INSTAGRAM STORY LEAD MAGNET: TURN REPLIES AND MENTIONS INTO LEADS

Answer every story reply and mention with the guide, code or link that goes with the story, tag the person and follow up before the window closes.

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Stories are where your most engaged followers talk back. They reply with an emoji, ask "how much?", or share your post to their own story and tag you. Each of those is a person raising a hand, and each lasts about as long as the story does. Answered by hand, most of them get a late "thanks!" or nothing at all. A story flow answers every reply and every mention in the chat it opened, sends the guide, the code or the link that goes with that story, tags the person so you know what they wanted, and follows up while the window is still open. This guide builds the flow step by step, from the story you post to the second message that turns a reply into a lead.

Key points

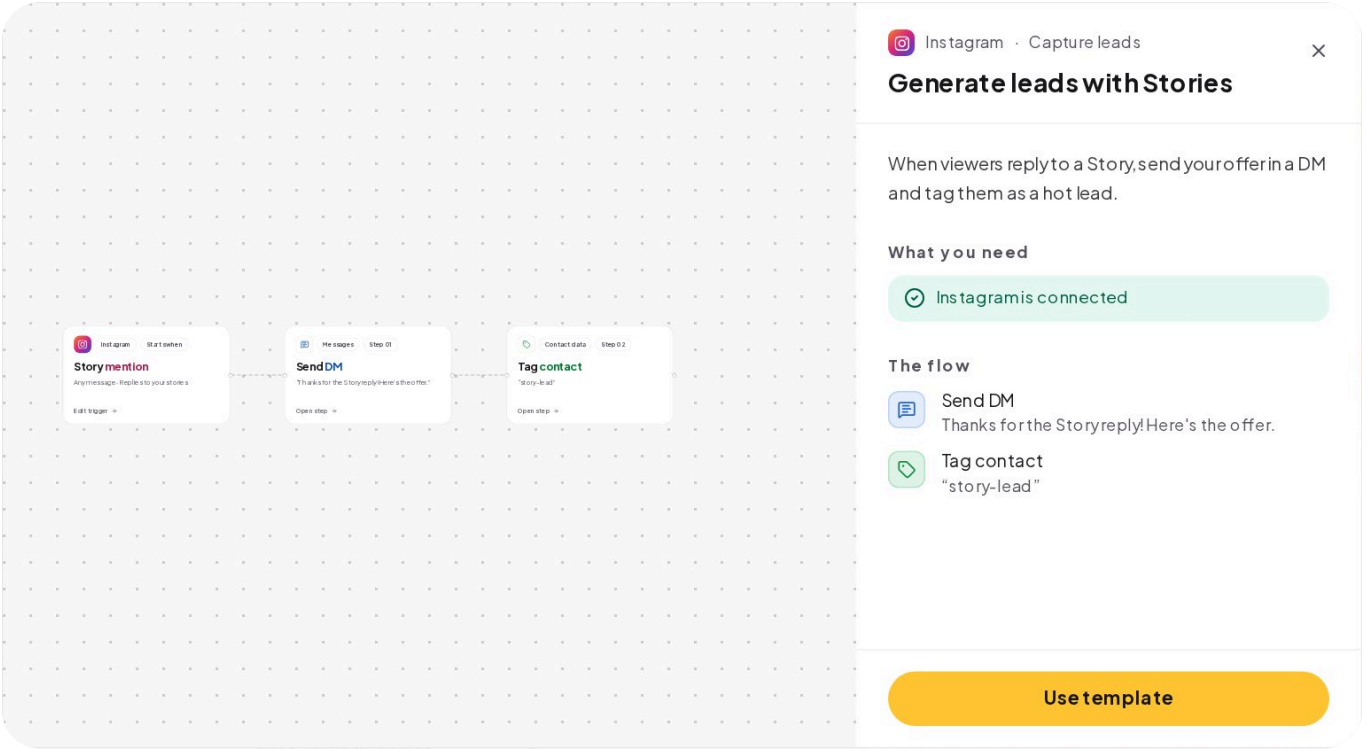
- A reply to your story, or a story where someone mentions you, starts the flow, and story replies arrive as DMs, so the 24-hour window applies.
- The reply sends your offer at once and tags the person, such as story-lead, so you know who wanted what.
- Thank story mentions sends a heart reaction and a thank-you DM to everyone who tags you, with an optional one-time code.
- A question with buttons, an email ask and a follow-up inside the window turn the reply into a lead.
- Six story templates are ready in the gallery: reply, lead, mention thank-you, collab, coupon and AI.

