

Transform Your Links into Irresistible CTAs



Users are twice as likely to click on links using real words. Adopt these “rules of the road” to ensure a path to success to your prospects:

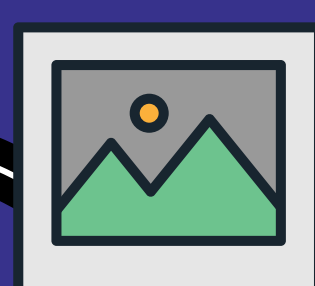


Make your links do double duty

Drive valuable brand impressions and get more clicks

www.tmobile.careers/NYjobs

75% of users would click this link



Make every link a personal best

Share a link your followers will just have to click

75% Prefer to share this personally-branded link

www.kiteboardguru.live/maui-video



Drive with the best

Include attention-grabbing offers, even if you're not (yet) famous

www.byalexandria.sale/free-watch

59% of users prefer this link



Make your brand a billboard

Showcase your brand wherever you can

62% of users would click this link

www.express.denim/jackets



Make links easy to remember

They'll find you easily - at their own speed

www.starbucks.nearby/hours

64% of users would click this link

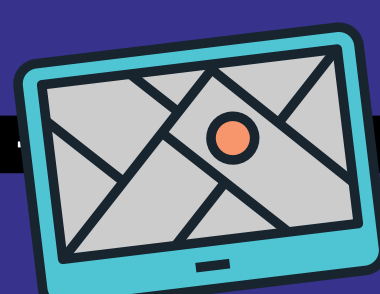


Make links easy to say

Share a link your followers will just have to click

www.amazon.kitchen/cuisinart

80% would say this to their voice assistant



Give them confidence in your directions

Links using real words are signposts to your destination

www.usa.today/top-restaurants

68% Would share this link



Show them where to go

Show them the destination and what's in store

73% Would share this link

www.airbnb.charleston/summer



Start driving traffic with branded short links

Visit www.bl.ink for a free trial.