REEL COMMENT TO DM OFFER: A CODE AND A PRODUCT FOR EVERY COMMENT

A comment with your word gets a one-time code and the product link by private reply, then a carousel and a Buy button when the viewer replies.

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A Reel that shows a product in use does the selling on its own; what loses the sale is the step after. "Link in bio" sends people hunting, and a code in the caption ends up on every coupon site by the evening. A Reel comment flow closes that gap: the viewer comments a word, gets their own one-time code and the product link in a private reply, and, when they answer, a carousel of the pieces that go with it and a way to pay without leaving the chat. This guide builds the flow step by step, from the call to action on screen to the sale credited back to the Reel.

Key points

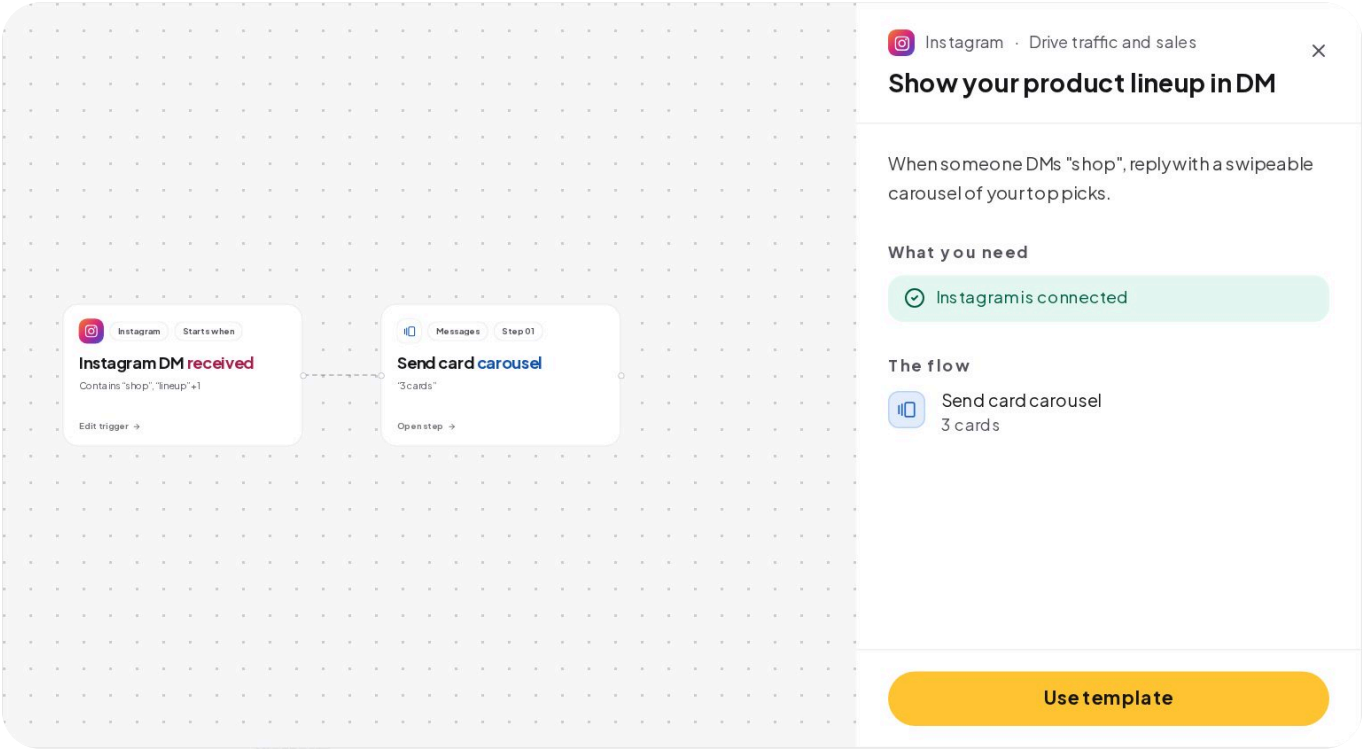
- A comment with your word, on the Reels you choose, gets a private reply with a code and the product link within seconds.
- One-time codes come from your own list: each person gets a code nobody else gets, the same one if they ask again, and a No codes left path when the list runs out.
- When the viewer replies, a carousel of up to 10 cards, each with up to 3 buttons, shows the rest of the collection.
- A Buy button sells in the chat through your own Stripe or PayPal account, and connected Shopify or WooCommerce orders are counted too.
- Sales are credited to the last message the buyer got in the 30 days before, so you see what each Reel brought in.

