



24/7 AUTO-REPLY TOOLKIT



Your tools become teammates—leads captured while you sleep.

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IG/FB Magic Word DM Triggers

Copy blocks for trigger words; where to paste.

Platforms that supports it

1. Instagram (via Meta Inbox, ManyChat, or MobileMonkey)

- Allows "Keyword" or "Comment" triggers.
- Works through Meta's Professional Inbox (under 'Automated Responses').
- Also integrates with chatbot tools (ManyChat, Chatfuel, etc.).

2. Facebook Pages

- Keyword-based replies available under Inbox > Automated Responses > Frequently Asked Questions / Instant Reply.
- Can sync with Meta Business Suite for cross-platform automation.

Type	Trigger Words	Purpose	Reply Example
Freebie	guide, ebook, freebie, toolkit	Deliver lead magnet	Hey 🙌 here's your free download: [link].
Offer	pricing, services, rates	Share offer page or booking link	Here's our current packages: [link].
Education	training, masterclass, video	Deliver tutorial link	"Got it! Watch the quick video here [link]."
Social Proof	reviews, testimonials	Share proof or case studies	"Check out what others are saying 🗨️ [link]."
Access	join, waitlist, apply	Push to sign-up or form	"You're in! Tap here to join: [link]."

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Where to paste

Option 1 — Inside Meta Inbox

1. Open Meta Business Suite → Inbox.
2. Go to Automations → Create Automation → Keyword Response.
3. Add your “magic word” (e.g., guide).
4. Paste your pre-made DM reply from below.
5. Save and toggle it ON.

Option 2 — Inside ManyChat or Chatfuel

1. Go to Automation → Keywords.
2. Add your word and attach the reply message.
3. Test it by DMing your own page.

Trigger 1 — “guide”

A. Simple:

Hey there 🙌 Here's the free guide you asked for: [link].
Save it and let me know what part you'll start with first.

B. Conversational:

Got you covered! ❤️ Here's the guide — it's a game changer. Tap here to grab it: [link]

Follow-up (after 1–2 hrs):

Quick check-in — did the guide open okay? I'd love to know your favourite takeaway.

Trigger 2 — “pricing”

A. Simple:

Thanks for asking! Here’s our current pricing breakdown: [link]
Everything’s transparent — no hidden fees.

B. Conversational:

I love that you asked 🙌 Here’s the pricing page (super quick read):
[link]

Follow-up (after 1–2 hrs):

Would you like me to send you a sample quote or package suggestion?

Trigger 3 — “join”

A. Simple:

You’re in the right place! Here’s the link to join our program: [link]
Once you sign up, you’ll get a confirmation email instantly.

B. Conversational:

Love the energy! 🙌 Here’s where you can join us: [link]
Excited to welcome you in!

Follow-up (after 1–2 hrs):

Want a quick tour of what’s inside before you join? I can send you a sneak peek

Trigger 4 — “video”

A. Simple:

Here’s the tutorial you requested 📺 Watch it here: [link]

B. Conversational:

Boom! 🎬 Here’s that video you wanted. It breaks everything down step-by-step: [link]

Follow-up (after 1–2 hrs):

Did the video help? I’ve got a bonus clip if you want to go deeper.

Trigger 5 — “reviews”

A. Simple:

Here’s what our clients are saying 💬 Check out their results: [link]

B. Conversational:

Don’t just take my word for it 😊 — see what others are saying: [link]

Follow-up (after 1–2 hrs):

Want me to connect you with a past client for a quick chat?

Trigger 6 — “apply”

A. Simple:

Great! To apply, fill out this short form: [link] It only takes 2–3 minutes.

B. Conversational:

Awesome! 📝 Here’s the quick application link: [link]

Can’t wait to see if we’re a perfect fit.

Follow-up (after 1–2 hrs):

Once you submit, message me “done” so I can fast-track your review.

YouTube Comment Auto-Reply

Copy + placement instructions.

Where to paste

Option 1 — Inside YouTube Studio (Manual/Template Reply)

1. Go to YouTube Studio → Comments.
2. Click the three dots (...) beside a comment → Reply.
3. Paste your chosen auto-reply template.
4. Optional: save it in your Saved Replies or notepad for future use.

Option 2 — Using Automation Tools

- Tools like TubeBuddy, vidIQ, Hootsuite, or Agorapulse can automate comment replies or apply pre-saved templates.

