SHERKETY BYTES ALIGN

Using Public Calls to Action Across Marketing Pages

August 25, 2026

Finding the Right Call to Action on Public Pages

Across the public pages in **Sherkety ERP & Website Platform**, the first action you usually see is placed near the top of the page in the hero area. This is where the strongest prompts appear, such as **Request a Demo**, **Book a Demo**, **Contact Us**, **Talk to Sales**, or **Get Started**. These labels are not interchangeable. They help you understand what kind of next step the page is encouraging before you click.

A page about ERP modules such as **HR**, **Sales & CRM**, **Purchasing**, **Reporting**, or **Accounting** often uses higher-intent actions like **Request a Demo** or **Book a Demo** because those pages are aimed at visitors who want to see how the product works. A business service page, company registration page, or general information page may lean more on **Contact Us**, **Send an Inquiry**, or **Talk to an Expert**, which are better when you still have questions or want guidance before making a decision.

You will also find calls to action repeated lower on the page. Common placements include:

- the hero banner at the top
- service highlight sections
- pricing or package sections
- comparison sections
- ERP app detail sections
- contact blocks near the footer
- footer links that lead to contact options

Repeated buttons are useful because you do not need to scroll back to the top when you are ready to act. If you already reviewed the page content, a lower-page **Contact** or **Demo** button lets you continue immediately.

Use the button text as your guide:

- **Learn More** usually takes you to a detail page

- **See Pricing** helps you compare plans or offers
- **Talk to Sales** suggests a direct commercial conversation
- **Request a Demo** signals a product-focused walkthrough
- **Get Started** usually moves you into the next stage of inquiry or evaluation

[SCREENSHOT: Public marketing page showing hero banner CTA, mid-page CTA, and footer contact block]

For more on how these sections support visitor goals, see Understanding Public Website Sections and Visitor Goals.

Sending an Inquiry from a Marketing Page

When you click an inquiry button on a public page in **Sherkety ERP & Website Platform**, the action usually takes you to a contact form, inquiry page, or another page designed to collect your request. The exact layout can vary by page, but the flow is straightforward: choose the action, complete the visible fields, and submit your message.

1. Open a public page that matches your interest, such as a services page, ERP app page, or company information page.
2. Click a button such as **Send an Inquiry**, **Contact Us**, **Get Started**, or another page-level prompt.
3. In the inquiry form, fill in the fields that appear on screen.
4. Review your message and click **Submit** or the page's main send button.
5. Wait for the confirmation message or thank-you state.

The fields shown can differ by page, but inquiry forms commonly ask for details such as:

Field	What to enter
Name	Your name
Company	Your business name if relevant
Email address	The email you want replies sent to
Phone number	A number the team can use if phone follow-up is needed
Message or project details	What you need help with

If you start from a specific page, such as **Accounting**, **HR**, or a company type detail page, your inquiry may already be tied to that topic. That means the team can understand the context of your request without you needing to explain the page you came from in full. It is still helpful to mention your main goal in the message box, especially if you are comparing multiple offers.

After you submit, look for a visible success state on the page. This may appear as a thank-you message, an inline success notice, or a redirect to a confirmation view.

[SCREENSHOT: Inquiry form with visible fields and submit button]

If you need broader contact options beyond the inquiry form, see Contacting Sherkety Through Forms and Direct Channels.

Requesting Contact or a Demo

Choose **Contact** when you want a general conversation. Choose **Request a Demo** or **Book a Demo** when you want to discuss how an ERP module or package fits your business in a more guided way. In **Sherkety ERP & Website Platform**, these two actions often appear side by side on marketing pages, but they serve different needs.

Use a **Contact** action if you want to ask about:

- service availability
- pricing clarification
- company registration support
- package differences
- where to begin

Use a **Demo** action if you want to explore:

- how the ERP works in practice
- whether a module fits your workflow
- what features are included for your team
- how sales, HR, accounting, purchasing, or reporting could support your business

1. Open the page for the service or ERP offer you are evaluating.
2. Click **Request a Demo**, **Book a Demo**, **Contact Us**, or a similar action.
3. Complete the visible fields on the form.
4. Add business details or requirement notes if the page asks for them.
5. Submit the request and watch for the confirmation message.

