

Instructions for Document:

1. > [Refer to Notion ASYNC Board](#) <
2. > [Refer to SEO Keywords List](#) <
3. > [Refer to SEO Section of this diagram](#) <

The notion page will hold the highlights, bullet points, and summary for the content that will be created

We'll use this document as the main document to post from ChatGPT and make our edits here along with commenting the idea from the content with the ChatGPT prompt.

Purpose of content is to rank in the area of instagram dm automations and to broaden that keyterm in sales, marketing, course sellers, content creators, and overall how it can help people who are getting flooded with DMs and can't get back to people in an appropriate manner.

Life happens, life gets busy but that's why having some maybe not all automations in place to help smooth things out for your business and future success.

Our main focus is instagram DM automations but we can leverage the umbrella of automations to weave into other topics.

Objective is to provide on how automations can help improve your business the hottest one to use is going to be instagram - other automations are email, sms, sales pipeline, etc

Our main focal points will be using chatgpt but giving it the meat and potatoes of the content we want and allowing it to do the rest (refer to comments section on this google doc)

- We'll focus on main idea, headline, and subheadline.
 - Reasoning is that we have the AI to write out the content that's needed in an SEO format and in a structure that we give instructions for. As long as the Ai gets the general idea of what we want for content and context, then we can fill in the gaps fairly easily if needed
 - If we turn our attention towards the headline and main idea, then we're optimizing for clicks and then read through. We want people to click on the article to open it up and read it.
-

Blog 57: Lazy Influencer's Guide to Crypto DM Instagram Automation

If you're in the **crypto market** and you're not using **crypto DM Instagram automation**, you're ignoring the most profitable part of your crypto funnel.

According to Influencer Marketing Hub, [82% of users](#) have bought something after seeing it on social media, and Instagram leads the pack.

Now imagine what happens when you take that attention and automate it into leads.

This level of **crypto lead gen** creates shockwaves for your account (which you'll see shortly here) – and the only reason why you haven't heard of it just yet is because of social media regulations.

Without going into too much detail, Instagram and ManyChat don't have a healthy relationship.

Instagram wants a monopoly on all types of automation on its platform, but it has to concede that ManyChat does a better job of doing it.

Regardless, if you're a **crypto influencer looking for Instagram automation for NFT sales**, using DM automation tools like ManyChat is going to get you more eyes, clicks, and wallets.

Without drowning in messages.

So in this guide, I'll show you the lazy way to create your own **crypto Instagram** automation so you can build your audience and grow your **NFT** or **crypto project** ASAP.

How Crypto DM Instagram Automation Turns Followers Into Leads

The core idea behind **crypto DM Instagram automation** is simple: catch attention, start a conversation, and guide that person toward your offer without lifting a finger.

In fact, using **automated DMs for crypto Instagram influencers** has become one of the most effective strategies for **NFT lead generation** and token sales.

With tools like ManyChat, you can set up flows that automatically reply to DMs, comments, or even Story interactions.

A **crypto Instagram** follower comments “**NFT**” on your post and in an instant, your chatbot replies, sends them a free guide or whitelist link, and logs them as a lead.

Some marketers have come out and said Instagram DMs can achieve [open rates as high as 98%](#) – that’s biblically outperforming average email open rates.

And unlike Discord or Telegram, **crypto Instagram** is where new followers are already discovering you.

Combine that reach with automation, and you're running an engine that runs on Tesla-style free energy.

Setting Up Crypto DM Instagram Automation Using ManyChat

If you're new to **crypto DM Instagram automation**, here’s the laziest way of going about it so you don’t have to feel like you’re in college again.

To set it up:

1. Convert your **crypto Instagram** profile to a Business or Creator account.
2. Connect it to ManyChat.
3. Choose triggers like:
 - Comments (e.g. "Comment 'INFO' to get whitelisted")
 - DMs with keywords (e.g. "DM me '**NFT**' for the guide")
 - Story mentions
4. Build simple message flows using drag-and-drop.

This lets you create custom conversations that funnel followers to your lead magnet, whitelist form, or even your crypto Discord group.

You can segment leads by interest. like tagging people who are into **NFTs** vs. general **crypto Instagram** updates.

This is what makes **Instagram automation for NFT sales** so powerful: it gets the right content to the right people asap.

Best Strategies for NFT Lead Generation With Instagram DMs

For real growth, your **crypto DM Instagram automation** has to do more than send canned replies. It needs to give value, start a convo, and convert interest into action.

Here's what's working now:

1. Comment-to-DM for Whitelist Spots

Ask users to comment a keyword (like "MINT" or "WL") on your post. Then trigger a DM flow that asks for wallet info, confirms their spot, and sends follow-up details. This is killer for **NFT lead generation**.

2. DM Keyword Triggers for Lead Magnets

Run a Story that says, "DM me '**NFT**' to get my top 3 investing tips." Your bot can ask a follow-up question, collect an email, and deliver a PDF or private video.

3. Story Polls to Start Conversations

Ask, "Are you into DeFi or **NFTs**?" in your Story. People who vote can be messaged automatically – "Thanks for voting! Want my free **NFT** checklist?"

Using **automated DMs for crypto Instagram influencers** this way builds *qualified leads*, not numbers in a CRM.

What NOT to Do with Crypto DM Instagram Automation

A lot of people mess up **crypto DM Instagram automation** because they treat it like a spam machine. Don't be that guy.

Here's what to avoid:

- **Overloading messages:** 4 messages in 10 seconds = unfollow.
- **No human off-ramp:** Always give the user a way to talk to you or your team.

- **Boring replies:** Use your tone and voice. The **crypto market** is flooded with bots – make yours sound *you*.
- **Ignoring Insta's rules:** Never cold-DM users. They have to engage with you first (e.g., comment, DM, vote).

Good **Instagram automation for NFT sales** should feel like a 1-on-1 chat with a real person who gets the space.

Real Results: Why the Crypto Market Needs This

The **crypto market** moves fast. Miss a message and you could lose a sale faster than you can say wagmi.

That's why DM automation is clutch.

I've helped financial influencers, coaches, and entrepreneurs across industries automate their DMs and turn cold followers into booked calls, leads, and sales.

One of my favourite wins has been Brandon Clark. After setting up the right DM automation strategy, Brandon pulled in over **\$200K+ in revenue** in less than 9 months – all from conversations that started in the DMs.

I break the strategies in [DM Automation Secrets](#). It's the playbook for turning your Instagram into a lead machine, and it's not fluff. Inside, I show you:

- The exact flows we use to get people from comment to conversation to conversion

- How to segment your leads (so you're not pitching NFTs to someone who wants DeFi)
- And how to scale this without sounding like a robot

If you're serious about growing in the **crypto market**, this isn't optional. It's how you keep up and win.

Here's one final example:

Candace Junée, founder of Epic Fab Girl, utilized ManyChat's DM automation to decrease response time by 99%, [increase leads by 118% compared to email opt-ins](#), and save 15 hours per month on DM responses.

If she can do it, why not you?

Final Thoughts: Set It and Scale It

If you're in the **NFT** space, now's the time to act. **Crypto DM Instagram automation** isn't a gimmick or something to add to your to-do list. [71% of customers expect real-time responses in chat or call](#). So having this system for NFT lead generation is a must.

Automated DMs for crypto Instagram influencers let you:

- Stop wasting time replying to the same 20 questions
- Collect wallet addresses and email leads fast
- Build momentum with followers who already love your content

So connect your **crypto Instagram**. Fire up ManyChat. Set up your first flow. It's easier than you think, and it's how you'll grow in this fast-moving **crypto market**.

Blog 56: How to Sell Skincare Products on Instagram

Top skincare Influencers don't care about likes anymore... 🤖

Posting a cute selfie or a Sunday mask routine with thousands of likes doesn't pay the vacay to Italy.

So if you're serious about how to **sell skincare products on Instagram**, you need something that you can monetize even when you're off the clock.

Facts back this up: For every \$1 spent on influencer campaigns on Instagram, brands earn an average of \$4.12 in return ([Dash](#))

So being a skincare influencer has its perks, for sure.

This article breaks it down, skipping all the guesswork, and tells you what works.

Affiliate Hack to Sell Skincare Products on Instagram

Still think you need your own skincare line to make money? Think again!!

Affiliate marketing for beauty products is still one of the most overlooked ways to earn consistently while staying in your niche.

Here's where a lot of creators go sideways:

They chase the biggest commissions.

But the **best skincare brands for affiliate marketing** are the ones your audience already loves...or wants to love. They bring credibility, not just payouts. And that credibility reflects on you.

Want a strong starting point? Try these:

- **Paula's Choice** – Reliable, backed by science, and well-trusted.
- **Tula Skincare** – Popular for probiotic skincare with a younger audience.
- **Glossier** – Trendy and clean branding. Good commission. Easy sell.

Once you're signed up, treat your bio like your storefront.

Use tools like Linktree or Stan Store to create a clean hub of links sorted by skin type, routine, or results.

Instead of tossing links in randomly, you're curating a shelf. A real one. Like a boutique, but digital.

Now let's talk content that points people there. Think:

- Reels showing a transformation
- Story polls that ask "what's your skin concern?"
- Carousels titled "3 ingredients I'll never stop using"

At the end of each? CTA time. "Tap my bio for my full skincare shelf."

And if you want to go deeper, make it feel like a conversation: "Not sure what's right for your skin? DM me the word 'custom' and I'll help."

That kind of CTA turns **affiliate marketing for beauty products** from passive income to an active sales strategy.

And when you're upfront about commissions, people trust you more. That trust turns into repeat clicks. Repeat clicks turn into monthly payouts.

This is how real influencers **sell skincare products on Instagram**. They do so by guiding their audience to trusted solutions they already believe in.

And if you're still looking for options, remember there are always new entrants joining the list of **best skincare brands for affiliate marketing**. So keep checking those affiliate networks regularly.

When you align with the **best skincare brands for affiliate marketing**, it builds long-term brand equity for both you *and* your audience.

Content That *Actually* Sells Skincare Products on Instagram

Beautiful posts don't equal profitable ones.

Let's stop pretending that a flat lay and a "self-care Sunday" caption are enough to drive sales.

If you want to **sell skincare products on Instagram**, your content needs to teach, relate, and convert.

First: make it useful.

Be the person your followers come to with questions. "What's the deal with niacinamide?" "Can I mix retinol and vitamin C?" You've probably already answered these in your DMs. Now say it publicly.

Educational content builds authority. And authority sells.

Second: keep it human.

Show your breakouts. Talk about the \$90 serum that made your skin worse. Share what finally worked for you. People connect with honesty way faster than polish.

Add proof! Real messages from your followers, progress photos, or your own timeline.

Third: make it easy to act.

If someone wants to buy the cleanser you used, they shouldn't have to go hunting. Use stories, highlights, comments, even pinned posts to lead people back to your bio links...or your DMs.

Try CTA phrases like:

- “Want the exact routine? DM me ‘glow’ and I’ll send it over.”
- “It’s all linked under ‘My AM routine’. Just hit my bio.”

This feels like help, not a hard sell. And that difference matters.

Finally: stay consistent. Algorithms love rhythm. People do too. Post like your followers are depending on you to keep them glowing.

Your goal isn't to make people double-tap. It's to **convert DMs into sales Instagram** actually recognizes and rewards.

You can even break down a single post into micro-conversations that **convert DMs into sales Instagram** analytics can't ignore. Especially when you combine it with your affiliate links.

The best skincare influencers post with purpose. And they know exactly how to **convert DMs into sales Instagram** users genuinely want.

DM Tricks to Sell Skincare Products on Instagram Like a Pro

Here's a question:

How many DMs have you missed (or replied to days later) because life got busy?

Now imagine each of those messages was a potential sale. That's what happens when you *don't* have **DM automation**.

Here's what happens when you *do*:

Someone responds to your Story with the word "routine." Instantly, they get a message from you saying:

"Hey! So glad you asked 🧴 Here's the exact 3-step routine I swear by, plus a discount link just for you 💬"

It looks like you. It sounds like you. But you didn't have to send it.

That's the magic of **Instagram automation for influencers**.

You can tailor responses based on keywords, reactions, even emojis. You can pre-load messages that recommend products based on skin type. And yes, you can *still* step in manually when it's worth your time.

Let the bots start the convo. You finish it.

Better yet? You can segment based on what people say. Someone writes "acne"? Boom! Send them to your favourite blemish-clearing routine. Someone says "dull"? Hit them with your exfoliation picks.

It's responsive *and* feels like one-on-one attention.

(FACT: According to [Rep Order Management](#), 61% of over performing sales teams use automation in their processes, compared to only 46% of underperformers)

Tools like ManyChat, Inflact, or even Meta's native inbox tools make this super accessible. You don't need to be techy. You just need a plan.

And guess what? Instagram LOVES conversations. The more DM activity you have, the better your reach and engagement stats.

DM automation isn't some cold robot trick.

It's how modern creators **sell skincare products on Instagram** at scale—while keeping it personal.

When paired with **Instagram automation for influencers**, it becomes your most powerful conversion tool.

Even a basic funnel using **Instagram automation for influencers** can generate 5-10 extra conversions a week...without you lifting a finger after setup.

What No One Tells You About Selling Skincare Products on Instagram

We've worked with several influencers at *I Need This Marketing*. You know what separates the ones making six figures a year from the ones making six dollars a week?

It's not followers.

It's not viral posts.

It's systems.

These systems will be the key to creating winners in the "Creator Economy".

FACT: The global creator economy is projected to be worth \$500 billion by 2027, encompassing over 50 million influencers worldwide ([Vogue](#)).

The creators who know how to use these systems will be the ones who can monetize their accounts and make millions.

To get you started, we're giving away one of these systems in our book: "**DM Automation Secrets**"

Inside, you'll get all the info you'll ever need for setting up automation on your Instagram, so you never have to spend thousands of dollars on developers "specializing in AI"

And normally, this would be part of a \$497 consultation package.

But right now, it's **\$27**.

No upsells. No subscriptions. Just the playbook.

So if you're ready to stop repeating yourself in DMs (or worse, ignoring them altogether) this is your chance to build a system that **converts DMs into sales** **Instagram** can track while you're doing literally anything else.

[Click here for more information.](#)

You're not just an influencer.

You're a skincare brand in motion.

So let's build a system that finally matches that.

Blog 55: How Yoga Influencers Monetize with Instagram Bots

Keywords:

- Instagram bots
- Instagram DM Automation
- AI messaging

- Instagram auto message
- Lead scheduling
- Client meetings

Namaste and hustle!

It looks like being a yoga influencer on Instagram is all about zen and sunset poses. But it goes deeper than that: you're building a brand, a community and a living.

Let's say you're in the middle of filming your sunrise flow when your phone lights up with dozens of DM notifications.

Potential students asking about class times, pricing, and private sessions - all while you're trying to stay present and create content. Talk about throwing off your balance!

But lucky for you, you don't have to choose between inner peace and outer success. Smart yoga influencers are now finding their balance with Instagram bots.

That's right.

In the past, Instagram automation was popular for meme accounts and e-commerce. Nowadays, Instagram bots are helping yoga influencers like yourself scale your energy and presence as a brand.

Instagram bots are essential for your business growth. After all, businesses that follow follow up on leads within [5 minutes are 8X more likely to convert](#) them than those taking longer to respond.

That could be the difference between a sold-out retreat and an epic meltdown.

Let's get into how yoga influencers are using Instagram bots and strategies for DMs to navigate the chaos of DMs, nurture leads and turn followers into paying customers.

What Is Instagram DM Automation (and Why Should Yoga Influencers Care)?

Instagram DM Automation handles your direct messages so you don't have to..

Instead of typing out a response to every question under the sun, like "How much for private sessions?" or "When's your next retreat?", you set up predetermined replies or chat flows using Instagram bots.

What you have here is an AI-powered yoga assistant who can greet people, answer common questions and even schedule sessions while you focus on your practice and content creation.

But do you really need Instagram bots? Can't you just message manually between your flows?

Yes, you can, but according to a recent HubSpot survey, [66% of consumers](#) expect a response from customer service in 5-Min or less.

So in today's digital world, "immediate" means minutes, not hours or days.

Instagram bots ensure your potential students never have to wait for basic info about your classes, courses or retreats. And with AI messaging, you don't even have to pause your meditation, thinking the Instagram bots will do a lacklustre job.

Monetization Strategies for Yoga Influencers

Your dharma may be spiritual, but your bills are material. While Instagram DM automation handles your inquiries, you need solid revenue streams to sustain your yoga business.

The modern yoga influencer is building multiple income channels while still maintaining their inner peace. But how?

 **Online Courses & Memberships:** Omstars and The Underbelly offer subscription-based access to classes and workshops. Your digital offerings can scale infinitely. With Instagram bots, your DMs become a smooth, friendly experience, helping followers find the perfect course or membership without needing to wait for a reply.

 **Affiliate Marketing:** Promoting yoga-related products and earning commissions on sales. With Instagram bots, you can send affiliate links to those asking about your gear.

👉 Brand Partnerships: Partnering with wellness brands for sponsored content. Use Instagram bots to qualify your audience, then pitch those numbers to potential partners.

🌴 Retreats & Workshops: [A typical retreat is 6-10 days and \\$2,000](#), making it one of the highest ticket items for yoga influencers. These premium experiences become much easier to book when Instagram bots respond to interest with dates, links and next steps, even automating client meetings when a lead is warm.

The advantages of using Instagram bots are that they can be used to create a funnel according to the followers' interests and automatically direct them to the right monetization channel.

If someone is asking about yoga mats? The Instagram bot sends out an affiliate link sequence.

Client interested in private sessions? Boom – a calendar invite and *client meetings* link go out automatically.

Now, if you're thinking of [setting up Instagram automation](#), this resource might be of help.

How Instagram Bots Benefit Yoga Influencers

Let's get to the business and find out about the benefits of Instagram bots for yoga influencers.

📱 Focus on Your Practice: You don't need to be focused on your phone, checking in to answer questions about teacher training prices while you are meant to be practising! Allow Instagram bots to respond while you do more important stuff.

☂️ Reclaim Your Self-Care: If Instagram bots can respond to 80% of your DMs, it will mean you will have time to practice, create content, and be present. This is valuable for yogis when you're fielding daily inquiries and setting up client meetings.

📈 Convert Followers to Students: Your smart AI messaging will ask qualifying questions and move people directly to your booking calendar, without the manual work.

 **Personal Touch at Scale:** You can have custom responses with your language and spiritual references, which helps ensure an authentic feel using bots.

 **Algorithm Boost:** Daily DM engagement shows Instagram you are active and will get more eyes on your content! More engagement typically means more reach.

DM Automation Methods You Can Apply Today

Want to launch your own Instagram bots? Here are some awesome DM methods yoga influencers are using right now to improve chat sales and enhance sales conversion, and stay burnout-free.

1. Keyword-Triggered Messages

Ask followers to DM you words like “ZEN,” “FLEX,” or “BREATHE.” The Instagram auto message will respond immediately with relevant information, such as a download link or a class link.

2. Comment-to-DM Funnels

Post a reel and tell your audience to: “Comment ‘PEACE’ below to get my free 5-minute flow.” The Instagram auto message triggers a bot to slide into their Instagram Direct Message. You’ve just created a lead funnel on autopilot.

3. Poll-Based Story Flows

Use a poll on an Instagram Story: “Want more hip openers?” Yes / No
Based on their selection, the Instagram bot sends the respondents a custom reply with recommendations, class links, or a DM appointment invite for private sessions.

4. Automated FAQ Replies

Set up Instagram auto responders for common questions like:

- “Where do I join your class?”
- “Do you have a retreat coming up?”

- “Is this course for beginners?”

5. Lead Scheduling & Bookings

Instagram bots can be used to deliver a Calendly link or a form when someone inquires about private sessions or coaching. This type of automated AI messaging and lead scheduling eliminates resistance and allows you to keep your pipeline full, without any missed messages.

Tools to check out: ManyChat, MobileMonkey, and Meta's native API bots. All of these are simple to use, and many are free if you have a small audience.

How to Keep Your Instagram Bots Human

The heart of yoga is authenticity and presence. Your Instagram bots should also reflect this, even if automated:



Write As You Teach: Write in your voice, using the same language you would use in classes.



Keep It Short: Deliver information in chunks of 2-3 sentences at a time.



Be Honest About Automation: A witty acknowledgement works well, and you don't have to say "THIS IS A BOT"



Offer a Path to You: Always make a way for people to reach you directly.

