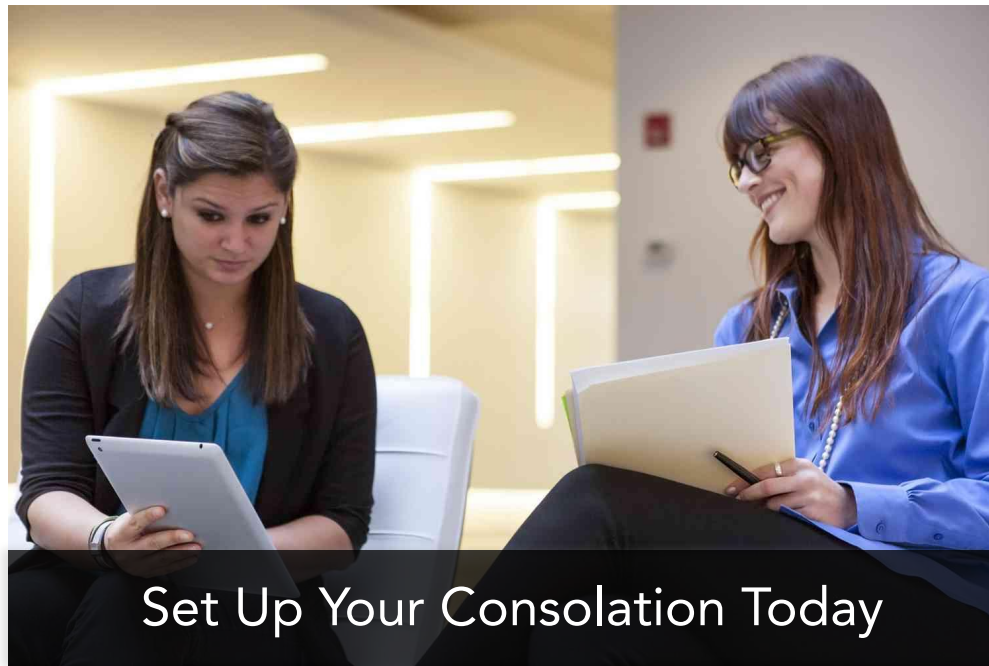
**We love helping businesses succeed.  
Let us help you! Click here to chat.**



Insert the cover of your own guide, presentation slide, blog post image, or any other visual you may have and simply place it over the tablet presented here to make it appear on the screen.



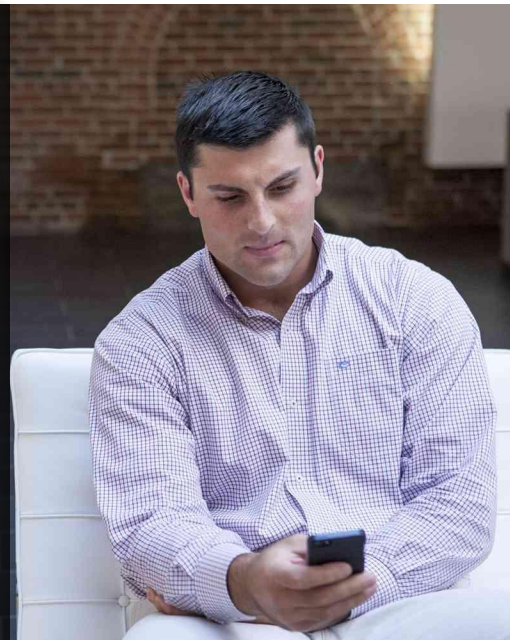
[READ IT NOW](#)



Set Up Your Consolation Today

Want to learn  
on the go?  
Read our  
blog on your  
phone.

**SUBSCRIBE**



# QUALIFYING CTAs

When you're trying to nurture a lead further down the funnel, you want to ensure you're presenting CTAs to qualify them for your sales team.

For these CTAs, it's important that they are welcoming and not pushing. Having a great design can help!



START YOUR  
FREE TRIAL

All-in-one marketing  
platform.

Include other descriptive  
text or value propositions.



SIGN UP



CONTACT A  
SALES REP

All-in-one marketing  
platform.

Include other descriptive  
text or value propositions.



LET'S CHAT

Simply right click on the  
"HubSpot" logo and select  
"change image" to swap in your  
own branded logo!

WATCH A DEMO



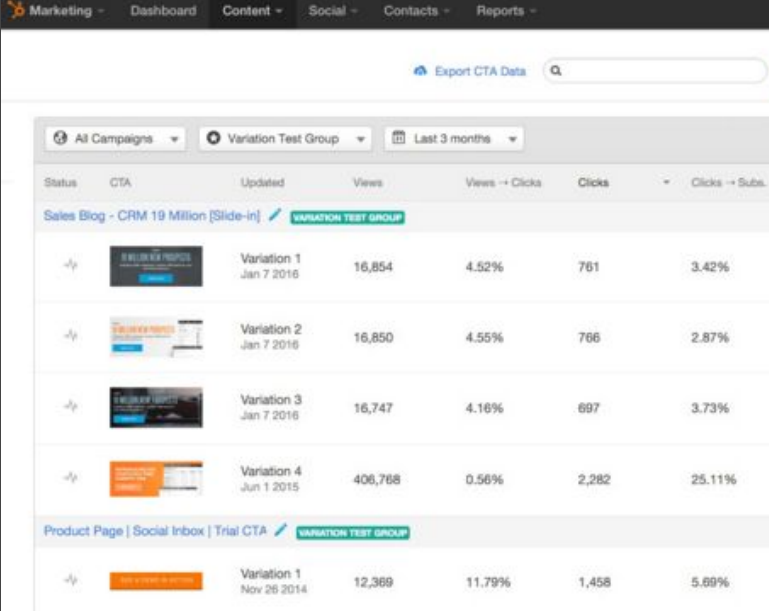
See it in action  
today.

# TRY HUBSPOT'S MARKETING PLATFORM FREE FOR 30 DAYS






HubSpot CTAs allow you to easily build custom, dynamic calls-to-action that drive more conversions by testing what works, and ditching what doesn't.

So, what makes us different?

- Integrate CTA analytics with your contact database
- Tailor CTAs for first-time visitors
- A/B test your CTAs to gather performance data



The screenshot shows the HubSpot Marketing dashboard with a table of CTA performance data. The table has columns for Status, CTA, Updated, Views, Views → Clicks, Clicks, and Clicks → Subs. There are two sections of data: 'Sales Blog - CRM 19 Million [Slide-in]' and 'Product Page | Social Inbox | Trial CTA'. Each section contains a 'Variation Test Group' with four variations. The data is as follows:

Status	CTA	Updated	Views	Views → Clicks	Clicks	Clicks → Subs.
	<b>Sales Blog - CRM 19 Million [Slide-in] VARIATION TEST GROUP</b>					
→		Variation 1 Jan 7 2016	16,854	4.52%	761	3.42%
→		Variation 2 Jan 7 2016	16,850	4.55%	766	2.87%
→		Variation 3 Jan 7 2016	16,747	4.16%	697	3.73%
→		Variation 4 Jun 1 2015	406,768	0.56%	2,282	25.11%
	<b>Product Page   Social Inbox   Trial CTA VARIATION TEST GROUP</b>					
→		Variation 1 Nov 26 2014	12,369	11.79%	1,458	5.89%

[START YOUR TRIAL NOW](#)