



**'How To Attract More
Followers & Generate
Faster Sales With
Instagram Automations'**



Hello and Welcome!

My name is Mark Huber, coming to you from beautiful Vancouver, Canada where I am 'head honcho' at SuccessOnTheFly Marketing, a boutique agency that helps business owners, entrepreneurs and individuals (perhaps just like you) generate more reach & revenue faster from your current online activities on Instagram specifically through the power of chat messaging and conversational marketing.

I have been working in the trenches with Chatbots and Messenger marketing for the past 4 years and been online for the past 20+ years...

The recent announcement by Instagram allowing the use of 'Instagram Automations' is a huge milestone for the platform!

I and others have been using these automations for many years now and they have become fairly well known online through Facebook and Messenger.

But, they are brand new (as of 4 June, 2021) to the Instagram platform.

I'm excited for you because it's a 'blue ocean' for anyone who embraces the reality that chat marketing & conversational commerce are now recognized as fundamental strategies for generating qualified leads, sales and customer loyalty faster in today's modern online world.

We are so pleased that you are here to celebrate this milestone with us too!

Congratulations to you also because just by your being here tells us that you are a savvy business owner who is interested and open to new ideas and ways of doing things that will make it easier for your business to flourish and so make it easier to also create the life and lifestyle of your dreams.

We are here to help by giving you the ability to quickly monetize Instagram in a way that actually didn't exist on the platform before 4 June of this year - 2021!

We also help you use the new Instagram Automations to build a messaging list, email list and SMS list for marketing purposes and help you monetize those channels as well.

So actually building 3 brand new, monetizable channels from your current Instagram channel!

Let's dive in!

Imagine for a moment that you could automate your current Instagram DM replies...

Or your posts comments replies...

Would that make your life easier!

And what if those replies could be created to engage your followers in simple (scalable) conversations that made it faster, easier and more fun to buy from you?

Interested?

Good!

Because Instagram has just now has opened up this opportunity and now it's available to all accounts irrespective of follower count!

The opening of a channel like Instagram to platforms like [ManyChat](#) (our preferred chat messaging creation platform) happens once in a decade, so this is still early days for Instagram messaging automation!

My advice is to start getting familiar with [Manychat](#) (Manychat for IG DM Automation is a 100% Instagram-approved service provider that I and thousands of others online trust & use on a daily basis. Which is great because we have used them for years for creating Messenger conversations and automations on FB, etc!)

How to Use Instagram Automation by ManyChat -FREE vid course <https://manychat.com/resources/video-course/how-to-use-instagram-automation-by-manychat/intro-to-instagram-automation-by-manychat>

Some of the key features of IG Automation by ManyChat are:

Flow Builder: Instantly launch chat experiences, all without writing any code. Create customized experiences with text, media, and destinations (such as a website) 'Point to' or 'deliver up' coupons/discounts, reports, webinars, online trainings, courses, (fill-in-the-blank)

Automated DM Reply Messages - Keywords: Automate your DMs, Trigger messages, entire conversations, and business automations if an IG user messages you with a specific, pre-determined keyword.

Comments Automation: Also known as Comments Growth Tool (CGT). Brands can trigger three distinct automations at once in order to reply to a user's Instagram Post Comment via a comment, like or "heart" a user's comment, and send the user who commented a message.

Story Mentions Trigger: Brands can instantly reply to everyone who mentions their handle/account name in a Story.

Conversation Starter: These are pre-filled buttons presented to new customers when they message a business account to kick-start a discussion about that topic.

Other features include live chat, and automated replies and the ability to capture user information. (This is where you get to start building your messaging list, email and SMS and adding your followers into your CRM too!)

Alrighty then, that's Manychat's Instagram Automation at a high level!

Let's get into the details and talk about key features.