HOW THE FLOW WORKS

Step	What happens	Built with
1. The story	You post a story with a clear ask: "Reply GUIDE" or "Tag me to get 10% off"	Instagram
2. The reply or mention	A follower replies or tags you	The story reply trigger, or Thank story mentions
3. The answer	Your offer arrives in the chat, with a tag	Send DM and Tag contact
4. The next step	A question with buttons, or an email ask	Buttons, Ask a question
5. The follow-up	A second message before the window closes	A wait step and Send DM

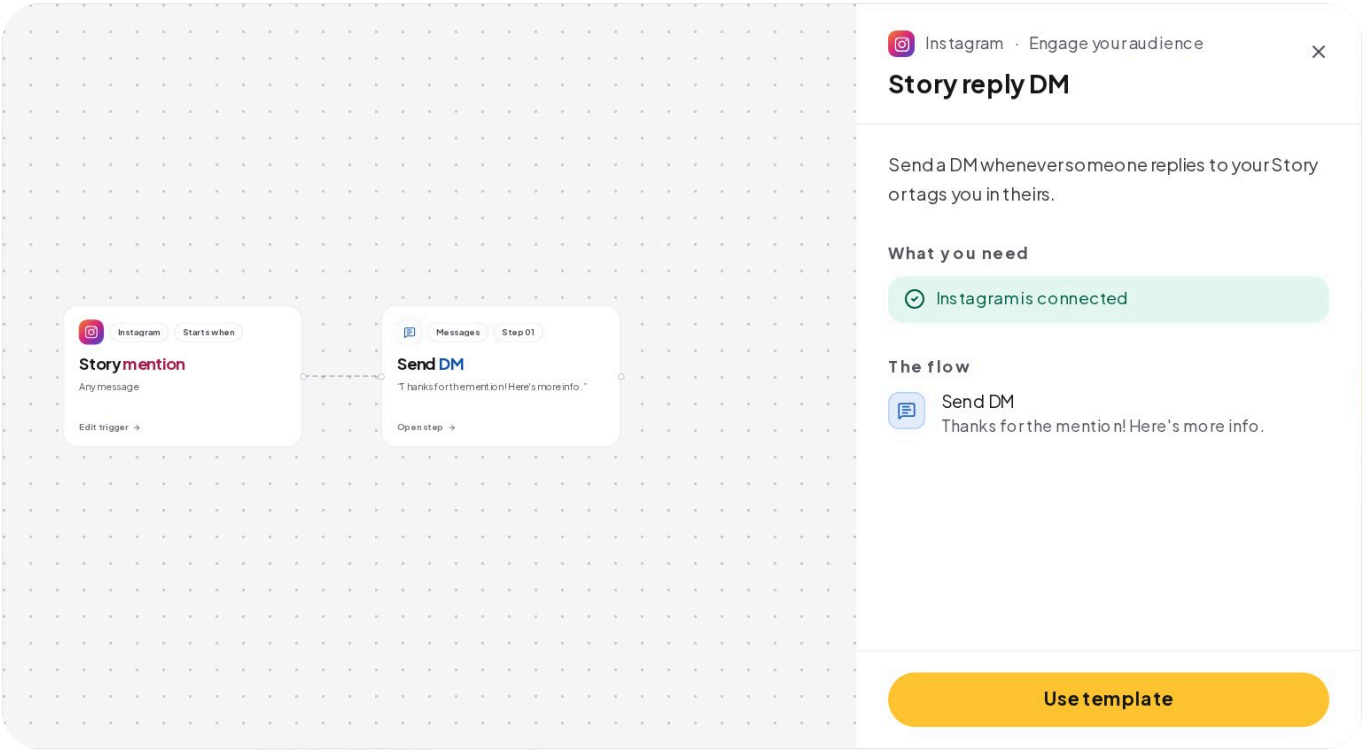
STEP 1: START FROM A STORY TEMPLATE

Open **Automations** and search the gallery for "story". There are six templates: Story reply DM, Generate leads with Stories, Thank people who share you in their Story, Get more collabs from Story replies, Give coupons in Stories and Answer Story replies with AI.



