DM AUTOMATION FOR CREATORS: COMMENTS INTO FANS, LEADS AND DEALS

Answer every comment and story reply with the link you promised, grow an email list, sort brand deals and sell a guide or a course, without living in your inbox.

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A creator's inbox is a strange place. The same post that brings ten thousand views brings three hundred comments asking for the link, forty story replies asking where the lamp is from, a brand asking for your rates and a fan asking whether you are going live this week. Answering all of it by hand eats the hours you need to make the next post; ignoring it wastes the attention you worked for. ChatinFlow answers the predictable part for you, on Instagram, Messenger, WhatsApp and Telegram, and brings the messages that matter, such as brand deals, to the top. This guide shows the automations creators set up first, step by step in the dashboard, and how to grow from a comment keyword to a list you own.

Key points

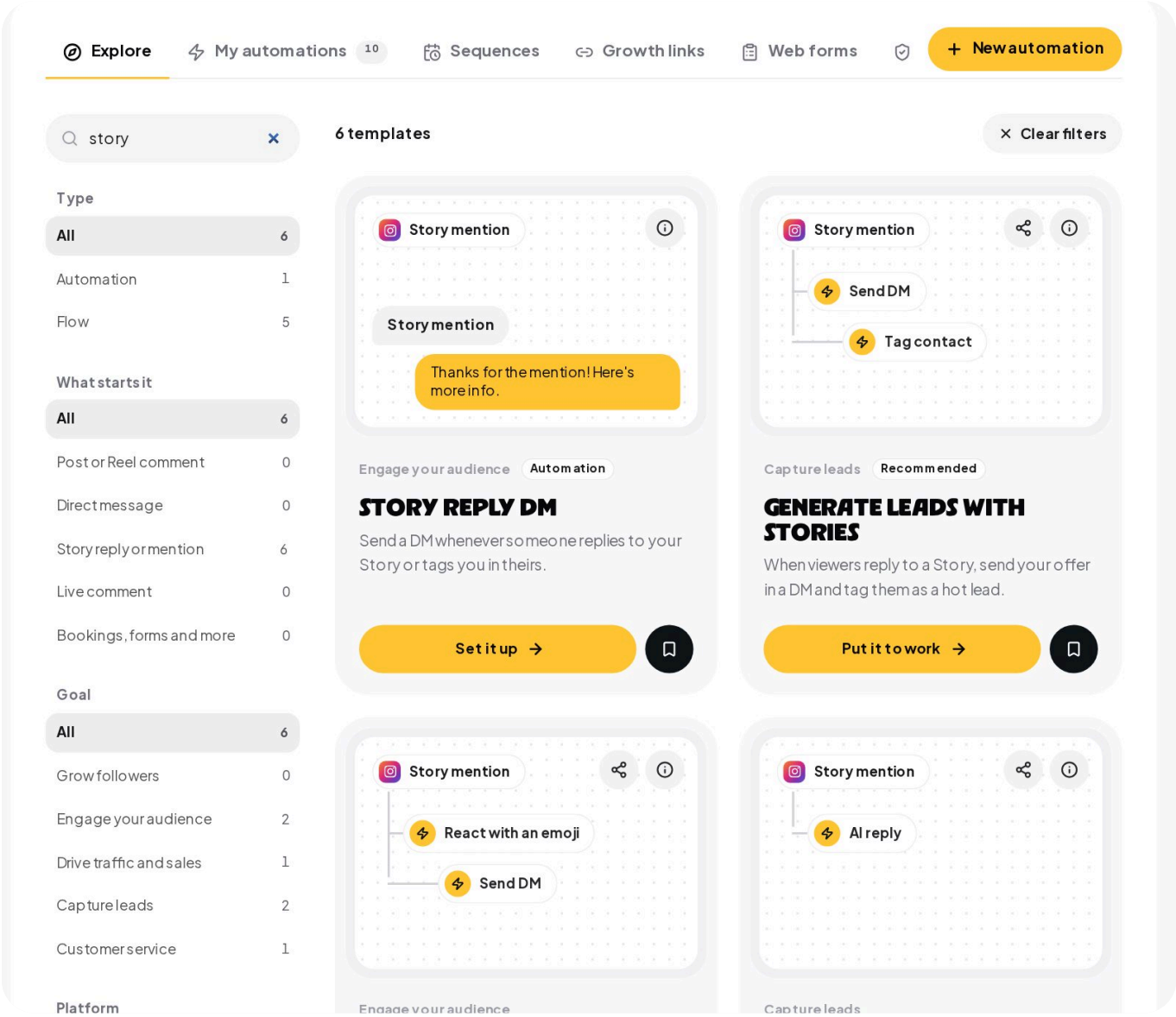
- Comment-to-DM sends the link, the guide or the code to everyone who comments your word, with a public reply under the comment so the next viewer knows it works.
- Story replies and story mentions open a private conversation; a tag in someone's story gets a thank-you and, if you like, a one-time code.
- Brand deal DMs are sorted with two taps: budget and timing are saved on the brand's contact and you get a heads-up.
- Live comments get a private reply while you keep hosting, and a mini-course sequence sends one lesson a day to people who write START.
- Comment protection hides spam under your posts, and growth links show which bio link, Reel or collab brought each new fan.