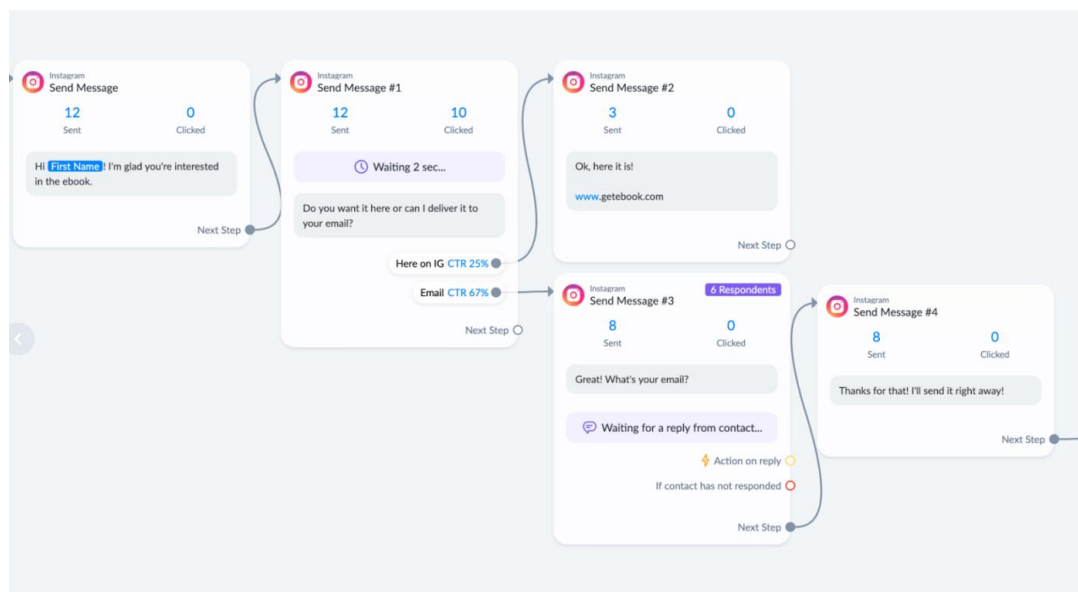
Flow Builder

With Flow Builder, you can build personalized conversations FAST inside a flowchart-based interface.

Create different conversation "branches" based on a user's response to your automation, like when they click a button or give you their email.

Brands can customize text, media, and destinations (such as a website) and instantly launch chat experiences, all without writing any code.

Use Flow Builder sequences to trigger business automation, like collecting emails & updating your CRM. All of which can be created through the same interface.



Instagram Automated DM Messages

Most of us don't have the time to reply to hundreds of Instagram DMs every day.

However, the opportunity to scale Instagram DMs is enormous. And don't take it from me. Here's what Gary Vaynerchuk had to say about Instagram DMs:

"Instagram DM (Direct Message) is the single biggest networking or business development opportunity of this decade." - Gary Vaynerchuk | VaynerMedia

There just hasn't been a tool available to make that possible — until now.

Keywords

Trigger messages, entire conversations, and business automations if an IG user messages you with a specific, pre-determined keyword.

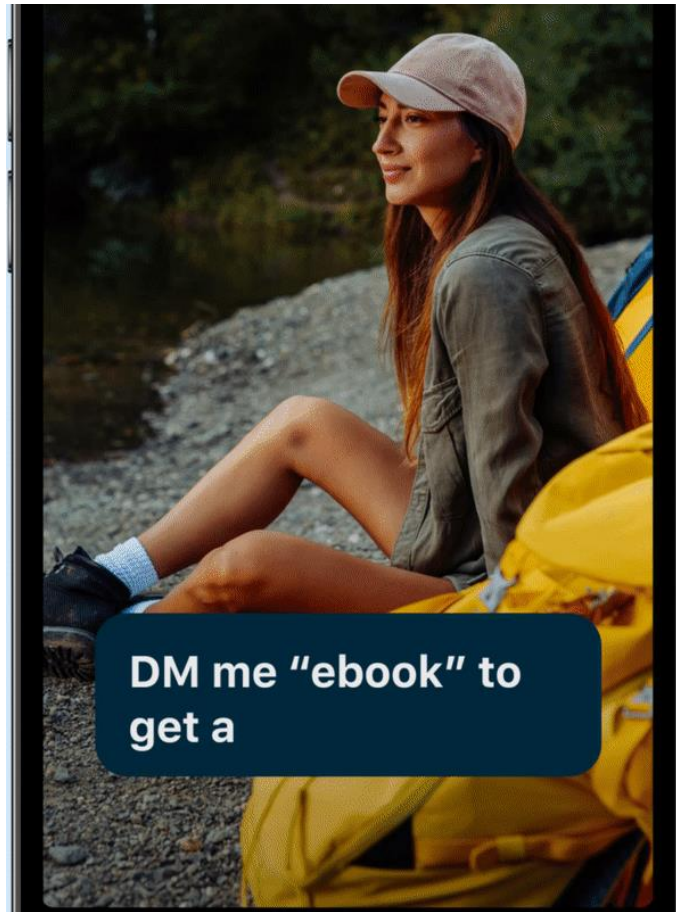
Imagine being able to say to your followers:

