

# 8 Strategies That Will Get People to Take Action Post-Click

For performance advertisers working with a CPC model, the goal is not to get as many clicks as possible, but for those clicks to convert.

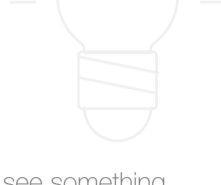
The conversion can be anything—from buying a home, to test-driving a car, to completing a video.

**THE SECRET IS TO PUT YOURSELF IN THE USER'S SHOES**

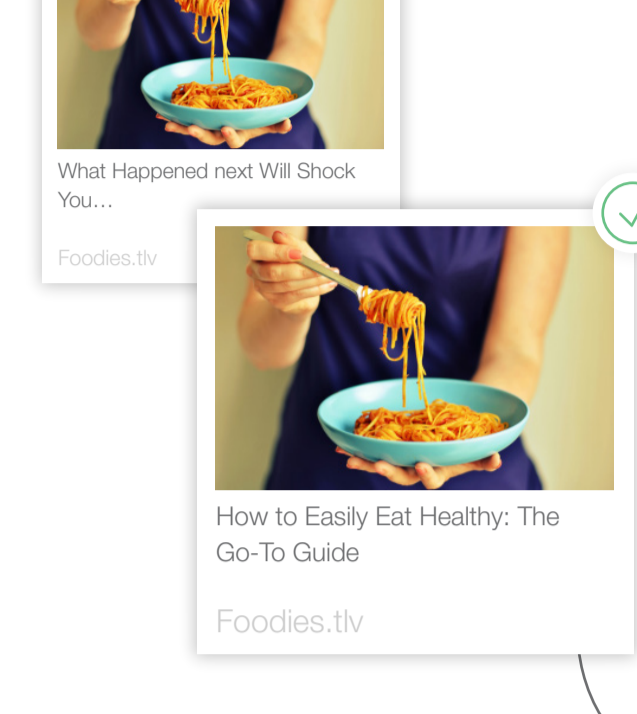
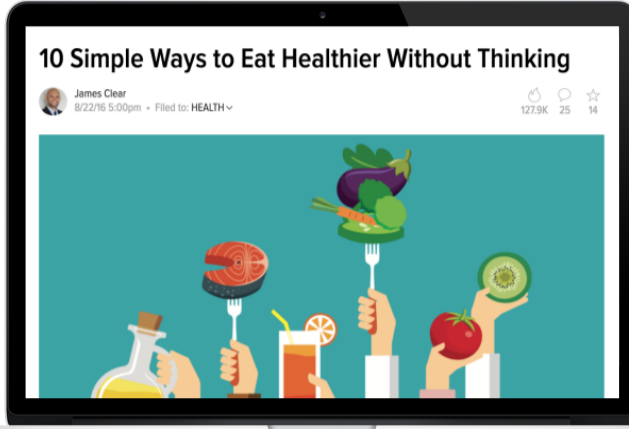
Test these strategies to increase your post-click performance