You can set up triggers like:

- Comment contains “link”, “freebie”, “email”, etc.
- Or apply to all new comments on a specific video.

Type 1 — Positive Feedback (“Love this video!”)

A. General:

Thanks so much for watching! Really glad you found it helpful 🙏

B. Friendly:

You made my day 😊 I’m so happy this helped! What’s one part you’re going to try first?

CTA-Driven:

Appreciate the support! 💪 If you liked this one, you’ll love this free resource too: [link]

Type 2 — Questions (“Where can I get this?” / “What tool do you use?”)

A. General:

Great question! Here’s the link to what I mentioned: [link]

B. Friendly:

You’ve got a sharp eye 👁 — here’s that tool/resource I talked about: [link]

CTA-Driven:

Awesome question! I actually made a quick guide that breaks it down — grab it here: [link]

Type 3 — Request for More Info (“Do you offer coaching?”)

A. General:

Yes! You can see all the details here: [link]

B. Friendly:

Absolutely 😊 Here’s where you can see how I work with clients: [link]

CTA-Driven:

Yep! If you’re serious about [result], this page explains how it works → [link]

Type 4 — Negative or Critical Comments

A. General:

Appreciate your feedback! I’ll keep that in mind for future videos.

B. Friendly:

Thanks for sharing your thoughts — always open to improving and learning! 🙌

CTA-Driven:

Thanks for sharing! If you’d like to see how we do it differently, check this explainer: [link]

Email Auto-Reply Templates

Deliver freebie + soft recommendation.

Where to paste

Option 1 — Gmail / Outlook Quick Replies

1. Go to Settings → See all settings → Advanced → Canned Responses/Templates.
2. Enable Templates, then Compose → Save as template.
3. Add your subject + message below.
4. Set a rule (Filters → Auto-reply for specific keywords or senders).

Option 2 — Systeme.io / Email Platform

- Create a new automation → Trigger = form submitted / tag added.
- Choose "Send email" action.
- Paste the chosen template.
- Optional: add delay (e.g. send instantly or 5-minute wait).

Template 1 — Freebie Delivery (Instant Response)

Subject: Your free guide is on the way 🚀

Body:

Hey there!

Here's the guide you asked for — you can download it instantly below:

👉 [link]

Tip: Save it to your phone or desktop so you can revisit it anytime.

If you'd like to go deeper, I've also included a bonus resource you might love: [bonus link]

Talk soon,
[Your Name]

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Template 2 — Enquiry / Service Request

Subject: Thanks for reaching out — let's make it easy to connect

Body:

Hi [Name],

Thanks so much for your message! I've received your enquiry and will personally get back to you within 24 hours.

In the meantime, here's a quick overview of how we can work together:
[link to services or brochure]

Looking forward to chatting soon,
[Your Name]

Template 3 — Out-of-Office (Friendly & Useful)

Subject: Thanks for your message — here's what to expect

Body:

Hey there 🙌

I'm currently away from my desk and will reply as soon as I'm back on
[date].

If your message is about:

- A freebie → check your inbox for the download link.
- A project or collaboration → you can book a call here: [booking link].

Appreciate your patience!

Warmly,

[Your Name]

Template 4 — Post-Freebie Nurture (Soft Offer)

Subject: Quick question — did you get your guide okay?

Body:

Hi [Name],

Just wanted to check if your freebie downloaded smoothly.

Most people who grab it also ask, “What’s next?” — so here’s something you’ll love: [mini-offer / workshop / course link].

Keep exploring — you’re closer than you think.

Cheers,

[Your Name]

Template 5 — Thank-You After Purchase

Subject: You’re all set — thank you for your order ❤️

Body:

Hi [Name],

Your order’s confirmed! We’re processing it now and you’ll receive delivery details soon.

While you wait, here’s a sneak peek at what’s next: [onboarding guide / bonus video].

Thanks for choosing us — truly appreciate your trust.

Warm regards,

[Your Name]

Systeme Tag & Segment Recipes

Step-by-step tagging and segmentation.

Where to Set It Up

Inside Systeme.io:

1. Go to Contacts → Tags → Create Tag.
2. → Example: "freebie-guide", "clicked-offer", "customer".
3. Then go to Automations → Workflows → Create Workflow.
4. Add Trigger (e.g., "Form subscribed", "Tag added").
5. Add Action (e.g., "Add tag", "Send email", "Wait 2 days", "Remove tag").
6. Save, test, and activate.