WHAT CREATORS AUTOMATE FIRST

Moment	What the automation does	Template to start from
A comment with your keyword	Sends the link in a DM and replies in public	Comment to DM
A reply to your story	Sends what they asked for and starts a conversation	Story reply DM
A tag in someone's story	A heart, a thank-you and an optional code	Thank people who share you in their Story
A brand writes in	Asks budget and timing, alerts you	Get more collabs from Story replies
A Live comment	A private reply with the plan you mentioned	Answer Live questions privately
START in a DM	A five-day mini-course, one message a day	A sequence started by a keyword

STEP 1: FIND THE TEMPLATES FOR YOUR CONTENT

Open **Automations**, stay on **Explore** and search the gallery. A search for "story" shows six templates built around stories: story reply DMs, lead generation from stories, thanking people who share you, collab requests, coupons and AI answers to story replies.

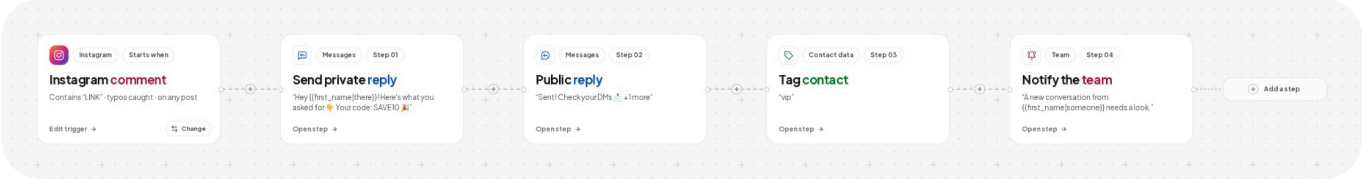


Six story templates in the gallery, each ready to put to work.

Each card shows the trigger and the first steps, so you can see the flow before you open it. Press **Put it to work**, change the words to yours and publish.

STEP 2: TURN EVERY COMMENT INTO A DM

People comment because they want something. The comment-to-DM flow answers every one of them in private, thanks them in public, and turns a passing scroll into a conversation you own.



Comment LINK: a DM with the link, a public reply, a tag and an alert.

1. **The word.** Pick one short word, such as LINK, GUIDE or PLAN, and put it in the caption in capitals. People copy what they see.
2. **The post.** Watch one post, your next one, or all of them. A post-specific automation wins over one that watches everything, so each Reel can send its own link.
3. **The private reply.** Instagram allows one private reply per comment, within 7 days of the comment. Send the link, the guide or the code in it.
4. **The public reply.** A short answer under the comment, such as "Sent, check your DMs", in up to three versions picked at random so the thread does not look automated.
5. **The next step.** A button offers the follow-along video or the full guide, so fans who want more raise their hand with one tap, and the fan is saved as a contact.

