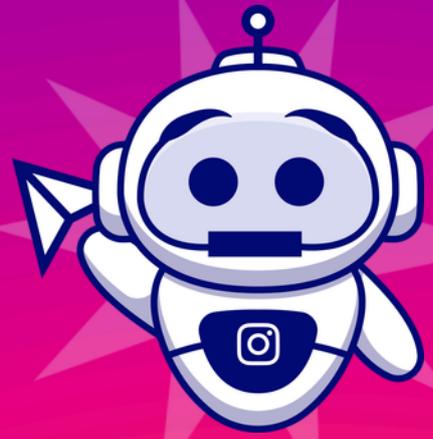




easypromos

# INSTAGRAM MESSAGING AUTOMATIONS

A Practical Guide to Turning Instagram Interactions into Automated Engagement



Instagram Messaging Automations allows Professional Instagram accounts (Business and Creator) to automatically send Direct Messages (DMs) based on user interactions. Here's how to structure it.

## Step 1:

**Choose the trigger that will activate the automation**



**Comment with a keyword**



**Story reply with a keyword**



**Story Mention**



**Incoming Direct Message (DM)**



**ig.me link**

\*The same Activation Keyword can trigger the automation from comments, Story replies, and Direct Messages (DMs).

## Step 2:

**Offer a valuable reward that is sent when the trigger is activated.**



**Downloadable content**



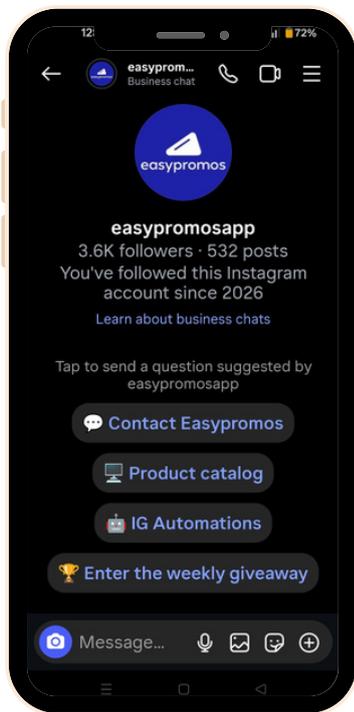
**Coupon or Discount**



**Targeted link that grants access or participation in an EasyPromos experience**

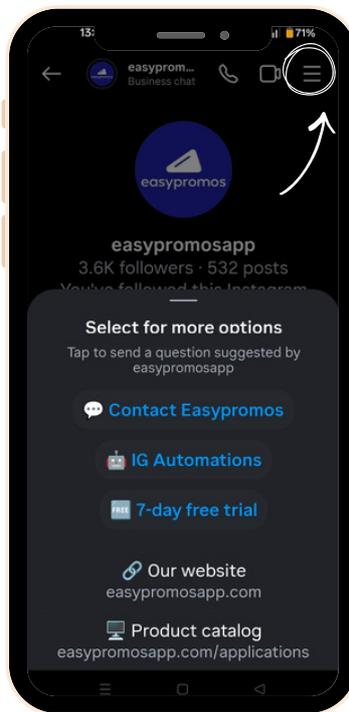
### Step 3:

Guide the Conversation and turn one interaction into an ongoing engagement flow.



#### Ice Breakers:

Help users start the conversation



#### Persistent Menu:

Provide always-visible access to the key actions



#### ig.me links:

Share [ig.me](#) links on product labels, receipts, physical touchpoints

### Step 4:

Connect DMs to Promotions and move users from the conversation to participation seamlessly.



Giveaways



Spin the Wheel  
Scratch & Win



Interactive and  
ongoing campaigns

## Step 5: Measure what happens



Every automation is traceable, linked to a specific trigger and connected to a defined flow.



Track user behavior, link clicks, participation, and completed actions.



Export and manage users from the participants list.

## Step 6: Scale without manual work



Run multiple automations simultaneously



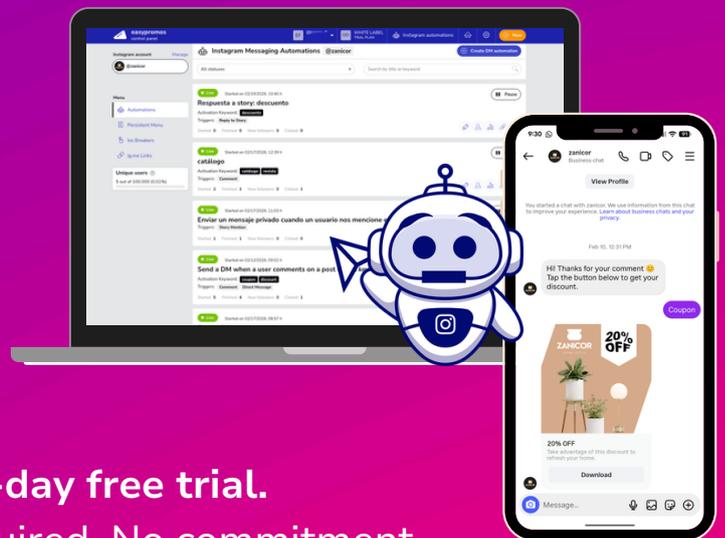
Respond instantly, 24/7



Maintain structured conversations

It really is that easy.

1. Connect your Professional Instagram account.
2. Configure your triggers.
3. Activate your flows.
4. Achieve engagement like never before.



Start your 7-day free trial.  
No billing details required. No commitment.

[LAUNCH YOUR FIRST AUTOMATION](#)