A demo request usually expects more specific information than a general contact form. You may be asked for business details, your area of interest, or notes about what you want to see. A contact page may also include direct actions such as an email link, phone link, contact form, or consultation request button. If you already know how you want to reach out, those direct options can be faster than filling a longer form.

After submission, expect one of these outcomes:

- an on-screen success message
- a thank-you page
- a follow-up from the sales or support team
- a handoff into scheduling or a more detailed conversation

[SCREENSHOT: Demo request button beside a general contact button on an ERP page]

For ERP-specific evaluation paths, you can also continue with Using ERP System Landing Pages to Evaluate Offerings.

Following Next-Step Prompts as You Browse

Not every button on a marketing page asks you to contact someone immediately. Many calls to action in **Sherkety ERP & Website Platform** are designed to move you one step deeper without forcing a decision too early. These are the prompts that help you browse naturally from overview pages into more detailed content.

Common next-step prompts include:

- **Learn More**
- **See Pricing**
- **Talk to an Expert**
- **Start Your Project**
- **Explore ERP Apps**
- **Read More**

These actions often connect pages in a sequence. For example, you might begin on the homepage, click a section button to open a service page, move from that page to pricing or package details, and then choose **Contact Us** or **Request a Demo** only after you have enough context. On ERP pages, you may move from the main ERP landing page into a specific app such as **Accounting**, **HR**, **Sales & CRM**, **Purchasing**, or **Reporting**, then continue into a demo or inquiry action from there.

This pattern matters because repeated calls to action support progressive engagement. You do not need to commit on your first visit. A **Learn More** button helps you stay in research mode. A **See Pricing** button helps you compare options. A **Talk to Sales** or **Book a Demo** button becomes more useful once you understand what you are evaluating.

As you move between pages, keep an eye on the wording of each button. The label usually reflects the stage you are in:

- discovery stage: **Learn More**, **Explore**, **Read More**
- comparison stage: **See Pricing**, **Compare**
- engagement stage: **Contact Us**, **Talk to Sales**
- decision stage: **Request a Demo**, **Get Started**

[SCREENSHOT: Marketing page with informational CTA leading to a detail page and a stronger CTA below]

If you want a broader view of these browsing paths, see Using Public Calls to Action and Conversion Paths and Using ERP Discovery Paths From Marketing Pages.

Choosing the Best Action for Your Intent

The best call to action depends on how far along you are in your decision. In **Sherkety ERP & Website Platform**, the button labels are meant to match different visitor goals, so choosing the right one saves time and leads you to the most useful next step.

Use an inquiry form when you are still early in the process and need more information before speaking directly with sales. This is a good option if you are exploring business setup support, comparing service categories, or trying to understand whether a page applies to your situation. Buttons such as **Send an Inquiry** or **Get Started** are often the best fit here.

Choose a contact action when you already know the topic you want to discuss. If you have a specific question about accounting services, company registration, startup support, or package details, **Contact Us** or **Talk to an Expert** gives you a more direct route. This is especially useful when you do not need a product walkthrough and simply want a conversation.

Select **Request a Demo** or **Book a Demo** when you want a guided product discussion. This is the strongest fit for ERP pages and module pages where you want to see how the offer supports your workflows, team structure, or reporting needs. If you are evaluating **HR**, **Sales & CRM**, **Accounting**, **Purchasing**, or **Reporting**, a demo request usually gives you the clearest next step.

Follow next-step prompts such as **Learn More** or **See Pricing** when you are still comparing options across pages. These actions keep you moving without forcing a commitment.

