Call-to-Action Buttons on Your Watch Page

Watch Page Settings · https://coreel.ai/help/call-to-action-buttons-on-your-watch-page/

The most valuable second on your watch page is the moment the recipient finishes your video — that's when they're most ready to take the next step. A well-placed **Call-to-Action (CTA) button** turns that moment into a click: a calendar booking, a checkout link, a reply.

This article walks you through adding a CTA button to your watch page, configuring it per video, and a few patterns that consistently get clicked.

What a CTA button looks like

On your watch page, the CTA button appears prominently — typically just below or beside the video — and uses your brand colors (see Customizing Your Watch Page).

Each CTA has three parts:

- **Label** — the button text (like "Book a meeting" or "See pricing")
- **URL** — where the button takes the recipient
- **Open behavior** — same tab or new tab

The CTA can be set on every send, or you can use a saved CTA Template to apply a pre-configured CTA in one click.

Adding a CTA to a single send

1. Record or pick a video as normal.
2. On the send screen, find the **Watch Page Options** panel.
3. Locate the **Call-to-Action** section.
4. Fill in:

- **Button label** — short, clear, verb-first ("Book a call" beats "More info").
- **URL** — the page you want them to land on.
- **Open in new tab** — usually yes, so you don't disrupt their video flow.

5. Optional: pick a **CTA color override** if you want this CTA to stand out differently from your default branding.
6. Click **Send**.

The recipient sees your CTA button on the watch page from the moment they land.

Using a saved CTA template

If you find yourself entering the same CTA over and over — "Book a meeting" pointing at your Calendly, for example — save it as a template once and apply with a single tap.

See CTA Templates: Save and Reuse Call-to-Action Buttons for setup.

To apply a template:

1. On the send screen, click **Choose CTA Template** in the CTA section.
2. Pick a template from your list.
3. The label, URL, and color fields auto-fill.
4. Tweak if needed for this specific send, or just send.

Editing a CTA after sending

You can edit the CTA on a video you've already sent, and recipients who open the link going forward will see the updated CTA.

1. Go to **My Emails** and open the send.
2. Click **Edit CTA**.
3. Update label, URL, or color.
4. Save.

Recipients who already opened the watch page may still see the old CTA depending on their browser cache. The next time they reload (or any new viewer hits the page), they'll see the updated version.

CTA patterns that get clicked

A few patterns we've seen work consistently:

1. Specific over generic. "Book a 15-minute intro call" beats "Contact us." The specificity reduces cognitive load.

2. Match the video's ask. If your video ends with "let me know if Tuesday works," your CTA should be "Book Tuesday" pointing at your scheduling link — not "Pricing."

3. Singular, not menu. One button beats three. Don't make the recipient choose; tell them the next step.

4. Time-bounded. "See pricing (good through Friday)" outperforms "See pricing" — but only use this when it's true.

5. Verb-first. Buttons start with action words: Book, Try, See, Watch, Start, Reply.

Tracking CTA clicks

When a recipient clicks your CTA, you'll see it tracked in **My Emails** as a **CTA Clicked** event. The badge on the email row updates, and you can drill in to see the timestamp.

CTA clicks are also available as a trigger for automation templates — for example, automatically firing a Keap tag or HighLevel workflow when the recipient clicks "Book a meeting."

You'll also get a real-time push or email notification if you've enabled those for CTA events.

Default CTA for new sends

You can set a **default CTA** that applies to every new send unless you override it.

1. Go to **Settings → Watch Page Options**.

2. Find **Default CTA**.
3. Set the label, URL, and color.
4. Save.

From now on, every new send pre-fills with that CTA. You can still change it per-send.

Removing the CTA

If you don't want a CTA on a specific send:

- On the send screen, leave the **Button label** field blank.
- Or click **Remove CTA** if a default was applied.

No button will appear on the watch page.

Troubleshooting

My CTA button doesn't show up on the watch page. Check that you actually saved label AND URL — both are required. A label without a URL renders nothing; a URL without a label also renders nothing.

The button color blends into the background. Your CTA color is likely too close to your watch page background. Open the color picker on the CTA and choose something with more contrast — see the Watch Page Branding article for accessibility-friendly contrast tips.

The URL is opening in the wrong tab. Toggle the **Open in new tab** option. Most recipients prefer new tab so the watch page stays open behind them.

The recipient clicked the CTA but it doesn't show as clicked in My Emails. Tracking links may be blocked by some browsers or email clients with aggressive privacy protections. We track via redirect URLs, which most browsers handle correctly, but a small percentage of clicks can be missed. See How Tracking Works Under Modern Privacy Protections.