

# 12 BEST PRACTICES for CALLS to ACTION on DIGITAL SIGNS



Make the call to action **EASY TO SEE** – don't bury it in lots of other text or pictures.



Be **CLEAR**, concise and specific with your language.



Write at an appropriate **READING LEVEL** for your audience.



Use vivid language, and **IMPERATIVE** verb forms (commands).



Think about **CROSS-PROMOTION** possibilities (social media, intranets, etc.)



**PRIORITIZE VERBS**, then nouns – only use adjectives sparsely.



Build in a way to measure **ROI** so you can adjust calls to action to be more effective.

*Crafting a good call to action helps you focus your message and really drill down to the essence of what you're trying to accomplish.*

*Instead of thinking "what do I want to say?", think "what do I want them to do?" With very few exceptions, every digital signage message should include a call to action.*

*Here are 12 tips to make them stand out...*



Include **TRIGGER WORDS** that are considered to be persuasive.



Consider adding a small **REWARD** for taking the action immediately.



Create a sense of **URGENCY** to encourage immediate action.



Focus on the **BENEFITS** to the audience and common needs.



Make taking the action **EASY** for viewers – no more than two steps.



Transform the way you **engage your audience**.  
For more information about **digital signage**, contact us.

**Contact Visix**  
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