



# The Comment-to-DM Playbook

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ReplyAtlas

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# The Comment-to-DM Playbook

## 12 PLUG-AND-PLAY INSTAGRAM AUTOMATIONS THAT TURN COMMENTS INTO CUSTOMERS — WITH THE EXACT DM COPY TO STEAL.

Brought to you by [ReplyAtlas](#) — the simplest way to auto-DM everyone who comments on your posts.

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### Why this works

Every comment on your post is a raised hand. Someone is interested *right now*. But by the time you manually reply and DM them, the moment's gone — and you can't do it at 2am, or 400 times a day.

A comment-to-DM automation catches that intent the instant it happens and sends a personal DM in ~3 seconds — link, lead magnet, booking page, whatever you want. It runs while you sleep, it never misses, and it quietly captures every commenter as a lead.

This playbook gives you 12 ready-to-run automations. Each one has:

- **When to use it**
- **The trigger** (the word people comment)
- **Swipe copy** — paste it straight in (the `{{first_name}}` and `{{handle}}` tags auto-fill with the commenter's name/handle)
- **A pro tip**

Pick one, set it up in 60 seconds (checklist at the end), and post.

**A note on the copy:** keep DMs short, sound like a human, and lead with the thing they asked for — *then* your ask. The examples below are written that way on purpose.

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## 1. The Link-in-Comment (the classic)

**When:** You mention a resource/product in a post and say “comment X for the link.” **Trigger keyword:**

`LINK` **Swipe copy:**

```
Hey {{first_name}}! 🙌 Here's the link you asked for: [your URL]
```

```
Hope it helps — reply here if you have any questions!
```

**Pro tip:** Use a *specific* word tied to the post (e.g. `RECIPE`, `TEMPLATE`) instead of “link” — it reads better in your comments and makes the CTA feel native.

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## 2. The Price Catcher

**When:** People comment “how much?”, “price?”, “info” on a product/service post. **Trigger keywords:**

PRICE, HOW MUCH, INFO **Swipe copy:**

Hi {{first\_name}}! 🙌 Thanks for asking. Here's everything – pricing, what's included, and how to book: [your URL]

Want me to hold a spot for you? Just reply "YES".

**Pro tip:** End with a one-word reply prompt (“YES”). Replies open a conversation and signal high intent — those are the leads to prioritize.

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## 3. The Free-Gift Drop (lead magnet)

**When:** You’re giving away a freebie (guide, template, checklist) to grow your list. **Trigger keyword:**

GUIDE **Swipe copy:**

Yay {{first\_name}}! 🎁 Here's your free guide: [your URL]

(Pssst – this DM was automated. If you create content, you can run the exact same thing free 👉 link's inside the guide.)

**Pro tip:** This is the one to dogfood with: the freebie *is* a guide about automation, so the medium proves the message.

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## 4. The Giveaway Confirmer

**When:** Running a giveaway where the entry is “comment to enter.” **Trigger keyword:** ENTER **Swipe copy:**

You're in, {{first\_name}}! 🎉 Entry confirmed.

Want a bonus entry? Share this post to your story and tag @{{yourhandle}} – I'll count it. Winner announced [date]. Good luck! 🍀

**Pro tip:** Auto-confirming entries makes your giveaway feel legit and bumps engagement (bonus-entry shares) without any manual work.

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## 5. The Follower Gate (grow your following)

**When:** You want the freebie to *also* earn you a follow. **Trigger keyword:** UNLOCK **Flow:** Comment → DM with a “Follow + Unlock” button → they follow and tap → reward link sends. **Swipe copy (gate):**

Almost there {{first\_name}}! 🗝️ Follow @{{yourhandle}} and tap the button below to unlock your link.

**Swipe copy (reward, after they follow):**

Unlocked! 🗝️ Here you go: [your URL]. Thanks for following – welcome in! 🍷

**Pro tip:** Use this on your highest-value freebie only. The follow is a fair trade when the reward is genuinely good; don't gate cheap stuff or it feels grabby.