Closing Flow: Where Mindfulness Meets Marketing

The beauty of yoga is all about presence. The beauty of Instagram bots is that you can show up for your community without being present!

We haven't even scratched the surface when it comes to Instagram bots for yoga influencers.

There's so much more to explore - smart chatbot flows, automated lead funnels, and real-world examples of how yoga brands are scaling their practice and profits without burning out.

If you're ready to skip the guesswork and dive into what's working, I've got something for you.

My DM Automation Secrets book breaks it all down. From setting up your first Instagram auto-responder to converting curious followers into paying students, this guide is the goldmine if you need to start seeing results right away.

I could've turned this into a \$997 course (seriously, people are doing that), but that's not the vibe.

You shouldn't have to spend that much to get clarity on something that could save you hours every week.

So if you're curious and want the shortcut, grab the full playbook for just \$27.

You'll learn how to set up your own flow, automate your bookings, and finally breathe easy knowing your DMs are working *for* you.

Click here to learn more about DM automation.

Until then,

Peace 🧘

Blog 54: How Gaming Influencers Monetize with Instagram Bots

Did you know the longest video game to *100% complete* is [The Elder Scrolls III: Morrowind](#)?

Yep, with the Game of the Year Edition, it clocks in at around 337 hours on average.

That includes all main quests, side quests, DLCs (Tribunal and Bloodmoon), guilds, collectibles—the works.

Now, imagine you were an **Instagram gaming influencer** trying to complete 337 hours of Morrowind, on top of creating content, engaging with the community, brand collabs, and selling merch?

You'd say it's impossible – there's only 24 hours in a day. But with **Instagram bots**, all things are possible.

Let's explore how:

How do gaming influencers use Instagram bots to monetize their accounts?

Gaming influencers use **Instagram bots** to save up a heap ton of time and not have to talk to their followers in the DMs.

They are, in essence, meeting a demand from your audience. According to [Insider](#), 75% of consumers prefer to engage with brands using private messaging channels like Instagram DMs.

So, now we know it's required, how does it work exactly?

There's lots of ways to use **Instagram bots**, but here are the most popular strategies we've found so far:

- A popular streamer set up an Instagram chatbot to instantly thank new followers and offer a link to their merch store.

- One [Instagram gaming influencer](#) posts Reels saying “DM ME ‘COACH’ for 1-1 mentorship” to his followers. This is pretty common across the board.
- A **gaming influencer** might deploy an Instagram bot to scan for hashtags like #CallOfDuty or #NintendoSwitch and leave generic but friendly comments (e.g. “Nice setup! 🎮 Check out my tips sometime.”)
- If a follower is curious about the influencer’s headset, an auto responder can instantly DM the Amazon affiliate link. In fact, experts call tactics like comment or DM autoresponders “[insanely profitable and easy ways to monetize Instagram for influencers](#)”
- You can even using **Instagram bots** to deliver a link to your latest Twitch stream, gamer profile, or coupon for a gaming chair

Pretty neat, right?

So how do you get things set up?

What are the best tools for gaming influencers using Instagram bots?

ManyChat is arguably the best platform for creating Instagram bots. It *feels* the most intuitive and human, in the same way that Canva is the best graphic designing platform for noobs and professionals alike.

You can build keyword-triggered flows like:

Follower comments “HEADSET” → Bot replies with affiliate link + 10% discount

It'll be done by the time you've finished your Prime drink.

And it plugs straight into Instagram's API (so it's actually legit), lets you design multi-step convo flows, collect emails, and even segment fans based on what games they like.

Plus, you can track clicks, test new CTAs, and run giveaways—all without touching your phone.

Here are other options for your gamer profile if you don't like ManyChat:

MobileMonkey: Provides AI-driven chat automation, specifically for inquiries and promotions.

Reflys: Great for multiple Instagram accounts.

Inflact (formerly Ingramer): Has a suite of **DM automation** tools, including Instagram bots and audience targeting features.

Is using Instagram bots safe for gaming influencers?

Yep! The only reason it might not be, is if you zerg rush social media with **Instagram bots**, and use **AI messaging** like “🔥🔥 BUY GOLD ON WOW – 25% DISCOUNT” – that might get you flagged and reported.

Otherwise, you're good to go. Make your Instagram bots designed for personalized messages i.e. the tone of voice of an **Instagram gaming influencer**, not some half-assed AI messaging like: “Hello, would you like some discount codes?”

Your fans can smell the robotic sales pitch from a mile away.

Can Instagram gaming influencers use bots to grow their followers, or is that against the rules?

Yeah, people want fast growth—but **Instagram follower bots** are risky. Instagram hates them and we have to agree with them there.

Most pros use bots for engagement (like DM replies) instead of fake followers. And these fake followers aren't good at creating long term engagement.

The 🗝️ is safe growth = automated conversations, not spam.

More Questions for Gaming Influencers Using Instagram Bots

Here are some bonus questions we get asked frequently about **Instagram bots**:

1. How do I set up a keyword-triggered DM flow for merch sales?

Answer: Use ManyChat and set up the Instagram bot so it says “Comment ‘MERCH’ → auto DM with store link + promo code.

3. Do bots work for giveaways or contests in the gaming niche?

Totally. You can run a post saying, “Comment ‘WIN’ to enter.” The bot sends contest rules in the DMs, collects emails, and builds hype.

3. What's the best way to avoid sounding spammy when using bots?

Short, casual copy wins. Personalized intros, emoji, and game lingo help it feel human.

Example: “Yo! 🎮 Thanks for dropping by—here's that headset link I mentioned 🎧👉”

At the end of the day, the **AI messaging** here needs to reflect your gamer profile and the personality you're showing to your audience.

DM Automation Secrets – Exclusive Access to Instagram Bot Info

When Nintendo announced they'd increase their prices to \$90, I thought: "The gaming community isn't going to take that bullshit." It's honestly surprising how tone deaf Nintendo is in this economy.

Well, in the spirit of not being tone deaf, I'm providing *exclusive access* to my DM Automations Secrets course.

It will provide you with everything you need to know on getting your Instagram bots setup so you can spend 99% of your time livestreaming...(instead of searching Reddit for How-Tos)

It's a one-time fee, like in the good old days, instead of the greedy monthly subscription models we see everywhere.

AND to add to this, I actually reduced the course fee (which is \$495) into bookform priced at \$27. Because...yeah, let's face it, 99% of gamers would rather spend that money on custom PCs than an online course.

And, well, who can blame them 🙄

[Click here](#) if you want to learn more about DM automation.

Until then,

Peace 🕊

Blog 53: How To Use Instagram Bots For Your Sacred Geometry Account

Few names carry the weight of Jain 108 when it comes to **Sacred Geometry**.

With 1 million followers on Facebook, over 400k followers on Instagram, 64k followers on TikTok, Jain 108 brings ancient mathematical wisdom to a modern, digital world.

But there's a deeper story here—one about an all-inspiring teacher who wanted to use technology, like **Instagram and Facebook bots**, to bring his online program to a global audience.

That's when he came to us, I Need This Marketing.

We showed the Jain 108 Academy how **DM automation** can enhance human connection to spread the message of Sacred Geometry to the world.

And if you're on a similar mission to Jain 108, we'll show you how to do this too.

The Problem — Too Many Comments, No Instagram Bots

For someone like Jain 108, who prefers being among ancient trees rather than stuck in an inbox, Instagram's flood of Comment to DMs, without automation, became a double-edged sword.

(FACT: [80% of users expect a response to their DMs](#) within 24 hours, but engagement drops if the response takes longer than 3 hours.)

The **Sacred Geometry** community was growing, engagement was through the roof, but the time cost was immense.

And here's the obvious: Jain 108 isn't a marketer. He's a teacher, a seeker, a pattern revealer.

So spending his days replying to hundreds of DMs, repeating the same instructions, and trying to track interested leads was never his mission.

But ignoring those messages meant leaving thousands of truth-seekers unseen. So the solution was **Instagram bots**.

Enter the Instagram Bot — and a Single Word: "TRUTH"

Instead of hiring a team or burning out, Jain 108 partnered with us, I Need This Marketing, who understood his mission and **Instagram bots** ready to implement with tailored **AI messaging** (we also use **Facebook bots** for his 1M audience).

Together, we built a content schedule on delivering high quality **Sacred Geometry** content based on Tesla, the Ancient Pyramids, Pythagoras, cosmic wonders, and more.

(In fact, Wally and I at one point exclaimed just how much content we could make with this account – it feels as *infinite* as the Universe itself).

Rather than using **Comment-to-DM automation** words like “BUY” or “QUIZ” or “GIFT”, across every post, we decided on one symbolic keyword: **TRUTH**.

It wasn't just a call to action—it was an affirmation. When followers typed "TRUTH" in response to one of his posts, they received an automatic DM with access to free sacred geometry teachings.

And it helped us re-anchor the focus on what's most important: The truth.

Next came the Instagram bots. This subtle automation created a quiet revolution. With one word, thousands of followers opted in. And in our first week, we had over 400 leads.

The Sacred Geometry Funnel in Action

[78% of Instagram users take action](#) after seeing a product on the platform.

So behind the scenes, Jain 108's funnel follows a proven structure developed by [I Need This Marketing](#) to capitalize on this fact. Here's how it works:

- **Instagram post** with symbolic art + call to comment "TRUTH."
- **Instagram/Facebook bot** (via ManyChat or similar) replies instantly with a message and link to a quiz to expand their consciousness.
- That page collects their email, adding them to Jain's 108 **Sacred Geometry** list.
- They're nurtured through authentic interactions, like sending them a YouTube video.
- Eventually, they're offered a **course, book, or workshop** aligned with their interests.

It's not pushy. It's not invasive. And yet, it's wildly effective—generating **hundreds of leads every week**, many of whom go on to become students.

Why Instagram Bots Work for Sacred Geometry

In **Sacred Geometry** communities, authenticity is everything (which was why the **AI messaging** had to be nuanced and carefully designed)

It's also why cookie-cutter funnels rarely work. Jain's approach succeeds because it respects the sacredness of the message and meets followers where they are—on Instagram or Facebook, curious and inspired.

The content delivers real value. The **Instagram bot** doesn't pretend to be human—it delivers exactly what was promised.

And the rest of the journey feels like what it is: an invitation, not a pitch.

Fighting Back: When Instagram Silences Sacred Geometry

Sacred Geometry accounts like Jain 108's often face shadowbanning or suppression. Whether due to vague platform policies or discomfort with “esoteric” topics, engagement can randomly drop, hashtags get throttled, and visibility suffers.

(In fact, a [2022 survey by the Center for Democracy & Technology](#) (CDT) found that approximately 6.5 million Instagram users believe they have been shadowbanned.)

But do you want to know a secret? This is *actually* the spark for good content.

Instead of retreating, Jain 108 can turn the content and the **AI messaging** into fuel, with followers reminded that the pursuit of truth faces resistance.

From there, we face a heavy lead flow of solidarity that **Instagram and Facebook bots** can immediately prepare for.

Final Thoughts: Sacred Geometry & The Future of Instagram Bots

Jain 108's Instagram has become a resource for **Sacred Geometry**. And thanks to Instagram bots, Jain 108's account runs without pulling him away from his real calling.

This is the new blueprint for spiritual creators: use **Instagram bots** not to spam, but to serve. Create powerful **Comment-to-DM automation**. Build funnels that feel like initiations. And let your community carry the message forward, algorithm or not.

Want to build something like this for your spiritual brand?

If so, we're placing all cards on the table in the new book: **DM Automation Secrets** eBook. This book will teach you everything you need to know on implementing Instagram and Facebook bots for your Sacred Geometry account.

Side Note: We've come to realize our chat funnel is the future of social media marketing. So originally we had this as a \$997 course, but we found it wasn't fair for the Instagram accounts with 500-1k followers – they are trying to scale but haven't monetised yet.

As such, we reduced it to \$27 with one mission in mind: to bring the secret of Instagram bots to EVERY online business at an affordable price.

[Click here](#) to read more about our DM automation secrets.

Blog 52: How Pet Branding Works On Instagram

In the next ten mins, I'm revealing how to **brand your pet** on Instagram by posting funny, unique, or just plain cute pics of your pets. Then, monetize on engagement to make millions.

For context, some of these **Instagram pets** now rival human celebrities. Nala Cat, for example, has over 5 MILLION FOLLOWERS and even holds a Guinness World Record.

Honestly, it sounds too good to be true, but once you've read this article, you'll learn how it all works and think: "Why isn't everyone else doing this?"

(Answer: They don't know how lucrative it is.)

Also, there's a sneaky trick influencers use to **brand their pets**, which we'll touch on at the end.

Sponsored Posts & Pet Branding Partnerships

The most common revenue source is paid posts. Companies pay influencers to feature their product in a photo or video, tapping into **Instagram pet's** audience.

Rates scale with follower count – for example, an account around 100,000 followers might earn a few hundred dollars per sponsored post, whereas a pet with a few million followers can command upwards of \$15,000 for a single Instagram post.

Top “petfluencers” like Jiffpom (a Pomeranian dog with ~9–10M followers) reportedly earn in the [\\$20,000–\\$30,000 range per Instagram post](#).

Pet influencers have worked with major brands not only in the pet industry (e.g. pet food or toys) but also in travel, tech, and fashion – from Ritz-Carlton hotels to Ralph Lauren and even Mercedes-Benz.

The key is this: Your **cute pet** generates positive emotions and wide appeal, which many brands find valuable for marketing.

Sponsored Stories (temporary posts) are also common, though priced lower than permanent feed posts (an **Instagram pet** with ~1M followers might get a couple thousand dollars for a story series vs. five figures for a feed post)

Long-term brand ambassadorships can form, where a pet becomes a recurring representative of a company's products.

Pet Branding Affiliate Marketing

Many **pet influencers** use affiliate programs to earn commissions on products they recommend.

This is pretty typical when it comes to **pet branding**, and often involves sharing special links or discount codes with your followers. When fans purchase an item using that link/code, the **pet influencer** [gets a percentage of the sale](#).

This is common for promoting pet supplies, grooming tools, or outfits the pet uses. For instance, a pet influencer might have an [Amazon Affiliate storefront listing their favorite toys and pet-care products](#) – when followers buy from it, the influencer earns a small cut.

Affiliate marketing is especially popular among **micro-influencers** (accounts with tens of thousands of followers) who may not get large sponsorship deals yet, but can drive niche product sales for a steady commission.

It's a win-win: followers get product recommendations from an **Instagram pet** they trust, and the owner earns passive income.

Merchandise and Physical Products

One aspect of **pet branding** on Instagram is launching your own merchandise for fans.

This can include **branded apparel, accessories, toys, or home goods** featuring the pet's name or likeness.

Selling merch – like T-shirts with the pet's face, mugs, stickers, or calendars – allows followers to feel connected and support the pet.

Many top pets have online stores; for example, Doug the Pug (a famous pug) has released everything from clothing to a coffee-table book, capitalizing on his image and slogans.

In some cases, the pet becomes a brand in retail stores: the Pomeranian Jiffpom had a line of licensed plush toys and accessories sold at major retailers.

Table books and even children's books are another merch avenue (Grumpy Cat's owner published several books of Grumpy Cat memes, and [Nala Cat's owner published an ebook of "life advice" from Nala](#)).

Merchandise sales are a major income stream when an animal has a dedicated fan base willing to purchase souvenirs.

Pet Product Lines and Branding Ventures

A growing trend in **pet branding** is launching *their own product lines* in the pet industry.

Rather than just selling T-shirts to human fans, these pet influencers create products for other pets.

For example, Nala Cat went beyond being an Instagram star to co-found a premium cat food brand called "Love, Nala" – leveraging her fame to enter the pet food market.

This venture attracted investors and reportedly raised about \$12 million, showing how serious these pet-born businesses can be.

Similarly, Maya the Dox – a dachshund influencer – now has [her own line of pet accessories](#).

These product lines turn a pet's popularity into a tangible brand that can generate revenue beyond social media.

Some influencers also collaborate with existing brands on special edition products (for instance, a pet might partner with a toy company to design a signature toy).

Launching a pet-focused business is a natural progression once an influencer has an established name; it's a way to monetize their image *and* leverage their credibility with pet-loving followers.

Crowdfunding or Patronage

A few pet influencers use Patreon or donation platforms where superfans contribute money in exchange for exclusive content or simply to support the pet's care.

While not as common for the largest influencers (who have plenty of commercial revenue), this can help mid-tier creators or those who use **pet branding** for rescue animals and veterinary bills.

Common Trends in Pet Branding

From examining the pet influencer space across various accounts, a few **common trends and themes** emerge with **pet branding**:

Pets as Full-Fledged Brands

What started as sharing cute pet photos has, in many cases, evolved into multi-channel **brands for pets**:

Top pet influencers are not just on Instagram; they often have **TikTok, YouTube, and Facebook** profiles to broaden their reach ([Tucker the Golden Retriever](#), for example,

has a combined 25 million followers across platforms, leveraging each for different content types).

They also have dedicated websites or online stores. The pet's image and name become a brand identity – complete with logos, brand colors, and marketing strategies.

This branding enables them to launch products (from Nala Cat's food line to apparel lines and toys) and even [attract investors or book publishers](#).

Essentially, famous pets are treated much like human celebrity brands, with careful cultivation of their “persona” (often a narrative or voice is created for the pet in captions) and expansion into real-world ventures.

Diversified Monetization for Pet Branding

Pet influencers make money through numerous channels, and the top ones can be extremely lucrative.

It's not unusual now for a pet with a few million followers to earn a solid **six-figure or even seven-figure annual income** from all combined sources.

Some, like Jiffpom, reportedly outearn many human influencers per post.

A study found that the highest-paid animal influencers (mostly dogs and cats) can earn around \$30k for a single Instagram post (How crazy is that??).

This has led to a wave of pet owners attempting to **brand their pets**, seeing it as a potential career.

It's noteworthy, however, that for every millionaire mutt, there are thousands of smaller pet accounts that might just earn free products or modest fees.

Still, even micro-influencer pets can benefit from the pet industry's willingness to collaborate – many pet food or toy brands run ambassador programs that give free supplies or commissions to pet influencers with as few as 5,000–10,000 followers.

The **pet industry recognizes the power of pet influencers**: they often get *higher engagement rates* and more adoration than human influencers because of that universal appeal of animals.

This means monetization opportunities are likely here to stay and even grow.

High Engagement Rates, Even for Smaller Accounts

Micro-influencers can have higher engagement percentages than mega-influencers.

This holds true in **pet branding**. A pet account with 10k followers might have an engagement rate (likes/comments per post divided by follower count) [in the high single digits or more](#), which is gosh darn excellent.

Pet content tends to invite tagging and sharing (“OMG look at this!” between friends), which boosts engagement. Brands have caught on that a loyal, engaged pet audience can be more valuable than sheer large follower numbers.

This trend encourages even small pet accounts to monetize in niche ways and assures them that they don't need millions of followers to have an impact.

It also means larger pet influencers work hard to keep their engagement strong – for instance, by interacting with fans and not overloading on ads – knowing that *engagement rate* is a metric savvy partners care about now, not just follower count.

In the next section, we'll explore a smart way to increase engagement, while not overloading your inbox.

Why Use Instagram Bots for Pet Branding?

Instagram bots have become a thing, promising to save time by handling repetitive tasks for accounts with more than 2k followers.

DMs can become unmanageable fast when people are messaging to say nice things about your cute pet. Automation can assist here through **Instagram bots or auto responder**.

For example, some platforms (like ManyChat or MobileMonkey) integrate with Instagram's API to set up **auto responders** to deal with a high volume of DMs.

A pet influencer could use this to send a friendly instant reply to common inquiries – e.g., if someone messages “Hi, I love your cat!”, an automated reply might thank them and provide a link to a FAQ or the cat's favorite product list.

More sophisticated **Instagram bots** handle frequently asked questions such as “What breed is your pet?” or “Where can I buy your merch?” by recognizing keywords and replying with preset answers.

This kind of **Instagram auto responder** ensures fans get a prompt response 24/7, without the owner manually typing the same answers repeatedly.

(Plus, by constantly engaging with your audience in the DMs, you're telling the algorithm you're an active user)

The goal is to *handle the tedious busy-work* (posting schedules, sorting messages, compiling stats) so that the [human owner can focus on creating content and genuinely connecting with their audience.](#)

Instagram auto responders *don't* replace the personal charm that made the pet popular in the first place – after all, an **Instagram bot** can't come up with a witty

caption from a dog's perspective or decide which goofy blooper photo is actually the most endearing.