Recipe 1 — Freebie Funnel Tag Flow

Goal: Deliver the freebie + segment new subscribers into a nurture sequence.

Flow:

- Trigger: Form submitted (Freebie form)
- Action 1: Add tag freebie-optin
- Action 2: Send "Freebie Delivery" email
- Wait 1 day
- Action 3: Add tag nurture-start

Recipe 2 — Clicked But Didn't Buy

Goal: Identify warm leads who clicked a sales link but didn't complete checkout.

Flow:

- Trigger: Link clicked (from any email)
- Action: Add tag clicked-offer
- Wait 3 days Condition: "Did not purchase"
- Send reminder email
- Add tag re-engage

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Recipe 3 — Purchase Completed

Goal: Tag new customers separately for post-purchase automation.

Flow:

Trigger: Payment successful

→ Action 1: Add tag customer

→ Action 2: Remove tag clicked-offer

→ Action 3: Send “Thank-You / Onboarding” email

Recipe 4 — Re-Engagement

Goal: Reconnect with inactive subscribers after 30 days of no opens.

Flow:

Trigger: 30 days no email opened

→ Action: Add tag inactive

→ Send “We Miss You” email

→ If opened → Remove tag inactive, Add tag re-engaged

Recipe 5 — Interest-Based Segmentation

Goal: Let subscribers self-segment by clicking interest links.

Flow:

Email contains 3 buttons:

– “Health Tips” → Add tag interest-health

– “Marketing Tools” → Add tag interest-marketing

– “Automation Hacks” → Add tag interest-automation

3-Message Nurture

Templates; timing; reply tags.

Where to Set It Up

Inside Systeme.io (or any email platform):

1. Go to Emails → Campaigns → Create Campaign.
2. Add 3 emails.
3. Set delays:
 - Email 1 → send instantly,
 - Email 2 → after 1 day,
 - Email 3 → after 2 days.
4. Connect your campaign to your freebie trigger tag (see Section 4).

Message Framework Overview

Day	Focus	Goal
1	Quick win	Deliver instant value + build trust
2	Connection	Share story or belief shift
3	Invitation	Offer next step / CTA

Message 1 — “Your Quick Win”

Subject: Here's your [freebie name] — plus a quick bonus tip 🚀

Body:

Hey [Name],

Your [freebie name] is ready — download it here 🖱️ [link]

Here's something extra: try this one-minute tweak that makes it 2× more effective... [short practical tip or insight]

You'll get a couple of short emails from me this week with more ways to make this stick.

Enjoy your quick win,
[Your Name]

Tag logic: **nurture-1-sent**

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Message 2 — “The Story Shift”

Subject: The mistake I made (so you don’t have to) 😊

Body:

Hi [Name],

When I first started [topic], I completely missed this one thing...
[1-2 lines about your personal struggle → lesson learned]

That’s why I created [freebie / framework]. It fixes that exact issue.

If you’ve had that same “ugh” moment, you’ll love what’s next — I’ll share a shortcut tomorrow that changes everything.

Talk soon,

[Your Name]

Tag logic: remove **nurture-1-sent**, add **nurture-2-sent**

Message 3 — “The Gentle Offer”

Subject: Ready to go deeper?

Body:

Hey [Name],

By now you’ve seen how small tweaks can create big results.
If you’re ready to level up, here’s the next step I recommend:

👉 [offer / booking / course link]

No pressure — even if you’re not ready, save this email so you can come back later.

Rooting for you,
[Your Name]

Tag logic: add **offer-interest**; remove **nurture-2-sent**

Metrics That Matter

Replies, clicks, subs; 7-day review sheet.

Where to Check Your Data

In Systeme.io

1. Go to Emails → Statistics for each campaign.
2. Review Open Rate, Click Rate, and Unsubscribe Rate.
3. Under Contacts, filter by tags to see who clicked or bought.

