Stop losing enquiries in your Instagram DMs

> *“Half my enquiries come through Instagram DMs and I get to them hours later, if at all.”*

Category: lead-management | **Setup Time:** ~25 minutes | **Estimated Hours Saved:** 3 hrs/week | **Direct Software Cost:** $0 / month

SOLUTION SUMMARY

Set an automatic first reply on Instagram and Facebook so every DM gets an immediate answer with your prices, hours, and booking link. Most social enquiries are the same three questions, and the person messages three businesses at once. Answering in seconds rather than hours is frequently the whole reason one gets the booking.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **Instagram Professional account:** **(Free Tier / Wholesale)**
- **Meta Business Suite:** **(Free Tier / Wholesale)**
- **ManyChat:** **(Free Tier / Wholesale)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Switch to a Professional account if you have not**
   Instant replies and saved replies only exist on Professional accounts. The switch is free and takes a minute.

2. **Write the instant reply around your three most asked questions**
   Almost always price, availability, and location. Answer them in the first message instead of promising to answer later.

3. **Put the booking link in that first reply**
   The moment they message is the moment intent is highest. A link now beats a conversation tomorrow.

4. **Set saved replies for the follow-up questions**
   Keyboard shortcuts for the answers you type repeatedly. This is where the hours actually go.

5. **Set expectations honestly if you are not always available**
   'We reply to messages between 9 and 5' is better than silence. People forgive a wait they were told about.

5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.

[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.

[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.

[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.

[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

FREQUENTLY ASKED QUESTIONS

Q: Does an automatic reply feel impersonal?

A: Less than being ignored for six hours. Write it in your own voice, keep it short, and make clear a person is coming — that reads as organised rather than robotic.

Q: What does it cost?

A: Nothing. Instant replies, saved replies, and FAQ answers are native Instagram and Facebook features on a Professional account.

Q: Can it book the appointment outright?

A: It can link to your booking page, which is usually better than trying to complete a booking inside a chat thread.