HOW THE FLOW WORKS

Step	What happens	Built with
1. The Reel	"Comment LINEN for 15% off" on screen and in the caption	Instagram
2. The comment	A viewer comments the word	The Instagram comment trigger
3. The private reply	Their own code and the product link	Give a one-time code, Send private reply
4. The public reply	"Sent you the code!" under the comment	Public reply
5. Their answer	They reply, and the chat opens	Any DM step
6. The lineup	A carousel of related pieces, or a Buy button	Send card carousel, Buy button

STEP 1: START FROM THE LINEUP TEMPLATE

Open **Automations** and search the gallery for "lineup". **Show your product lineup in DM** replies with a swipeable carousel of your top picks when someone DMs a word such as shop.

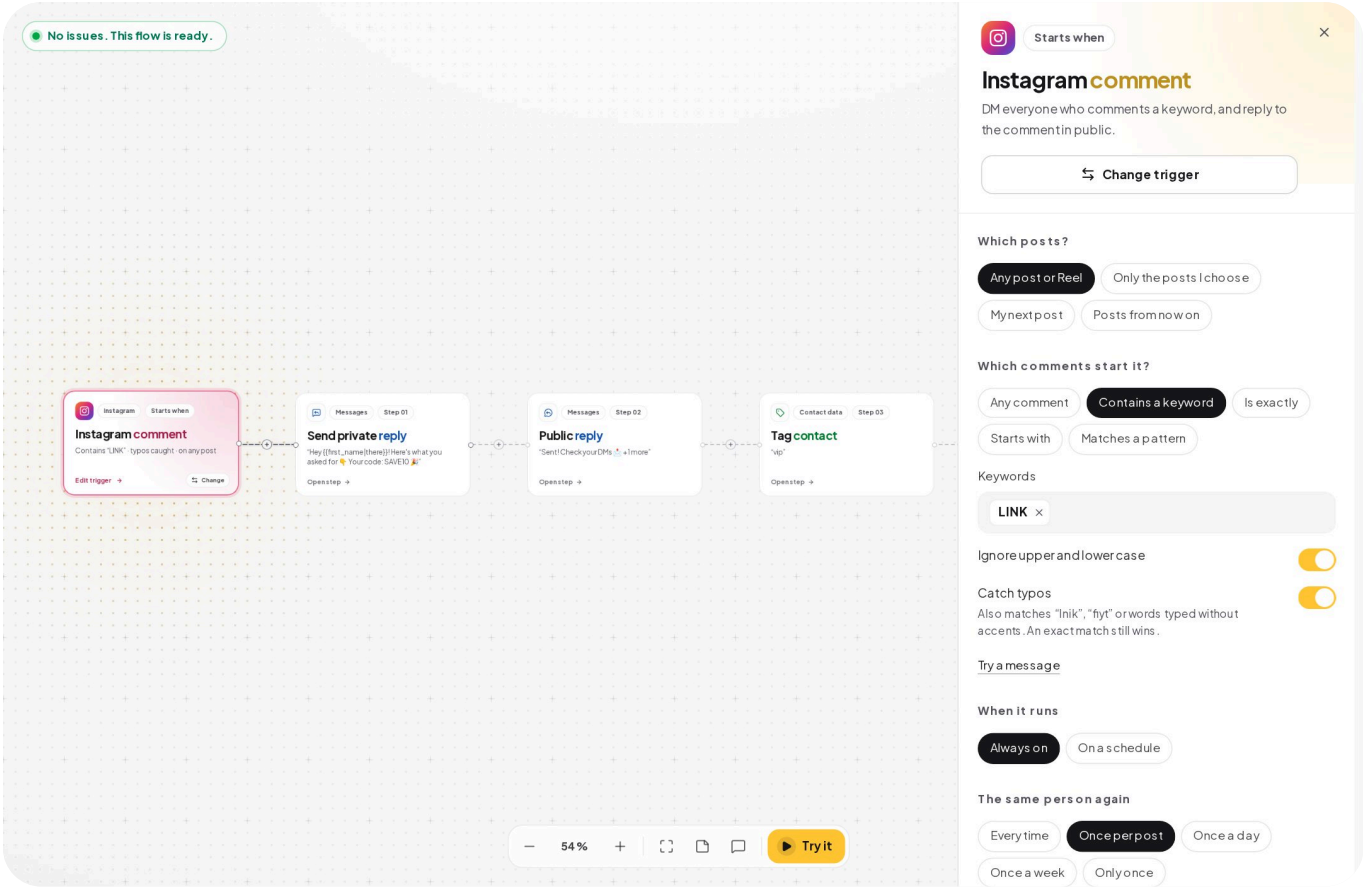


Show your product lineup in DM: a carousel of your top picks.

For a Reel, pair it with a comment flow: the comment gets the code and the link by private reply, and the carousel goes out once the viewer replies. Start the comment side from the **Comment to DM** template, and the lineup side from this one.

STEP 2: SET THE TRIGGER ON THE REEL

Open the comment trigger and choose the Reel, or the Reels of one campaign. Pick a word nobody writes by accident, such as the product's name: LINEN, GLOW, TRAIL. Set the match to Contains and turn on Catch typos, so "linnen" still counts.

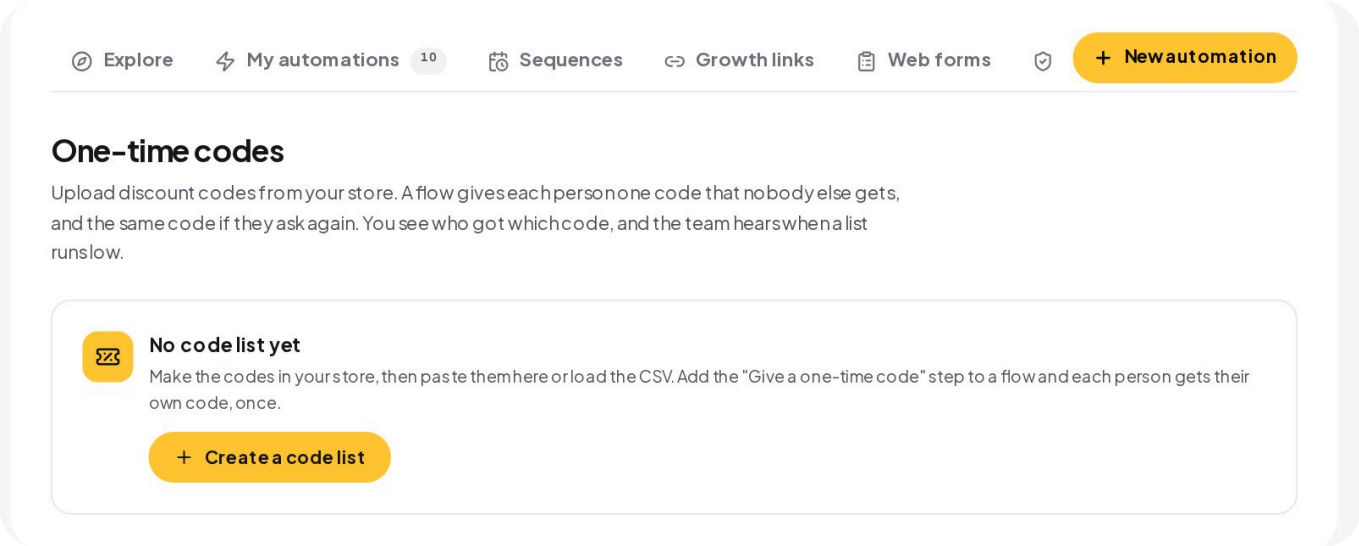


Which Reels, which word and how it matches.