A simple way to decide:

- **Need basic information?** Use **Inquiry**
- **Need direct discussion?** Use **Contact**
- **Need a product walkthrough?** Use **Demo**
- **Still researching?** Use **Learn More** or **See Pricing**

[SCREENSHOT: Side-by-side CTA examples showing inquiry, contact, demo, and learn more options]

Handling Common Problems with Public Calls to Action

If a call to action does not behave as expected on a public page in **Sherkety ERP & Website Platform**, start by checking what happened on screen immediately after you clicked. Some actions open a new page, while others may keep you on the same page and display a form or message lower down. If nothing changes, scroll slightly and look for a newly opened form area, notice, or loading state.

If a button does not open a form, page, or contact option:

- click the button once more after a short pause
- check whether the page moved to a contact section farther down
- look for another matching action in the hero area, mid-page section, or footer
- try a similar path such as **Contact Us** instead of **Request a Demo**

If the form will not submit, the most common reason is that one or more required fields are incomplete. Review every visible field carefully, especially entries such as:

- **Name**
- **Email address**
- **Phone number**
- **Message**
- business or project details if requested

A missing or incomplete field can stop the form from sending even if the page does not move. Return to each box, confirm it contains your details, and then submit again.

If you submit a form and do not see a confirmation message, stay on the page for a moment and look for:

- a thank-you message
- a success notice near the form
- a redirect to another page
- a message at the top or bottom of the screen

When one action is unavailable, use an alternate route. Many public pages repeat contact options in the footer or in another section of the same page, so you can often continue without starting over.

[SCREENSHOT: Public form showing validation message and a visible success notice area]

For more on notices and feedback messages, see Understanding Toast Messages and Action Feedback and Recognizing Warnings Errors and Dismissible Notices.

Overview

Public calls to action in **Sherkety ERP & Website Platform** are the points where browsing turns into engagement. Across service pages, ERP pages, company information pages, pricing sections, and footer contact areas, these actions help you move from reading to asking questions, requesting help, or starting a product conversation.

The most important thing to notice is the wording on the button or link. Labels such as **Learn More**, **See Pricing**, **Contact Us**, **Talk to Sales**, **Request a Demo**, and **Get Started** each signal a different level of intent. A lighter action like **Learn More** keeps you in research mode. A stronger action like **Request a Demo** is aimed at visitors who are ready to discuss a specific ERP need. This makes it easier to choose the next step that matches your current stage instead of jumping too far ahead.

These actions also appear in more than one place on the same page. You may first see them in the hero banner, then again in service sections, comparison areas, pricing blocks, and the footer. That repetition is intentional. It lets you act when you are ready, whether that happens at the top of the page or after reading the details.

As you browse, use page-level prompts to guide your path:

- move deeper with **Learn More**
- compare offers with **See Pricing**

- ask general questions with **Contact Us**
- request a walkthrough with **Book a Demo** or **Request a Demo**

If you want to continue from action-taking into offer evaluation, the next document is Evaluating Business Services and ERP Offers From Public Pages.

Prerequisites

Before using calls to action on public pages in **Sherkety ERP & Website Platform**, it helps to have a few basics in place so you can move through the pages smoothly and choose the right prompt for your goal.

- Be on a public page that includes visible action buttons or links, such as the homepage, a services page, a company type page, the ERP system page, or an ERP app page like **Accounting**, **HR**, **Sales & CRM**, **Purchasing**, or **Reporting**
- Know whether you are still researching or ready to speak with someone, because this affects whether you should choose **Learn More**, **Contact Us**, **Send an Inquiry**, or **Request a Demo**
- Be ready to enter your details if a form opens, especially your name, email address, phone number, company name, and message if those fields are shown
- If you are comparing pages in more than one language, make sure you are browsing in the language you want before submitting a form; see Switching Languages While Browsing the Platform
- If you need help finding the right page before taking action, review Navigating Public Pages and Entry Points

You do not need an admin account to use these public actions. They are part of the visitor-facing website experience. You also do not need to decide everything in advance. Many pages are designed to let you move from one level of interest to another, starting with a lower-commitment action and continuing later with contact or demo requests.

A good starting point is to identify the page you are on, read the nearby section heading, and then choose the button that best matches your intent. That small check usually tells you whether the next step will be informational, contact-focused, or demo-focused.