



Lights, Camera, Action!

The lights are on and the cameras are ready, but until the director yells "action", there's no movie. So, you have a good catalog on Convey, plenty of content, but as the director, it's time to say "action" to the agents that have visited so deals can happen. Creating a call to action generates movement, gives agents reasons to engage with you and captures their name and contact information so you can keep the relationship going

What are calls to action?

When a viewer has to enter information about himself in order to get movement from you, that is a call to action. For every provider, those calls to action may be different. Ask yourself, what do you want the agent to do next once he or she has read your content, seen your catalog, or has a prospect ready? It could be to ask for a quote, request a meeting, submit a lead, sign up for the promotion, or register for a webinar.

Why are calls to action important?

Agents looked at your catalog, liked what they saw, and may even have a prospect in mind. Now, they need to know how you want them to interact with you. In addition, think of calls to action as participating in a permanent trade show where you are collecting business cards. Those cards are of high value because they define who is interested in you.

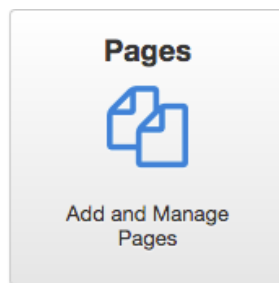
How do I create a call to action in my catalog?

Calls to action are created on pages. When you create a page, click the box to add a page form. Enter the email addresses that will be notified when a form is filled out, then enter the fields you want. Make those fields required (i.e. name and email) or optional.



The add page section.

From your catalog dashboard, click "pages", then "add new page". Click the box to add a form.



Select Page Options

Select	Page Option
<input type="checkbox"/>	Add Page Form
<input type="checkbox"/>	Add to Navigation Bar
<input type="checkbox"/>	Open in New Tab
<input type="checkbox"/>	Subpage

How does a form display?

Pages can appear in the navigation bar or be hidden and function as a landing page. Forms appear below the text and graphics.

Contact support

Name*

Email*

Phone

Catalog where issue was found

Catalog URL

Describe the Issue*



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