"Hey, we've got a deal happening! For the next 24 hrs, DM us with the word 'SWAG' and we'll shoot you over our special 20% discount coupon!"

How cool would that be!

This is where 'Keywords' are so powerful because they allow you to send a specific message tied to a specific Keyword.

Save yourself hours of time every day with Instagram auto-reply DMs and turn your Instagram DM inbox into your latest lead generation tool!



Comments Automation

Comments Automation in ManyChat is called the "Comments Growth Tool." It enables brands to trigger 3 distinct automations in one go, allowing them to:

- 1.** Reply to a user's Instagram Post Comment via a comment
- 2.** Like or "heart" a user's comment
- 3.** Send the user who commented a message

The Comments Growth Tool automation is powerful, allowing brands to control which posts to fire for, which post words/phrases to look for, and of course, which message or conversation to send.

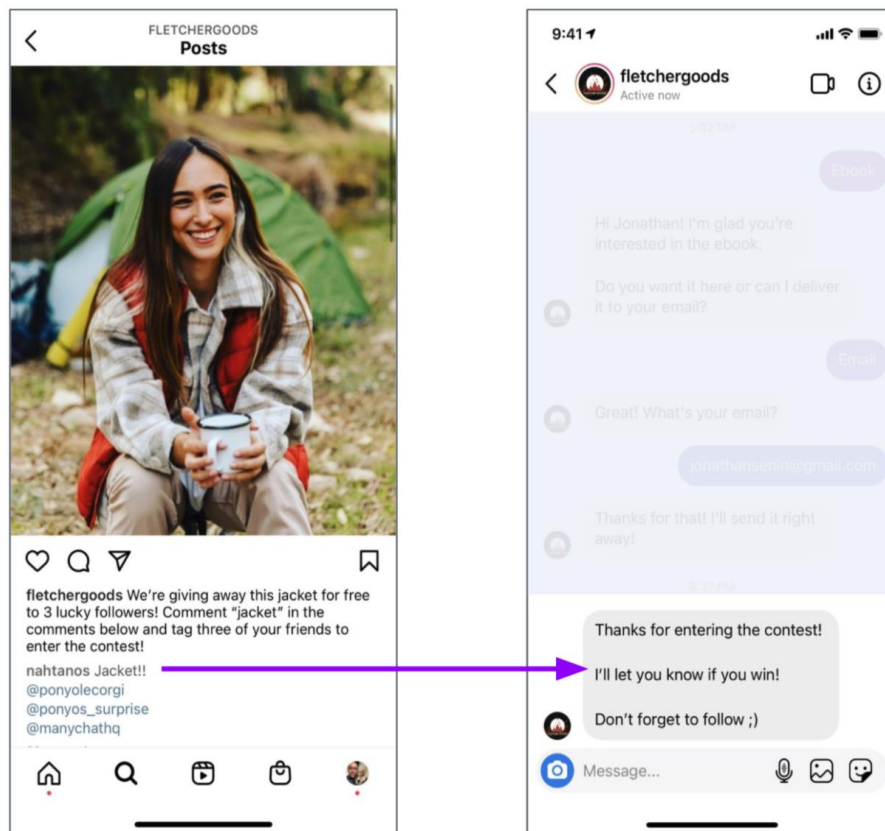
It's perfect for engagement beyond ☒ every user comment.

