

ManyChat Setup Guide

Program: **[PROGRAM NAME]**

A step-by-step walkthrough for creators. ~20 minutes to set up, then it runs forever.

What this does

You tell a viewer to comment a keyword on your Reel. ManyChat then automatically:

1. Replies to their comment publicly (so others see it and copy them)
2. Sends them a DM with the link or CTA you set up

Why this works: comments boost reach, DMs convert way better than a link in bio, and the viewer feels like they got a personal response — even though it's automated.

Before you start

You'll need:

- An Instagram **Business** or **Creator** account (not Personal)
- A Facebook account
- A Facebook Page connected to your Instagram (ManyChat needs this — Instagram requires it for any automation)
- About 20 minutes

If your Instagram is set to Personal, switch it now:

Open Instagram → tap your profile → menu (≡) → **Settings and activity** → **Account type and tools** → **Switch to professional account**. Pick **Creator**. Free, takes 30 seconds.

Don't have a Facebook Page linked to your IG?

1. Go to facebook.com → create a Page (any name works — your creator name is fine)
 2. In Instagram → Settings → Accounts Center → Accounts → Add Facebook account → connect the Page
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Part 1 — Sign up for ManyChat

1. Go to manychat.com
2. Click **Get Started Free**
3. Sign up with Facebook (allow ManyChat access when prompted)
4. When asked to choose a channel, pick **Instagram**
5. Select your Instagram account from the list and connect it

Critical step — most-skipped part of setup:

In your Instagram app: **Settings and activity** → **Messages and story replies** → **Message controls** → toggle **Allow access to messages** ON. Without this, ManyChat can't send DMs.

Part 2 — Build the automation

1. In ManyChat, click **Automation** in the left sidebar
2. Click **+ New Automation** (top right)
3. Click **Start From Scratch**
4. Click **Start with a blank**
5. In the Flow Builder, click **+ New Trigger**
6. Pick the **Instagram** tab → select **User comments on your Post or Reel**

Part 3 — Configure the trigger

Choose which post triggers it

- **Specific Post or Reel** → pick the one Reel you want this to run on (best for testing first)
- **Any** → runs on every post you have. Use this once you're confident it works.

Set the keyword

1. In the **Comment includes** box, type your keyword: **[KEYWORD]**
2. Add 2–3 variations separated by commas to catch typos. Example: **INFO, info, Info**

3. Click **Apply**

Keyword tips:

- Keep it **1 word, 4–8 letters** (easier for viewers to type) • Make it **relevant to the video** (e.g., GUIDE, LINK, TRY, START) • Use ALL CAPS in your video CTA — looks intentional and stands out

Part 4 — Set the public comment reply

This is the comment ManyChat posts back so the viewer (and everyone watching) sees something happened.

1. Click the **+** after the trigger node
2. Select **Reply to a comment**
3. Add 2–3 short replies. ManyChat rotates them so it doesn't look botted. Examples:
 - "Sent! Make sure you follow so it goes through ☐"
 - "Just slid into your DMs ☐ (follow me so it lands)"
 - "Done! Follow + check your DMs ☐"
4. Click **Save**

Part 5 — Build the DM

1. Click the **+** after the comment reply
2. Select **Send Message** → **Instagram**
3. **IMPORTANT:** toggle **Send as a Private Reply** ON. Without this, the DM won't send.
4. Paste in the DM script below:

DM SCRIPT — paste this in:

[DM SCRIPT GOES HERE — write it in the creator's voice. Keep it 2–4 short lines. Example: "Hey! Thanks for commenting ☐ Here's the link to [PRODUCT] — let me know what you think! → [LINK]"]

5. Add a button below the message:

- **Button label:** [BUTTON LABEL e.g. "Try It Free"]
 - **URL:** [PROGRAM LINK]
6. Click **Save**

Part 6 — Make non-followers follow first (highly recommended)

Two big reasons to turn this on:

- **Instagram blocks DMs to non-followers** in many cases — without this, those viewers comment but never get the DM.
- **It grows your account** on every video. The viewer has to follow you to unlock the link, so each successful conversion = +1 follower.