They're there to handle *scale*.

As a pet influencer grows from a micro-influencer to a macro-influencer with millions of fans, tasks that were once easy (responding to every fan message) become impossible.

Instagram auto-responders, along with possibly hiring additional help, is the only way to manage at scale without going insane.

At I Need This Marketing, we've worked with multi-million dollar Instagram influencers who have used **Instagram bots** to scale their businesses.

You can read more about how to implement DM automation in our [DM Automation Secrets Book](#), or message me if you have any questions.

Final Thoughts: Pet Branding Is A Money-Maker

Pet branding is an insane way to make money, considering how many people own cute pets. And yet...it's easy and doable 🙌

The common thread is that authenticity and charm of the pet must remain at the heart of everything.

Whether it's a gecko with a goofy smile promoting eco-friendly sunscreen, or a trio of fashion-forward dachshunds modeling the latest in doggy couture, successful pet influencers keep the content enjoyable and genuine.

That's what keeps followers coming back and new fans discovering them.

In the end, it's quite fitting that in the digital age, "Charlie Bit My Finger" has given way to "Charlie the Chihuahua" as the viral star – reminding us that sometimes the internet is at its best when it's going **pawsitively** to the dogs (and cats, and foxes, and beyond).

Blog 51: How Instagram Bots Help DJs Amp Up Clients and Fans

Every up-and-coming DJ working leads on Instagram will tell you that the most tedious part of their job is doing outreach to find clients to work with.

But what if clients came to you instead of you chasing them?

You could free yourself from the endless time suck of client outreach and booking, and focus wholeheartedly on perfecting your craft and creating banger sets!

You would be more energized and creative in the studio.

Your music would reach more people than ever before.

Crowds would go crazy when you stepped onstage!

It doesn't have to stay a dream. Instagram bots can help you automate DM messages to fans and event organizers, leaving you with more time to mix beats or sip margaritas on the beach.

(Maybe both at once, I don't judge!)

Instagram Bots Help DJs Engage With Fans and Build Community

Using Instagram bots, you can automate DM responses to fans' questions like “Where is your upcoming show?” and “What are your biggest songs?”

Your fans will feel heard and their questions will be answered quickly, which will make them much more likely to purchase tickets to your upcoming gig.

Every missed DM is a potential customer. DM automation solves this problem by ensuring no one in your inbox is EVER left on delivered.

Leads are [21 times more likely to purchase when contacted in the first five minutes](#) of filling out an inquiry. Fans and clients pay attention when their inquiries are responded to promptly.

Say goodbye to being constantly overwhelmed with the number of DMs in your inbox. Instagram bots will give you the scaling structure you need to be like Diplo and Peggy Gou.

Instagram Bots Make Booking Gigs Easy

When event organizers reach out to you, it's super important that you can get a gig scheduled with minimal hassle.

AI messaging ensures quick replies to booking requests and other questions from event organizers, boosting your profits and streamlining your ascent to stardom.

A well-designed Instagram auto-responder can direct event organizers to your booking page and get them scheduled without you lifting a finger.

Instagram Bots are Endlessly Customizable

They can mimic your writing style and solve problems for your audience.

They can give pre-written answers to common questions and help the person contacting you figure out next steps.

But they can also do so much more.

For instance, Instagram bots can use audience segmentation to send messages to specific audience groups.

This feature is especially helpful to make sure fans come back to your events again and again.

A DJ who used ManyChat, the #1 Instagram bot on the market, was able to increase his revenue by \$20,000 by using the bot to send personalized messages to everyone who bought a ticket to his most recent show using the link on his Instagram page.

The DJ input the message he wanted to send to the attendees into the bot's easy-to-navigate interface and hit send. One click, and the AI handled the messaging and conversations with all the fans who had attended the prior event.

Thanks to the event follow-up message facilitated by the Instagram bot, the client saw a surge in the percentage of repeat attendees to his events, resulting in additional revenue of more than \$20,000!

Just think...how many repeat customers are you missing out on because you don't reach out to them?

Using Instagram bots, you can target them directly and make sure they are hyped for your next show.

How to Set Up a Conversation Flow

If you want to simplify your life and generate more leads in your sleep, setting up "conversation flows" is the first step.

You use the simple drag-and-drop interface to create responses to specific trigger messages.

Start Step: Choose how users will trigger the flow

- Examples: keyword trigger, button click, Facebook ad, link, etc.

Send Message Block: Type your first bot message (e.g., "Hey there! Want to learn more?")

User Choices: Add buttons like

- "Yes, tell me more"
- "Not right now"

Continue the Path: Based on button clicks or typed messages, lead to different responses

- You can “tag” users with an attribute (like “interested,” “event organizer,” or “fan”) based on the messages they send. These can trigger specific messages from the bot.
- Add more “Send Message,” “Condition,” or “Action” blocks

Use Actions to Make Things Happen (Optional):

- Give the user a tag
- Subscribe them to a sequence
- Notify an admin
- Add a delay or typing indicator

Add Conditions (Optional):

- Example: “If tag = interested, send X message”

What Happens if My Instagram Bot Gets a DM It Isn’t Programmed to Respond To?

If the AI messaging bot doesn’t see any keywords it has conversation flows for, it will default to a generic response meant to figure out what the purpose of the DM is.

Do you remember when you would get stuck in a loop in a chat box or on a customer support phone call? You would keep getting sent back to the menu and, no matter what you tried, you could never speak to a real person.

Thanks to AI, that is a problem of the past. AI messaging bots are now capable of having a back-and-forth conversation with fans to help determine what they need.

It can ask leading questions meant to trigger the use of the keywords you have conversation flows for, and if no solution to the question can be found, the conversation is quickly routed to you or your team to seamlessly take over from the AI messaging bot.

How To Keep AI Messages Personal and Engaging for Your Audience

It's important to write conversation flow messages in your natural tone. You don't want to sound overly formal or robotic.

Here's some quick tips on how to take your automated DMs to the next level:

- Add emotion and personality! Try using emojis 🤔, gifs, humor, and slang.
- Match your brand vibe! Sporty, health-conscious, emo, or new-age—whatever your vibe, your messages should match it!
- Use short sentences. Break things into chunks or bulleted lists, no one wants to read a wall of text!

AI isn't just hype, it's revolutionary tech that is fundamentally changing the way DJs around the world find gigs and interact with their audience.

DM automation using AI is already helping DJs around the world grow their fan bases and free up time to focus on what is most important to them.

Conclusion: A DJ's DM Automation Secrets Book

As a DJ on Instagram, talking to fans and event organizers on social media isn't the reason why you became a DJ.

But at the same time, you have to remain competitive and think like a business owner.

That means using **Instagram bots** that engage with your audience while you sleep.

That means leaning into **AI messaging** with smart design.

That means reaping **chatbot benefits** while you focus on the craft.

So, what's your next plan of action?

Answer: Skip the trial and error and start getting results ASAP.

But don't spend **\$997** on a course to learn how to use Instagram bots (there's a course for everything nowadays!)

Instead, I'm selling my **DM Automation Secrets** ebook for **\$27** which will teach you everything you need to know to set up this million-dollar system.

And if you're super busy and don't have the time to read a book on using Instagram Bots, message me here and I'll have my team set things up for you.

Until then,

Peace 🕊️

Blog 50: How To Use Instagram Bots For Sales Conversion

6 min read

Buying **Instagram bots** won't make you famous. But what if I told you that using them differently could?

Most Instagram users think bots are just for boosting follower counts. But that's not so--fake followers don't buy, engage, or help your business grow.

Instead of using bots to inflate your numbers, smart Instagram influencers use **Instagram automation tools** strategically--to drive real engagement, automate outreach with an **Instagram auto responder**, and convert leads into paying customers.

In this guide, I'll show you exactly how to use **Instagram bots** the right way, leveraging **AI messaging** to nurture leads, streamline **DM appointments**, and optimize **sales conversion**.

By the end, you'll learn how to grow your brand with a **chat sales strategy**, increase engagement with **Instagram auto messages**, and turn followers into loyal customers with **Instagram auto comment**.

Ready to begin?

Can you automate responses on Instagram?

Yep! In fact, **Instagram chatbots** were how we monetized Brandon Anthony Clark's 114k+ audience in a multi-million wealth management business.

Here's how it works:

You can automate responses on Instagram using **Instagram automation tools** like ManyChat, MobileMonkey, or Chatfuel. Our particular fan favorite is ManyChat's **Instagram bots**, but what works best for you depends on your business goals.

These platforms help you set up **chatbot design** that responds to messages based on keywords, FAQs, or specific triggers.

Instagram auto responder features--like Instagram's Automated Responses for Business accounts--also allow you to create **Instagram auto message** and **Instagram auto comment** setups for common DMs.

If you're using this for **lead scheduling** and **DM appointments**, DM funnels are a powerful tool.

An Instagram bot can engage users, qualify leads, and even schedule **client meetings**--helping you streamline your **chat sales** process and improve **sales conversion**.

Just don't overdo it and make sure to keep it natural and strategic; Instagram's spam filters can flag excessive automation.

Can Instagram ban you for using Instagram bots?

Instagram bots are perfectly legal, but they violate Instagram's Terms of Service if they engage in spammy behavior--like mass-following, auto-liking, or excessive DMing.

Meta cracks down on Instagram bots that manipulate engagement or automate interactions too aggressively.

That said, **chatbot design** for **AI messaging**, **client meetings**, or **lead scheduling** is allowed, as long as it follows Instagram's API policies.

Here's what we suggest: Use **Instagram automation tools** wisely: automate **Instagram auto message** replies, streamline **DM appointments**, and enhance **chat sales**, not spam interactions.

Keep automation natural, and focus on improving **sales conversion** with meaningful engagement.

How do you convert sales using Instagram bots?

To boost **sales conversion** using **Instagram automation tools**, you need a smart **DM appointment** funnel that feels natural and doesn't get flagged as spam.

Here's how:

1. Set Up a DM Funnel

Use tools like ManyChat, MobileMonkey, or Chatfuel (all approved by Meta).

Create an **Instagram auto message** triggered when someone DMs a keyword (e.g., "INFO" or "PRICE").

Guide the conversation with **AI messaging**, asking qualifying questions (e.g., "What's your biggest struggle with [your niche]?").

2. Engage & Nurture

Automate responses to FAQs with **chatbot design** that feels human.

Offer a lead magnet (freebie, discount, eBook) in exchange for their email.

Use **Instagram auto comment** triggers and story replies to start conversations.

3. Drive to a Sale

Use scarcity & urgency (“Only 5 spots left for this offer!”).

Direct them to a checkout page or schedule a **client meeting** for high-ticket offers.

Hand off to a real person if they need more convincing.

4. Follow-Up & Retarget

Send a follow-up DM if they engage but don’t buy.

Use **lead scheduling** to retarget with Instagram Ads based on collected leads.

If done right, **chat sales** automation can handle 80% of the sales process, letting you or your team focus on closing high-value deals.

Now, a **DM appointment** funnel changes drastically depending on whether you’re selling low-ticket or high-ticket products.

Here’s the breakdown:

Using Instagram Bots for Low-Ticket Sales (\$10–\$200)

- ♦ **Example:** Digital products, merch, online courses, eBooks
- ♦ **Goal:** Quick, impulse-driven purchase
- ♦ **DM Funnel Strategy:**
 - Use **Instagram auto message** keyword triggers (e.g., "Send 'GUIDE' for a free PDF").
 - Lead them to a checkout page or discount offer.

- Keep responses short & direct (focus on value, not deep nurturing).
- Add **AI messaging** for urgency: “This deal expires in 24 hours.”
- Leverage **chat sales** upsells after the purchase.

For low-ticket offers, **Instagram automation tools** handle most of the process since these sales don’t require much trust-building.

Using Instagram Bots for High-Ticket Sales (\$500–\$10,000+)

- ♦ **Example:** Coaching, consulting, premium services, done-for-you solutions
- ♦ **Goal:** Warm leads, build trust, book **client meetings**
- ♦ **DM Funnel Strategy:**
 - Start with a qualifying conversation (“What’s your biggest struggle with [topic]?”).
 - Use **chatbot design** to segment leads (if they’re a good fit → send case studies/testimonials).
 - Hand off to a real person after the bot has pre-qualified them.
 - Drive them to book a **DM appointment** instead of a direct sale.
 - Follow up with **lead scheduling** and personalized DMs if they don’t convert.

Here, the bot warms up the lead, but a human closes the deal since **sales conversion** for high-ticket offers needs trust & personal interaction.

Final Thoughts: Instagram Bots Need Expert Design

Now that you know how to use **Instagram bots** to scale into a 7-figure empire, there’s only one thing holding you back:

Free information--like what you’ll find on ChatGPT--will only take you so far.

Instagram automation tools are fresh, and businesses that crack the code are keeping their **chatbot design** strategies under wraps.

We don't blame them, but that leaves one big question: How can YOU access the hidden playbook for using Instagram bots?

At **I Need This Marketing**, we're revealing the exact **AI messaging** and **Instagram auto message** techniques we've used to help businesses like yours scale. These methods turn simple DMs into six- and seven-figure **sales conversions**--without getting flagged as spam.

Instead of paying thousands for a course, you can get our ebook, **DM Automation Secrets**, for just **\$27**.

Inside, you'll learn how to:

- ✓ Set up **Instagram bots** for high-converting **chat sales**
- ✓ Automate **DM appointments**, **lead scheduling**, and **client meetings**
- ✓ Use **Instagram auto responder** and **Instagram auto comment** triggers to maximize engagement

Click here now to get instant access.

And if you have any questions, DM me on Instagram [@wallyduynguyen](https://www.instagram.com/wallyduynguyen), and I'll show you how Instagram bots can transform your business.

Peace 🕊️

Wally Nguyen, I Need This Marketing

Blog 49: Instagram DM Automation for Tattoo Artists: Ink More Deals

I bet you've had at least one of these experiences before in your tattoo business...

"There's no way I'm paying all that money for a tattoo that isn't done properly."

"As soon as my foot touched the pedal and my machine started, she screamed..."

"She just had such a specific picture in her mind but she could not communicate it."

"She started crying, then full-on sobbing... while I just kept plugging away at this dumb little tattoo."

Being a tattoo artist – even a famous one on Instagram – is tough work without **DM automation**. You're playing with a heap ton of unpredictable emotions which creates Chernobyl-level pressure for you and your business.

On Instagram, the same kind of trouble arises, but this time you can identify which potential clients are serious and which are spam. That's where **Instagram automation tools** and smart **chatbot automation** come in.

It's weird but with the tattoo industry, you're dealing with a lot of nuanced conversations which often at times are unpredictable. As a tattoo artist, you can probably guess why...

Tattoos are more than just something that's nice to have, but a reflection of the soul; a commitment to an idea on your skin.

That's why you need **DM automation**. It can act as a framework for automating a vast array of messages that reoccur time and time again. Tools like **Instagram auto DM** and **Instagram automation tools** allow you to set up predictable, professional workflows.

And this, in turn, is how you scale your tattoo business to compete with the likes of Mister Cartoon or Doc Woo.

Let's jump in:

What Is Instagram DM Automation (and Why Should Tattoo Artists Care)?

Instagram Direct Message Automation automatically handles your direct messages on Instagram. So instead of manually typing out a response to every single person, you set up predetermined replies or chat flows to do it for you.

What you have here is an **AI-powered** studio assistant who can greet people, answer common questions, and even help schedule appointments while you focus on your art.

It sounds great but...do you *really* need **Instagram DM automation**? Can't you just do things manually?

Well, take this fact: According to a Sprout Social study, nearly 75% of consumers expect a response on social media within 24 hours. If they don't get it, 73% will go to a competitor instead.

If you're the quickest to reply to someone shopping around for an artist, you're far more likely to secure that booking. Speed wins.

Instagram DM automation ensures your leads never have to wait for that first hello or basic info. And with **chatbot automation**, you don't even need to lift a finger to keep conversations flowing.

Best Practices to Keep Instagram DM Automation Personal

The last thing you want is for your **Instagram automation** to feel like a spam message from the Philippines.

The good news is, when done right, most customers won't even realize a response was automated – and even if they do, they won't mind as long as it's helpful and friendly.

Here are some best practices to make sure your **Instagram DM automation** strikes the right balance and strengthens your connection with clients:

 **Write Like You Speak:** Craft your automated messages in your natural voice, as if you were typing it yourself. If you usually say “Hey there! 😊” or use a lot of emojis when chatting with clients, do the same in your automated replies.

Avoid overly formal or stiff language that screams “computer.”

For example, instead of a cold, generic message like “Your inquiry has been received. We will respond in 24 hours.”, you could have the bot say: “Hey, thanks for reaching out! I've got a few quick questions for you to make sure I get you what you need...”.

This keeps the experience warm and on-brand. Many people won't even realize the first message was automated if you nail the tone right.

 **Keep It Short and Sweet:** Attention spans in chat are super short. No one wants to read a novel in a DM bubble.

Break up information into bite-sized messages. It's better to send two or three short messages than one giant block of text.

Think of how you text friends -- usually one thought per message.

For instance, if providing aftercare steps, send them as a brief numbered list in separate messages rather than one long paragraph of instructions. This makes it easier to read on a phone and feels more conversational.

The same goes for questions you ask the user: one question at a time in a concise way.

Your automated flow should feel like a back-and-forth, not an info dump.

 Don't Hide the Fact It's Automation (But Make It Fun): You don't have to start every message with "This is an automated reply..." -- in fact, that might feel off-putting.

But it's wise to design your flow so that if someone realizes or asks, you're transparent about it. You can even be playful: e.g., "Hi, this is actually 's assistant 🤖 while I grab them for you, mind if I ask a couple quick questions?".

This little wink and nod can put people at ease.

You see, most people these days are used to **chatbot automation** and the more polished your setup, the better the experience. Combine that with **Instagram auto DM** functionality and you've got a real-time customer service assistant working 24/7.

Always have an option like "Type help to talk to a real person" or something similar.

And if someone says something the bot can't handle (like a long personal story or an unusual question), your system should flag it for you to reply manually.

Basically, don't try to trick people, but also don't worry -- as long as the info is useful, people are fine interacting with an assistant.

🚫 No Unsolicited Spam DMs: This is important for both etiquette and Instagram's rules.

Never use automation to send unsolicited DMs to people who haven't contacted you first.

Cold-DMing random users or followers en masse with "Hey book a tattoo with me!" is a quick way to get flagged and annoy folks.

Instagram's API actually doesn't allow bots to initiate a brand-new conversation with someone for this very reason.

Keep your automation inbound or response-based.

It's perfectly fine (and good) to automatically reply to someone who messaged you or to DM someone who commented and asked for info -- because they initiated the interaction.

But don't set up anything that scrapes users or spams DMs without their consent. Not only could that get your account restricted, it's also just a bad look for your brand.

📝 Keep Your Info Updated: Set a reminder for yourself to review your automated messages every couple of months.

Your business can evolve -- maybe your prices change, maybe you moved to a new studio, maybe you have a new booking link or policy.

If you had an automated reply about a holiday promotion, don't forget to disable or change it after the holiday.

There's nothing more embarrassing than a bot pitching a "Summer Special!" that ended three months ago.

Also pay attention to new FAQs that pop up. If you suddenly get a lot of questions about a new style you tried or a video you posted, consider adding a quick reply or bot response for it.

Keeping your automation content fresh ensures nobody gets stale or wrong info.

👁️ Monitor and Intervene: Automation doesn't mean you get to ignore your DMs completely (wouldn't that be nice?).

You should regularly check in on conversations. Make it a habit, say once a day or a few times a week, to scan recent automated interactions.

Look for any sign of confusion or frustration from users, and step in when needed.

For example, if someone appears to be asking something twice or phrased oddly and the bot didn't catch it, jump in and clarify.

Or if the bot answered everything and the person is now ready to schedule a complex custom piece, that's your cue to personally take over and discuss details.

The human touch is still invaluable for closing sales and building relationships -- the bot is there to handle the grunt work and initial filtering.

Many successful artists use automation up to a point, and then handle the final consultation or creative discussion themselves. That combo works wonders.

🎨 Maintain Personal Connection: This is more of a mindset than a technical tip.

Always remember that on the other side of that screen is a person excited (or nervous) about getting a tattoo.