## 1

### SET USER EXPECTATIONS



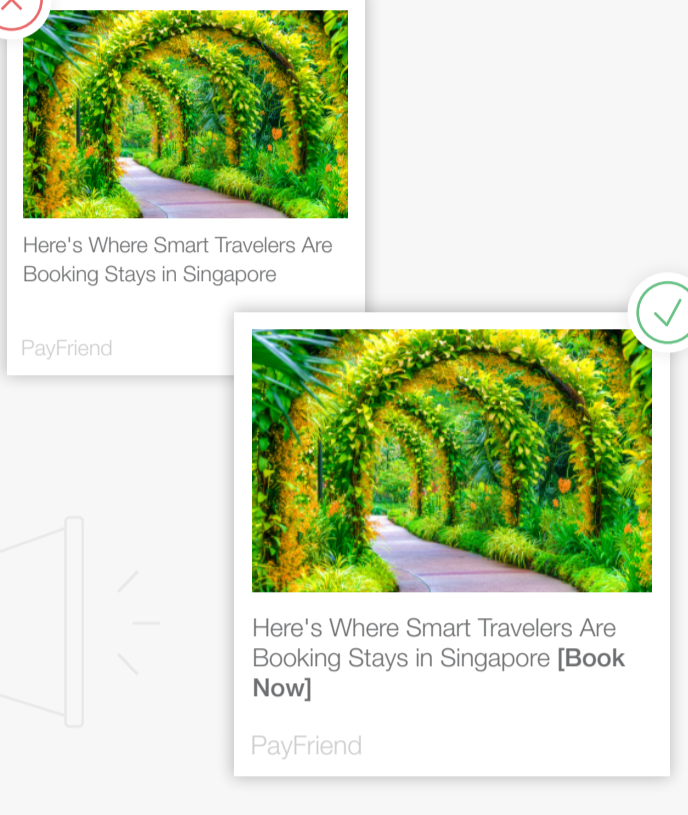
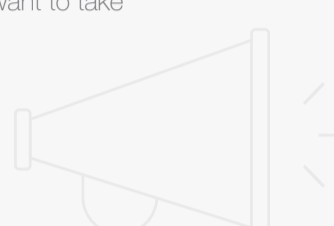
Users that click on an item expect to see something specific—like a dramatic turnaround involving pasta, for example. If they arrive at an unrelated article, they feel cheated and will most likely bounce.



## 2

### USE ACTION WORDS

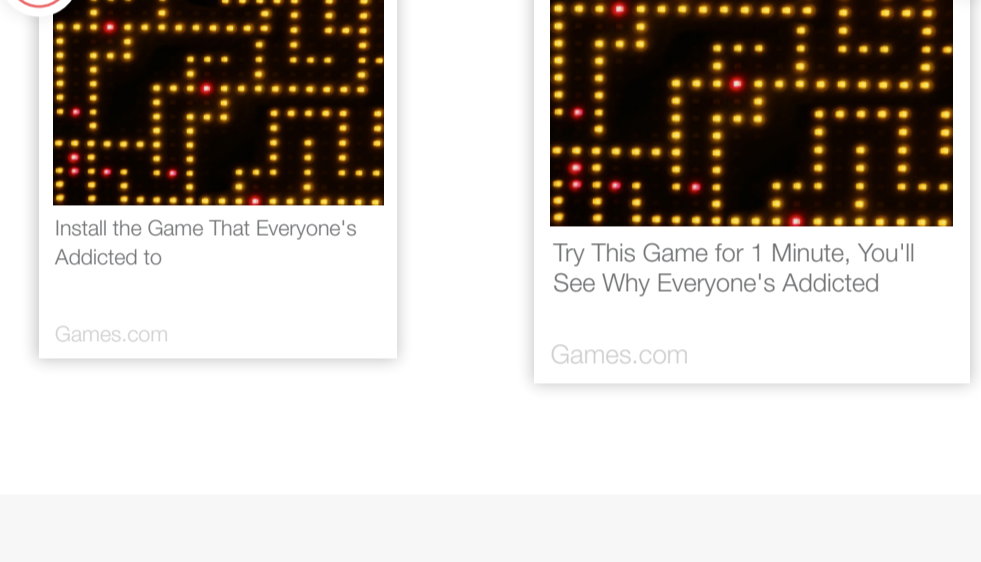
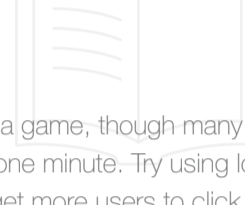
Adding a CTA of some sort to your headline prequalifies the people who are clicking on your item, and lets the users who don't want to take action know not to click.



## 3

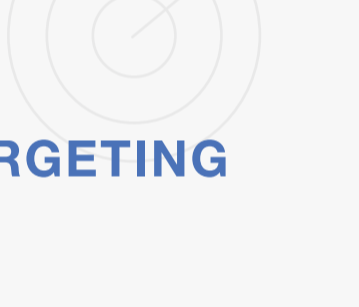
### TRY DIFFERENT ACTION WORDS

Some users aren't willing to install a game, though many more users are willing to try a game for one minute. Try using low commitment action words which get more users to click and convert.