As simple as this sounds by Internet standards, it's actually a huge deal for Instagram marketing.

It's kind of crazy how effective this is. Since the CTA (call to action) is to comment on the post, you're triggering the Instagram algorithm with all the comment engagement your post is receiving, which in turn makes your post more visible.

Plus, sending traffic to your website from anywhere on Instagram, other than your Instagram profile page has never been easy — until now!

Brands use them for many things, but they've become quite popular for conducting giveaways and gaining followers. See below:



Story Mentions Trigger

Looking for more Instagram followers? Now, it's super easy. Just get 'mentioned' more!

This one happens to be one of my favourites.

With a Story Mentions message, you can send a short thank you note, start an entire automated conversation, or even trigger a business automation.

Here's how it works: When someone mentions your brand/handle in their story, your chat automation immediately thanks them for the 'shout out'!

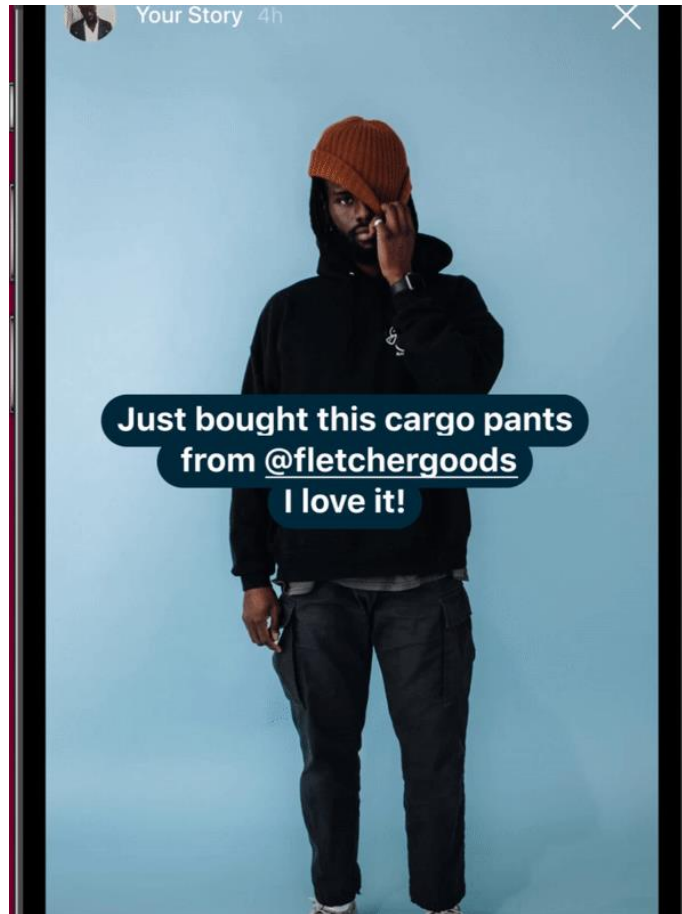
But don't stop there!

Besides sending a thank you why not add in a discount coupon or a special (fill-in-the-blank).

You don't even have to lift a finger because it's sent immediately & automatically!

How cool is that! (Just think what you could do!)

Story Mentions Triggers support customer engagement at scale and help businesses kick off conversations from a simple mention.