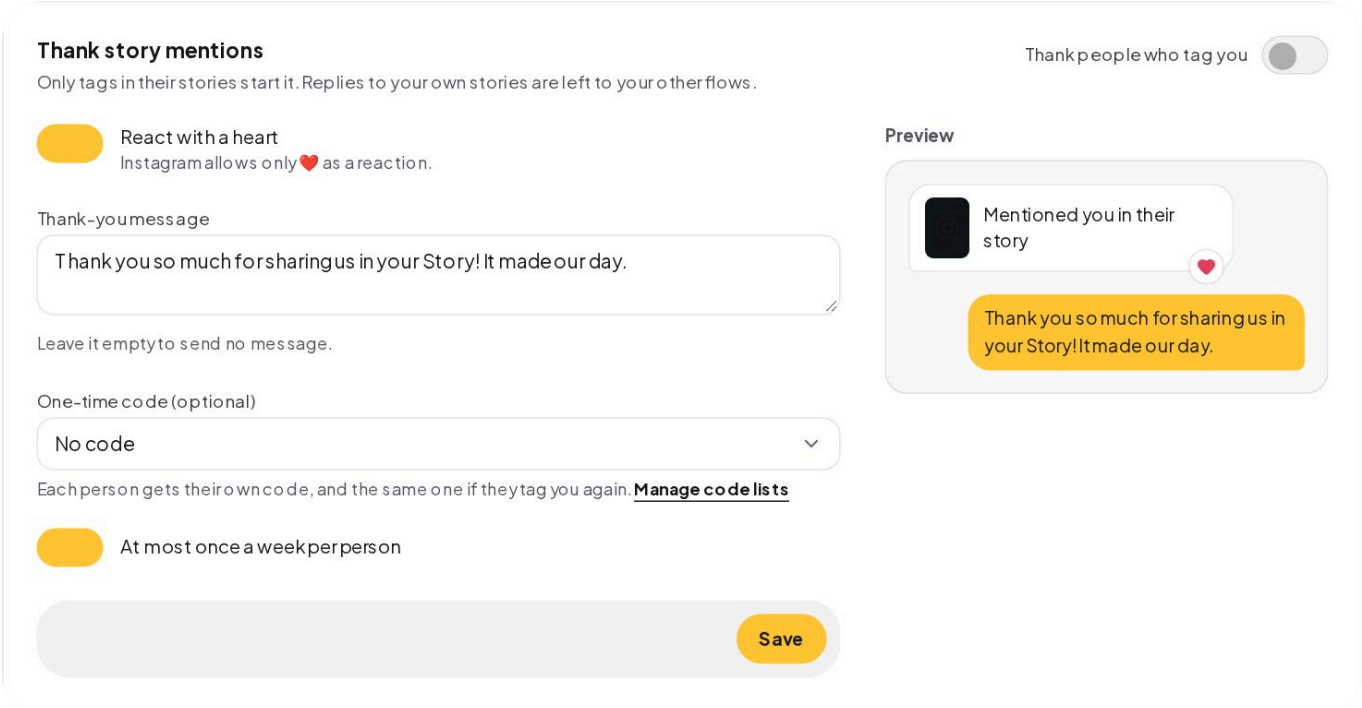
Set **The same person again** to once per post, so someone who comments twice to tag friends does not get the same DM twice.

STEP 3: MAKE STORIES OPEN CONVERSATIONS

Stories are where your most engaged followers are. Two automations cover them.

Story replies. Someone replies to your story with a question or your keyword, and a DM goes back with what they came for. A two-message flow can ask for their email and save it on the contact, which turns a story view into a subscriber.

Story mentions. A tag in someone else's story is free word of mouth. Under **Automations, Story mentions**, thank everyone who tags you: a heart on their message, a thank-you and, if you like, a one-time code from your code list, at most once a week per person.



A heart, a thank-you and a code for everyone who shares you.