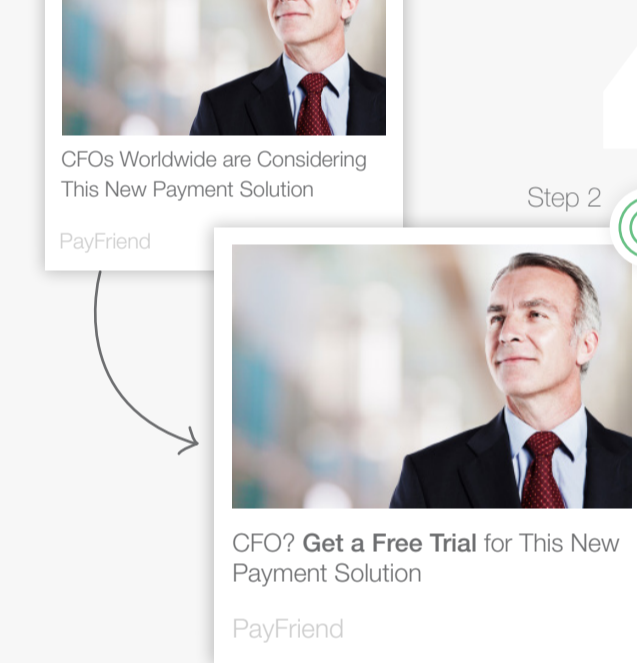


## 4

### TRY RETARGETING



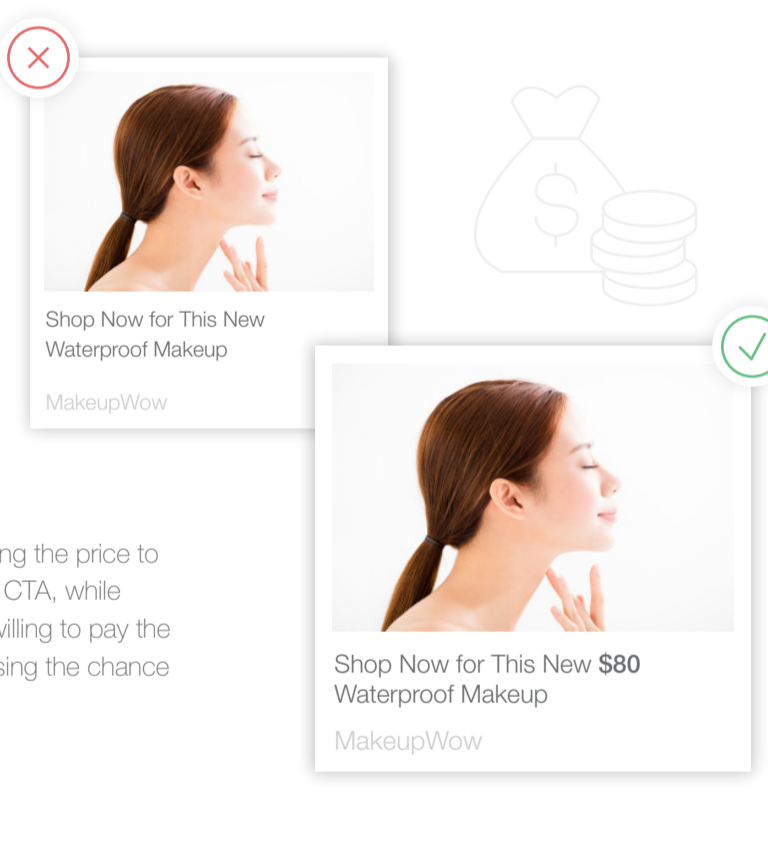
Retargeting is a great tool for easing your audience into a large pool over multiple interactions. Try to build a large pool of users in your first step by using a broad, informational headline, and later retarget them using a title with a strong CTA



