



PLANN

**100+
CALL-TO-ACTIONS
TO ELEVATE EVERY
POST YOU MAKE**





LEARN HOW TO USE CALL-TO-ACTIONS TO:

- Increase engagement on a post
- Generate buzz for a launch
- Promote a discount
- Sell eCommerce products
- Create a sense of urgency
- Spruik a service
- Promote a lead magnet
- Encourage a swipe up
- Save a post

LET'S GET STARTED!

Whether you're wanting more sales, to grow your email list or get higher engagement rates on your latest posts, we know it's important to ask your audience to take action. In marketing speak that means adding a call-to-action (CTA) to tell people what it is you want them to do. We recommend using them on all of your posts!

It can be difficult to come up with ways to get your audience to take action, so we've compiled a huge list (more than 100!) to inspire you. We have a bunch of irresistible CTAs to cover you for EVERY type of post.

INCREASE ENGAGEMENT ON A POST

Want more engagement? Use these call-to-actions to help increase the number of comments on your Instagram posts.

1. Raise your hand if you're feeling this!
2. Tag someone you know who NEEDS to see this!
3. Help a sister out! Tag your biz bestie!
4. Can you relate? Tell me your own story?
5. Vote for your fave! Comment with 🍑 for _____ or 🍆 for _____ !
6. Describe your day in 3 emojis ⬇️
7. That's enough about me, what about you?
8. How do you take your coffee?
9. Drop me some of your fave quotes in the comments!
10. Your turn, are you ready?
11. A deal like this is too good to keep to yourself, tag your 3 besties now!
12. We'll be running an IG Live at midday today, comment below if you'll stop by to say hello~!
13. Caption this! 🤔

GENERATE BUZZ FOR A LAUNCH

Try out these phrases on your posts to get people to sign up to your pre-launch campaign. P.S Don't forget to add gifs in your stories to show some real urgency.

14. Get your exclusive first look!
15. This was just a taste, get on the list for the full enchilada!
16. Be a trendsetter, sign up now and get yours before anyone else.
17. No velvet rope required! Sign up to the VIP list now.
18. Tag your <best friend | boyfriend | girlfriend | sibling>. If they don't respond in 5 mins, they have to buy you this!
19. Early bird gets the worm, but you get 20% off! Sign up now for early access.
20. Get an EXCLUSIVE behind the scenes sneak peek on IGTV.
21. 3 days until it drops like it's h-o-t! 🔥 Not on the list? DM us your email and we'll get you on it!
22. Watch our Stories to see why influencers LOVE them.
23. Sign up now for an early bird discount. Cheep Cheep!
24. Good things come to those who wait, but great things come to those who shop the pre-sale!
25. Come back tomorrow for an exciting announcement!
26. If you're on the list already you can skip the entire way to the front of the queue, you're in first.
27. Last day to sign up, course starts tomorrow, are you in?

PROMOTE A DISCOUNT

Stuck for ideas on new ways to encourage people to click on your sales and shop your discounts? Look no further!

28. YOU get a car, and YOU get a car, and YOU get... ok, so maybe we're not Oprah, but we can give you 30% off, DM us for yours!
 29. Tag 3 friends and we'll DM you a 30% off promo-code
 30. instantly!
 31. 30% off? Yes, please! Applied at shopping cart, simples, shop now!
 32. The sun will come up tomorrow, but this discount won't! Offer ends midnight!
 33. You don't have a shopping problem. You're helping the economy. Need another reason to shop? Here's 25% off sitewide.
 34. Purchase something during our promotion this week and we'll add gift wrap and a note that says 'Congratulations, you won!'. It'll stay between us 😊
 35. We like when you push our buttons, visit our website today and get 30% off!
 36. SEX! Now that we have your attention, shop/click/check out our _____ for 30% off today.
 37. Psst...because you've read this far down, you get a FURTHER 10% off! Use Promocode _____ at checkout.
 38. Come in store, show us this post and pocket 30% off in store.
- Nothing haunts us like the things we didn't buy on sale. Get it girl.

SELL ECOMMERCE PRODUCTS

Have physical products? Here are some cute CTAs to inspire a sale – or five!

39. Trick the in-laws into thinking you have it all together... add to cart!
40. What would you name this _____ ? Realistically, you can name it anything you want if it's in your own home, shop now!
41. oops, did you buy <champagne> instead of <milk> again? Hate when that happens!
42. For the hostess with the mostest, check out our _____.
43. For the rest of us who use our smoke alarm as a kitchen timer, see the _____.
44. Get your hot little hands on a FREE sample pack. Just DM us your address!
45. A travel bag that is both functional AND stylish? We would say buy one for Mother's Day...but we know you want one too.
46. If you've never fallen in love at first sight, you've never shopped on our site. Start now!
47. Need it for your next holiday? What would you wear it with? Why not get both 😏
48. Gift Vouchers now available, grab one today for that birthday you're going to this weekend (yes, that one one you forgot about..).
49. Shop the entire collection now before Karen gets in first. Psshhh. Karen.