A word per Reel tells you later which video sold.

STEP 3: HAND OUT ONE-TIME CODES

A code in the caption is the same for everyone and leaks within hours. A one-time code goes to one person only. Open **Automations, One-time codes**, create a list and upload the codes from your store.



Upload codes from your store; each person gets their own.

In the flow, the **Give a one-time code** step takes the next free code for the person, and the private reply carries it as a variable. Someone who already got a code from this list gets the same one again, so asking twice does not double the discount. When the list runs out, the step takes its other path, the No codes left message, such as "The launch codes are gone, but here's the collection."

STEP 4: WRITE THE PRIVATE REPLY

Meta allows one private reply per comment, within 7 days of it, and it is one text with an optional link. Make it count:

> "Here's your code, {first name}: {code}. 15% off the linen shirt for 48 hours. The shirt is linked below. Want to see what goes with it? Reply YES."

- **The code first**, so it is visible in the notification.
- **The link** to the product page in the link field.
- **A reason to reply**, because the carousel and the Buy button can only follow an answer.

Add a **Public reply** under the comment, such as "Sent you the code!", so other viewers know commenting works.

STEP 5: SHOW THE LINEUP AFTER THEY REPLY

When the viewer answers, the chat is open for 24 hours after their message. That is where the selling happens:

- **A carousel** of up to 10 cards, each with an image, a title, a short subtitle such as the price, and up to 3 buttons, such as View, Buy and Sizes.
- **Quick replies** for the size or the color, saved on the contact.