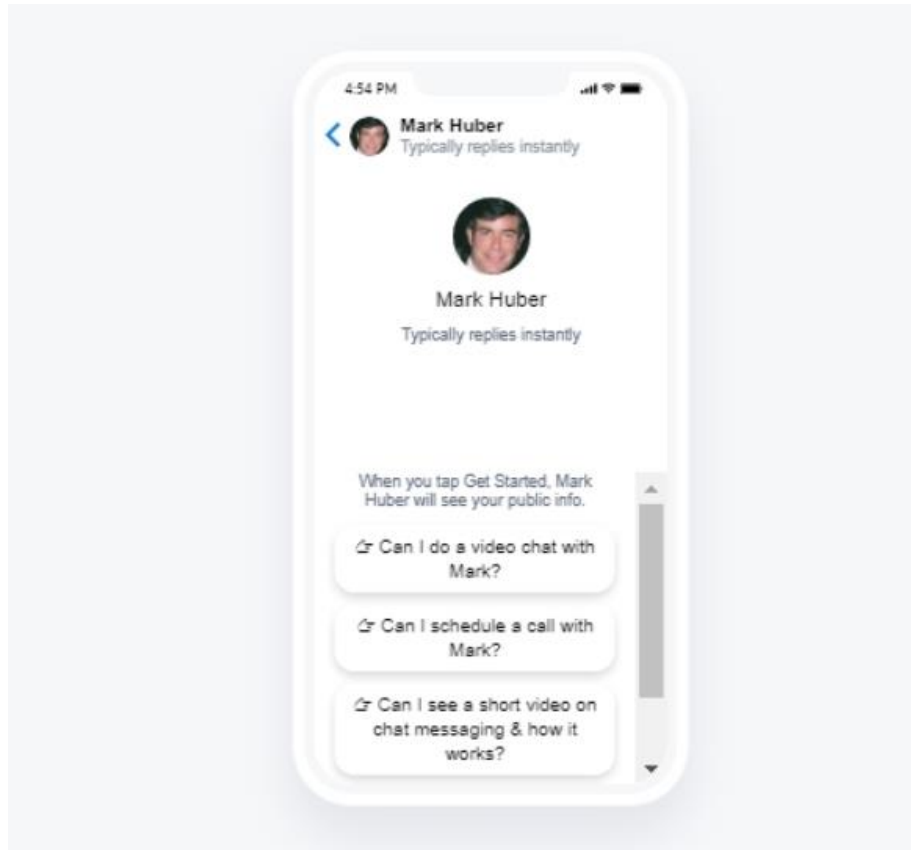
Conversation Starters

Help customers who have never messaged your account before to initiate a conversation on a specific topic by adding a Conversation Starter.

These handy pre-filled buttons are presented to new customers when they message your account; when tapped, they'll kick-start a discussion about that topic.

Conversation Starters are great for providing answers for frequently asked questions, like the ever-popular "Do you offer free shipping?"

Since they only appear to Instagram users who have never messaged your account, they're particularly helpful for quickly giving new customers a way to acquire answers or resolve an issue.



Capture User Information

Folks, this is huge!

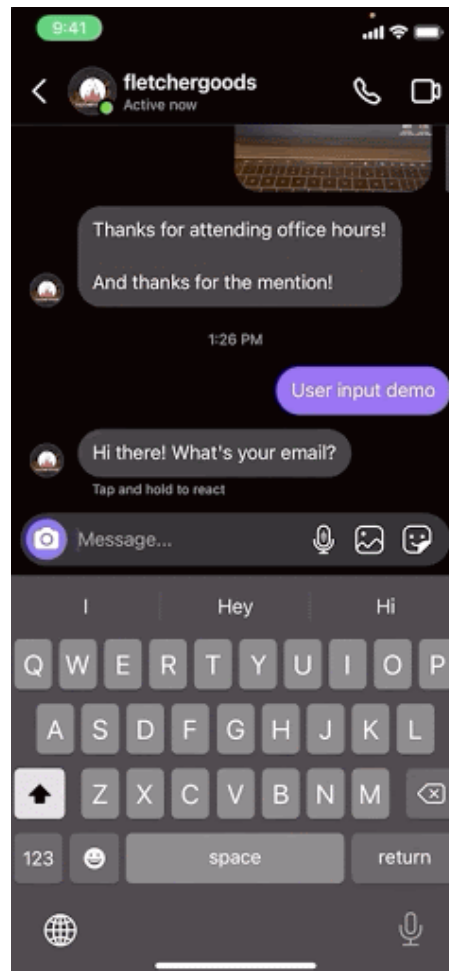
Brands can now capture critical user information, like emails or phone numbers, and store them in ManyChat's CRM using Flow Builder.

