

MAKE YOUR NEXT MESSAGE COUNT

ManyChat Starter Guide

5 practical ways to turn interested viewers into conversations - with ready-to-use message ideas.

COMMENT



MESSAGE



NEXT STEP

A useful link. A clear invitation. Less repetitive typing.

What does ManyChat actually do?

ManyChat lets you build messaging automations. On Instagram, a comment containing your chosen keyword can trigger a private reply. You write the message, choose the link, and control what happens next.

Start here: pick ONE resource, ONE keyword, and ONE post. Test the whole experience before inviting your audience.

01 / FIND YOUR USE CASE

Five ways to put it to work

Choose the example that fits what you already offer. These are sample workflows, not earnings claims.

01

Deliver a free resource

A creator posts a useful tip. A viewer comments GUIDE and receives a DM with a button to get the checklist.

02

Share a product link

A business shows a product in action. The keyword DETAILS starts a message with a link to the product page.

03

Respond to story replies

Invite viewers to reply to an Instagram story with INFO. Send the relevant resource or offer through your configured flow.

04

Invite email signups

Ask interested viewers whether they want updates. Explain what they will receive and request their email voluntarily.

05

Follow up on interest

A supported Quick Automation can send a reminder when a link is not clicked. Keep it relevant and within messaging rules.

Best first test: deliver one genuinely useful guide. Make the promised resource easy to open on a phone.

One comment. A clear next step.

Example: someone wants this guide after seeing your Instagram reel.

1

Your reel

"Want five practical message ideas? Comment CHAT."

2

Their comment

CHAT

3

Opening DM

"Want the free ManyChat Starter Guide?"

Button: Send my guide

4

Their tap

The viewer taps the reply button to continue the conversation.

5

Your resource message

"Here is your guide!"

Button: Get the free guide

Important: an initial private reply alone does not open Instagram's 24-hour messaging window. A qualifying reply or button interaction does. Opening a website link alone does not count as an opt-in.

03 / COPY, THEN PERSONALIZE

Your message mini-kit

The resource should exist before the post goes live. Replace bracketed text with your own real link.

VIDEO CALL TO ACTION

"Want ideas for your own account? Comment CHAT and I'll send you our free ManyChat Starter Guide - with five practical examples and messages you can adapt!"

PUBLIC COMMENT REPLY

"Thanks for asking! Check your DMs for the guide."

OPENING DM

"Hi! Would you like the free ManyChat Starter Guide? It includes five practical examples and message ideas."

Reply button: Send my guide

RESOURCE DM

"Here's your guide! Start with one keyword and one useful resource, then test the flow."

Link button: Get the free guide

Destination: [Your published guide URL]

Optional next step: offer product information only when it fits the viewer's request. Keep the free guide easy to access.

Use the comment CTA only on channels where you have tested that delivery flow. Elsewhere, use a working bio or description link.
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Your first automation checklist

Build one working experience before adding more keywords or offers.

- ☐ **Connect the right account**
Confirm you are using the intended Instagram professional account.
- ☐ **Prepare the guide link**
Publish the PDF at a stable, accessible URL. Check it while signed out.
- ☐ **Choose your trigger**
In ManyChat, select Auto-DM links from comments and the intended post or reel.
- ☐ **Set the keyword**
Use CHAT. Add your opening DM, reply button, and guide delivery message.
- ☐ **Preview, activate, and test**
Test from another account. Confirm the comment, DM, button, and PDF all work.
- ☐ **Measure what matters**
Review available message sends, reads, link clicks, and email submissions. Compare results before changing the offer.

You do not need affiliate approval to use ManyChat. Features vary by plan and channel. Automation saves repetitive work; it does not guarantee views, customers, or income.

OFFICIAL RESOURCES

[Auto-DM links from comments](#)

[Instagram comments and messaging rules](#)

[Story replies and performance insights](#)

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