Automation should enhance their experience, not alienate them. So design your flows with empathy.

For instance, if someone mentions it's their first tattoo, maybe have an automated message that says "That's awesome – I love helping first-timers! I'll make sure you're comfortable through the whole process. Here's a quick guide I wrote on what to expect...".

Little touches like that make the interaction feel human. Use their name in messages if the tool allows (most **chatbot platforms** can insert the user's first name into the text – use that sparingly to sound natural, maybe in a greeting).

Whether you're working with **chatbot platforms** or testing out different **Instagram automation tools**, the goal is to make it feel like a conversation, not a transaction.

If you follow these best practices, you'll appear responsive, caring, and tech-savvy all at once. Clients will get the info they need quickly and then get the real you when they need that personal touch.

Not a bad system, am I right?

Conclusion: Instagram DM Automation = More Time to Tattoo

Your art is your passion and your livelihood. **Instagram DM automation** is not.

Well, the good news is this: Owning a business means you can hire people to do the work that you don't like doing!

So if the **DM automation** thing feels like a waste of your time, but you like the end-results you've been hearing about in this article, message us here and we can help you set up your **DM automation** ASAP, no hassle.

"Why should I trust you?" you might ask.

Answer: By setting up **Instagram DM automation** for Brandon Anthony Clark, he went from earning \$30k a year as a life insurance agent, into a multi-millionaire running a wealth management business.

Bonus Answer: By setting up **Instagram DM automation** for Jason Capitol, we generated over \$7M in revenue in less than 3 years.

Now we want to leverage our experience in making millionaires, but for your tattoo business instead.

Want to see what that looks like? Message us and I'll get you all the information you need to scale your business for 2026 and beyond.

Blog 48: How The Top 1% Of Photographers Use DM Automation

I was at a wedding, chatting with a millionaire photographer – not the wedding photographer, mind you – but a guy who travels the world and takes photos of wildlife.

“How do you earn so much money from photography when other photographers struggle to get reach?” I asked.

“You can be the best photographer in the world,” he said. “But if you don’t know how to grow your business, then it’s all for naught.”

(As the owner of a **DM automation business**, I could agree with him there).

“How do you build a business as a photographer?” I replied.

Now I wouldn't dare to teach you, reader, what exactly you need to do to grow a photography business. At this point, you've most likely got all the competitive tools you need to be in that top 1% category.

But the elite photographer at the wedding did mention one tool that's rarely used by 99% of photographers.

And that's when we got talking about my work, and what I do.

Turns out, this elite photographer uses **DM automation** for his Instagram account, specifically an **Instagram auto DM** system that replies instantly to new followers.

That inspired me to write this article; for photographers who are none the wiser, and are wondering how to be a millionaire photographer just like this guy.

What is DM Automation and Why Should Photographers Care?

DM automation means setting up automatic replies or chat flows to handle your direct messages on social media. Instead of manually typing out answers to every person who messages you, you use tools or built-in features to respond instantly with pre-written messages or even run a mini chatbot conversation.

It's like having an AI avatar that deloads a bunch of tasks off your agenda.

For photographers, this is the secret sauce to standing out in a super competitive industry. Here's why:

Think about the common DMs you get: "Hi, how much for a portrait session?", "Are you free on X date?", "Do you travel for shoots?" – these are important questions from potential clients that you likely answer over and over.

With an **Instagram auto DM**, you can program answers that are both personal and instant. These aren't clunky one-liners – when set up right, they deliver serious **chatbot benefits** like freeing up hours of admin time and keeping your response times under 5 minutes.

And these micro-seconds matter more than ever.

The deadly combination of AI competition and human competition means that photographers can no longer wait to follow up on Monday anymore.

FACT: [79% of consumers expect a brand to reply to their social message within a day.](#)

But in a competitive industry like photography, we're willing to bet consumers expect a reply within minutes.

So if you're slow, you risk the prospect moving on.

Now on the flip side, businesses that follow up with a lead within 5 minutes are [100x more likely to convert them](#) compared to those waiting a half hour or more. That's a crazy difference.

That could be the difference between landing a \$2,000 wedding package or getting ghosted while you question your ability to build your business.

Benefits of Automating Your Instagram DMs as a Photographer

Now that we know why DM automation is mandatory for elite photographers, let's explore how it's going to revolutionize your operations:

 **You Keep Your Main Job (Photographer!):** A photographer's got to be out in the field, doing what they do best. Not stuck on their phone replying to people asking if they travel for shoots. That's where an Instagram auto DM system steps in to deliver instant replies and free you up for the real work.

 **Gives You Back Your Weekend:** A good setup can handle 80% of incoming messages. That means more time for shooting, editing, or chilling with your family. It's one of the biggest chatbot benefits for photographers juggling dozens of inquiries.

 **More Leads Turned into Clients:** This one's big. DM automation isn't just about replying faster. It's about lead scheduling too. A well-designed AI messaging flow can ask the right questions and point someone directly to your booking calendar – without you lifting a finger.

 **Personalised Engagement, At Scale:** Want to sound like a real person? Good. Because chatbot benefits don't mean generic. You can tailor your Instagram auto DM to use slang, emojis, and even call people by name. Done right, it feels more personal than half the manual replies out there.

 **The Algorithm Will Love You:** The more DMs you send (automated or not), the more Instagram sees you as someone worth boosting. Use AI messaging to create meaningful engagement and watch your reach quietly grow. It's not the main reason to do this – but it's a nice side effect.

How to Set Up Instagram DM Automation (Step-by-Step)

Let's go through how you can get your Instagram DMs working for you.

You don't have to be super tech-savvy – a lot of this is user-friendly.

Here's a step-by-step roadmap:

1. Start with Instagram's Built-in Quick Replies and FAQ:

Instagram itself offers some basic automation features.

In your professional account settings, you'll find **Saved Replies** (sometimes called Quick Replies).

This lets you create templated responses you can insert with a shortcut.

For example, you can save a reply named “/pricing” that contains your whole pricing info blurb.

When someone asks about rates, type “/pricing” and boom – the whole message appears, ready to send.

It's not fully automatic (you still insert it), but it *dramatically* speeds up responding.

Also set up the **Frequently Asked Questions** feature: you can choose 4 questions that will show up to someone as soon as they go to message you. Think of FAQs like “ July 17 How do I book a session?” or “ What are your rates?” – a user can tap these and get an instant answer. This alone can handle a lot of inbound questions without you typing a thing.

2. Pick a Chatbot Tool:

For true hands-off automation, you'll want to use an external tool.

There are several popular **Instagram-approved automation platforms** (many have free plans to start).

ManyChat is a big one that's widely used by marketers and creators – it integrates with Instagram DMs and allows you to create “chatbot flows” easily with a visual builder.

Other options include **MobileMonkey (Customers.ai)**, **SendPulse**, **HubSpot (if you use their CRM, they have a chat inbox)**, and niche tools like **DMpro** or **LinkDM**.

These tools connect to your Instagram account via Facebook's API (don't worry, it's simpler than it sounds – usually just logging in with Facebook and granting permissions).

Once connected, you can design automation rules. For instance: *“When I receive a DM that contains the word ‘wedding’, send X message.”* or *“When someone new follows me, send a welcome DM after 1 hour.”*

Most of these platforms offer templates specifically for Instagram. ManyChat, for example, has templates for “Photographer Booking Flow” where it will ask the user what service they're interested in, then collect their email or send a calendar link.

Explore a couple and pick one that fits your needs and budget. The key is, these tools **make it drag-and-drop to set up a chatbot** – no coding needed.

3. Map Out Triggers and Messages:

Now, think about *what* **AI messaging** you want to automate. Common triggers for photographers include:

- **New follower**: send a warm welcome message (maybe thanking them and offering a free guide or asking what kind of photography they're into). First impressions!

– **Story mention or tag:** when someone tags you, auto-send a thank you — great for building rapport or prompting the next step (like “Here’s a 10% off code for your next session for mentioning me!”).

– **Post comment trigger:** This one is powerful. You can set a rule that if someone comments a specific keyword on your post, they get a DM.

People use this for contests or lead magnets. E.g., “Comment ‘INFO’ on my post and I’ll DM you my portrait session brochure.”

Anyone who does gets the brochure via an automated DM. That’s lead gen on autopilot, and you know they’re interested because they asked for info.

– **Specific inbound DMs:** Of course, the main one is when someone messages you directly. You might have a general autoresponder (“Thanks for reaching out! Let me get you some info...”), but you can get granular.

If the message contains words like “price,” “pricing,” “cost,” trigger your pricing info reply.

If it contains “wedding” or “engagement”, trigger a reply highlighting your wedding photography package and maybe asking a couple questions about their event.

Basically, **anticipate the common inquiries** and set up a tailored response for each.

For each trigger, craft a message or sequence of messages. Keep them conversational.

You can even include quick reply buttons (the tools allow this) so the user can tap an option.

For example, your bot can ask “What type of shoot are you looking for?” and provide buttons: “Wedding 📷”, “Portrait 👤”, “Other 💬”.

Depending on what they tap, it can send a different next message. This is how you qualify and direct the conversation automatically.

4. Drop Links, Calenders, and Portfolio Assets

Automated DMs are great for sharing **links** that people commonly ask for.

You likely have a portfolio site or gallery, a pricing page or PDF, an online booking calendar, etc.

Rather than making someone ask and wait, include the link in your **AI messaging**. “Here’s a link to my pricing guide with packages and rates 📌 [URL]”. Or “Pick a time for a free consult call here 📌 [Calendly link]”. Since DMs allow links, you can drive people straight from Instagram chat to your booking funnel or website.

This is super effective for conversion – they don’t have to go looking for info; you delivered it to them on a silver platter. And by automating it, you ensure **every interested person gets the link instantly** (when they’re most engaged and likely to click).

Honestly, it feels like **lead scheduling** with your eyes closed.

Tip: If you use a CRM like HoneyBook or Dubsado to manage leads, see if it can integrate or at least send you an email when someone engages with your bot.

Some photographers set up a zap (via Zapier) like “when someone completes my IG DM sequence with their email, add them to my CRM and email me a notification.”

This way your back-office workflow stays in the loop.

5. Test, Tweak, and Humanize:

Once you set up your automations, **test them out**. Most platforms let you test by messaging your own account or offer a preview mode.

Do it from a friend's account or have a buddy try – to ensure the responses make sense and the flow doesn't feel clunky.

It's almost guaranteed you'll refine some wording or timing. Maybe you find that sending 3 messages in a row feels spammy – so you condense to one or two messages.

Or you realize you forgot to include an important question the bot should ask. Treat it like an initial client interaction script and keep fine-tuning.

Also, keep an eye on your inbox for the first few weeks of running automation. See how people respond.

Are they happy, do they ask additional questions the bot didn't cover? You might discover new FAQs to add.

Always allow an easy way to talk to you – e.g., if the bot has gone through its steps and the person is still chatting, step in and say hi personally or have the bot say “I'll have the photographer get back to you with more details!” so you can continue.

The best setups use automation to handle the basic questions *and then alert you when a lead is hot*. For instance, if someone goes through an automated sequence and indicates a wedding date, you (the human) get notified so you can jump in, confirm details, and close the deal.

Remember, the goal is to **enhance the customer experience**.

If someone's confused or your bot misinterprets a message, apologize and take over live. People appreciate that.

As you refine, those instances will become rare. Soon, you'll have a smooth-running DM system that feels to the client like you're unbelievably responsive and helpful – all with minimal effort on your end.

Tips to Keep Your Automated DMs Friendly (Not Spammy)

In the early years of DM automation, we learnt tips and tricks that scaled our client's businesses into multi-million dollar companies. Now, we're going to share these tips and tricks with you for completely free.

The key is to keep your DMs engaging and on-brand. Let's explore:

 **Write Like You Speak:** Craft your automated messages in your natural voice, as if you were typing it yourself.

If you normally say “Hey there!” or use 😊 emojis when chatting with clients, do the same in your DMs.

Avoid stiff language. For example, instead of “*Your inquiry has been received. We will respond in 24 hours,*” say something like “Hey thanks for reaching out! I’ve got a few quick questions for you to get what you need....”

This keeps the experience warm. Many readers won't even realize the first message was automated if you do it right.

 **Keep Messages Short:** Attention spans in chat are *super* short. A giant wall of text will overwhelm people. Break info into bite-sized messages.

Two to three sentences per message is a good rule of thumb. Use line breaks or even multiple messages in a sequence rather than one long paragraph. It's easier to read on a phone.

For instance, send one message saying "Gotcha, you're interested in a wedding package!" and then a second message with the pricing summary, rather than one massive message.

It feels more conversational that way, too.

 **Don't Hide the Fact It's Automation (but make it fun):** You don't necessarily have to say "This is a bot," but it's okay if it's obvious you have a system.

People are increasingly used to interacting with chatbots. You can even playfully acknowledge it: e.g., "*I *yourname's* your name's *yourname's* automation assistant here – while I grab Ashley, mind answering a couple quick questions? 😊*".

Transparency can put people at ease. Regardless, make sure the user **has control**.

If they type something unrelated or ask for a human, your system should recognize that.

A best practice is to include an option like "Type **help** to talk to a real human." That way nobody feels trapped if they have a unique issue.

 **Don't Spam Unsolicited DMs:** This is important. Using automation to **cold DM people who didn't contact you first** is a quick way to get flagged (and annoy folks).

Instagram's API actually doesn't let you initiate a conversation out of the blue via official automation tools – and that's for good reason.

Keep your automation **inbound** or in response to engagement. It's perfectly fine to automatically reply to someone *who messaged you or commented*, but don't set up

something that scrapes users and messages them without consent. Not only can that get your account restricted, it's also just a bad look for your brand.

 **Regularly Update Your Responses:** Your business info can change, and so do customer questions. Set a reminder to review your saved replies/automated messages every couple of months.

Maybe your prices have changed – update that pricing reply!

Maybe you're getting a new frequently asked question – add an automation for it.

Keeping things up-to-date ensures nobody gets stale info (imagine an automated DM pitching a holiday mini-session that ended two months ago – whoops!).

Also, as Instagram releases new features (like in-app scheduling or new DM tools), adapt your strategy. Early adoption of new features can sometimes even give you an algorithm edge.

 **Monitor Conversations:** Automation doesn't mean “set and ignore.”

Make it a habit to scan through your recent DM threads daily or a few times a week.

Look at how people are interacting with your automated messages. Are they saying “thanks so much!” (great, it's working), or are they asking something twice (meaning the bot maybe didn't provide the answer)?

Use these insights to tweak the flow or know when to personally intervene. The *combination* of automation + personal touch is the winning formula.

For example, you might see that after your automated sequence sends a Calendly link, a user schedules a call – fantastic! You can then follow up manually like “I see you booked a consult for Friday – excited to talk more then!”

That personal note, on top of the automation, really wows people because you're covering all bases.

Conclusion: DM Automation = More Clients, More Status, Less Stress

As a photography professional on social media, your time is split between being creative and being a customer service rep.

Is that the reason why you wanted to be a photographer? It certainly doesn't have to be.

But at the same time, you have to remain competitive and think like a business owner.

That means **Instagram auto DM** flows that engage while you sleep.

That means leaning into **AI messaging** with smart design.

That means reaping **chatbot benefits** while you focus on the craft.

So, what are your options?

Generally, investing in tools that speed up your processes is how you do it.

But for online sales, DM automation bridges that gap by handling the routine chatter, so you can focus on doing what you love.

You'll provide a better experience for prospects (quick answers, no waiting) *and* save yourself time to do your main job and enjoy your weekends, vacations and hobbies.

Trust me, waking up to *five people* who DMed you overnight who **already have your price list in their inbox**, and two of them have scheduled consultation calls, is an *amazing* feeling.

It keeps your client pipeline flowing around the clock and makes your **lead scheduling** super easy. And all you need to do is hop on those calls and seal the deal.

Now, **FULL DISCLAIMER:**

We haven't mentioned everything about DM automation in this article. There's just simply too much information to cover on the topic.

But if you want to *skip the trial and error* and start getting results ASAP, I'm selling my **DM Automation Secrets** ebook.

I was tempted to turn this into a **\$997 course**, since that's what my competitors are doing right now.

However, I don't think you should have to spend *almost a thousand dollars* on a subject that shouldn't take too much of your time.

So, instead I'm going to give you an entire library of resources for just \$27. You'll read it, become a pro at automating DMs, and the rest is history.

If that sounds good to you, [click here](#) to read more about my ebook now.

Until then,

Peace 🕊️

Blog 47: Use Instagram Direct Message Automation (With Case Studies)

5 min read

I have a confession to make...one day I forgot about the Instagram direct message automation for one of my clients.

And that automation was booking calls through Instagram DMs.

So, in effect, the DM automation went 100% robot, with no humans aware of what was going on.

But in my defence, the sales funnel was so effective, **no human was necessary**.

When you're at that level of advanced automation, you know your Instagram business is making you millions.

Influencers and business owners with 100k-1M followers know this game well; they know these kinds of tools make the difference between closing 1M+ sales on Instagram and being the popular kid with lots of followers.

They're automating DMs. They're capturing leads **instantly**. They're turning casual conversations into booked calls--without spending hours in their inbox.

It sounds like a fantasy but we have the case studies to back it up.

Even if you just have a hundred followers, the information in this article is going to be a *complete* game changer.

Let's jump in:

How Johnny Nitafan Scaled with Instagram Direct Message Automation

Johnny Nitafan knew Instagram direct messaging could bring in sales. He just didn't know you could automate Instagram direct messages.

At 21 years old, Johnny was building his life insurance business, relying on Instagram to connect with potential clients.

And at first, it was working. People were DMing him, asking questions, showing interest.

But there was a problem--he couldn't keep up.

Between answering messages, following up, and booking calls manually, leads were slipping through the cracks.

Some would ask about his services and never hear back. Others would get halfway through a conversation and lose interest because he took too long to reply.

And then there were the time-wasters--people who would message him with no real intention of booking, eating up his day with small talk.

At best, Johnny was booking two or three calls a day--but he knew it should be more.

That's when he started working with I Need This Marketing.

Instead of handling every message manually, he set up DM automation to do the heavy lifting.

Now, when someone messaged him, they didn't have to wait for a reply. His automation system would instantly engage, qualify the lead, and move them toward booking a call.

If someone was serious, they'd get his calendar link right away--no back-and-forth, no delays.

If they weren't ready yet, the system would follow up automatically, keeping them in the loop until they were.

Johnny went from 2-3 booked calls per day to 9-10--without working extra hours, hiring an assistant, or spending more time in his inbox.

His DM automation worked around the clock, capturing leads and filling his pipeline while he focused on closing deals.

And Instagram rewarded him for it.

Accounts with consistent DM engagement see more reach and better visibility ([Hootsuite, 2024](#)).

By keeping conversations going at scale, Johnny's account stayed active in the algorithm, making his content perform better than ever.

This wasn't just a scheduling fix--it was a growth hack.

And he's not the only one. Businesses using DM automation for appointment setting see a 3-4x increase in daily bookings.

Because when your leads never have to wait, they convert faster.

Dr. Stillman Increased Patient Engagement with Instagram's Direct Message Automation

We helped Dr. Leland Stillman set up his Instagram direct message automation so that his patients could receive constant communication.

After all, he wasn't just running an Instagram business. He was running a medical practice--one that required constant communication with patients via Instagram.

With 100k+ followers, that meant his DMs were flooded every single day.

New patients wanted to book consultations. Existing patients had follow-up questions. Some people just wanted quick advice before deciding if they should schedule an appointment.

It was impossible to keep up.

Dr. Stillman tried responding manually, but the messages never stopped. Every time he answered one, two more popped up.

His staff was overwhelmed. Important messages got buried. Patients who needed help were waiting too long for a response.

And that's the last thing you want in healthcare--a bad reputation as a doctor.

So, Dr. Leland decided to automate his Instagram direct messages.

By working with I Need This Marketing, Dr. Stillman set up an AI-powered DM system that could handle patient inquiries instantly.

Now, when someone messaged him, they got an immediate response--not hours or days later.

If they wanted to book a consultation? They were automatically sent a scheduling link.

If they had a medical question? The system directed them to the right resources or flagged it for staff review.

If they needed a follow-up? The system sent reminders, ensuring patients never fell through the cracks.

All the while, the chatbot sounded like Dr. Stillman was talking to them.

Just like that, his inbox went from chaotic to controlled.