## 5

### TRY INCLUDING THE PRICE

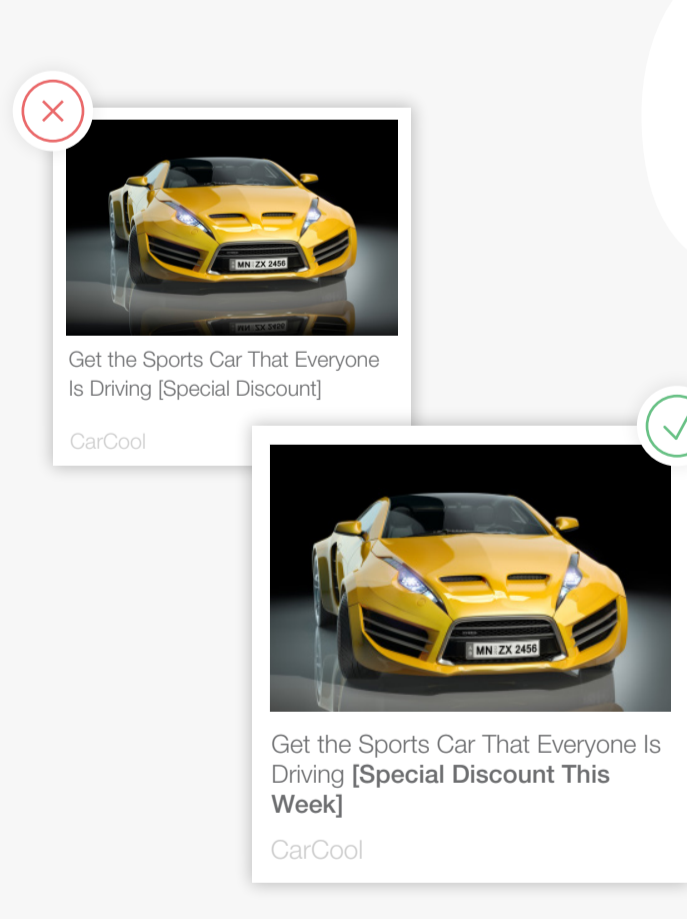
If your goal is to sell a product, adding the price to your title is another way of adding a CTA, while ensuring that only people who are willing to pay the price will click and therefore, increasing the chance for conversion.



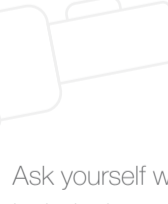
## 6

### INCLUDE LIMITED TIME OFFERS

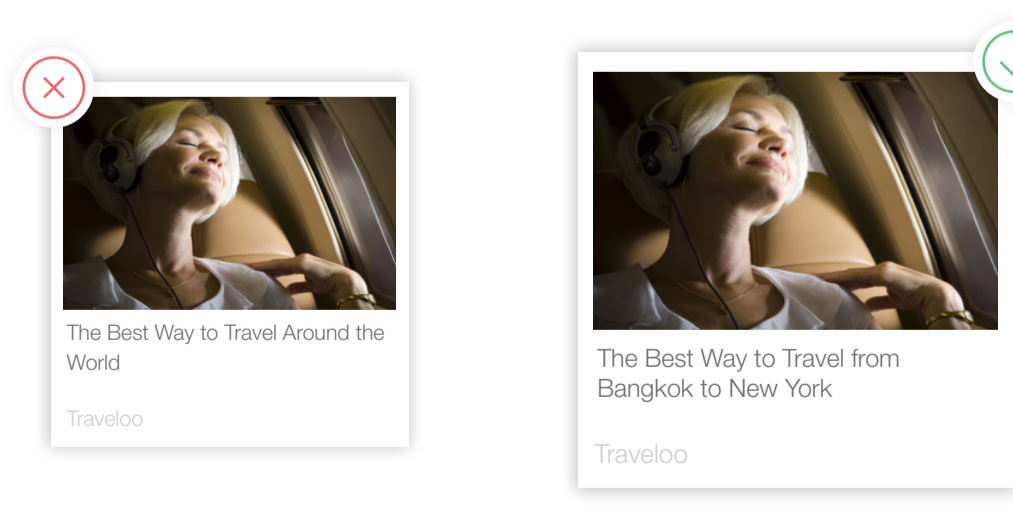
It's no surprise that people love limited time offers. The secret here is to add these limited time offers to the title of your creative as well as the landing page.