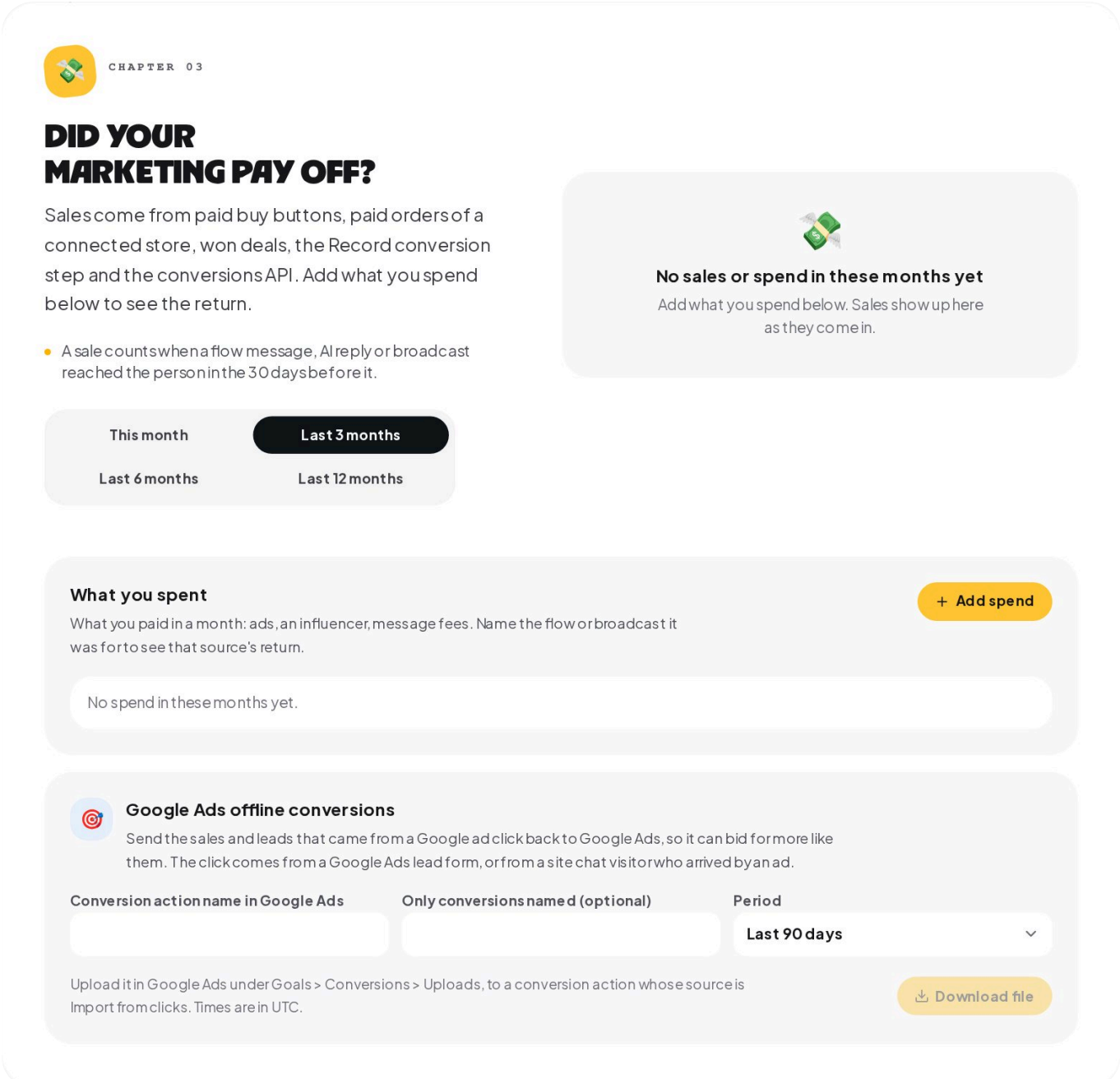
- **A Buy button** that opens a Stripe or PayPal checkout at your price, with the money going straight to your account and the thank-you landing back in the chat.

Keep the carousel to the pieces that fit the Reel. Three to five cards convert better than ten.

STEP 6: COUNT WHAT THE REEL SOLD

Every message the flow sends is a touch on the contact who got it. When a sale happens, the last touch in the 30 days before it gets the credit:

- **Buy button payments** that are paid.
- **Paid orders** from a connected Shopify or WooCommerce store, matched to the buyer.
- **Won deals** and conversions recorded by a flow step.



Sales, what you spent and the Google Ads file, in one chapter of the Results tab.

The Results tab of Analytics shows the sales next to the flow that made them, so the Reel with the best word is easy to spot. Add what you spent on the Reel, if you promoted it, and the return appears next to the sales.

STEP 7: CAP THE OFFER, IF IT IS LIMITED

For a launch with a fixed number of units or discounts, a **Limited spots** step gives places to the first people and sends the rest down a Full path. Set the number of spots, and use `{{vars.spots.left}}` in the message for an honest "only 12 left". Your team hears when 90% of the spots are taken and again when they are gone.

CHOOSING THE WORD AND THE DISCOUNT

Campaign	Word	Offer	Why it works
A product launch	The product's name	15% off for 48 hours	Urgent and specific
A restock	BACK	Early access before the email goes out	Rewards the people who watch
A bundle	SET	The second piece at half price	Raises the order value
A creator collaboration	The creator's name	A code tied to the collaboration	Shows which partner sold
A seasonal edit	The season, such as SUMMER	Free shipping this week	Removes the last objection

A discount is not always needed. "Comment LINEN and I'll send the size guide" sells too, because the hard question is the size, not the price.