You can automatically capture this user-provided information as a natural part of the conversation and use it to personalize your responses.

Now, with the new Instagram Automations your chat interactions are building 3 new lists to market to & make money from: messaging, email & SMS lists!

Brands love to use ManyChat to run giveaways and promotions in exchange for customer emails, which they can instantly send to email

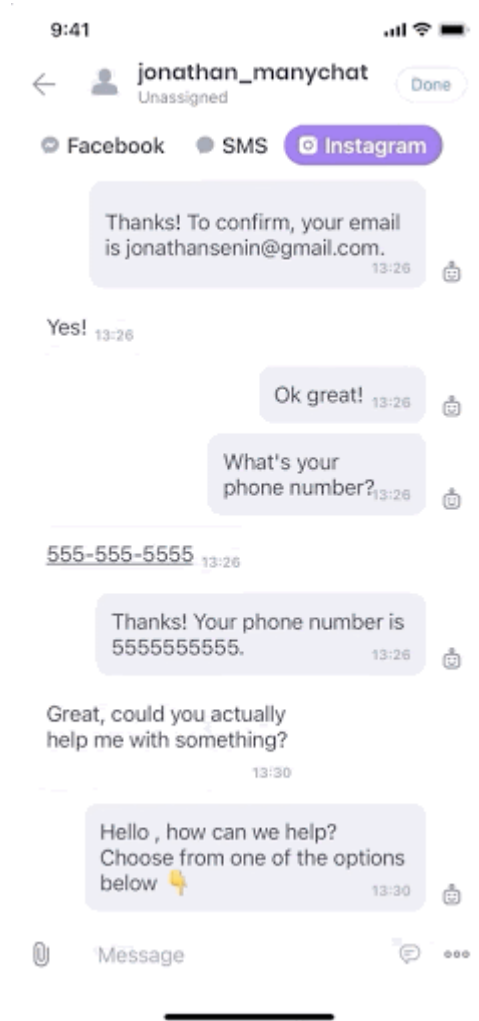
platforms like MailChimp or Klavio for future customer communication campaigns.



Live Chat

We love automation, but there's always a good reason to have a real-time conversation with customers. Set up your team members on Live Chat so they can engage in one-on-one discussions with Instagram users.

Live Chat is superior to Facebook's Inbox because team members can see all the collected information stored in ManyChat's CRM. This info allows you to personalize your customer approach. For example, you and your team can treat "new" customers differently from "returning" customers.

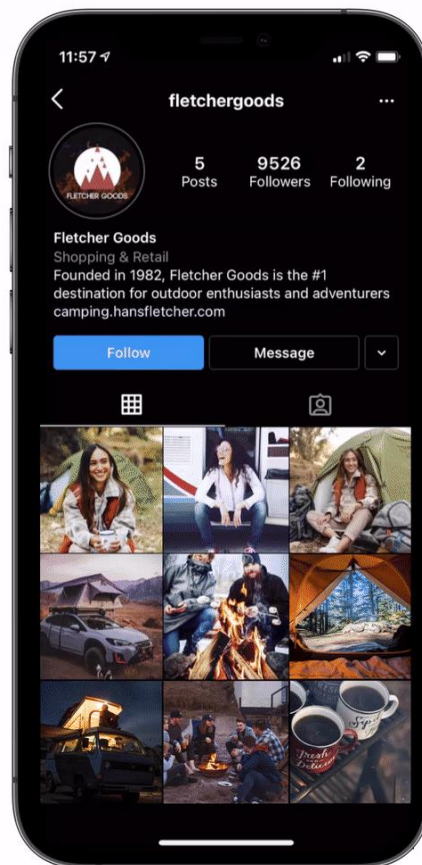


Automated Replies

With Instagram Automation, brands will never miss a customer message and can respond to each one using a function called the “Default Reply” in ManyChat.

It automatically responds to each incoming customer message with a customized message you create.

