

An abstract graphic consisting of thick, rounded pink lines that form a complex, interconnected shape. It starts with a horizontal line at the top, curves down and left, then loops back up and right, creating a series of interconnected paths that resemble a stylized 'E' or a maze-like structure. The lines are a vibrant pink color.

15 Ideas for Calls to Action for **Engagement**

This guide is crafted to help B2B marketing professionals optimise their LinkedIn campaigns by leveraging the most effective Calls-to-Action (CTAs). Generic CTAs like "See our website" or "Read more" are not only uninspiring but also counterproductive - they fail to drive engagement and aren't algorithm-friendly since they push users away from LinkedIn. To make the most of your LinkedIn presence, it's crucial to incorporate CTAs that encourage meaningful interactions within the platform itself. Here are some ideas to help you create engagement-focused CTAs that truly resonate.

Here's how to make the most of it:

- 1 Assess Each CTA**
Review the CTAs in this guide and pick a few that fit your LinkedIn goals. Think about what your audience needs and the action you want them to take.
- 2 Test and Learn**
Use one CTA in your key campaigns and see how your audience responds. Don't worry about advanced testing - just keep an eye on what feels engaging and avoid using too many CTAs in one post.
- 3 Keep Improving**
Check back regularly to see how your posts are performing. Look at simple metrics like likes, comments, or clicks to decide what's working and what could be better.

By implementing the CTA prompts outlined in this guide, you will create more impactful LinkedIn posts, enhance your audience's engagement, and achieve your marketing goals. Even small tweaks to your CTAs can yield impressive results in B2B marketing.



1 CTA: "What's your take?"

Encourage your audience to share their perspective on a relevant industry trend, challenge, or insight.

Example: *"Digital twins are reshaping asset management. What's your take on their biggest advantage?"*

2 CTA: "Tag a colleague who's been a problem-solver lately."

Encourage peer recognition and spotlight great work within the industry.

Example: *"Tag someone who's helped streamline your processes in the past quarter."*

3 CTA: "What's your priority for Q1: efficiency or innovation?"

Invite your audience to reflect on their current goals and trade-offs.

Example: *"As we start 2025, what's your focus: maximising efficiency or driving innovation?"*

4 CTA: "React if you agree: collaboration is key in [industry]."

Use reactions to encourage engagement on an important industry value.

Example: *"React if you agree: Collaboration is the cornerstone of successful asset integrity management."*

5 CTA: "What's your go-to tool for streamlining [specific process]?"

Ask your audience to share their trusted tools or methods.

Example: *"What's your go-to tool for managing asset inspections efficiently?"*

6 CTA: "What's the best career advice you've received in [industry]?"

Encourage sharing wisdom and experiences within your audience's network.

Example: *"What's the best advice you've received as a private equity professional?"*

7 CTA: "What's the most underrated solution for [common industry issue]?"

Challenge your audience to think outside the box and share overlooked ideas.

Example: *"What's the most underrated strategy for reducing downtime in logistics?"*



8 CTA: "Have you implemented this strategy before?"

Engage your audience by sharing a best practice and inviting input.

Example: *"Have you implemented predictive maintenance to improve asset reliability? Share your experience."*

9 CTA: "What would you do differently in 2025?"

Open a discussion about lessons learned and opportunities for improvement.

Example: *"Looking back at 2024, what's one thing you'd approach differently in your ESG strategy?"*

10 CTA: "What's the biggest myth about [industry topic]?"

Challenge misconceptions and spark conversation.

Example: *"What's the biggest myth about carbon capture technology?"*

11 CTA: "React to show your priority: 🛠️ Operations, 📈 Growth, 🌍 Sustainability."

Use emojis to visualise audience priorities in a quick, engaging way.

Example: *"What's your main focus for 2025? React to let us know."*

12 CTA: "What's one unexpected insight you've gained from [experience]?"

Encourage storytelling and shared learnings.

Example: *"What's one unexpected insight you've gained from handling supply chain disruptions?"*

13 CTA: "What's the biggest lesson your team learned last year?"

Help teams reflect on achievements and share wisdom.

Example: *"Looking back at 2024, what's the biggest lesson your team learned about risk management?"*

14 CTA: "What would you add to this approach?"

Invite collaboration and feedback on shared best practices.

Example: *"Here's our 5-step approach to asset lifecycle optimisation. What would you add?"*

15 CTA: "Help us decide: What's the most important metric in [industry]?"

Encourage debate on key priorities or performance indicators.

Example: *"Help us decide: is uptime or ROI the most critical metric for asset integrity in 2025?"*