

Call to Action Page

This is a very important step to any Digital Advertising campaign.

It's what selling is all about, it's the final stop, your objective.

What do you want the viewer to do next? Buy something, place an order, schedule an appointment, request information, samples, or make a donation? A specific webpage.

The screenshot shows a food ordering interface. On the left, there are menu categories: PASTAS, SALAD, and SANDWICHES. Under SALAD, there are two items: Garden Salad (\$5.99) and Caesar Salad (\$5.99). Each item has a description, an image, and a list of toppings with their prices. For example, the Garden Salad has Balsamic Vinaigrette (\$0.50) and Ranch (\$1.00). On the right, a shopping cart lists the items: Garden Salad (1 for \$6.49), Caesar Salad (2 for \$13.23), and Pesto Pizza (1 for \$16.99). The subtotal is \$36.71, and there is a 'Check Out' button.

The screenshot shows the 'Secure Checkout' page for ProFlowers. The page includes the ProFlowers logo, phone number (1.800.336.1396), and navigation links like 'GIFT OPTIONS', 'CARD MESSAGE', 'SIGN IN', 'DELIVERY', 'BILLING', and 'PLACE ORDER'. The main section is 'Bill My Order To:' with fields for First Name, Last Name, Company Name, Address Line 1, Address Line 2, City, State, Zip, Country (United States of America), Phone Number, and Email Address. There are checkboxes for 'Billing address is same as shipping address' and 'Yes, save this credit card for future orders.' The 'Payment Info' section shows 'Credit Card' as the payment type, with fields for Card Number and Exp. Date. On the right, there is a 'Your Order Details' section with a 'Gift for the Mother's Soul' featuring a bouquet of flowers, a book, a square glass, and chicken soup. A 'Your Order is Secure' badge is also present.

The screenshot shows the Pizza Hub website. The main heading is 'PIZZA LIKE NO OTHER' with an image of a pepperoni pizza. Below this, there are three pizza options: Margherita (\$18.00), Pepperoni (\$20.00), and Capriciosa (\$22.00). Each option has an 'ORDER NOW' button. The website has a sidebar with navigation links: Home page, About, Pictures, Order online, and Posts.

The screenshot shows the ScheduleOnce appointment scheduling page. The user is Dana Fisher, Coach & Mentor at Step Ahead LLC. The page asks to 'Pick a date and time' for a 60-minute appointment. The location is 'United States; Eastern time (GMT-4:00) [DST] (Change)'. A calendar for October 2017 shows the 4th as the selected date. To the right, there is a grid of available starting times for Wednesday, October 4th, 2017, ranging from 9:00 AM to 3:30 PM.

The screenshot shows a donation page with the heading 'Thank you for your gift'. Below this, it says 'Select an Amount' and provides five buttons: \$75, \$100, \$150, \$200, and Other. At the bottom, there is a 'Your Donation' section with a text input field containing '\$ 100', a 'SUSD' label, and radio buttons for 'One-time' (selected) and 'Monthly'.