How to turn it on:

1. Go back to your trigger node (**User comments on your Post or Reel**) and open its settings
2. Look for the option **"Ask to follow before sending the link"** (sometimes labeled **"Follow gate"** or **"Request to follow"**). Toggle it **ON**.
3. ManyChat will now check if the commenter follows you. If they don't, it sends a short "follow to unlock" message first, then delivers the link DM once they follow.

If you don't see the toggle in the trigger settings:

You're probably building from scratch instead of using a template. Two options:

- Easier: delete this automation, go back to **Automation** → **New Automation**, and pick the **"Auto-DM links from comments"** template (Quick Automation). The follow-gate toggle is built in.
- OR: in your flow, add a **Condition** step before the main DM. Set it to check **"User follows your Instagram"** → **No**. On the No branch, add a short DM saying *"Follow me first to unlock the link"* with a follow button. Then connect both branches into the main DM.

Update the public comment reply too. Go back to Part 4 and add a variation that sets expectations, e.g. *"Sent! Make sure you follow so it goes through"*.

Part 7 — (Recommended) Add a smart delay

Without a delay, the DM hits in 2 seconds and feels obviously botted. A 30-second to 2-minute delay makes it feel real.

1. Click the **+** between the trigger and the DM step
 2. Select **Smart Delay**
 3. Set it to **1 minute**
 4. Save
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Part 8 — Publish the automation

1. In the top-right corner, click **Set Live**
 2. Confirm. Done — your automation is live.
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Part 9 — Test it before posting

Always test before going live in your video.

1. From a **different** Instagram account (a friend's, your alt, etc.), comment the keyword on the post
 2. Within ~30 seconds, you should see the public reply
 3. Within 1–2 minutes, the DM should arrive in that account's inbox
 4. If it doesn't fire, check the Troubleshooting section below
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Part 10 — Use it in your video

This is where the conversion math actually happens. Three things to nail:

1. Verbal CTA in the video

End your Reel with a clear, single-keyword ask. Examples:

- "Comment **[KEYWORD]** and I'll DM you the link"
- "Want it? Drop **[KEYWORD]** in the comments and I'll send it over"

- "I made a guide on this — comment **[KEYWORD]** and I'll send it your way"

2. On-screen text

Add a text overlay in the last 2–3 seconds of the video showing the keyword in big bold letters. People who watch on mute (most of them) need to see it.

3. Pinned comment

As soon as you post, leave a comment yourself:

Pin this comment:

Comment **[KEYWORD]** below ☐ and I'll DM you the link!

Then pin it (3 dots → Pin). This catches people who didn't hear the verbal CTA.

Troubleshooting

DM never arrives

- **Check:** Did you toggle **Send as a Private Reply** ON in the DM step?
- **Check:** Did you allow message access in IG settings? (See "Critical step" above.)
- **Check:** Is the automation set to **Live** (not Draft)?
- **Most common cause:** the test account doesn't follow you. Instagram blocks DMs to non-followers in many cases — that's exactly what Part 6 (the follow gate) is for. Either turn that on, or have the test account follow you first.

Public reply fires but no DM

- Almost always the **Send as a Private Reply** toggle. Re-open the DM node and check it.

Nothing fires at all

- Confirm the IG account in ManyChat is **connected** and shows green/active under Settings → Channels
- Confirm your IG is set to **Business** or **Creator** — Personal accounts don't work
- Confirm IG is linked to a **Facebook Page**

It's working but reply feels spammy

- Add 3–5 reply variations under "Reply to a comment" so it doesn't look like a bot
- Add or increase the Smart Delay (1–2 min is the sweet spot)
- Make sure the keyword is unique — using common words like "YES" can fire on unrelated comments

Quick checklist before you post the video

- ☐ ManyChat automation is set to **Live**
- ☐ Tested with a different IG account — public reply + DM both fire
- ☐ Keyword **[KEYWORD]** appears as on-screen text in the video
- ☐ Verbal CTA at the end of the Reel mentions the keyword
- ☐ Pinned comment with the keyword is ready to drop

Questions? Drop them in the BCN Discord — we'll get you sorted.