Generate leads with Stories: send the offer and tag the person as a hot lead.

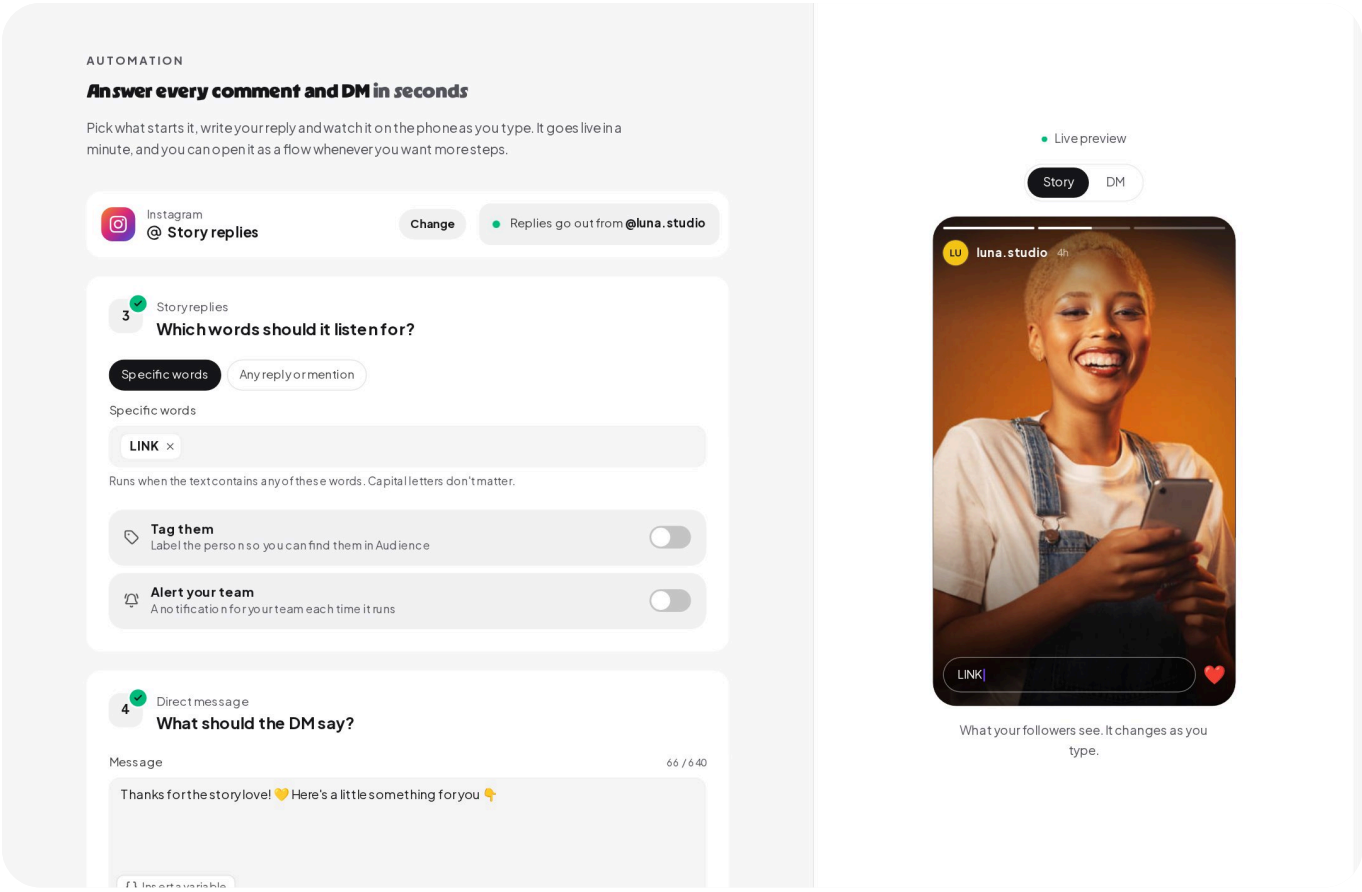
Generate leads with Stories sends your offer in a DM when someone replies to a story and tags them as a hot lead. **Story reply DM** is the simplest version: one DM whenever someone replies to your story or tags you in theirs.



Story reply DM: one message for every reply or mention.

STEP 2: SET WHAT THE STORY LISTENS FOR

The quick setup for story replies asks for the words to listen for and the DM that goes back, with a live preview of the story on the right.