WRITING THE CARDS

Each card has a title of up to 80 characters, a subtitle of up to 80, an image and up to three buttons. A few habits:

- **The title is the product**, as people would say it: "Linen shirt, sand".
- **The subtitle carries the price and one detail**: "$68, true to size, ships tomorrow".
- **The image is the product in the Reel**, so people recognize it.
- **Buttons do one thing each**: View opens the page, Buy opens the checkout, Sizes starts a question.

AFTER THE SALE

A Buy button payment lands back in the chat with a thank-you, and that is the best moment for one more message:

- **The care guide** or how to wear it, with a link.
- **A question about the order**, the same day while the chat is still open, with buttons such as All good or I have a question. A question goes to your team; a happy answer can get the matching piece. On Instagram, a message more than 24 hours after their last one is not delivered.
- **A tag for the buyer**, such as bought-linen, so the next launch can reach the people who already love the line.

A WORKED EXAMPLE: A LINEN SHIRT REEL

A clothing brand posts a Reel of a linen shirt on a beach, with "Comment LINEN for 15% off" on screen.

1. **The comment** LINEN, or linnen, on that Reel starts the flow.
2. **The code step** takes the next code from the launch list.
3. **The private reply** sends the code, the product link and "Want to see what goes with it? Reply YES."
4. **The public reply** says "Sent you the code!" under the comment.
5. **When the viewer replies YES**, a carousel shows the shirt, the matching trousers and the hat, each with View and Buy buttons.
6. **A Buy button** sells the shirt through the brand's Stripe account, and the sale is credited to the Reel's flow.

The brand sees in Analytics which Reel sold, and no code from the launch appears on a coupon site.

REELS THAT BRING COMMENTS

- **Show the product in use.** A shirt on a person on a beach, not on a hanger.
- **Put the word on screen** for the viewers watching without sound, and in the caption.
- **Give a reason now.** 48 hours, the first 100 people, launch week.
- **Answer the first comments yourself** to warm the post up while the flow handles the rest.

COMMON MISTAKES

- **One code for everyone.** It leaks; use one-time codes.
- **Buttons in the private reply.** It is one text with a link. Put the carousel after their answer.
- **Every Reel answering.** Pick the Reels of the campaign, so an old Reel does not send a new code.
- **A carousel of everything.** Three to five pieces that fit the Reel sell more than the whole catalog.
- **No No codes left message.** When the list runs out, the step takes its other path; give it a kind message and a link.

TERMS IN THIS GUIDE

- **One-time code.** A code from your own list that goes to one person only, the same one if they ask again.

- **Private reply.** Meta's single private message in answer to a comment, a text with an optional link, within 7 days.
- **Card carousel.** A row of up to 10 swipeable cards in the chat, each with up to 3 buttons.
- **Buy button.** A flow step that sells through your own Stripe or PayPal account.
- **Touch.** A message a contact received, recorded so a later sale can be credited to it.
- **Limited spots.** A step that gives places to the first people and sends the rest down a Full path.
- **No codes left path.** The other path of the code step, taken when the list is empty, so the flow can still answer kindly.
- **Last touch.** The most recent message a buyer got in the 30 days before a sale, which gets the credit.

QUICK ANSWERS

Can the code be different per Reel?

Yes. Give each Reel its own word and its own code list, so each campaign has its own discount.

What if someone comments again a week later?

Meta allows one private reply per comment, so a new comment can get its own reply, and the code step gives them the same code as before.

Do I need a store connected?

No. A Buy button sells through Stripe or PayPal on its own. Connect Shopify or WooCommerce if you want their orders counted as sales too.

Can I limit the code to the Reel's viewers only?

The code goes only to people who commented your word, one per person. Anyone can comment, so keep the word on the Reel itself rather than shared elsewhere.

SOURCES

- **Private Replies**, Meta for Developers, on one private reply per comment within 7 days.
- **Messenger Platform and IG Messaging API policy**, Meta for Developers, on the 24-hour window after the viewer replies.

DO IT IN SECONDS, FREE

chatinflow.com/flows/reel-comment-to-offer