

# How to Convert Website Visitors With Smart Calls-To-Action

Geoffrey Bressan, Digital Marketing Officer

# AGENDA

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- 1 Introduction - What is a CTA ?
- 2 Benefits - Why CTAs are important for your business
- 3 CTAs by Odoo
- 4 Demonstration
- 5 Conclusion

# INTRODUCTION

What is a Call-to-Action ?

# Introduction

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“

*Without conversion,  
your traffic is worthless*

”

# Introduction

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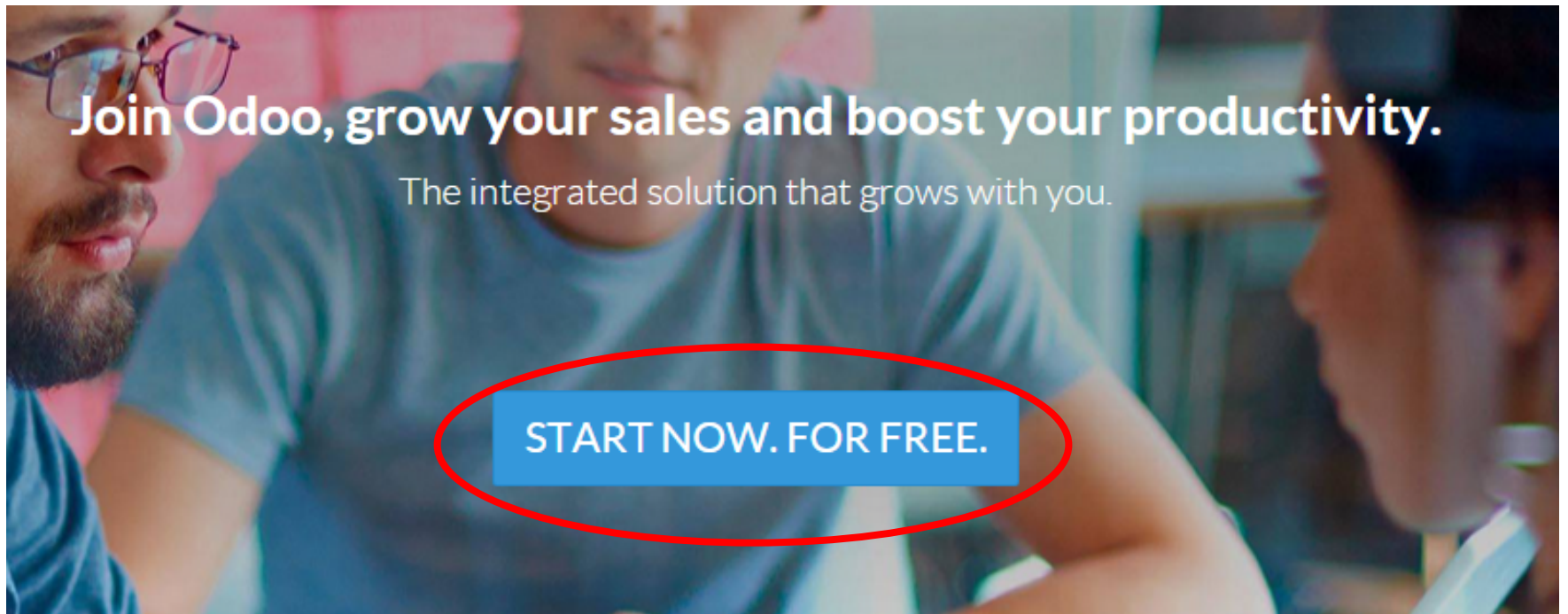
How to turn visitors into customers ?



# Introduction

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A call-to-action is a tool that will encourage your visitor to go one step further, taking a clear action on your website



# BENEFITS

Why CTAs are important for your business

# Why you need CTAs on your website

- Improve customer experience
  - Gives a path for visitors
  - Log In, sign up, leave a comment, join a mailing list, etc.
- Drive more sales
  - Collects useful information (email, name, company, etc.)
  - Maximize conversion rate
- Nurture your leads
  - Build your email list
  - Be there when the prospect is ready to buy