In Meta Inbox (IG/FB DM Automations)

1. Open Meta Business Suite → Inbox → Insights.
2. Look at Response Rate and Average Reply Time.

In YouTube Studio

1. Go to Analytics → Engagement → Comments.
2. Track how many comment threads you've replied to automatically.

Core Metrics and Benchmarks

Metric	What It Shows	Good Target	Fix If Low
Open Rate	Subject line + sender trust	40–60 % for warm lists	Re-test subject lines & sender name
Click Rate	Link placement + CTA strength	8–15 %	Shorten emails, use 1 clear CTA
Reply Rate	Personal tone + engagement	3–5 %	Add a question at the end
New Subscribers	Growth speed	Steady weekly increase	Add more triggers / entry points
Conversion s (Sales or Bookings)	Nurture effectiveness	2–5 % of list	Review Message 3 CTA timing

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7-Day Review Sheet

Day	Metric	Target	Actual	Notes / Action
Mon	Open Rate (%)	50		
Tue	Click Rate (%)	10		
Wed	Replies	3		
Thu	New Subs	+20		
Fri	Conversions	2		
Sat	Unsubs	< 1		
Sun	Overall Grade (A-D)			

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Troubleshooting

Spam filters, throttling, platform quirks.

Common Issues + Fixes

1. Auto-Replies Not Sending (IG / FB DMs)

Symptoms: DM trigger word doesn't fire.

Fix

- Double-check the exact spelling (Meta is case-sensitive).
- Avoid multi-word triggers like "free guide please." Stick to one word.
- Make sure "Automations" are toggled ON inside Meta Inbox > Settings.
- Disconnect and reconnect your Facebook Page to Instagram under Account Centre.

2. Replies Delayed or "Throttled"

Symptoms: Meta shows "message limit reached."

Fix

- Reduce the number of simultaneous DM automations.
- Remove excessive emojis or links (Meta flags spam patterns).
- Space out automations — 15 sec delay between messages is safest.
- Keep below 50 outbound auto-messages per hour per page.

3. Emails Landing in Spam / Promotions

Symptoms: Subscribers never see your auto-reply.

Fix

- Send test emails to Gmail + Outlook before launch.
- Use your real name in the "From" field (builds trust).
- Avoid spam-trigger words: free!!!, instant access, click now, guarantee.
- Limit links to 2 max; add a plain-text version if possible.
- Set up a verified domain (SPF + DKIM) in Systeme.io or your email host.

4. Tag or Workflow Errors in Systeme.io

Symptoms: DM trigger word doesn't fire.

Fix

- Audit all triggers: only 1 entry point per workflow.
- Delete unused or duplicated tags.
- Use clear naming: **freebie-optin**, **clicked-offer**, **customer**.
- After editing, click "Test Workflow" on a dummy email.

5. YouTube Auto-Reply Not Appearing

Symptoms: Reply shows in Studio but not live.

Fix

- Refresh the video page — sometimes cached comments hide new replies.
- Avoid links that start with http — YouTube filters some automatically.
- Keep replies under 250 characters.
- If using TubeBuddy/vidIQ, re-authorise your YouTube API connection.

6. Keyword Trigger Sends the Wrong Message

Symptoms: Multiple triggers overlap.

Fix

- Review automation priority order — most tools send the first match.
- Rename uncommon triggers (e.g. use "ebook!" instead of "ebook").
- Test each by messaging yourself from a personal account.

7. Subscribers Stop Opening Emails

Symptoms: Open rate drops > 15 %.

Fix

- Run your Re-Engagement Workflow (Section 4).
- Change your subject-line format — curiosity beats hype.
- Send from a new sub-domain if deliverability plummets.

Compliance

Platform-safe wording; general disclosure footer.

Platform-Safe Guidelines

Platform	Key Rules	Watch-Out Words
Instagram / Facebook	• Always reply only after the user messages first. • Limit to 3 follow-ups within 24 h (Meta's "24-hour rule"). • Avoid bulk link blasts.	"Click NOW!", "Claim instantly", "Guaranteed profit"
YouTube	• No links that leave YouTube in first comment unless pinned by you. • Replies must look conversational, not spammy or repeated.	"Giveaway here", "Free money", "Subscribe for cash"
Email (Systeme.io / Gmail)	• Always include unsubscribe link + business address. • Send only to opt-ins. • Maintain clear sender name (human, not "noreply").	"100% risk-free", "Act now or miss out", "This is not spam"

Safe Message Anatomy

Clear Intent – remind the user why they're receiving it.

Soft CTA – invite, don't pressure.

Easy Exit – always give them control ("Reply STOP to opt out").

Footer Transparency – include business info and short disclaimer.

Copy-Ready Disclosure Footer Block

Disclaimer: You're receiving this automated message because you requested [resource / update / support]. We respect your inbox – reply STOP to opt out anytime.

[Your Business Name] • [City, State] • [Website URL]

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