Dr. Stillman's practice saw a 50% reduction in administrative tasks. His team no longer had to manually track patient messages.

No more missed appointments. No more slow replies. Everything ran seamlessly.

And it didn't just improve efficiency--it improved patient experience.

Studies show that 79% of consumers expect a response within 24 hours on social media ([Sprout Social, 2024](#)).

And when patients get fast, reliable replies, they trust the practice more. They're more likely to book, more likely to return, and more likely to recommend the service.

For Dr. Stillman, DM automation was about scaling patient care without sacrificing quality.

Austin Cook Used Instagram Direct Message Automation to Grow His Tinting Business

Austin Cook had built a solid tinting business since 2008. And, in fact, was one of the first influencers on Instagram to teach people how to tint car windows.

He knew how to get results. He knew how to make customers happy. He didn't need a marketing guy like me to flip his script.

But as his followers grew into 110k+, he wasn't seeing the traction he expected--he needed Instagram direct message automation.

Here's why:

People were liking his posts, commenting things like “🔥🔥🔥” and “How much?”, but when he tried to turn engagement into sales, it wasn't working.

His biggest issue was his DMs. The potential leads in his inbox were supportive but also sceptical of his offer.

I Need This Marketing fixed his problem.

Instead of manually chasing leads, I set up DM automation tailored to Austin Cook's unique tone of voice with messaging that made his leads fill up the pipeline.

Austin's customer engagement skyrocketed.

His business saw a 40% increase in response rates. His leads were convinced. And because they didn't have to wait, they were booking faster than ever.

What used to take hours of back-and-forth now happened instantly--without him lifting a finger.

Leverage Instagram Direct Message Automation for Your Instagram Business.

You've seen how Johnny scaled from 2 to 10 calls a day.

How Dr. Stillman cut his admin workload in half.

And how Austin turned his DMs into a lead-generation machine.

None of them worked harder. None of them hired *more* people.

They simply stopped losing leads.

Here's the thing: Businesses on Instagram are wasting opportunities every single day.

They spend time crafting the perfect post... but ignore the real revenue channel--Instagram direct messages but with automation.

That's why Instagram influencers, coaches, service providers, and e-commerce brands are turning to DM automation.

It keeps your inbox engaged, which boosts your visibility in the algorithm.

It responds instantly, so leads don't go cold.

It books calls, answers FAQs, and moves people through your funnel--without you building up a sweat.

So if you want to set up a DM system that books calls and closes sales on autopilot, get in contact I Need This Marketing, and we'll get you all the information on these million-dollar strategies.

We're here to answer any questions you have and help you discover the perfect fit for your needs.

Blog 46: The Best Instagram Tools for Explosive Engagement

6 mins

“You won’t believe the dream I had last night”

One of my clients, an Instagram influencer with 114k followers, told me he had a nightmare in which his inbox was flooded with 1,000 unread DMs.

It’s kind of a weird dream...

But for an Instagram influencer who uses their account as a business, it’s on par with missing a deadline or being assassinated by the IRS.

As you build your Instagram account, you quickly realize you need the very best Instagram tools to survive.

Without them, you start drowning in DMs, you miss deals, you lose revenue, and you p*ss off your followers.

So are you using the best Instagram tools at your disposal?

If not, keep reading.

Let’s explore the best Instagram tools in 2025 and how to get your business on the right track.

Best Instagram Analytics Tools: Track & Optimize Performance

Building your Instagram business is about striking the balance between your creativity and the data. Sometimes, the data tells a different story...

Some posts bring in likes, others drive profile visits, and the best ones turn into DMs, brand deals, or sales.

So without tracking these metrics, you're pumping out content that will get thrown into the void like General Zod in Superman 2.

But the best Instagram analytics tools don't just show you numbers. They tell you the story.

I.e. They tell you what content drives the most engagement, when your audience is most active, and how your Instagram strategy stacks up against competitors.

Instagram Insights, the built-in tool, gives you a basic breakdown of your reach, impressions, and follower demographics.

But if you're serious about optimizing your content, you'll need a dedicated Instagram analytics tool.

- **Social Status** is one of the most comprehensive options. It tracks every Instagram metric you need, from engagement rate to audience behavior, and even provides competitor benchmarking.
- **Iconosquare** is another top pick, offering custom analytics dashboards, scheduled reports, and engagement insights that help influencers and businesses refine their content strategy.
- **Metricool** offers deep post and Story analytics at a fraction of the cost.

Best Instagram Scheduling Tools: Save Time & Post Consistently

I feel sorry for business owners. They're out here, trying to build their business through social media, because they know the unfortunate reality:

Social media is the *future* of marketing.

Instagram capitalizes on this idea by favoring creators who post regularly.

Only problem is...when life gets busy, the momentum you worked so hard to build can 🌀 out of thin air.

That's why Instagram post schedulers are essential.

They let you plan content in advance, post at peak engagement times, and free up hours every week.

Instead of scrambling to create and publish daily, you can batch your content, schedule it, and let automation do the rest.

- **Later** is one of the most popular Instagram scheduling tools, offering a visual planner, AI-generated best posting times, and an easy drag-and-drop calendar.
- **Pallyy** is another top choice, especially for content creators who want a sleek, mobile-friendly interface with hashtag suggestions and auto-publishing.
- **ContentStudio** lets you schedule and track content across Instagram, Facebook, Twitter, and LinkedIn all in one place.

Best Instagram Growth Tools: Increase Followers & Engagement

Instagram growth isn't just about getting more followers...

It's about getting the **right** followers. If you're trying to run a business through Instagram, it's better to have 200 followers who want to buy from you than 20,000 who are just here for the memes.

The ones who engage, buy, and stick around are the folks you want.

But organic growth takes strategy, and that's where Instagram growth tools come in.

The best Instagram engagement tools help you analyze what's working, find high-performing hashtags, and track audience behavior.

Some even provide competitor benchmarking, so you can see exactly how similar accounts are growing--and how you can do it better.

- **Sendible** is a top-tier Instagram growth tool, offering deep audience insights and engagement tracking.
- **Vista Social** is an all-in-one platform that combines analytics with content scheduling and social listening.
- **Agorapulse** is another strong pick, providing automated inbox management to help you stay on top of comments and DMs.

Best Instagram DM Automation Tools: Turn DMs into Sales

A viral post, a big influencer shoutout, a successful product launch--it all sounds great, but behind the scenes, it's a total nightmare.

Questions from potential buyers, partnership requests, and customer inquiries need to be automated into a system that takes your leads through a sales funnel.

That's why Instagram DM automation tools are the most valuable growth hack you could use on Instagram.

They let you respond instantly, qualify leads, send checkout links, and even book appointments directly from your inbox--all while using *your* tone of voice.

- **ManyChat** is one of the most powerful Instagram automation tools, handling everything from auto-replies to comment-triggered DMs.
- **MobileMonkey** takes it a step further with AI-powered chatbots that can guide users through sales funnels.

For a deeper dive into DM automation, keep reading, because we're going to tell you exactly how to implement DM automation into your Instagram business.

Want to Automate Your DMs & Close More Deals?

If you're tired of missing brand deals, losing sales to slow replies, or feeling overwhelmed by your inbox, it's time to automate your DMs.

The top Instagram influencers, business owners, and course sellers aren't manually responding to every message.

They've built a system that turns DMs into sales--on autopilot.

And now, we're revealing exactly how they do it.

But instead of pricing this information at \$997 in an online course, we're giving away the entire playbook on DM automation for just \$27.

By the way, the info in this book transformed Brandon Anthony Clark from a life insurance agent earning \$30k a year, into a multi-millionaire running a wealth management business.

[Click here to read about DM Automation Secrets and how to capitalize your growth in 2025.](#)

Blog 45: How to Make Money on Instagram in 2025

(7 min read)

If you want to make money on Instagram, take a lesson from this content creator:

At I Need This Marketing, we worked with an Instagram influencer that had everything brands looked for.

A loyal audience.

High engagement.

Beautiful, high-quality content that fits the aesthetic perfectly.

So when a well-known brand slid into his DMs, offering \$10,000 for a single sponsored post, he should have been celebrating.

Except he never saw the message.

Buried under hundreds of unread DMs, the offer sat there for four days. By the time he finally found it and replied, the brand had already moved on to someone else.

They had to. They had a campaign deadline, and they weren't going to wait around for a response.

And just like that, ten thousand dollars disappeared.

This happens all the time.

Brands, customers, and business opportunities come and go in an instant.

So if you're not on top of your DMs, you're losing money.

But what else does it take to make money on Instagram?

In this article, we're going to explore how you can transform into a 7-figure entrepreneur on Instagram in 2025.

The facts show this is possible:

👉 Over [90% of users follow at least one business \(Instagram.com\)](https://www.instagram.com).

👉 More than [72% of people say Instagram influences their purchasing decisions \(Realtouchpoints.com\)](https://www.realtouchpoints.com)

That means right now, people are actively searching for influencers and businesses to partner with.

They're looking for someone to give their money to. But if you're slow to respond, they'll take their money somewhere else.

So, let's dive in, and we'll show you everything you need to know to become a highly valued content creator, earning the big bucks.

Utilize Sponsored Posts and Brand Partnerships

You're one DM away from your first brand deal.

As you read this, brands are actively searching for influencers, content creators, and niche experts to promote their products.

And it doesn't matter if you have 10k followers or a million, there's money on the table. You just got to know where to look.

But here's the problem:

Most influencers don't respond fast enough when a brand reaches out.

Just like that \$10k DM mistake mentioned at the beginning, slow replies mean missed deals.

So how do you land more sponsorships without spending all day in your inbox?

Answer: You automate the process.

The top creators on Instagram aren't sitting there manually crafting brand pitches or answering every inquiry themselves.

They have DM automation set up to respond to brands instantly.

The moment a potential sponsor messages you, they get a pre-written, professional reply with your media kit, engagement rate, audience demographics, and pricing details.

If they're interested, they're directed straight to a booking link for a quick call--no back-and-forth, no wasted time.

Even if a brand doesn't DM you first, you can take control.

Using Instagram's Creator Marketplace, you can connect with companies looking for influencers in your niche.

Brands filter by follower count, engagement rate, content category, and audience demographics, so if your profile is optimized, opportunities come to you.

Not bad, am I right?

Leverage Instagram's Shopping Features

If you're serious about making money on Instagram, selling directly through the platform is one of the most profitable ways to do it.

Now, here's the thing: Your ads will no doubt have a bunch of comments that say: "Nice try, Diddy!"

But with over 130 million users tapping on Instagram Shopping posts every month, those comments will be the last thing on your mind.

Plus, there are different ways to monetize your audience on Instagram.

(Posting a product link in your bio is not the only way.)

Instagram rewards engagement, and if you're not actively guiding people through the buying process--especially in DMs--you're leaving money on the table.

Here's our suggestion:

Use shoppable posts, Instagram Stories, product stickers, and live shopping events to get your audience pumped.

The easier you make it for them to shop, the more sales you'll generate.

For your Instagram DMs, speed of reply is king.

[40% of consumers expect brands to respond within the first hour of reaching out on social media, and 79% anticipate a response within 24 hours.](#)

So if they don't get their response, they'll buy from someone else.

This is where DM automation changes the game.

Instead of losing potential buyers to slow replies, an automated system can answer FAQs, send checkout links, and even follow up with customers who didn't complete their purchase.

Use Instagram's Creator Marketplace to Connect with Brands

If you want to know how to make money on Instagram, one of the smartest moves you can make is getting listed on Instagram's Creator Marketplace.

This is where brands go to find verified influencers for paid partnerships.

Instead of sending cold DMs or waiting for offers to come in, you put yourself in front of companies that are actively looking to pay creators.

Some might say these are random lowball offers...

Nope! 😊

The businesses using Creator Marketplace have real budgets and are looking for serious collaborations. Think hundreds of thousands. Maybe millions, depending on your engagement.

Now, being on the platform isn't enough to get their attention.

Brands filter creators by engagement rate, follower count, content niche, and audience demographics.

If your profile isn't optimized, you'll get overlooked--or worse, skipped entirely.

To stand out, you need a high-converting profile that proves you're worth investing in.

That means having:

- A clear niche so brands immediately know who your audience is.
- A strong engagement rate (brands care more about this than follower count).
- A track record of high-quality branded content that shows you know how to sell.

And just like with regular DMs, speed matters.

When a brand reaches out, they're likely messaging multiple influencers at once.

If you don't reply fast enough, they'll move on to the next person on the list.

This is why the top creators automate their brand deal process. Instead of manually handling every inquiry, they use DM automation to instantly reply with their media kit, audience insights, and pricing details.

The influencers who make serious money on Instagram aren't waiting around for opportunities.

They're leveraging tools like Creator Marketplace and DM automation to turn their platform into a business, not a guessing game.

Engage Consistently with Your Audience (Using DM Automation!)

Engagement doesn't sound like an easy and simple way to make money on Instagram.

But when you think about it, it's actually the foundation of your income.

Brand deals, product sales, affiliate commissions--none of it happens without an engaged audience.

Now, here's the headache: The Instagram algorithm punishes inactivity.

If you're not constantly engaging with your followers, your posts won't show up in their feed, your reach will drop, and your monetization opportunities will shrink.

But keeping up with hundreds, sometimes thousands, of DMs and comments every week?

That's impossible to do manually. And yet, that's where most creators fail.

They spend all their time crafting content but ignore their inbox, leaving potential customers and brand deals sitting unanswered.

This is why the smartest influencers *automate* their engagement.

When someone follows you, comments on your post, or replies to your Story, they expect a response.

Engagement builds trust. Trust leads to sales. But if you're too slow to reply, that trust disappears.

Instead of struggling to keep up, DM automation lets you engage at scale--without losing the personal touch.

For example, a new follower gets a welcome message that invites them to check out your best content.

Someone asks about your product? They get an instant response with the details and a checkout link.

Now, you're probably wondering, how can you implement DM automation into your own Instagram business?

Well, at I Need This Marketing, we've been working with millionaire Instagram influencers to do just that – create automation in their DMs.

And now we're releasing a book that reveals the whole shabang.

The Secret to Making Money on Instagram Without Wasting Hours in DMs

Most people never figure out how to make money on Instagram because they're focused on the wrong things.

They think success comes from posting more, getting lucky with the algorithm, or waiting for brands to notice them.

But the people who are actually making money? They treat Instagram like a business.

That means having a system that turns DMs into sales, sponsorships, and passive income--without spending hours replying to messages.

And that's exactly what DM Automation Secrets teaches you.

This isn't just another "social media growth" guide.

This is the exact system top influencers, business owners, and course creators use to automate their DMs, increase engagement, and close more deals--on autopilot.

Inside this book, you'll learn:

- The exact scripts and automation flows influencers use to land brand deals
- How to set up keyword-triggered replies that handle FAQs and send checkout links automatically
- The best Instagram automation tools that will save you 10+ hours a week
- How to turn your DMs into a 24/7 sales funnel that converts followers into paying customers

If you're tired of missing out on brand deals, losing customers to slow replies, or feeling overwhelmed by your inbox, this guide will change everything.

Get instant access to DM Automation Secrets [here](#).

Blog 44: 5 Common Objections in DM Appointment Setting

10 min read

Let me talk about “Sarah” – eugh Sarah!! 😞

She was the *queen* 🏆 of objections.

She made everyone who worked in DM appointment setting blow their brains out, typing out anything under the sun to get her to book an appointment.

One DM strategy was used after another, but there was always a question, always a little problem.

She hit us with every reason NOT to book a call:

- ❌ “I don’t have time right now.”
- ❌ “I’m not sure if this is for me.”
- ❌ “Can you just send me some info?”
- ❌ “I need to think about it.”
- ❌ “How much does it cost?”

If you’re new to selling on Instagram DMs, you would be remiss to think she was an unqualified lead.

Nope. She was a hot lead.

Not only did she fit the criteria (wealthy business owner, relatable problems etc), she was engaging, asking questions, and clearly curious -- so what was her deal? 🤔

In the end, we ended up ghosting her lol

Qualified or not, DM appointment setting on Instagram is all about scale, and well, we were busy with too many leads to give her the time of day.

A few months later--during a slow season with our DM appointment setting--she comes back to us, checking in to see how the client was doing.

Like an ex you just can't get rid of, we decided to give Sarah a second try.

And...voila! Sarah booked the call.

Not only that, but she actually showed up and converted into a paying client (There were teething issues with processing the payment, but that's a story for another time)

So how did we go from "not interested" to "Where do I sign?"

How do **you** handle the queen of objections when it comes to DM appointment setting?

The DM strategies used in this article will show you how to handle objections in sales (like Sarah's objections).

And how to overcome these objections so you can start booking appointments faster, without the pain and punishment.

Let's do this!

#1 Objection in DM Appointment Setting: “I don’t have time right now”

It’s the most common brush-off in DM appointment setting, and at first glance, it seems like a dead end.

But don’t close that tab just yet!

When someone says they don’t have time, it usually means one of two things:

Either they’re genuinely busy, or they don’t see enough value in booking the call yet.

In DM appointment setting, your job isn’t to force them into a time slot but to make sure they know why the call is worth their time in the first place.

The first mistake most people make is trying to push past the objection with urgency.

“Spots are filling fast” might work in some cases, but if they’re actually overwhelmed, it just adds pressure.

Instead, acknowledge their situation and keep the conversation open.

A simple “No worries at all! When would be a better time for you?” gives them control over the decision while keeping the door open.

If they don’t give a clear answer, take the pressure off completely.

“Totally get it! I’ll check back in next week to see if it’s a better time.”

Now they're no longer feeling forced, and you've set yourself up for a follow-up that feels natural, not pushy.

Another DM strategy is by giving them something valuable upfront so they don't feel like they're losing anything by pushing the call off.

"Got it! In the meantime, here's a quick tip that can help with [problem they mentioned]. Let me know what you think, and we can chat when you're ready."

Now, instead of feeling like you're just chasing them for a meeting (which is very typical in DM appointment setting), they see you as someone actually helping them.

That small shift builds trust, and when you do follow up, they're much more likely to be receptive.

DM strategy is about guiding the prospect, not forcing them.

If they really don't have time, respect that, but don't let the conversation end there.

The key to overcoming objections in sales isn't fighting resistance head-on—it's moving around it.

If they see enough value in what you offer, the time will open up.

#2 Objection in DM Appointment Setting: "'I'm not sure if this is for me.'"

The next objection in DM appointment setting isn't really about time or money--it's about *uncertainty*.

When someone says “I’m not sure if this is for me”, they don’t have enough confidence that your offer is the right fit.

But here’s the mistake most people make in DM appointment setting: they try to convince the prospect by throwing more information at them.

More features. More benefits. More reasons why this is “perfect” for them.

But that almost never works.

Because the real issue isn’t a lack of information--it’s a lack of connection between their problem and your solution.

Instead of pushing harder, slow down and get curious.

“Totally fair! What’s your biggest goal right now? If it’s not a fit, I’ll tell you.”

That one line does two things: First, it shifts the focus away from your pitch and onto them--which makes them feel heard.

Second, it removes the pressure. Now they’re not being “sold to,” they’re just having a conversation.

If they open up, keep it natural.

“Got it! Makes sense. A lot of people I work with felt the same way at first, and now they’re [result].”

Using social proof reassures them that others in their situation have seen success.

But if they’re still hesitant, make the next step risk-free.

“No worries either way! If you want, I can send over a quick case study so you can see how this worked for someone in your position.”

Now you’re not convincing them. You’re guiding them.

When someone isn’t sure if your offer is right for them, it usually means they just don’t have a clear reason to say yes.

Your job in DM appointment setting isn’t to force the decision. It’s to make it easy for them to see the value for themselves.

#3 Objection in DM Appointment Setting: “How much does it cost?”

Most people hear this question and immediately drop their price.

Big mistake!!

When someone asks about cost upfront, they’re not really asking for a number. They’re asking, “Is this worth it?”

And if you give them a price before they see the value, you’re letting them decide based on cost alone.

That’s how you lose leads in DM appointment setting. Instead, take control of the conversation and lead with value first.

“Great question! Before I share pricing, let’s make sure this is actually a fit for you. What are you looking to accomplish?”

Now, instead of going straight into a numbers game, you're shifting the focus back to their needs. If they give you an answer, keep them engaged.

"Got it. If we can solve [problem they mentioned] and get you to [desired outcome], would that be worth a quick chat?"

Once they see the value, then you talk pricing.