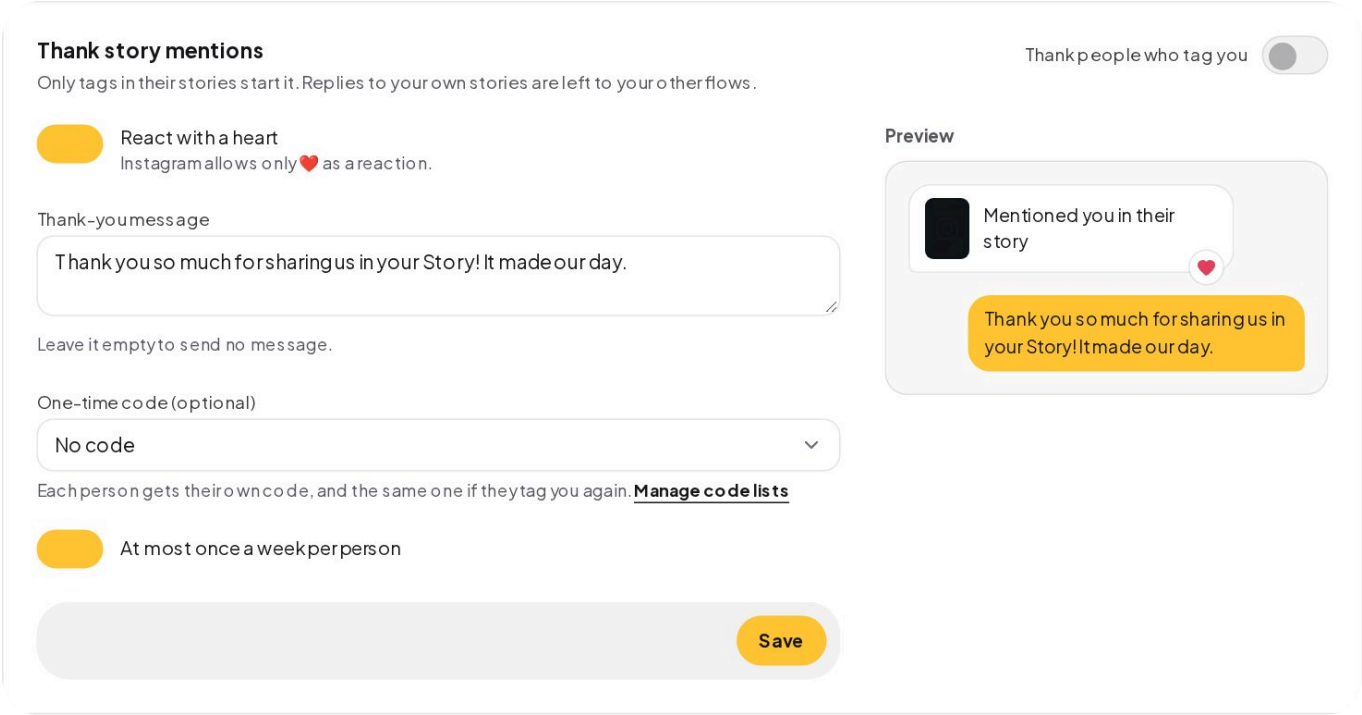
A story reply automation: the words to listen for and the DM that goes back.

- **A keyword story.** "Reply GUIDE for the checklist." Only replies with that word get the guide, so a reply that just says "love this" does not.
- **Any reply.** For a story that asks a question, such as "Which color should I launch next?", every reply gets a thank-you and the follow-up.
- **Tag and alert.** Switch on a tag for the story's offer, and an alert to the team when a reply needs a person.

Keyword matching works the same way as in DMs: contains, equals, starts with or a pattern, with Catch typos for small misspellings.

STEP 3: THANK THE PEOPLE WHO SHARE YOU

When someone shares your post to their story and tags you, it is free reach and a warm lead at once. Open **Automations, Story mentions** and turn on **Thank story mentions**.



A heart, a thank-you and an optional code for everyone who tags you in a story.

Each mention gets a heart reaction and a thank-you DM. Add a one-time code from your code list, and every person who shares you gets their own code, the same one if they share you again, so a "tag us for 10% off" story cannot leak to a coupon site.