CREATE A SENSE OF URGENCY

Add emotive language that gets people to act NOW! Add any of the below to get your followers frantically clicking those buttons.

- 50. Don't miss out, selling fast, click-de-click!
- 51. Hurry! Offer ends soon!
- 52. Final days! Swipe up now!
- 53. Swwoosshhhhhh, that's the sound of them running out the door – grab yours now before they're all gone!
- 54. Don't miss this! Only 3 spots left!
- 55. Join for an entire month FREE, this week only.
- 56. Get in quick, we're not re-stocking these bad boys.
- 57. Claim your 7 FREE day trial now, sign up to get started.
- 58. Offer expires at midnight, get it before we turn into a pumpkin!
- 59. Upgrade and save, get \$50 off when you buy annually (eep, this week only!)
- 60. You won't want to miss this! Jump on the email list now, dropping soon!

SPRUIK A SERVICE

Selling a service? It can be tricky when you're not selling anything tangible, which is why we've come up with just the thing to add to your next post...

61. Show us your briefs! 🍷
62. See what else we can do, tap through now to see our full list of services, designed to help you in every way.
63. Get started! Book your power session now!
64. Not sure what you need? Tell me your biggest challenge below and I'll DM you with a few thought starters.
65. Let's start a new project together, email me for a quote!
66. Give [product/service name] a try for FREE.
67. Build a killer email list from scratch now.
68. Book your discovery call today and we'll explode your business together.
69. Want more followers that convert to sales? I've got you, let's do it.
70. Book your demo today, visit our website and we'll get it scheduled and in the calendar.
71. Become an ____ master.
72. Focus on what makes you money, and I'll work on solving your _____ needs.



SPRUIK A SERVICE (CONT...)

- 73. Need more tips like these? Stay ahead by joining our exclusive email community.
- 74. What does this mean for you? I've cleared my diary next <Tuesday> <afternoon>, DM me a time that suits for a quick 15 minute call and I'll talk you through it.
- 75. Good news, help is on its way! Click link in bio for an appointment and we'll save you from _____.
- 76. Now is the best time to plan ahead. Head to link in bio to book in a free consultation so we can get you ready in time for _____.
- 77. A service like ours could save you _____ and give you back _____. Check out our 'Services' page on our website – link in bio.
- 78. A _____ in just _____?! It can be done! Find out how our past clients have achieved _____ by checking out the 'Testimonials' story highlights.
- 79. You can do it! There, that was your inspirational quote to get you motivated to sign up to our _____ – download our app (link in bio) to book!

PROMOTE A LEAD MAGNET

Whether you have a white paper, an e-guide, webinar or masterclass, ask people to sign up for your value packed lead magnet with these impactful call-to-actions.

80. Seats are limited, grab your spot now!
81. Try our first module for FREE.
82. Binge our FREE Masterclass like it's being taken off Netflix.
83. Tell me everything, and tell me now!
84. For the love of the _____, grab your copy now.
85. Refresh and refocus for the next month, download now.
86. Grab your FREE template and get started today.
87. Want the details? DM us your email address and we'll send it right now.
88. Comment reserve my seat and we'll DM you the link to the webinar!
89. Put your proactive pants on and get organised. Get started now by checking out our free e-book.
90. Everything is figureoutable with a good _____. We'd love to send you our 10 step guide to _____ DM us your email and we'll send it straight to your inbox.
91. Did you know, you're only one click away from _____. Head to link in bio and we'll send you a free _____ (valued at \$___) showing you how.