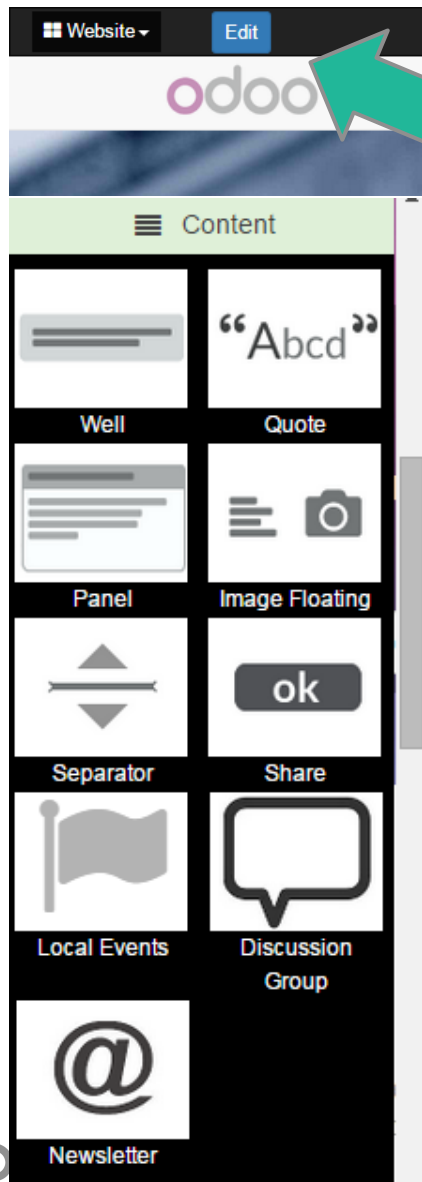


# CTAs by Odoo

A quick overview

# Calls-to-action by Odoo

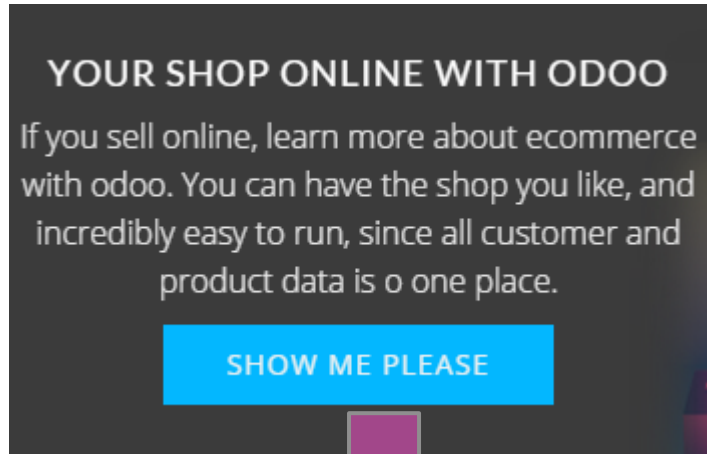
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- No 3rd party needed
  - Integrated with CRM and Mass mailing
- Drag & Drop
  - Easily customizable
- Many behaviors available
  - Depending on the modules installed

# Calls-to-action by Odoo

## 1. Basic link



Link to ✕

**Link Label**

Show me please

**Page**

/page/contactus

**URL or Email Address** ☒ Open in new window

http://openerp.com

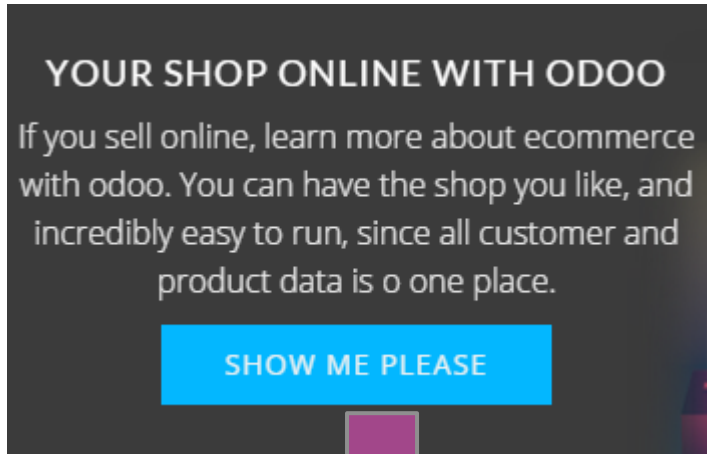
Style  Color Style  Size

Preview

or

# Calls-to-action by Odoo

## 1. Basic link



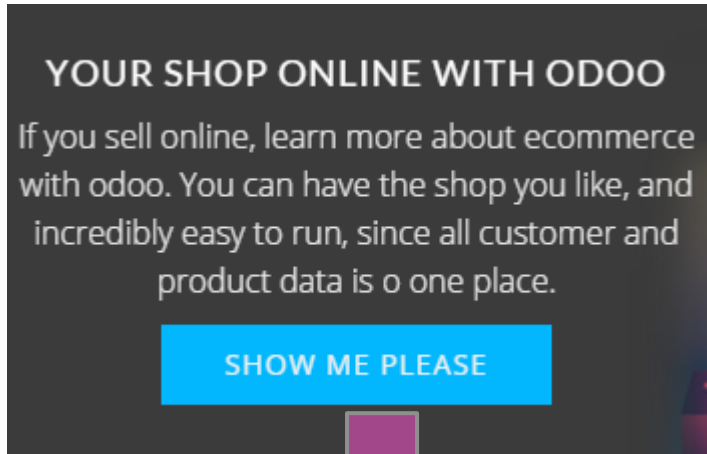
- Whatever text can be converted in a CTA
- Customizable