### BE SPECIFIC ABOUT YOUR PRODUCT

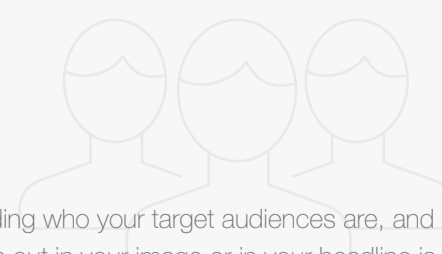


Ask yourself what your unique selling points are, and include those in your headlines. This attracts more users who will actually benefit from your product or service to click and convert.

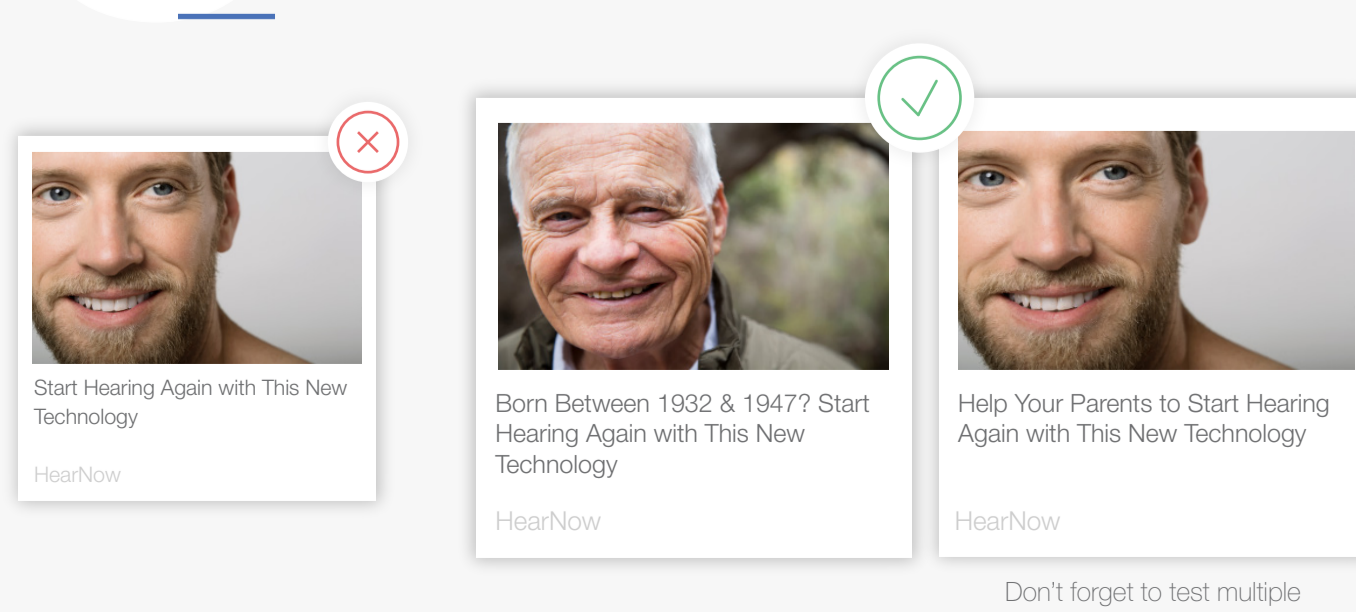


## 8

### BE SPECIFIC ABOUT YOUR AUDIENCE



Understanding who your target audiences are, and specifically calling them out in your image or in your headline is a great way to get more relevant people to click and ensures higher conversion rates.



Don't forget to test multiple target audiences