ENCOURAGE A SWIPE UP

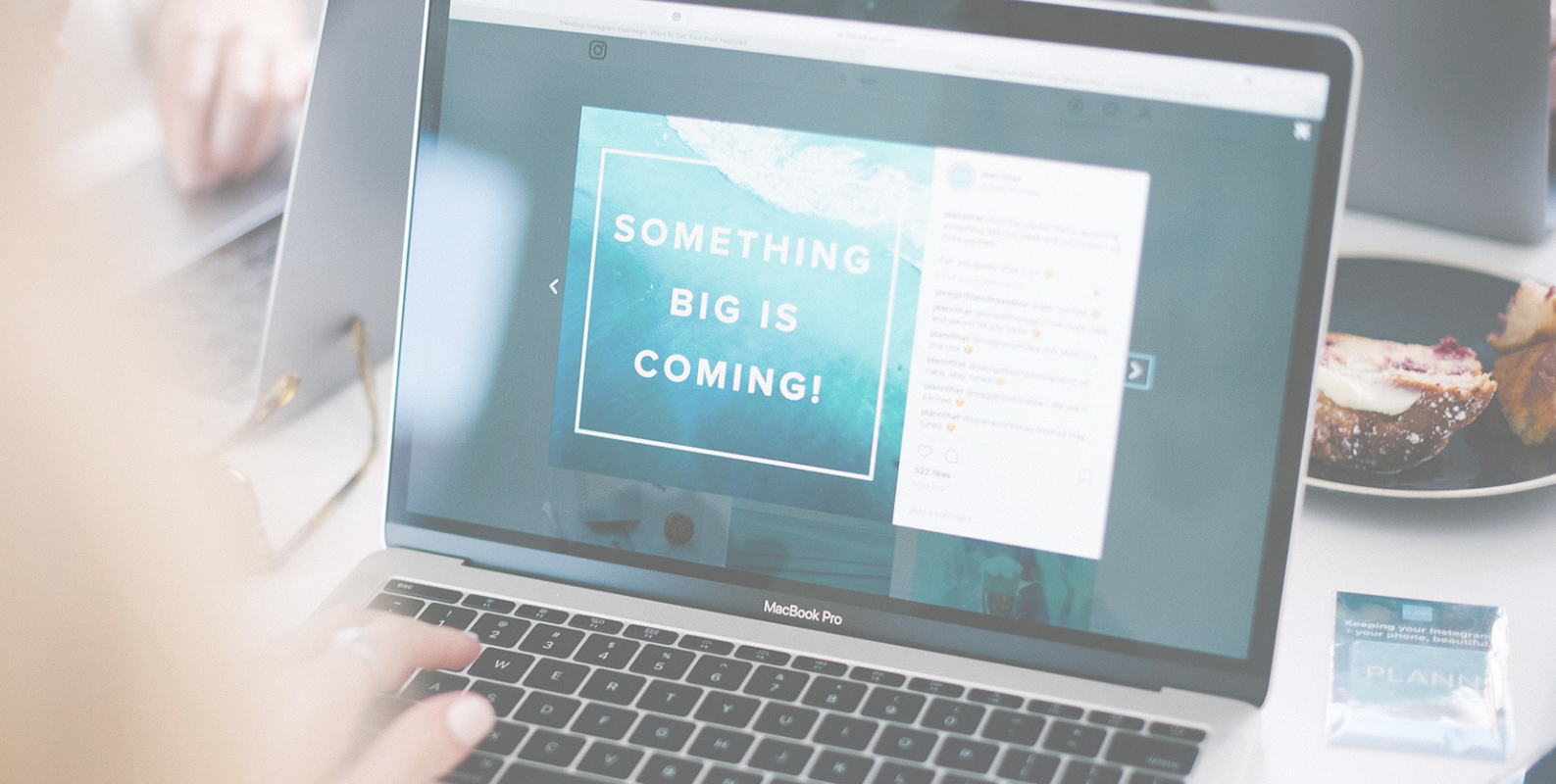
The swipe-up feature is where it's at! Need a few short, snappy, actionable CTAs for your stories? We've got you covered!

92. Swipe up to get your free copy.
93. Available now, get it!
94. Swipe up for more irresistible deals.
95. Shhh, swipe up for a sneak peek.
96. Register for FREE now!
97. Join my FREE masterclass, swipe up!
98. Right here, right now.
99. From yes to best in one swipe up.
100. Click here to subscribe.
101. Show me my [product] e.g. Show me my heatmap
102. Subscribe & download the free guide.
103. Get your copy.
104. Want to grow faster? Get in!
105. Snoop more behind the scenes here.

SAVE A POST

There can be lots of benefits (like increased reach!) to people saving your posts for later. Here's a few ideas to get your followers tapping away at that save button.

- 106. In the middle of something? Save this post to read again later when the mood is right.
- 107. Save this post and if it gets to 50 we'll make it a free screensaver!
- 108. Save this post and if we get to 100 we'll run a flash giveaway.
- 109. If you're too busy, save this post to reply later, we'll be here!



EXCITED, OVERWHELMED AND INSPIRED?

Yes! Now that you're brimming with captions and call-to-actions to get your next sale, post save or whitepaper download, let's schedule them!

With Plann you can plan days, weeks or months in advance and do away with the social media overwhelm so you can get your click-inducing posts out into the world!