And if they push for a number before they're ready to book?

"Most of my clients spend between [range] depending on what they need. But I'd rather make sure we're setting you up for the best results instead of guessing on price. Want to go over your options real quick?"

Now they're thinking about what they get rather than what they pay.

DM appointment setting isn't about avoiding price discussions--it's about making sure price isn't the first (or only) thing they focus on.

Because when someone truly sees *the value*, the cost isn't the problem.

#4 Objection in DM Appointment Setting: "I need to think about it."

This is the classic stall in DM appointment setting.

It sounds reasonable, but most of the time, it's just a polite way of saying, "I don't feel ready to commit."

And if you let it slide, that DM conversation is as good as dead.

In DM appointment setting, the key to overcoming objections in sales isn't pushing harder--it's making it easy for them to move forward.

So instead of asking, "When do you want me to follow up?", get to the real hesitation.

"Totally! Just so I can help--was there anything specific on your mind?"

Now, instead of letting them walk away, you're inviting a real conversation.

If they give you an actual concern--maybe they're unsure about the process, the value, or the commitment--you can address it directly.

If they're vague, they probably don't see the urgency. That's when you casually nudge them forward.

"No rush at all! Just a heads-up--most people I talk to wish they started sooner once they see the results. If it's a fit, I don't want you missing out. Want to go over any questions real quick?"

Now they're thinking about why they should book instead of delaying the decision.

In DM strategy, the goal isn't to pressure them--it's to make sure they don't talk themselves out of something they actually want.

And if they still need time? No problem. Let them know you'll check back in and keep the conversation warm.

That way, you're never chasing--just leading.

#5 Objection in DM Appointment Setting: “Can you just send me some info?”

This one feels harmless. They’re interested, but they don’t want to commit to a conversation yet.

Good news, right?

Right?

Hmm...not really. Most people take this at face value, send over a long message or a PDF, and then... nothing.

No response. No follow-up. Just silence.

Here’s the truth bomb: When someone asks for info, they’re usually saying, “I don’t want to be sold to.”

And if you drop a wall of text in their inbox, they’ll scan it (maybe) and move on. That’s why in DM appointment setting, you never just send info and leave it at that.

Instead, keep the conversation going.

“Of course! Here’s a quick breakdown of how it works. Once you check it out, just DM me your thoughts, and I’ll answer any questions.”

This keeps them engaged instead of turning the conversation into a one-sided pitch.

If they don’t respond? No worries. DM strategy is about follow-ups that feel natural, not desperate.

A day or two later, just drop a simple message.

“Hey! Just checking in--did that info help? Let me know if you have any questions.”

By keeping it casual and open-ended, you make it easy for them to come back into the conversation.

Selling in Instagram DMs or anywhere else isn't about dumping information.

It's about guiding the conversation so they stay engaged long enough to see the value.

DM Appointment Setting That Actually Books Calls (Without the Endless Back-and-Forth)

If you're still manually handling every conversation, trying to warm up cold leads, and watching prospects slip away, it's time for a change.

At I Need This Marketing, we don't just teach DM appointment setting--we automate and optimize it.

We've helped coaches, consultants, and business owners scale to six and seven figures by transforming their DMs into high-converting sales pipelines.

No more chasing leads. No more wasted conversations.

Just a DM sales strategy that brings in consistent, high-ticket appointments without you lifting a finger.

If you're serious about learning how to sell on Instagram DMs the right way, let's talk.

Message me here and I'll show you how to sell on Instagram DMs like a 7-figure business.

Blog 43: 20 Questions That Turn DM Appointment Setters into Closers

15 min read

DM appointment setting is the gold mine that keeps on prospecting!

For several of our clients, INTM has generated over \$6 million in revenue from DM appointment setting over a span of three years.

Not bad, am I right?

But we could have easily doubled, tripled, quadrupled that amount if we had learned all the things we learned in this article.

So we're breaking down all the information you need on DM appointment setting so you don't have the same teething problems as us.

Let's go!

How does DM appointment setting work for small businesses?

Think of DM appointment setting as your virtual R2D2, handling leads while you focus on building your business.

So instead of manually messaging every potential client, DM automation swoops in to fill the time.

A sales chatbot or marketing chatbot greets people, answer basic questions, and even book calls for you.

No more chasing DMs at midnight.

One of the best strategies is comment-to-DM automation.

Someone comments on your post, and boom--a message slides into their inbox, keeping the conversation going without you lifting a finger.

Hook it up to your calendar, and now you've got a system that books, reminds, and follows up automatically.

More leads, less work.

What Are the Best Tools for Automating DM Appointment Setting?

If you're serious about DM appointment setting, you need the right tools. Otherwise, you're stuck in the never-ending cycle of manually replying to leads.

And if you're an influencer on social media personality with millions of followers, trying to monetize your account, that's enough to make you cry!

For Instagram and Facebook, ManyChat is a go-to. It handles Comment-to-DM automation, sends follow-ups, and even qualifies leads before booking an appointment.

For a full sales chatbot experience, Chatfuel and MobileMonkey are solid. They let you build conversations that feel natural while nudging people toward booking a call.

If you want DM automation that syncs with your calendar, Calendly + Zapier is a killer combo. Someone messages you, the bot qualifies them, and--boom--they get a link to book directly.

But best to way to approach this is to pick a tool that fits your workflow without making things complicated.

Can DM Automation Be Personalized for Better Results?

Absolutely. If DM appointment setting feels robotic, people won't book. The key is making DM automation feel like a real conversation, not a spam blast.

A good sales chatbot asks questions like a human would. Instead of "Click here to book," it might say, "Hey [First Name], I saw you were interested! Do weekdays or weekends work better for a quick chat?"

Small tweaks like that make a huge difference.

Comment-to-DM automation can also feel personal.

If someone comments, "I need this!" on your post, your bot can reply with, "Glad you're interested! What's your biggest struggle right now?"-before guiding them to book.

The goal is less "bot vibes," more marketing chatbot magic.

People should feel like they're chatting with a helpful assistant, not an AI script.

How Do I Measure the Success of My DM Appointment Setting Strategy?

If you're using DM appointment setting, you need to know if it's actually working. Otherwise, you're just automating for the sake of it.

Start with the basics: How many DMs turn into booked appointments? If your sales chatbot is messaging 100 people but only 2 are booking, something's off.

Next, track response time. DM automation should speed things up, not slow them down. If leads are waiting hours for a reply, you're losing them.

Engagement is another big one. Comment-to-DM automation works best when people actually respond to the message. If they're leaving you on read, your first DM might need tweaking.

Finally, look at conversions. Are those booked calls turning into sales? If not, the problem isn't your marketing chatbot--it's what happens after the appointment.

What Are Common Mistakes People Make When Using DMs for Lead Generation?

DM appointment setting is powerful, but I can't count on my fingers how many times people mess it up.

Here's where they go wrong:

First, they spam. Nobody wants a cold DM that screams "BUY NOW."

If your sales chatbot is blasting the same message to everyone, you're burning leads before they even engage.

Second, they sound robotic.

DM automation should feel like a real conversation. If your first message reads like a copy-paste sales pitch, people will ignore it.

A good marketing chatbot asks questions, keeps it casual, and makes the convo flow naturally.

Third, they take too long to reply. If someone messages you and your Comment-to-DM automation doesn't kick in instantly, you're already behind. Speed matters.

Last, they don't follow up. Not everyone books on the first message. A gentle follow-up--maybe 24 hours later--can bring your lead back into the game.

Should I Use a Chatbot or Live Agents for DM Appointment Setting?

It depends on your goals, but the best approach is a mix of both.

A sales chatbot is perfect for handling the first touch--answering FAQs, qualifying leads, and directing them to book.

It's fast, works 24/7, and ensures no DM goes unanswered.

But for high-ticket sales or complex questions, you'll want a human.

DM automation can flag hot leads and send them to a live agent when needed. That way, you're not wasting time on low-quality prospects, but you're still giving VIP treatment when it counts.

Comment-to-DM automation also works well with this hybrid approach. The bot starts the convo, but if someone asks a detailed question, a live agent can step in and close the deal.

How Can I Prevent My DM Appointment Setting Messages from Feeling Spammy?

Nobody likes a sales chatbot that feels like a telemarketer in their inbox.

If your DM automation is getting ignored--or worse, reported--you need to flip the script asap.

First, start with value, not a pitch.

Instead of "Hey, want to book a call?" try "Hey [First Name], I saw you were interested! Here's a quick tip before you book."

Give them something useful before asking for their time.

Second, make it personal.

Comment-to-DM automation works best when it picks up on what the person actually commented.

If they said, "This looks interesting," your bot should say, "Glad you think so! What caught your eye?" instead of just dropping a booking link.

Third, space out follow-ups.

A friendly reminder after a day or two is fine.

But if your marketing chatbot is hitting them with “Just checking in” messages every few hours, you’re pushing them away.

Are There Industries Where DM Appointment Setting Works Better Than Others?

Yep. DM appointment setting isn’t one-size-fits-all, but some industries absolutely crush it with DM automation.

- ♦ Coaches & Consultants – Whether it’s business coaching, fitness training, or personal development, a sales chatbot can qualify leads and book discovery calls instantly.
- ♦ Local Service Businesses – Think salons, chiropractors, and real estate agents. A marketing chatbot can handle appointment bookings without back-and-forth messaging.
- ♦ E-commerce & DTC Brands – Not just for customer support. Comment-to-DM automation turns social media engagement into sales by guiding shoppers to the right product.
- ♦ Financial Services & Insurance – People need guidance before making big financial decisions. DM automation can pre-qualify leads and book calls with advisors.

How Do I Balance Speed and Authenticity in DM Responses?

Speed matters, but if your DM automation feels too robotic, people won't book. The trick is to make your sales chatbot fast without making it feel forced.

Start with an instant but casual first message. Instead of "Hello, how can I help you?" try, "Hey [First Name]! Saw you were interested—what's your biggest question right now?"

This keeps the convo flowing while feeling human.

Use Comment-to-DM automation wisely. If someone comments on your post, don't just auto-reply with a booking link.

Instead, ask a follow-up question to keep them engaged before leading them to book.

Finally, know when to switch from bot to human.

If a lead asks something specific, your marketing chatbot should flag it so a real person can step in. That way, you're keeping things efficient without losing the personal touch.

Can DM Automation Integrate with My CRM for Smoother Scheduling?

Absolutely. If your DM appointment setting system isn't linked to a CRM, you're leaving money on the table.

With the right setup, your sales chatbot can collect lead info--name, email, budget--and automatically send it to your CRM. No more copying and pasting.

Tools like ManyChat, Chatfuel, or MobileMonkey can sync with HubSpot, Zoho, or Salesforce. That means every DM conversation gets logged, and every booked appointment is tracked.

Even better? Pair DM automation with a calendar tool like Calendly.

Your marketing chatbot can check availability, drop a scheduling link, and confirm appointments--all while you're at the gym.

Neat, right?

How Do I Handle Leads Who Ghost Me After Engaging in DMs?

Ghosting happens, but there's nothing spooky about it.

DM appointment setting isn't a one-shot game. The key is smart DM automation that follows up without being annoying.

First, time your follow-up right.

If someone showed interest but didn't book, wait 24-48 hours before sending a casual nudge: "Hey [First Name], still interested? No rush--just wanted to check in."

Second, switch up the angle. If your sales chatbot sent a booking link and got ignored, try a different approach: "A lot of people ask about [common pain point]. Want me to send a quick tip?"

This keeps the convo going instead of forcing the sale.

Third, use Comment-to-DM automation as a warm-up. If they engaged with your content but aren't responding in DMs, tag them in a follow-up post to reignite interest.

Some leads need time. Some need a different approach. The trick is knowing which is which.

What's the ROI of Investing in DM Automation Tools for Appointment Setting?

If you're running DM appointment setting manually, you're spending time on things a bot could handle--time that could be spent closing deals instead.

A sales chatbot pays for itself by qualifying leads instantly.

No more chasing DMs that go nowhere. If a marketing chatbot books just a few extra calls per week, that's real revenue you wouldn't have had otherwise.

Plus, DM automation works 24/7.

Even if you're asleep, it's answering questions, handling objections, and sending booking links. That means more conversions without increasing your workload.

And let's not forget Comment-to-DM automation--turning post engagement into booked calls on autopilot.

Less friction = more sales.

So if your business relies on conversations to convert, DM automation isn't a cost--it's an **investment**.

How Can I Use Instagram and Facebook DMs Together for Appointment Setting?

Instagram and Facebook are both under Meta, so DM automation can handle both at the same time. No need to jump between apps.

A sales chatbot like ManyChat or MobileMonkey lets you create a single workflow that works across both platforms.

Whether someone DMs you on Instagram or Facebook, they get the same seamless experience.

Comment-to-DM automation is a game-changer here.

Run an Instagram post that says, “COMMENT 🔥 for a free guide,” and set up automation to send a DM. Do the same on Facebook, and now you’re pulling leads from two platforms without extra effort.

For bookings, integrate a scheduling tool like Calendly so your marketing chatbot can send the same appointment link no matter where the lead comes from.

Is It Possible to Train AI Tools to Recognize Specific Customer Queries in DMs?

Yes, and this is where DM automation gets really smart. Instead of just sending generic responses, a sales chatbot can be trained to recognize keywords and intent.

For example, if someone DMs you about pricing, your marketing chatbot can instantly reply with, “Great question! Our plans start at \$X. Want to book a quick chat to go over the details?”

With AI tools like ManyChat, Chatfuel, or even custom-built bots, you can create keyword-based responses. If a lead asks about availability, pricing, or services, the bot knows exactly what to say--no manual input needed.

This works well with Comment-to-DM automation too. If someone comments with a keyword like “Interested,” the bot can tailor its response based on context, rather than just dropping a generic message.

What’s the Ideal Length for a DM That Encourages Scheduling an Appointment?

Short and to the point. If your DM appointment setting message looks like an essay, people won’t read it.

The best structure? Hook → Personalization → Call to Action.

Example from a sales chatbot:

👉 Hook: “Hey [First Name], saw you were interested in [your offer]!”

👉 Personalization: “Most people ask about [common concern]. Want a quick tip?”

👉 CTA: “Let’s book a quick chat--does this week work for you?”

If you’re using Comment-to-DM automation, make sure the first message continues the conversation instead of jumping straight to booking. Something like:

“You’re not alone! A lot of people struggle with [pain point]. Want to chat for 10 min and go over some solutions?”

Keep it short, engaging, and natural--like a text, not a sales pitch.

How Do I Keep Track of Scheduled Appointments Set Through DMs?

If your DM appointment setting process is messy, leads will slip through the cracks.

The fix is automation + a CRM.

A sales chatbot can handle scheduling by integrating with tools like Calendly, Acuity, or Google Calendar.

Once a lead books, they get an automatic confirmation, and you get a record of the appointment.

For tracking, DM automation tools like ManyChat or MobileMonkey can log every booked call into a CRM (like HubSpot, Zoho, or Salesforce). That way, you know who booked, when, and what stage of the pipeline they’re in.

Comment-to-DM automation also helps by tagging leads who engaged with your posts, so you can follow up with those who didn’t book yet.

Can DM Appointment Setting Help Reduce No-Shows?

Yep. A solid DM appointment setting system doesn’t just book calls—it keeps people from ghosting.

First, use DM automation to send reminders. A sales chatbot can automatically message them 24 hours and 1 hour before the call: “Hey [First Name], just a quick reminder about our chat at [time]! Still good to go?”

Second, make them confirm. Instead of just assuming they’ll show up, get a simple “Yes, I’ll be there” from them in DMs. This small step makes them mentally commit.

Third, follow up with no-shows. If they miss the call, have your marketing chatbot check in: “Hey [First Name], looks like we missed you! Want to reschedule?”

For high-value leads, you can even use Comment-to-DM automation to re-engage them with new content and bring them back into your funnel.

What Are the Best Practices for Following Up with Leads Who Don’t Book Right Away?

Not everyone books on the first DM--and that’s fine. The trick is smart follow-ups that feel helpful, not pushy.

First, give it 24-48 hours before following up. A simple, casual check-in works best: “Hey [First Name], just wanted to follow up! Still interested in [offer]? No rush, just let me know!”

Second, switch up the angle. If they didn’t respond to your DM appointment setting offer, try leading with value instead:

“A lot of people ask about [common pain point]. Want me to send over a quick tip?”

Third, use Comment-to-DM automation for a second touchpoint. If they engaged with a post but didn’t book, tag them in a follow-up post or drop a DM saying:

“Hey, thought you might like this! It’s all about [related topic]. Let me know what you think!”

Fourth, let DM automation handle reminders. A sales chatbot can check in after a few days and keep them engaged without you manually chasing leads.

Are There Any Legal Considerations When Automating DM Appointment Setting?

Yes, and ignoring them can get your account flagged--or worse, banned. DM automation needs to follow platform rules and data privacy laws.

First, avoid mass DMs. Instagram and Facebook limit how many messages you can send per hour. A sales chatbot should only engage with people who’ve interacted with your content first, like through Comment-to-DM automation.

Second, don’t mislead people. If your marketing chatbot promises a free resource but immediately pushes a sales pitch, that’s a bait-and-switch--bad for both compliance and conversions.

Third, respect opt-outs. If someone replies “stop” or “not interested,” your DM appointment setting system needs to stop messaging them. Most automation tools let you set up keyword triggers to handle this automatically.

Fourth, watch data collection. If your bot is collecting emails or phone numbers, make sure you’re transparent about how that data is used, especially with GDPR or CCPA regulations.

How Do I Target the Right Audience for DM Outreach on Social Media?

If your DM appointment setting strategy is hitting the wrong people, it's a waste of time. The key? Smart targeting.

First, optimize your content. Use posts, reels, and stories to attract your ideal audience. If you're selling high-ticket coaching, but your Instagram is full of meme reposts, your sales chatbot won't be talking to the right people.

Second, use Comment-to-DM automation. Instead of cold messaging random accounts, trigger DM automation when someone engages with your content. If they comment "I need this!" on a post, they're a warm lead--way better than a cold DM.

Third, leverage niche hashtags and location tags. A marketing chatbot works best when the people reaching out already have an interest in your offer.

Use hashtags your audience follows, not just generic ones like #business or #coaching.

Fourth, run targeted ads. If organic reach isn't bringing the right people into your DMs, a small ad budget can push the right audience toward your DM automation funnel.

Now, if you're tired of chasing leads, missing DMs, or losing sales because of slow replies, and still don't know how to leverage DM automation, let us help you out.

At I Need This Marketing, we specialize in DM automation that actually works--combining sales chatbots, marketing chatbots, and Comment-to-DM automation to turn social media conversations into booked calls.

No spam, no robotic messages, just seamless, high-converting engagement.

With INTM, you get:

- ✓ Custom-built DM appointment setting systems tailored to your business
- ✓ Instant lead response so you never miss a potential client
- ✓ Smart chatbot + human handoff for high-ticket sales
- ✓ Proven strategies to reduce no-shows and increase conversions

Why waste hours manually replying when automation + strategy can do it for you?

Contact us [here](#) and we'll help you get everything set up.

Blog 42: How to Use Micro-Moments in DM Appointment Setting to Convert Leads Faster

7 min read

It's 2am, and your phone pings with a new DM.

Someone wants to know about your offer on Instagram and asks, "How do I book?"

Now, instead of going into DM appointment setting mode, you just fall back asleep.

By the time you wake up and got your morning joe, they've lost interest.

And that's what we call a micro-moment.

This micro moment was bursting with opportunity to convert a lead.

But, due to the modern demand from "Click to buy" consumers, this micro-moment was lost. Never to be seen again.

And now your competitor has taken up the opportunity instead.

Luckily, we're going to show you how to combat this micro moment, among others that happen often in the DMs.

By the way, underpinning all of these micro-moments is DM automation: **A 4D chess move when everyone else is playing checkers.** (But more on that later)

Let's dive in.

What are micro moments?

Micro moments are those split-second windows where someone is ready to act, whether it's asking a question, making a decision, or buying something.

It's the difference between \$0 or \$997.

It's the difference between owning a 7-figure empire, or working the shelves in Walmart.

When it comes to DM appointment setting, you have to know exactly what to do, how to do it, and do it **fast**.

But once you have your system in place, you can implement DM automation and scale it to a level that make your competitors tremble at the knees.

It's kind of like the snowball effect: once you're rolling the ball long enough, it's going to get easier and easier to build that snowman!

