



17 DM AND AUTO-REPLY TEMPLATES

Ready replies for prices, bookings, orders, giveaways and after hours, written for DMs and ready to use in an automation.

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WHAT SHOULD AN INSTAGRAM AUTO-REPLY SAY?

Answer the question the person really asked, use their first name, and end with one clear next step such as a link, a time or a button. Keep it short enough to read in a notification. The library has ready replies for prices, stock, bookings, orders, after hours, giveaways and reviews, written to work in a ChatinFlow automation as they are.

FIRST CONTACT

Reply to a first message: Someone writes to you for the first time.

Hi [first name], thanks for writing! What can I help you with today? Tap a button or just type your question.

DM for a comment keyword: Someone comments your keyword under a post or reel.

Here you go, [first name]! As promised, this is the [guide] you asked for: [your link]. Tell me if you want the next one too.

Public reply under that comment: The short answer under the comment, so others see it works.

Sent it to your DMs 

Reply to a story reaction: Someone replies to or reacts to your story.

Glad you liked it, [first name]! Want the link to the [product] from the story?

SALES

Price question: A comment or DM that says price, how much or cost.

Hi [first name]! The [product] is [price]. Want me to send the link so you can order in a minute?

Size or stock check: Someone asks whether you still have it.

Good news, we still have it in [sizes]. Which one should I hold for you?

Send a discount code: A launch, a giveaway prize or a thank you.

Here is your code, [first name]: [CODE]. It takes [10%] off at checkout until [date].

Follow-up after no reply: They asked, you answered, they went quiet. Send it within 24 hours of their last message.

Hi [first name], just checking in. Do you still want the [product]? I can hold it until [day].

BOOKINGS

Booking request: Someone asks for an appointment, a table or a slot.

Happy to book you in, [first name]! Pick a time that suits you here: [booking link]. You get a reminder the day before.

Reminder the day before: The day before the appointment.

See you tomorrow at [time], [first name]! Reply 1 to confirm or 2 if you need a new time.

SUPPORT

Outside opening hours: A message arrives while you are closed.

Thanks for your message! We are closed right now and back at [time]. Leave your question here and we will answer first thing.

Where is my order: A customer asks about delivery.

Let me check that for you. Can you send your order number? It starts with # and is in your confirmation email.

Hand over to a person: The question needs someone from your team.

Good question! I am passing you to [name] from our team, who will answer here shortly.

GROWTH

Ask for an email: After you sent a guide or a code.

I can send the full [guide] to your inbox too. What is the best email for you?

Giveaway entry confirmed: Someone enters by commenting or sending the keyword.

You are in, [first name]! 🎉 We draw the winner on [date] and announce it in our stories. Good luck!

Ask for a review: A few days after an order or a visit.

Thank you for your order, [first name]! If you have a minute, a short review here helps us a lot: [review link].

Move the chat to WhatsApp: A customer would rather get updates on WhatsApp.

Want updates on WhatsApp instead? Tap here and say hi: [your wa.me link].

USE THE FREE DM TEMPLATES

- 1 **Pick the moment.** A price question, a booking, an order, a giveaway entry or a message after hours.
- 2 **Fill the brackets.** Add your product, price, link or time. The first name fills itself in ChatinFlow.
- 3 **Copy or automate it.** Paste it into a reply, or put it in an automation and let it go out on its own.

QUESTIONS PEOPLE ASK

Can I send these to new followers automatically?

No. Instagram does not tell business tools when someone follows you, and you cannot start a conversation with someone who never wrote to you. These replies answer people who did.

How long after a message can I reply?

Up to 24 hours after the person's last message on Instagram, Messenger and WhatsApp. After that, WhatsApp needs an approved template.

What does the first name pill mean?

It is the variable ChatinFlow fills with the person's first name when the message goes out. If you copy a template elsewhere, replace it with the name.

DO IT IN SECONDS, FREE

Free in your ChatinFlow account: the DM Templates, every other free tool and the automations that answer your DMs.

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