Step 4: Sort brand deals from fan mail

The DMs that pay the bills are easy to miss between hundreds of "love this". A brand-deal flow catches them.

- **Quick replies** ask the budget and the date in two taps, instead of a back and forth.
- **Custom fields** keep the answers on the brand's contact, so you read real offers instead of chasing details.
- **A team alert** tells you, or your manager, that a deal just came in.

Start it from a keyword in your bio, such as COLLAB, from a button in your chat menu, or from the "Get more collabs from Story replies" template. Brand conversations then wait in your inbox with their budget and timing already filled in.

Step 5: Answer Live comments without stopping the Live

While you are live, anyone who comments your word gets the plan you are talking about in their DMs. You keep going, and nobody has to wait for the replay. A button can offer the full version to whoever wants it, and a tag marks everyone who joined, so you can message them about the next Live.

Step 6: Sell a mini-course one day at a time

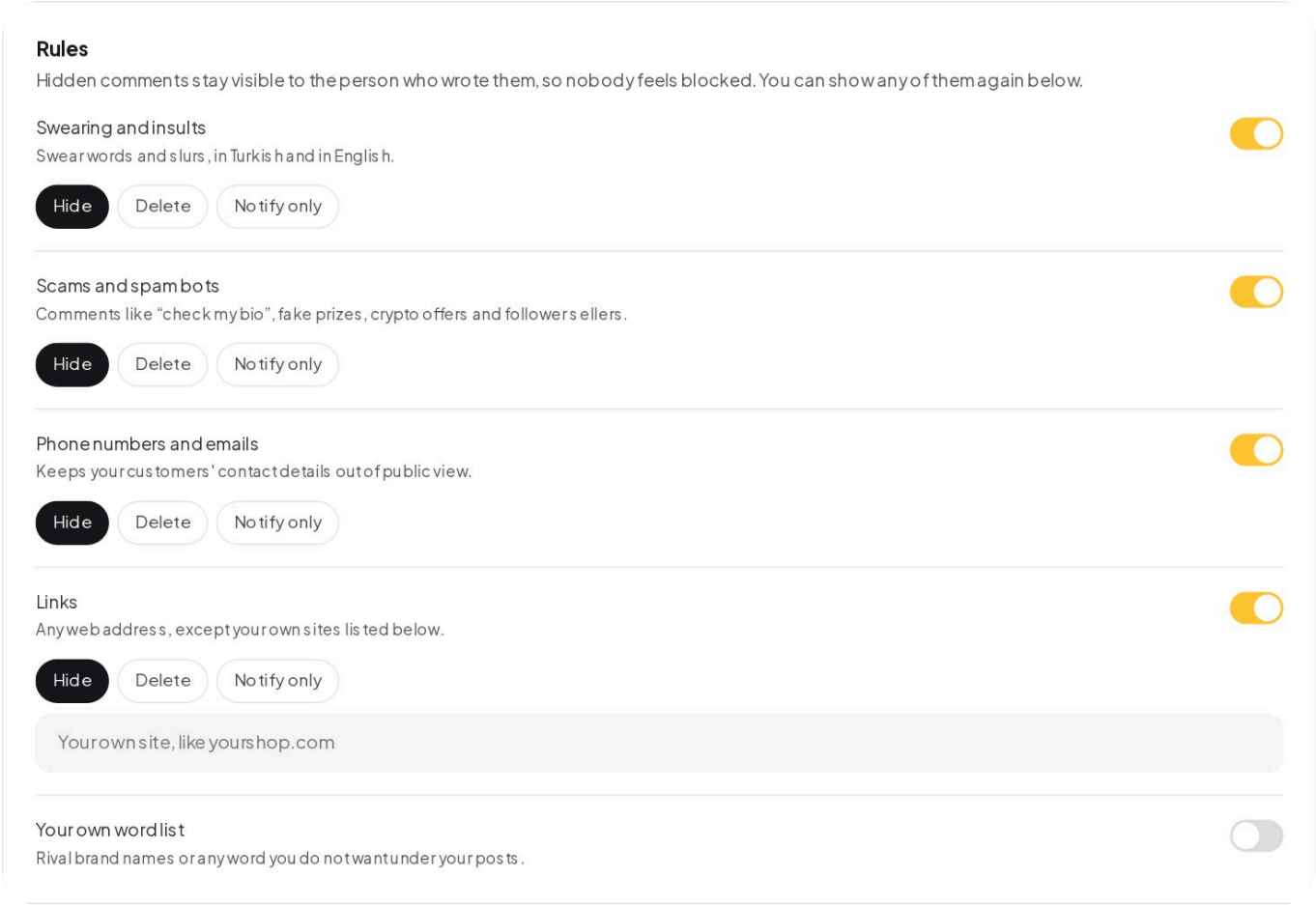
Someone writes START and gets a five-day plan, one message a day at the hour you set. It is the easiest way to show what your paid course feels like.