STEP 4: ASK ONE QUESTION AFTER THE OFFER

The offer starts the conversation; one question keeps it going. Right after the guide or the code, send a question with two or three buttons:

- **For a product story.** "What's it for: a gift or for you?"
- **For a service story.** "Are you looking for this month or later?"
- **For a lesson story.** "Beginner or already practicing?"

Each tap is saved on the contact, so your next message can fit. A tap is also a reply, which opens the 24-hour window again on Instagram.

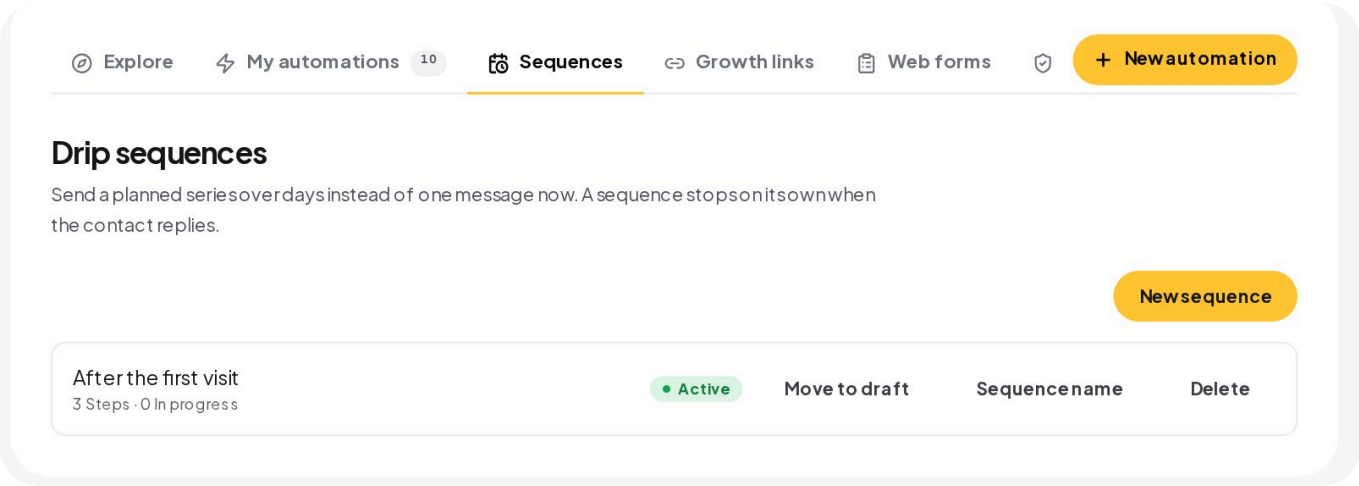
STEP 5: ASK FOR THE EMAIL, IF THE OFFER IS WORTH IT

For a guide, a checklist or a free lesson, ask for the email with an **Ask a question** step set to the email answer type. An answer that does not look like an email gets a friendly retry; a skip button lets people move on. Send the address to your email tool with the Add to CRM or email list step, and deliver the guide in the chat right away.

STEP 6: FOLLOW UP BEFORE THE WINDOW CLOSES

A story reply arrives as a DM, so Instagram's 24-hour window applies: a business can message the person freely for 24 hours after their last message, and not after that until they write again. Time your follow-up inside it:

- **A wait step of a few hours** before a second message, such as "Did the checklist help? I have a video version too."
- **A sequence** for a short series, which stops on its own when the person replies.
- **Nothing after the window.** If they did not answer, the next chance is your next story.



A planned series that stops on its own when the contact replies. Demo workspace.

ANSWERING OPEN QUESTIONS WITH AI

Some stories invite questions no keyword can predict: "Does this work for sensitive skin?", "Do you ship to Canada?". On a paid plan, the **Answer Story replies with AI** template answers them on your own OpenAI, Anthropic, Google Gemini or Azure OpenAI key. Use the AI agent step when the answers must come from your own material: add your shipping page, your product pages or a short text with the facts under Sources, and the agent answers from them. When the answer is not there, or the person asks for a human, the agent takes its other path, which you connect to Notify the team, so nobody gets a guess.

A WORKED EXAMPLE: A SKINCARE BRAND'S MORNING ROUTINE STORY

A skincare brand posts a story of a three-step morning routine with "Reply ROUTINE for the full guide".