Brands can control how often this Default Reply will send and typically treat the Default Reply as a menu of sorts that allows customers to use buttons or Keywords to navigate how they want to interact with the business.



The Default Reply will trigger for all incoming messages, except those you’ve set up automations for using a Keyword or a Comments Automation.

It’s ideal for “catching” all incoming messages and ensuring your business never misses an opportunity to engage a customer.

Instagram Automation Takeaways

While your #1 goal on Instagram is to get followers that are going to engage with your content and buy from you, adding Instagram Automation by ManyChat (or another 3rd party Chabot creation platform) will allow you to grow your business faster by using the power of automation and conversations at scale to increase your Instagram reach and revenue faster.

Now you can engage with your customers at the point when they're most interested—every single time – automatically!

Now, with just one DMd word or Instagram post comment, you can instantly send guided conversations that deliver:

- * coupons/discounts
- * access to free trainings
- * immediate event registration/waitlist
- * access to paid courses/trainings
- * access to your store
- * access to FAQs/answers
- * collect email & phone numbers

- * and MUCH MORE

All conveniently done in a friendly conversational messaging sequence & all within the IG messaging platform.

Still not convinced?

Proof that Instagram Automation works

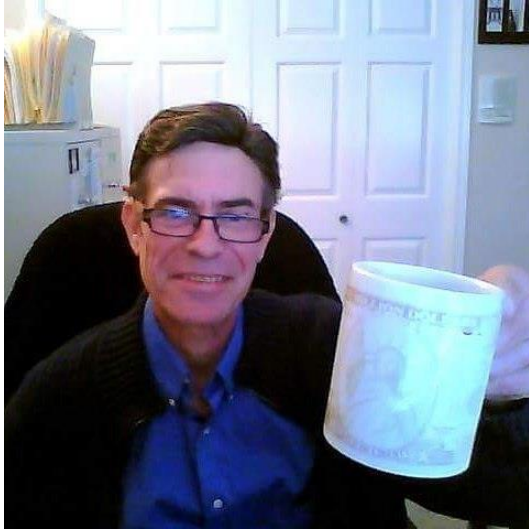
- * Frazer Brookes saw a 40% lift in story engagement
- * Mindvalley achieved a 522% increase in Masterclass Sign-Ups
- * OlimpiaHome boosted leads by 30%
- * Roma by Rochi Giveaway saw a 741% lift in engagement
- * Gold's Gym achieved a 9X lift in bookings

And there you have it!

Up for the challenge?

Now, go get `em tiger!

Cheers!



Mark Huber, Chat Messaging & Conversational Marketing Specialist

To learn more about IG DM Automation follow Mark on Instagram here https://www.instagram.com/test_successonthefly

Note: Everything in this guide is showcased there with 'under the hood' training videos & actionable posts.

Our passion is in helping businesses owners, entrepreneurs & individuals (perhaps just like you) increase your reach & revenue faster on IG through the use of chat messaging and conversational marketing.

And by giving you the ability to further monetize Instagram in a way that didn't exist before while building: a messaging list, email list and SMS list.

And help to monetize these channels as well so now you are building 3 brand new monetizable channels from your current Instagram channel.

We won't lie to you. You can definitely do this! But if you'd rather have someone else do all the heavy lifting so that you can stay focused on what you do best. Then we can definitely help with that.

Time Sensitive Offer: Each month we open up a few slots in our agency to help busy business owners. (First come, first serve). We will create & deploy a totally 'done for you' (DFY) Instagram Automations marketing package that you can immediately stitch into your current marketing program.

Who This Is For: You're the type of business owner who appreciates the value of your time. You seek solutions & hire talent to deliver because 'time is money'!

If this sounds like you, Mark is always up for a 45 min. 'pitch free' chat.

Marks Calendar

<https://bit.ly/MarkHubersCalendar>

Join our FB community

<https://www.facebook.com/groups/instagramdmmarketingautomation/>

Mark Huber subscribes to the ideal that when we discover something of great value it is our obligation and pleasure to share it with others....

- The End -