A screenshot of a configuration window titled 'Link to' with a close button (x) in the top right corner. The window contains several fields and options:

- Link Label:** A text input field containing the text 'Show me please'.
- Page:** A dropdown menu with a blue header and the selected value '/page/contactus'.
- URL or Email Address:** A text input field containing 'http://openerp.com'. To its right is a checkbox labeled 'Open in new window' which is checked.
- Style:** A label followed by two dropdown menus: 'Color Style' and 'Size'.
- Preview:** A label followed by a blue button that says 'Show me please'.
- Buttons:** At the bottom, there are two buttons: 'Save' (in blue) and 'or Discard' (in grey).

# Calls-to-action by Odoo

## 1. Basic link



- Whatever text can be converted in a CTA
- Customizable

Objective for business : **to engage visitors, to drive traffic to your landing pages**

Link to

Link Label

Show me please

Page

/page/contactus

URL or Email Address

Open in new window

http://openerp.com

Style

Color Style

Size

Preview

Show me please

Save or Discard

# Calls-to-action by Odoo

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## 2. Newsletter



Join 144,235 marketing experts and get your weekly post emailed to you !

Send me new posts !

# Calls-to-action by Odoo

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Join 144,235 marketing experts and get your weekly post emailed to you !

Send me new posts !

- Subscribe the contact in a mailing list
- Create a contact in Odoo mass mailing

# Calls-to-action by Odoo

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## 2. Newsletter



- Subscribe the contact in a mailing list
- Create a contact in Odoo mass mailing

Join 144,235 marketing experts and get your weekly post emailed to you !

Send me new posts !

**Objective for your business : to build a strong email list  
to stay in touch with customers  
& to be there when they are ready to buy**



# Calls-to-action by Odoo

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## 3. Submission form

Your Name	<input type="text"/>
Phone Number	<input type="text" value="e.g. (+32).81.81.37.00"/>
Email	<input type="text"/>
Your Company	<input type="text"/>
Subject	<input type="text" value="Use it in my company"/>
Your company size :	<input type="text"/>
Your Question	<div><div></div></div>
<input type="button" value="Send"/>	

# Calls-to-action by Odoo

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## 3. Submission form

- Create a lead in Odoo CRM
- Captures useful information

**Your Name**

**Phone Number**

**Email**

**Your Company**

**Subject**

**Your company size :**

**Your Question**

**Send**

# Calls-to-action by Odoo

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## 3. Submission form

Your Name

Phone Number

Email

Your Company

Subject

Your company size :

Your Question

- Create a lead in Odoo CRM
- Captures useful information

Objective for your business : generating leads that will be passed to your sales rep or nurtured with useful content

# Calls-to-action by Odoo

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## 4. Newsletter popup



# Calls-to-action by Odoo

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## 4. Newsletter popup



- pops up when visitor leaves the page
- same behavior than newsletter CTA

# Calls-to-action by Odoo

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## 4. Newsletter popup



- pops up when visitor leaves the page
- same behavior than newsletter CTA

Objective for business :  
getting more emails signup, maximizing conversion rate

## 5. Social sharing



### The Story on Salt: Health Risks & What You Should Know

Salt. Often thought of as the magic ingredient to making a good dish. But also holds the power to contributing to certain health problems like high blood pressure and cardiovascular disease, the #1 cause of death in the U.S. Here...

Share this post



# Calls-to-action by Odoo

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## 5. Social sharing



The Story on Salt: Health Risks & What You Should Know

Salt. Often thought of as the magic ingredient to making a good dish. But also holds the power to contributing to certain health problems like high blood pressure and cardiovascular disease, the #1 cause of death in the U.S. Here...

Share this post    

- Encourage visitor to spread a piece of content
- Maximize visibility and brand engagement
- Include them on blog posts, landing pages, etc.



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- Encourage visitor to spread a piece of content
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Objective for business: **engage with your brand, maximize your reach**

DEMO

# CONCLUSION

# Odoo's Smart CTA

- ★ Create and customize beautiful CTAs
- ★ Improve UX
- ★ Improve CRO and drive more sales
- ★ Nurture your leads

# Thank You

## Any questions ?

**Odoo**

sales@odoo.com  
+32 (0) 2 290 34 90  
www.odoo.com

**R&D and services office**

Chaussée de Namur 40  
B-1367 Grand Rosière

**Sales office**

Avenue Van Nieuwenhuyse 5  
B-1160 Brussels