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## 6. The Follower Reward (VIP treatment)

**When:** You want to send a perk *only* to people who already follow you. **Trigger keyword:** VIP **Swipe copy:**

Because you're a follower, {{first\_name}} 🍷 here's [perk/discount]: [your URL]  
Thanks for being here from the start.

**Pro tip:** Set the automation to followers-only. Non-followers can get a friendly “follow for access” nudge instead — turning the perk into a growth lever.

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## 7. The Story Reply Magnet

**When:** You post a story with a question or poll and want to DM responders. **Trigger:** Story reply containing a keyword (e.g. ME) **Swipe copy:**

Love it, {{first\_name}}! Here's what I mentioned in my story: [your URL]  
Tap back if you want the full breakdown 🙄

**Pro tip:** Stories have sky-high reply rates. “Reply ME and I'll send it” on a story converts even better than feed posts.

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## 8. The @Mention Thank-You

**When:** Someone tags you in a comment or shares your content. **Trigger:** @mention of your handle

**Swipe copy:**

Thank you for the shoutout, {{first\_name}}! 🙏 Means a lot.

As a thank-you, here's [small gift / discount]: [your URL]

**Pro tip:** Rewarding mentions trains your audience to tag you more — free word-of-mouth on autopilot.

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## 9. The Waitlist Builder

**When:** Pre-launch. You want to capture interest before you sell. **Trigger keyword:** WAITLIST

**Swipe copy:**

You're on the list, {{first\_name}}! 🚀 I'll DM you the second [thing] drops — early-bird crew gets first access + a launch discount.

Tap here to lock your spot: [your URL]

**Pro tip:** Every commenter becomes a lead you can broadcast to on launch day. Build the audience before you build the cart.

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## 10. The FAQ Deflector

**When:** You get the same question constantly (shipping, discount code, “is it still available?”). **Trigger keywords:** SHIPPING, CODE, AVAILABLE

**Swipe copy:**

Great question {{first\_name}}! [Direct answer in one line.]

Full details here: [your URL]. Anything else — just reply 🙋

**Pro tip:** One automation per FAQ. You'll claw back hours a week and answer faster than any human could.

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## 11. The Nurture Drip (multi-step)

**When:** One DM isn't enough — you want to follow up over a few days. **Trigger keyword:** START

**Swipe copy (Day 0):**



Welcome {{first\_name}}! 🙌 Here's step 1: [your URL]. I'll check in tomorrow with the next piece.

**Swipe copy (Day 1–2 follow-ups):** deliver step 2, then a soft offer. **Pro tip:** Drips turn a single comment into a relationship. Map it: deliver value → deliver value → make the offer. (Available on ReplyAtlas paid plans.)

## 12. The Menu / Carousel

**When:** You offer several things and want them to pick. **Trigger keyword:** MENU **Swipe copy (leading text + a swipeable card set):**

Hey {{first\_name}}! Here's what I've got – tap whichever you want 🙌

Then send a carousel: *Free guide · Book a call · Shop the drop* — each card a button. **Pro tip:** A carousel DM feels like a mini-website in their inbox and lets *them* self-select, so you send everyone the right thing automatically. (Rich-media DMs are a ReplyAtlas paid feature.)

## Your first automation in 60 seconds

1. **Connect your Instagram** to ReplyAtlas (one tap — it's a Business/Creator account requirement).
2. **New Automation** → trigger **Comment**.
3. **Scope it:** “Specific post” → pick the post/Reel you'll promote (so it only fires there).
4. **Keyword:** type your word (e.g. GUIDE) and press enter.
5. **Message:** paste one of the swipe templates above, drop in your link.
6. **Save** → **Active**. Post your content with “comment [WORD] 🙌” and you're live.

Every person who comments is now auto-DMed *and* saved as a lead you can follow up with later.

## The meta move ✨

Notice the DM you got from this playbook? That was a comment-to-DM automation working on *you*. The fastest way to learn this is to run it once yourself — comment-to-DM is **free to start** on ReplyAtlas.

👉 **START FREE AT [REPLYATLAS.COM](https://replyatlas.com)**

*Turn every Instagram comment into a lead — automatically.*

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