- **A keyword trigger** starts it from START or any word you pick.
- **A sequence** sends day two, three and four on schedule, and a reply takes the person out so nobody gets lessons after they asked a question.
- **A Buy button** on the last day opens a Stripe or PayPal checkout for the full course, with the money going straight to your account.

On Instagram and Messenger, a message can go out only within 24 hours of the person's last message, so build the mini-course to ask a small question each day; their answer keeps the window open. On Telegram there is no window once they have started your bot, and on WhatsApp an approved template keeps it going after the first 24 hours.

Step 7: Keep your comment section clean

A post that goes viral attracts "check my bio" bots, fake giveaways and people posting phone numbers. Comment protection hides them as they arrive, while the person who wrote a hidden comment still sees it, so nobody feels blocked.

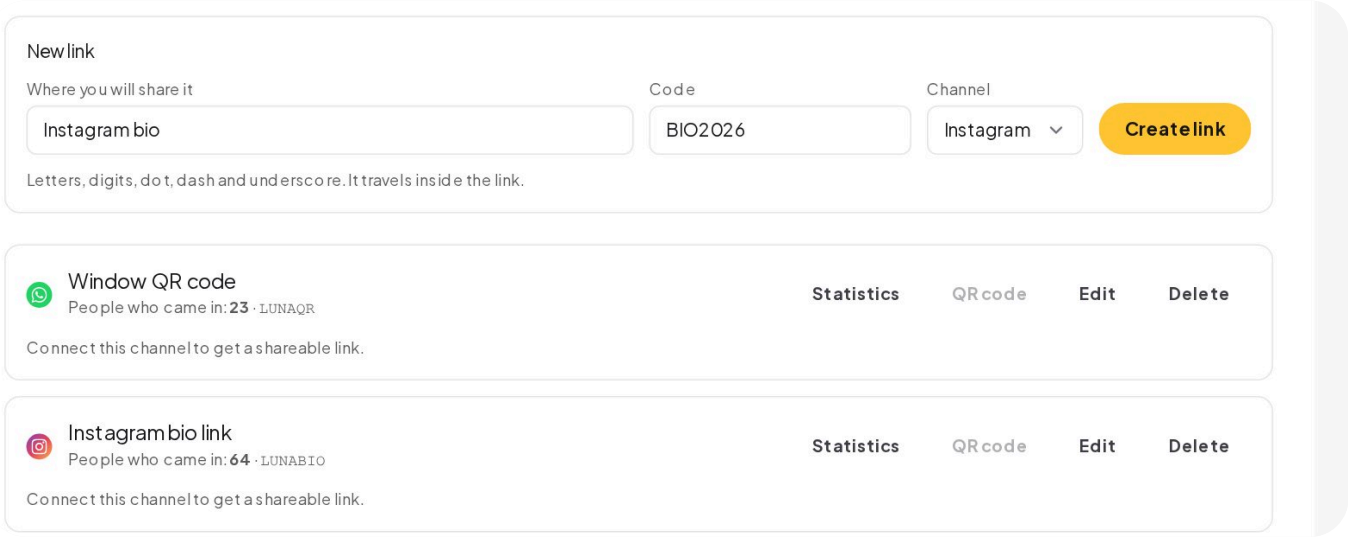


Hide, delete or only be notified, rule by rule.