Now then, here comes the snow:

Micro Moment #1: “How do I book an appointment?”

When a lead is asking you the *how*, that means they’re ready to act, so this micro moment is all about ensuring you make their path as clear and straightforward as possible.

With DM automation, you can immediately answer with, “So glad you’re interested! Here’s my calendar--choose a time that works for you.”

Wallah! There’s no overthinking here. This micro moment keeps up the momentum before they start second-guessing.

So by proactively offering a streamlined booking link or even a follow-up nudge if they don’t respond right away, you position yourself as accessible, professional, and ready to meet their needs.

Micro Moment #2: “Can you tell me more?”

“Can you tell me more?” is a micro moment when curiosity meets hesitation.

Your lead is intrigued enough to ask questions but not yet sold, which means they’re craving details to push them over the edge.

The wrong move here is to overwhelm them with an essay or, worse, delay your response and lose their fleeting interest.

Instead, DM automation steps in like a pro, delivering a short, punchy message:

“Absolutely! Here’s a quick overview of what I offer, plus a link to a testimonial and a breakdown of pricing.”

This approach meets them where they are--ready to learn but not ready to read a novel--and gives them the info they need to take the next step.

It's about packaging the value of what you do in a way that feels effortless, approachable, and tailored to their curiosity.

Micro Moment #3: "I'm not ready yet"

"I'm not ready yet" is the classic stall, but it's not a dead end--it's an opportunity in disguise.

When a lead hesitates, it's rarely because they're uninterested; they just need a little more time or reassurance to commit.

This is the kind of environment DM appointment setters thrive. You keep the conversation warm without being pushy.

And yes! You can even use a sales chatbot to manage this tricky process too

For example, you can automate gentle follow-ups like, "Totally understand--just wanted to let you know I've got a few spots left this week if you'd like to book!"

These nudges keep you top-of-mind while creating urgency that feels natural and helpful rather than salesy.

The key is consistency: letting the lead know you're available when they're ready while making it easy for them to circle back and book.

Micro Moment #4: What's your availability?

"What's your availability?" is one of those micro moment questions that *feels* straightforward but actually carries a lot of weight.

Here's what I mean: it's a test of how easy and flexible your booking process is.

A delayed or vague reply risks making the lead feel like scheduling will be a hassle, and that hesitation can cost you the appointment.

The best response is immediate and effortless, offering a clear window into your availability without back-and-forth.

By giving them a simple way to book in real time, you're not just answering their question--you're creating trust and making it easy for them to say yes.

Micro Moment #5: Do you offer free consultations?

"Do you offer free consultations?" is a micro moment where the lead is testing the water without fully committing.

They're looking for a low-risk way to engage with you, to see if you're the right fit before diving in.

If your response feels hesitant or complicated, it can send the message that even trying you out is a hassle.

The ideal answer is straightforward and welcoming: "Absolutely, I'd love to chat--here's a link to book your free consultation."

But if your business runs on consultations with a price tag, the key is to redirect the conversation without shutting it down.

You could say, "I don't offer free consultations, but I'd be happy to answer a few quick questions here or share more about my process--what would you like to know?"

This keeps the lead engaged, gives them value upfront, and positions you as professional without devaluing your time.

Now here's the best part: despite being a tricky situation, sales chatbots can handle this process pretty darn easily!

Micro Moment #6: "Do you have testimonials or reviews?"

This micro moment is trust check, plain and simple.

Leads ask this because they want reassurance that you're the real deal and can deliver what you promise.

A slow or vague answer here creates doubt, while a confident, instant response builds credibility.

So be careful with how you respond!

The easiest way for your sales chatbot to handle this is to say, "Absolutely! Here are a few testimonials from happy clients," and share a link or screenshots.

It's a low-effort way to show proof of value and push them closer to booking with you.

Micro Moment #7: Can I reschedule my appointment?"

This micro moment tests your flexibility and professionalism, especially if they never turned up to your original appointment!

But here's thing: Leads actually often feel nervous asking this. They're worried they'll be met with frustration or rigid policies.

After all, it's not their fault they missed the appointment; there was a thunderstorm and the wi-fi was down!

A simple, empathetic reply like, "No problem! Here's my updated availability--let me know what works best," goes along way. Not just for closing the deal but for also building good repertoire in the long-term.

It's all about reinforcing that you're easy to work with.

Now You Know the Power of Micro-Moments--Here's How You Scale Them

Micro-moments can be fleeting, but once you understand all the chess moves for your DM appointment setting, you'll feel like Magnus Carlsen on crack!

However, manually setting all your DM appointments? 🤖

Trust us when we say that things get hot and heavy pretty fast.

And well, honestly, I wish I had an ebook that explained all of this when we started.

That's why I wrote my DM Automation Secrets book. I was tired of having to spend \$997 on courses to learn this stuff--what a waste of time and money!

And, because sharing this book is cheaper than running ads to prove it works, we're giving away ALL the secrets for a price that's less than the cost of dining out – \$37.

The methods in this book helped Brandon Anthony Clark, a financial advisor specializing in Indexed Universal Life Insurance, scale his career into a 7-figure business.

This is just one example, and we're happy to share more.

Go ahead and [click here](#) to learn more about DM automation secrets.

We're on a mission to help businesses, big and small, set appointments in their DMs and make millions doing so.

Blog 41: Your Guide to Setting DM Appointments Quickly with BAMFAM Automation

6 min read

A long, long time ago, in a marketing company far, far away, Phung and I were grinding it out in the DMs.

We thought we were crushing it. But the truth was...all that hustle was **compounding** into more work.

It got to a point when leads were slipping through the cracks, and potential appointments were getting lost in the nether.

So, we set up DM automation for appointment setting.

And suffice to say, it made our clients millions (more on that later).

But then we thought: "What about all those guys that ghost us? Are they simply unqualified leads?"

Truth is, **they were qualified**, but there was also a lack of trust and a serious lack of urgency.

So, how do you combat the ghosters?

Answer: BAMFAM. It stands for “Book a Meeting from a Meeting.”

It’s a pretty smart strategy...but when you combine it with DM automation?

Holy crap, we’re talking about a framework that turns 1k-100k Instagram accounts into million dollar sales funnels.

We’re talking about a system that completely reshapes the way you do sales, removing all the chaos that comes with DM appointment setting.

And now, I’m going to show you exactly how we do it--step by step--so you can replicate it for your own business.

Let’s do this 👉

What is DM Appointment Setting?

DM appointment setting is exactly what it sounds like--booking meetings directly through your DMs.

It’s the bridge between a casual chat and a sales conversation, designed to fill your calendar with qualified leads.

In its simplest form, it’s about turning that “Hey, I’m interested!” DM into a locked-in appointment without the back-and-forth.

For years, people have relied on manual outreach to make it happen, wasting hours scheduling calls one by one.

But now, with tools like DM automation, sales chatbots, and marketing chatbots, the game has *completely* changed.

Automation handles the grunt work for you, engaging leads, qualifying them, and even locking in times--all while you focus on closing deals.

This is how you create a seamless system that feels **personal** to the lead but runs on **autopilot** for you.

When paired with BAMFAM, DM appointment setting stops being a task and becomes a full-fledged, scalable sale strategy.

And by the way, this is how most businesses are using their inboxes nowadays. They use DM automation as a pipeline to generate millions in revenue.

But here's what they won't tell you: it's easier than you think.

So now that you know what it is, who's using it, and how much you can make from it, let's show you the meat and potatoes:

How Do You Do DM Appointment Setting? (HINT: BAMFAM)

The first step to effective DM appointment setting is simple: stop thinking like a salesperson and start thinking like a problem-solver.

Your lead's first message isn't as simple as being a query. It's the beginning of a relationship, and your job is to guide them toward the solution they need.

So start with a warm, conversational opener, that builds trust, not pressure.

For example: “Hey [Name], thanks for reaching out! Tell me a bit about what you’re looking for so I can help you out.”

You want to be consistent with your tone throughout the process.

Now, once you’ve found the messaging and the tone of voice that works for your audience, start scaling this process with marketing and sales chatbots.

This DM automation can also qualify leads by asking the right questions while keeping things personal.

Once the lead responds, have your DM automation BAMFAM--*Book a Meeting from a Meeting*--to immediately transition the conversation toward scheduling.

You might say something like, “This sounds great! How about we book a quick call to go over everything and lock it in?”

Here’s the twist: don’t just leave it there--the DM automation needs to seal the deal by sending a calendar link that syncs directly with your availability.

If they don’t book right away, follow up with an automated nudge, like: “Just a heads-up, spots are filling fast on my end! Want to lock in your time before they’re gone?”

The goal is to create a powerful (but simple) process where the conversations you have are both predictable and persuasive.

With the right tools and a BAMFAM mindset, DM appointment setting is a legendary tactic for your sales funnel.

But what tools can you use to make the magic happen?

A DM Appointment-Setting Example & Tools

Go ahead and download ManyChat. That's the first thing you want to do.

But if you want a deeper dive into which DM automation works for appointment setting, click here to read [The Top 5 Platforms Used For DM Automation](#).

In this example, we'll use ManyChat and our client, Brandon Anthony Clark.

It all starts with a warm, disarming message.

"Hey, good morning! What kind of results are you looking for?"

This isn't just polite; it's strategic. It sets the tone and invites the lead to talk about their goals, not yours.

When the lead replies, the next move is all about active listening.

You mirror their thoughts: "Gotcha, that's a great first step."

It might seem small, but it's a confidence-builder--it shows you're paying attention.

Then comes the pivot, guided by the BAMFAM strategy: "Based on what you've said, the next step is..."

This transition works because it positions you as the authority, leading them to the next logical action.

What happens next? You seed urgency.

Before offering training materials, you ask, "Will you have time to review this in the next 24 hours?"

This question creates buy-in--if they say yes, they've committed to taking action.

Once they confirm, you follow through with training links and clear instructions, like:

"Watch these videos and jot down your thoughts. When we speak next, I'll ask for your takeaways."

This instruction creates accountability, and it keeps the lead engaged.

If they ghost for a day or two? No problem. A quick "Still with me?" is enough to pull them back in without sounding pushy.

And when they're ready to move forward, you solidify their commitment with a booked call.

"Here's my calendar link. Grab a time that works for you."

This is exactly the DM appointment setting that we've been using to build 6-to-7 figure businesses.

Are there other strategies out there for DM appointment setting?

Certainly! But BAMFAM works as well as it does because it's structured **but** human; it's automated **but** personal, and it **always** leads to the next step.

Not too shabby, am I right?

Want to Simplify Your DM Appointment Setting with Automation?

So you've seen how BAMFAM and DM appointment setting can revolutionize your digital business.

You've learned how automation and strategies like sales chatbots and marketing chatbots can keep your DMs buzzing with qualified leads.

But at this point, you're probably wondering...do I need to be an expert coder to automate DMs?

The answer is NOPE!

Although some people (I won't mention who) will happily charge \$997 on courses to teach DM automation.

We didn't want to do that. So we packed everything you need into our new ebook: [DM Automation Secrets Book for just \\$37.](#)

Some folks will say we're severely undercutting their online courses. And yeah, we kind of are.

But here's why:

We want to help business owners create the machinery they need to survive.

We live in a time when likes, followers and DMs mean the difference between applying for a job at McDonalds or building a 7-figure business.

So, go ahead and take advantage of the information in this book. It's time for you to earn the big bucks!

And if you have any questions or need experts to work on your DM automation and DM appointment setting, reach out to us down below.

Blog 40: The Ultimate Guide to Comment-to-DM Instagram Automation for Food Bloggers

6 min read

As a food blogger, your Instagram DMs can feel like Gordon Ramsey constantly hammering at you to add more seasoning. One message after another, and suddenly, it feels like you're in Hell's Kitchen.

Some guy is asking for your signature brownie recipe. Another wants to book your cooking class. A brand is offering a collaboration, and you've just missed the opportunity because of the flood in your DMs.

So, how do you turn down the heat?

Here's what you do:

Every time someone comments "RECIPE," they get an instant DM with the link to your cookbook.

A follower asks about your next class? They're sent a booking page before you even wake up.

That's what comment-to-DM Instagram automation is all about.

It's like having a sous-chef for your DMs. Some guy handling the repetitive stuff so you can focus on being ***the talent***.

We'll dive into automation tools like ManyChat and how it can take care of the grunt work.

We'll show you how to run a smooth operation that wows your followers, keeps potential collaborators hooked, and turns casual comments into big bucks.

By the end of this guide, you'll know exactly how to set it up, avoid the rookie mistakes, and use it to scale--no matter how big or small your audience is.

Ready? Let's get cooking.

What tools do food bloggers use to manage their Instagram accounts?

"You're an Instagram influencer? That must be nice!" said the construction worker at 6am in the middle of January.

That's the general attitude when it comes to Instagram influencers and the work they do. I've experienced this first hand.

But here at I Need This Marketing, we value all your hard work, whatever shape it takes. And let me tell you, I know how *exactly* how it goes with food blogging on Instagram!

Between editing your photos, planning your posts, and responding to DMs, it's a lot.

Too much, actually. You need a vacation but...you can't take the hit from the algorithm.

That's why smart food bloggers lean on tools to make life easier.

For creating eye-catching content, Canva and Lightroom are time-chompers.

Canva helps you design graphics for Stories and posts that look like a professional whipped them up.

Even if your real talent lies in the kitchen, Canva's templates keep your Instagram looking sharp.

Lightroom, on the other hand, takes your food photos to the next level. A quick adjustment of lighting and color, and suddenly your spaghetti shot looks like it belongs in a cookbook.

But content creation is just one part of the puzzle. Planning your feed is equally as important.

Apps like Later and Planoly let you map out your posts in advance, so your grid always looks cohesive and consistent. No more scrambling to come up with a caption five minutes before you hit "post."

And then there's engagement.

If your DMs are overflowing with people asking for recipes or workshop details, tools like ManyChat can clean up your DMs super fast.

ManyChat lets you automate replies, send links, or even respond to comments.

For example, someone types "WANT" under your post, and they instantly get a DM with the link to your cookbook.

Can you imagine how much money you could make with this level of automation?

Having implemented DM automation for several businesses, we can tell you...**it's a lot.**

What is DM automation, and how does it work for food bloggers?

DM automation is the pressure cooker of Instagram management. It takes hours of repetitive tasks and boils them down to minutes.

So, for example, let's say a follower slides into your DMs asking for your brownie recipe.

Instead of typing it out for the hundredth time, your DM automation zips over a personalized message with the link.

Now, picture someone commenting "CLASS" on your latest reel. They'll instantly get a Comment-to-DM automation with a link to book your next cooking workshop.

As Ina Garten might say: "How easy is that?"

Faster replies mean happier followers, more engagement, and better algorithm love.

Instagram has no choice but to give you a gold star.

So if you're wondering why some influencers get more likes, more followers; more engagement, this is the reason.

And you don't have to be big-shot influencer to do this.

Even if your audience is smaller than a cupcake, DM automation tools like ManyChat helps you sell recipes, book classes, and wow potential collaborators.

How does ManyChat help food bloggers with DM automation?

ManyChat is 🏆 of Instagram DM automation. Some folks might disagree with that, but the proof is in the pudding:

Let's say a reader sends you a DM asking for that killer lasagna recipe, and bam--ManyChat instantly replies with the link.

It's not just about quick replies, though; it's about creating an experience where your followers feel like they're talking to you, even when you're elbows-deep in flour.

You can set up automated flows that recommend your best gluten-free desserts or even direct followers to your eBook without sounding like a spam bot.

You can have the chatbot sound like you, use your favorite words, make it more professional sounding, or more conversational. Whatever works for you!

Heck, you could even have the robot throw in a few typos to really throw off the scent.

There's so many opportunities for personalization with ManyChat.

And full disclaimer here: we're not ManyChat partners.

But we've worked in the DM automation for several years now and we know what works and what doesn't.

ManyChat handles the techy stuff so you get to focus on being the superstar food blogger for your audience.

No degree in computer science necessary.

Thanks ManyChat 🤖

What are the most common DM automation mistakes to avoid?

"Hello, my name is John. How can I assist you today?"

There's your first mistake: sounding like a robot.

But that's not your fault by the way. Nowadays, it's difficult to work out what's a robot and what's *actually* a human chatting with you.

But when it's obvious, it's **obvious**.

If your replies feel stiff or generic, followers will instantly know they're talking to automation. And nothing kills trust faster than a message that screams: "Is this a bot?"

So, what do you do?

Quick tip: If they suspect it is a bot, have the bot send over a voice note.

But for a long-term solution, work with experts who know how to personalize your messaging (more on that later).

Next big mistake: If your triggers are too broad, you'll end up sending the wrong replies to the wrong people.

A simple "recipe" comment might accidentally send your lasagna link to someone asking about brownies.

And be careful about spamming!!

Bombarding followers with automated messages or setting up your system to respond to *every single* interaction feels pushy. Like you're a 40-year-old virgin on Tinder.

Nobody likes being treated like they're just another number.

Lastly, make sure you test, test, test.

If you don't test your automation before going live, you might end up with broken links, awkward responses, or even worse--radio silence.

DM automation is powerful, but only if it's done right.

Treat it like seasoning: just enough to elevate your Instagram game, but not so much that it overwhelms your audience.

And if this is getting all a bit too hot for you, why not let us cook you up the good stuff instead?

More on that now.

How do food bloggers set up ManyChat for DM automation?

Instagram's a tough cookie to bake, but at I Need This Marketing, we're on a mission to help you perfect the recipe.

If you want to set up ManyChat like a pro and turn your DMs into a money-making machine, you'll need more than a basic tutorial.

That's where *DM Automation Secrets* comes in.

This guide is packed with step-by-step strategies we've used to help creators just like you.

You could spend hours figuring this out on your own, or even download a \$997 course on DM automation (We don't recommend that)

Or you can grab our book for just \$27 instead.

Some folks will say we're severely undercutting their online courses. And yeah, we kind of are.

But here's why:

We want to help food bloggers, big or small, create the machinery they need to survive.

We live in a time when likes, followers and DMs mean the difference between applying for a job at McDonalds or building a 7-figure digital business.

So, go ahead and take advantage of the information in this book. It's time for you to earn the big bucks!

And if you have any questions or need experts to work on your DM automation, reach out to us down below.

Blog 39: Why Successful Fashion Influencers Are Obsessed With DM Automation

4 min

Why are fashion influencers splashing the cash on DM automation when they can simply get their customers to click the link in the bio?

I was at my kava bar the other day when a friend of mine, who owns a street fashion Instagram business, asked me this.

Her question is the reason why I'm writing this article.

Here's my answer: Every famous fashion influencer promoting clothing brands on Instagram is using DM automation in some way or other.

And it totally makes sense why.

Say you're a fashion influencer with 100k+ followers. These followers DM and comment with "What's your discount code?" or "Where can I buy this?"

That's a lot of DMs to contend with.

Now, here's what you don't do: **Don't ignore them.**

Instagram's algorithm hates anti-social Instagram accounts. If it sees you ignoring your followers in the comments or in the DMs, Instagram likes to take a hammer to your engagement level and whack it down real low.

But you don't have the time to reply to every single DM or comment that comes your way, so what do you do?

Well, this is exactly why most fashion influencers - serious about promoting their clothing brands on Instagram - use DM automation.

Stripping away all the fancy talk, DM automation is a useful tool that engages with your customers. That's it. That's its thing.

But, just like fashion, the beauty of DM automation lies in its ability to predict and perform.

So as you read this article, you'll see how this simple tool completely reshapes the game for fashion influencers.

Why should fashion influencers use DM automation?

What would you do with an extra 10 hours a week?

At its core, DM automation is about saving time for fashion influencers, who are busy juggling content creation, collaborating with clothing brands on Instagram, and staying on top of trends.

It's also a neat way to build credibility with your audience, who will see your speedy replies and human-like, chatty automation as a breath of fresh air.

As we say at I Need This Marketing, *speed of reply is king*. So the faster you can chat with your leads, the quicker you'll close.

What do you think? Not a bad piece of AI tech, wouldn't you say?

What's the best DM automation tool for fashion influencers?

For fashion influencers who sell clothing brands on Instagram, the best DM automation is going to be ManyChat.

Here's why:

🌟 ManyChat has been adapting to Instagram since 2015. They're the real deal; the designer label, not the knockoff.

🌟 Cancel your application for a computer science degree! ManyChat uses a drag and drop interface so no coding experience necessary.