1. **A follower replies ROUTINE.** The story reply flow sends the guide link and tags the contact as story-routine.
2. **A question follows.** "What's your skin type: dry, oily or combination?" with three buttons. The tap is saved on the contact.

3. **The right product follows the tap.** Dry skin gets the cream, oily skin the gel, each as a card with a button to the product page.
4. **Two hours later**, still inside the window, a short message offers a first-order code from the code list.

The brand learns the skin type of every follower who replied, and the follow-up message reaches them while the chat is still open.

PLANNING A WEEK OF STORY ASKS

A story flow works best as a habit, not a one-off. A simple week:

1. **Monday.** A tip with "Reply TIPS for the full checklist". The checklist arrives in the DM, and the question after it asks what the person is working on.
2. **Wednesday.** A behind-the-scenes story with a question sticker turned into a reply ask: "Reply with your question and I'll answer in the DMs." The AI agent, on your own key, answers from your sources, or the team does.
3. **Friday.** An offer with "Reply CODE for 10% off this weekend", using one-time codes so each person gets their own.
4. **Every day.** Thank story mentions answers everyone who shares you.

Each ask has its own word and its own tag, so by Sunday you know who wants the checklist, who asked a question and who is ready to buy.

REPLIES TO COPY

For a guide. "Here's the checklist, {first name}! One question so I can send the right next tip: are you just starting or already on your way?"

For a code. "Your code is below, valid this weekend. Want me to point you to the best sellers? Reply YES."

For a mention. "Thank you for sharing us! ❤️ Here's a little something for your next visit."

Keep each reply under 300 characters, put the promised thing first and end with something easy to answer.

MEASURING WHAT THE STORIES BRING

Open each story automation's **Activity** tab to see how many replies it answered and where runs stopped. Compare the tags in **Audience** week by week: the story whose tag grows fastest is the format to repeat. The Automations tab of **Analytics** shows runs and how many finished for each automation, side by side.

STORIES THAT BRING REPLIES

- **Ask for a word, not a tap on a sticker.** "Reply GUIDE" lands in your DMs; a poll sticker does not start a conversation.
- **Say what they get.** "The full routine in a PDF" beats "more info".
- **Post the ask on two frames.** People skip the first one.
- **Answer the mentions too.** A share to their story is the warmest lead you have.
- **Keep the follow-up useful.** A tip or a code, not a second advertisement.

STORY TEMPLATES AND WHEN TO USE THEM

Template	Use it for
Story reply DM	One answer for every reply or mention
Generate leads with Stories	An offer plus a hot-lead tag
Thank people who share you in their Story	Turning shares into thank-you DMs
Get more collabs from Story replies	Collaboration requests that arrive as story replies
Give coupons in Stories	A coupon for a story promotion
Answer Story replies with AI	Open questions answered on your own AI key

COMMON MISTAKES

- **No keyword in the story.** Without a word, every emoji reply gets the offer.
- **The offer only in the story.** Put it in the DM too; the story disappears in a day.
- **Following up after the window.** A message after 24 hours is not delivered on Instagram.
- **Ignoring mentions.** Shares are free reach, and they deserve a thank-you.
- **A code everyone can copy.** Use one-time codes when a story offer has a price on it.

TERMS IN THIS GUIDE

- **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.
- **Thank story mentions.** The setting that answers every mention with a heart and a thank-you DM.
- **One-time code.** A code from your own list that goes to one person only.
- **24-hour window.** The time after a person's last message when a business can reply freely on Instagram.
- **Sequence.** A planned series of messages over hours or days that stops on its own when the contact replies.

- **Tag.** A label on a contact, such as story-routine, used to filter Audience and build segments.

QUICK ANSWERS

Can different stories send different offers?

Yes. Give each story its own word, such as GUIDE or CODE, and each word its own automation.

Can I stop the flow when the story is gone?

Yes. Switch the automation off, or run it on a schedule that ends when the campaign does.

Can I see who replied to which story?

Yes. Tag the contact with the story's offer, and filter Audience by that tag. Export the list as CSV when you want it in a spreadsheet.

SOURCES

- **Instagram Messaging**, Meta for Developers, on story replies and mentions in Instagram messaging.
- **Messenger Platform and IG Messaging API policy**, Meta for Developers, on the 24-hour window.

DO IT IN SECONDS, FREE

chatinflow.com/flows/story-lead-magnet