Add rival brand names or anything you do not want under your posts to your own word list, and check the list of hidden comments once a week; a real fan can look like spam.

STEP 8: KNOW WHICH POST BROUGHT YOUR FANS

A growth link gives each place you share your chat link its own code: your bio, a Reel, a collab partner, a podcast. Each link counts the unique people it brought in and can start its own welcome.



One link per place you share it, each with its own count. Demo workspace.

The Automations tab in Analytics then shows which flows ran most and how many finished, so you can see which post's keyword actually worked.

WRITING DMS YOUR FANS ENJOY

An automated DM is read as a message from you, so write it the way you talk on camera.

- **Open with the thing they asked for.** "Here's the routine 👇" and the link, before anything else.
- **Sound like you.** Your words, your emoji, your sign-off. Fans notice a corporate tone straight away.
- **Keep it to one screen.** Two short messages beat one long one; a typing indicator between them makes it feel live.
- **Ask one easy question.** "Beginner or advanced?" with two buttons tells you who they are and keeps the conversation open.
- **Say what happens next.** "Day two arrives tomorrow at 9" sets expectations and cuts down "where's the next part?" messages.
- **Thank them.** A comment, a share or a tag took effort. A short thank-you is the cheapest way to get the next one.

Test every flow with Try it before you publish, and read it on your phone; that is where your fans will see it.

GROWING FROM FOLLOWERS TO A LIST YOU OWN

Followers belong to the platform; a list belongs to you. Every automation above can save something you keep:

- **An email address**, asked for before the guide is sent and checked with a Reply check step.
- **A tag**, such as the topic they came for, so a later broadcast reaches only the fans who care.
- **A Telegram start**, by offering your Telegram bot in the DM, so you can message them without a 24-hour window.
- **A referral**, with Refer a friend giving each fan a personal link and a reward when friends join.

TERMS IN THIS GUIDE

- **Comment to DM.** An automation that answers a comment with a private message, such as the link you promised in the video.
- **Private reply.** Meta's single private message in answer to a comment, a text with an optional link, sent within 7 days of the comment.
- **Public reply.** A reply under the comment itself, so other viewers see that commenting works.
- **Story reply.** A message someone sends by replying to your story. It opens a DM conversation.
- **Story mention.** A story in which someone tags your account. ChatinFlow can thank them with a heart and a DM.

- **Growth link.** A link with its own code, such as for your bio, that opens a chat with you and counts who came in through it.
- **Sequence.** A planned series of messages over days, such as one lesson a day, that stops on its own when the contact replies.
- **Live comment.** A comment during an Instagram Live. A keyword in it can get a private reply while the stream is still running.

COMMON MISTAKES

- **A keyword nobody can guess.** Put the word in the caption, in capitals, and keep it to one short word.
- **Every time on comment automations.** Use once per post, or fans get the same DM twice.
- **A DM that only says "here you go".** Add one next step: a button, a question or a link to more.
- **Pitching before giving.** Send what they asked for first, then offer the next thing.
- **Never reading the hidden comments.** Protection is a filter, not a judge.

QUICK ANSWERS

Can I use different links for different Reels?

Yes. Give each Reel its own comment automation set to that post. A post-specific automation wins over one that watches every post.

Does a public reply look like a bot?

Less so with three versions. Write up to three public replies; one is picked at random each time.

Can I give fans a discount code automatically?

Yes. A one-time code step gives each person their own code from your list, the same code if they ask again, and a Full path when the list runs out.

Can my manager handle brand deals?

Yes. Invite them to the workspace with the role that fits, and let the brand-deal flow alert them and assign the conversation.

SOURCES

- **Private Replies**, Meta for Developers, on replying to a comment by DM within 7 days.
- **Messenger Platform and IG Messaging API policy**, Meta for Developers, on the 24-hour window.

DO IT IN SECONDS, FREE

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