



1. Simplify & Focus

- Keep CTA hierarchy clean—too many options confuse shoppers.
- Ensure every CTA leads to the correct destination (e.g., 'Financing Options' → finance calculator).
- Eliminate duplicate CTAs like multiple 'Value Your Trade' buttons if your DR tool already includes one.

2. Prioritize Conversion

Primary CTAs: Calculate Payment, Schedule Test Ride, Value Trade — above the fold, clear, and action-oriented.

Secondary CTAs: Request Details, Learn More, Chat, Text Us — support engagement without distraction.

Focus on conversion over complexity—simplify forms and reduce friction.

3. Optimize for Mobile

Harley Davidson move between devices; mobile must deliver instant action.

Use large Click-to-Call and Text Us buttons. Mobile calls outperform other lead types—don't hide them.

Short, fast forms win—each extra step cuts conversion.

4. Match CTA to Shopper Context

Shopper Touchpoint	Best CTAs	Dealer Response
Brand Website	Request Quote, View Inventory, Trad	Confirm price & availability quickly.
Build & Price Tool	Finance Options, Trade-In	Follow up with payments & local stock.
Dealer Website	Call, Test Ride, Chat	Respond within minutes via text/call/email.

Replace 'Schedule Test Ride' with 'Reserve This Bike' for in-transit or high-demand models.

5. Follow-Up Framework

CTA Type	Initial Response	Follow-Up Timing
Get E-Price	Confirm price & availability	Call/email within 30 min
Check Availability	Confirm or offer alternatives	Call immediately
Schedule Test Ride	Confirm via text/call	Same day + reminder
Value Trade	Ask for mileage/photos	Begin appraisal immediately

Day 1: Immediate contact | Days 2–3: Reinforce | Days 4–7: Add value | Day 8+: Nurture

6. Key Takeaways

1. Every CTA Tells a Story — Deliver on what the shopper clicks.
2. Follow-Up Speed Wins — Personal calls beat polished automation.
3. One Journey, Multiple Entry Points — Align OEM, dealer site, and DR tools for a seamless path.

“In digital, clarity is currency. Every CTA is a promise—make sure you deliver on it.”