🌟 The responses you craft will be 100% authentic and nuanced. Basically, your image as a fashion influencer will be imprinted into the DM automation.

🌟 Whether you have 10k or 1M followers, the chatbot handles high message volumes without breaking a sweat.

🌟 It's dirt cheap. ManyChat should sell their offer for thousands of dollars. Instead, they have a free plan and a \$10 a month premium plan.

Can DM automation handle affiliate links effectively?

Yup!

You can set up keyword triggers so that whenever a follower asks for a link, the system instantly sends them your affiliate URL.

It also works with comment-to-DM setups, where a user commenting on your post receives a private message with the link.

This is the kind of automation we've worked on for our clients.

The users comment a simple word like "GIFT" or "LIVE" and the followers will either be sent a gift, a link, or spark a convo with our sales guy - depending on the word.

How do I use DM automation to monetize my street fashion account?

You can monetize your street fashion account with DM automation by turning engagement into sales.

Set up keyword triggers to respond instantly when followers ask questions like "Where can I buy this?" or "Do you have a discount code?"

Then, link them directly to your shop or affiliate products.

Use comment-to-DM automation to message users who comment on your posts, offering exclusive deals or pre-sale access.

And create automated flows for new followers, welcoming them with a curated message that promotes your collection or services.

That's how you turn curiosity into cash 😊

How can I set up DM automation for Instagram as a fashion influencer?

Setting up DM automation for Instagram as a fashion influencer is easier than you think. You can DIY it yourself using platforms like ManyChat or MobileMonkey.

But if you're wondering how to set it up like a 6 to 7 figure business, download our ebook: *DM Automation Secrets*.

This is a powerful business asset that offers proven strategies to engage leads, nurture relationships, and close sales - all using DM automation.

The book reveals how we increased monthly revenues by \$280k in just one month for one of our clients, Jason Capital, using DM automation. Over three years, our AI sales tools generated more than \$6 million annually.

Originally, we sold this book as a \$997 course, but we're giving it away for \$27 to those who opt in today.

[Click here to get instant access.](#)

Blog 38: Why Every Makeup Artist Should Automate Their DMs in 2025

6 min read

Running a successful makeup business is like mastering the perfect winged eyeliner – every detail counts, and there's no room for shaky hands.

Between managing client bookings, brainstorming creative makeup business ideas, and growing your online presence, it's easy to feel like there just aren't enough hours in the day.

For most makeup artists, the daily grind includes answering DMs. And not just a few – your inbox is likely bursting with potential clients asking for rates, collaboration offers from brands, and followers who just want advice on achieving your signature look.

While these conversations are the lifeblood of your business, they can also be a major time drain. Every minute spent replying is a minute lost to refining your craft or executing your makeup business plan.

That's where DM automation comes in.

It's the ultimate time-saver that allows you to respond faster, maintain professionalism, and never miss a single opportunity.

By automating your DMs, you can focus on what truly matters: growing your makeup business and perfecting your artistry.

So, let's dive in and we'll explain how DM automation helps you with that.

What is DM automation, and how can it help your makeup business?

DM automation is a tool that takes over the repetitive, time-consuming task of replying to messages.

You can set up workflows that respond to inquiries automatically, delivering the information your audience needs without you having to type out the same answers a hundred times a day.

It's as easy as sending a pricing guide or a booking link to a potential client while you're busy perfecting a bridal look or filming a tutorial. Think of it like how Hermione Granger was able to be in two classes at once in Harry Potter & the Prisoner of Azkaban

For makeup artists, this tool is essential as your business grows.

Every day brings a flood of DMs – some from loyal followers who've been with you since the start, others from new potential clients who are discovering your artistry for the first time.

Missing one of these messages might mean missing out on a booking, a brand collaboration, or a new fan who could have turned into a paying customer.

The beauty of DM automation is that it keeps your inbox running smoothly, making sure no opportunity falls through the cracks.

It also helps you prioritize.

Not every DM is worth your time, and let's face it, not all brand collaboration offers are legitimate. DM automation filter messages so you only spend time on the inquiries that make you money or build your brand.

So instead of feeling overwhelmed by the sheer volume of messages, you'll have a system in place that keeps everything organized and efficient.

Not bad, am I right?

How does DM automation work for makeup artists?

Let's say someone stumbles across your Instagram profile, mesmerized by your latest transformation video.

They hit "Follow" and immediately DM you with, "I love your work!"

Normally, you'd want to respond right away because engagement like this is gold.

But what if you're already knee-deep in another client's makeup session?

With DM automation, that admirer instantly receives a personalized message from you.

Maybe it says, "Thank you so much for the kind words! Here's a link to my portfolio if you want to check out more of my work, and feel free to reach out if you have any questions!"

It's fast, professional, and makes them feel valued without you even touching your phone.

Now, picture another common scenario.

Someone comments on your Instagram post, "What's your price?"

Instead of manually replying or risking them moving on to another artist, your automation steps in.

They get a DM with a detailed pricing guide, including booking instructions. It's seamless, keeps the conversation private, and lets you secure their interest while it's fresh.

Or maybe you've launched a paid beauty tutorial course, and you're promoting it through your content.

A follower clicks on your link or responds to a post about it.

Instead of juggling the logistics manually, DM automation guides them straight into your sales funnel.

They're sent a warm, helpful message like, "Hi there! I noticed you're interested in my tutorials - here's everything you need to get started!"

Now, the beauty of DM automation isn't just in handling volume; it's in making every interaction feel personal.

Even though the messages are pre-written, they can be customized to match your tone and brand.

For instance, instead of a generic "Hi, thanks for reaching out," you could set up a message like, "Hey [name]! Thank you for your message - I'm so excited you love my work, sis!"

It feels genuine, not mechanical, which is crucial for maintaining trust and connection with your audience.

But don't just set it and forget it.

The key to mastering DM automation is testing and refining.

Check how your workflows perform and tweak them to fit your style or address recurring questions better.

Think of it like makeup itself - sometimes, you need a little blending to make it flawless.

With DM automation, your DMs turn from a chaotic time-sink into a streamlined system that drives your business forward.

It frees you to focus on creativity while ensuring every potential client, collaborator, and follower gets the attention they deserve.

Ready to transform your makeup business with DM automation?

By now, you've seen how DM automation can save you hours, grow your client base, and make your business look polished and professional af

But if you're wondering, "How do I actually set this up without feeling overwhelmed?" we've got you covered.

At I Need This Marketing, we've taken years of experience in scaling influencer businesses and turned it into a comprehensive guide: "DM Automation Secrets."

This isn't just theory - it's the exact strategies we've used to help influencers and small businesses scale their businesses into the 6-figure/7-figure range.

This guide walks you through every step:

👉 How to set up DM automation without needing any technical skills.

👉 The proven workflows that convert casual inquiries into loyal clients.

👉 Tips to personalize your messaging so it always feels authentic.

👉 Real strategies to boost your revenue through automated funnels.

Here's the best part: It's priced at just \$27. For less than the cost of a good makeup brush, you'll gain the tools to revolutionize your beauty business and create the kind of work-life balance that every makeup artist dreams of.

Click [\[here\]](#) to grab your copy of "DM Automation Secrets" and make more time for your clients, more energy for your craft, and more freedom to create the life you've envisioned.

Your business deserves it.

Blog 37: How to Promote Your Tinting Business on Instagram for Free

6 min read

We once worked with a famous Instagram influencer, Austin Cook, who kickstarted his garage in 2008 with guerilla marketing.

He would ride around the streets of California on a tricycle with a sign in the air, advertizing his window tinting business. He would also spend thousands on radio ads and newspaper ads.

But it was only until he got an Instagram account could he scale back his traditional marketing costs and focus on building his online presence.

It was a crazy strategy for that time period and it got the job done. But nowadays social media platforms like Instagram has made promoting your tinting business a whole lot easier – while still completely free to use.

In fact, we'd say it's criminal how so many window tinting business plans are tailored nowadays to the needs of Instagram.

And, if you keep reading, you'll learn how DM automation underpins these business plans to make 6-figure tinters.

(We'll save the best part to the end.)

For now, let's show you how to promote your tinting business on Instagram.

How do you promote your tinting business to attract customers?

The first mistake tinters make is this: Promoting your window tinting business on Instagram, using an account made for your business, but not for you.

We saw this firsthand with Austin Cook. His personal account had 100k+ followers while his business account only had 2,000+.

People buy from people, not logos.

So when you're promoting your window tinting business on Instagram, make sure you're using your personal account.

The more personal, the better. People want to see your face, hear your voice, and understand your techniques. They're not interested in the logo or the building - unless you're the one showing them around.

Next, the content:

To build a huge following, you're going to need to be an A+ grade tinter who knows how to overcome all the nuanced problems that newbie tinters often deal with. That's the first type of content you want to make: instructional.

And the content that's shown needs to be A+ grade sexy as well.

To do this, make sure you understand your audience:

If your avatar is the type of dude who likes exhaust modification, it's a good bet that they listen to the Need for Speed soundtrack. Go ahead and throw that music into your videos.

Here are some more tips for creating awesome tinting videos:

👉 Speed up the clip if you're not talking and overly the video with some sick music e.g. lo-fi, phonk, drum and base, or Hip Hop.

👉 Don't just create content on how to tint. Create content that explains how to build a tinting business and deal with customers.

👉 Show off your business assets that's personally helped you build your business e.g. price board, tinting tools and display cabinet.

👉 Go LIVE as often as you can.

★ Use DM automation to promote your window tinting business on Instagram. When you have chatbots commenting on posts, DMing your followers, and sending follow-up

messages, the Instagram algorithm detects this and sets up you as a highly-engaged Instagram user.

This is an Instagram hack that Instagram influencers use.

I'll explain more later on in the article.

How often should I promote my tinting business on Instagram?

When it comes to promoting your window tinting business on Instagram, the more content the better.

Posting one reel at least once a day is a must.

As for story posts, we found 1-5 story posts a day tends to promote the best visibility for your tinting businesses' Instagram.

It might feel like a second job but once you see those followers popping out of the woodworks, your window tinting business will have free advertising.

What's the best way to promote before-and-after tint jobs on my businesses' profile?

There's a nuance to promoting your window tinting business on Instagram, and before-and-after jobs certainly fit this bill.

Post high-quality photos with good lighting and angles to show the contrast.

Post Reels for the best chance to get viral. Start with the bare window, show tint application, and reveal the final look.

It's also important to use testimonials to show that the customers genuinely liked the work you did to their car.

As Austin Cook says: "Word of mouth is the best form of advertizing for your window tinting business."

Are Instagram Stories or Reels more effective for promoting my tinting businesses?

That's like asking if a sword is better than an axe! Both hold different weight, have different swings but still have the same purpose: to kill it, bro!

So when promoting your window tinting business on Instagram, make sure you use **both**.

Stories are used for a more personal touch. For example, share content related to cars to get your audience engaging, post polls, share testimonials, have a video of you doing a few pull-ups, or chat with your audience directly.

Stories are the perfect opportunity to promote your window tinting business on Instagram, without worrying too much about the quality of your content.

Reels are a different ballgame. The stakes are higher.

Craft content that has polished editing, high resolution, and well-placed background music.

If you're just starting out, you'll get one or two likes and a comment from your mom.

But keep at it and I promise you, the algorithm will make you go viral eventually. Once you hit the jackpot, promoting your window tinting business on Instagram will be your main form of advertizing.

How can I use Instagram to drive more tinting appointments or bookings?

So, you've been promoting your window tinting business on Instagram for several months now, and you've gained a bit of a following.

That's great - we knew you could do it.

But where do you go from here?

As part of your window tinting business plan, we suggest you do what all Instagram influencers do - and that's create Instagram DM automation.

This is how you engage with your followers while still having the time and energy to build your business and craft A+ content on Instagram.

It's exactly how we helped Austin Cook promote his tinting course, his automotive window tinting business, and his personal branding on Instagram as part of his 7-figure financial empire.

With a family, three businesses, and a social media following, there's no way in hell he could promote his window tinting business on Instagram without DM automation.

But how do you even get started with DM automation?

At I Need This Marketing, we wrote an entire guide for small businesses on using DM automation to promote your window tinting business. This can be used for Instagram, Facebook, LinkedIn - any social media platform.

This ebook shows exactly how we scaled our clients into 6-figure to 7-figure businesses.

For example, we increased monthly revenues by \$280k in just one month for one of our clients, Jason Capital, using DM automation. Over three years, our AI sales tools generated more than \$6 million annually.

It's all in our comprehensive guide on mastering DM automation and converting conversations into sales. The information in this book is usually an online course with a high ticket offer.

But we're giving it away for just \$27 - [click here to get instant access](#).

"DM Automation Secrets," is a powerful asset that offers a proven strategy to promoting your window tinting business on Instagram using AI.

Blog 36: How Online Life Coaches Automate Their DMs and Save 10+ Hours Weekly

6 min

Instagram, Facebook, LinkedIn - these are powerful tools used to build genuine connections with your tribe.

The only problem is this: Your tribe is getting bigger and bigger every day. You're crafting content, conducting coaching calls, engaging on social media, and trying to build your brand across multiple platforms.

Even with a few hundred followers, an online life coach couldn't manually juggle all these work activities long-term and still model themselves as the spiritual guide for their audience.

So how do you align these online tools with your life goals?

Answer: DM automation.

By automating your communications online, you can spend more time focusing on individual clients and their needs, while a chatbot does all the tedious tasks.

Here's what DM automation does, while tailoring the messages to your coaching persona:

- 👉 Qualifying your leads in the DMs
- 👉 Sending quick follow-up messages
- 👉 Scheduling calls
- 👉 Chatting with your tribe who just want to stop by and say hello
- 👉 Welcome messages
- 👉 Sending links to clients to your online course

For many online life coaches, DM automation reshapes the way you conduct your online business across social media.

But for those who are struggling right now to monetize your following, you might ask the following question:

How can I use DM automation to generate more leads?

DM automation isn't just a tool to handle your workload, it's a marketing machine that turns casual interactions into deeper connections with clients.

Say, for example, you gain a new follower on Facebook.

Your chatbot, tailored to sound like your coaching persona, will respond and interact with this follower.

At I Need This Marketing, we've designed these interactions to be 100% authentically human-sounding, so you don't need to worry about your follower rolling their eyes and asking if they're speaking to a bot.

(In the early stages, we had this happen, but we've come a long way since).

Now, you might be wondering - how would this help you get more clients on Facebook?

Answer: It's a ripple effect.

When you interact in the DMs, Facebook's algorithm notices those private interactions and boosts your visibility in turn.

This also applies to commenting on other people's posts and stories, and replying to people on your page.

By automating your DMs and creating chatbots that do the job of online life coach, you're giving your social media accounts the best chance they have to boost visibility and gain more followers.

And by the way, this rule applies to all social media platforms, not just Facebook.

What is the best tool for automating Instagram DMs for my coaching business?

Check out this article on The Top 5 Platforms for DM automation.

But if you're in a hurry, here's a quick answer:

ManyChat has been the most popular choice for DM automation in recent years. Largely because of its affordability, and also it's super-user-friendly interface that integrates with other platforms like Shopify and HubSpot.

Naturally, it's been a key player for automation in several businesses, from wealth management to health and wellness.

The free plan is a sweet deal for anyone starting out, but the paid options unlock advanced goodies like drip campaigns and keyword triggers.

If you're an online life coach and you're using Instagram and Facebook, ManyChat is your secret weapon for sending instant replies, charming abandoned carts back into action, and wowing customers with personalized service.

And don't worry about getting flagged. ManyChat's got compliance covered, keeping your account squeaky clean.

How do I maintain a personal touch while automating my DMs?

DM automation doesn't have to be a cold, robotic experience.

The worst thing you want your client to read is: “Thank you for reaching out. How can I assist you today?”

Or “~~In the world of life coaching...~~” 🙄

And if you’re a humanist, you’re most likely reading this with huge skepticism about using AI at all.

But DM automation can be used as a tool, rather than a replacement for your online life coaching.

The personalization, therefore, is just so your audience doesn’t feel like there’s a digital wall between you and them – while you save hours in the process.

So, how do you do that exactly?

👉 Personalized templates with names

👉 Have your automation respond quickly to triggers

👉 Leave room for manual follow ups

★ Design the DM automation to sound like your coaching persona

What kind of DMs should I automate to keep clients engaged?

DM automation should be built to focus on genuine touchpoints with your audience rather than simply delivering information.

So rather than sending salesy updates and promotions, DM automation should be designed to sound like you're building a genuine connection with people.

For example, "Hi, just want to see how you're feeling - how's everything going this week?"

"What's one win you're proud of today?"

"Based on what you just said, here's a quick tip for your journey"

It's DMs like these that keep the messages alive while still being automated.

Your followers will be none the wiser and you'll be painted as a life coach who genuinely wants to help your tribe.

And it turns out, that's how exactly how you get clients on platforms like Facebook, while still being real to who you are. According to CRM Side, 61% of marketers use DM automation to generate more leads.

So if they can do it, why can't you?

Can DM automation help me upsell my coaching packages?

Short answer: Yes.

Long answer: We have personally set up DM automation to upsell online courses. You can do this by setting up automated flows that trigger based on client behavior. For example:

Follow-up message: After completing a coaching package, send a personalized message like, "Congrats on finishing [Package Name]! Are you ready to take the next step with our advanced program?"

Segment clients: Use automation to track client progress and tag them based on their needs or goals. This helps target them with the right offer.

Exclusive offers: Send time-limited discounts or bonuses for upgrading to a higher-tier package.

Upsell through value: Share testimonials or results from clients who benefited from additional packages, making it feel like a natural progression.

How do I set up DM automation for my life coaching business?

At I Need This Marketing, we wrote an entire guide for coaches on how to set up DM automation - specifically the DM automation we used to scale our clients into 6-figure to 7-figure businesses.

For example, we increased monthly revenues by \$280k in just one month for one of our clients, Jason Capital, using DM automation. Over three years, our AI sales tools generated more than \$6 million annually.

It's all in our comprehensive guide on mastering DM automation and converting conversations into sales. The information in this book is usually an online course with a high ticket offer.

But we're giving it away for just \$27 - [click here to get instant access.](#)

"DM Automation Secrets," is a powerful asset that offers proven sales strategies - especially for online life coaches - to engage leads, nurture relationships, and close sales - all using DM automation.

It's the secret sauce that shows you how to get clients on Facebook, Instagram, and LinkedIn.

By implementing these steps, you can effectively automate your Instagram DMs like industry leaders such as Kendra Perry.

Blog 35: The Top 5 Platforms Used For DM Automation

6 mins

You're a business owner reading the news hearing it's all AI this and AI that.

AI creates marketing strategies.

AI makes sales predictions.

AI scans candidates for job positions.

AI detects fraud.

While these are fancy AI tools worth discussing about, often at times what's **not** spoken about is the real money-maker.

As a broad example, think McDonald's real estate or IKEA's food court.

When it comes to AI, DM automation is **the** silent money maker businesses owners don't want to brag about.

And for good reason: this fancy piece of business automation is affordable, accessible, and easy to implement. So the competition can get fierce pretty fast.

But at I Need This Marketing, we're in the business of DM automation. We're open to revealing the platforms used to turn your small business into a 7-figure empire.

So let's jump in and see which one is right for you.

1. ManyChat: The Beginner-Friendly DM Automation

ManyChat's old school logo - an octopus named "Many the Octopus" - is in many ways symbolic of how you feel when it comes to automating your DMs:

Without ManyChat, you're juggling conversations like a caffeinated octopus, answering "What's your return policy?" for the 83rd time.

ManyChat's been the most popular choice for DM automation in recent years. Largely because of its affordability, and also it's super-user-friendly interface that integrates with other platforms like Shopify and HubSpot.

Naturally, it's been a key player for automation in several businesses, from wealth management to health and wellness.

The free plan is a sweet deal for anyone starting out, but the paid options unlock advanced goodies like drip campaigns and keyword triggers.

Instagram users, pay attention - ManyChat is your secret weapon for sending instant replies, charming abandoned carts back into action, and wowing customers with personalized service.

And don't worry about getting flagged. ManyChat's got compliance covered, keeping your account squeaky clean.

Last point...if you've got fans all over the world, the sales and marketing chatbots can speak in multiple languages.

Basically, ManyChat is like having a multilingual, friendly R2D2 working round the clock to qualify your lead flow and book appointments.

2. MobileMonkey: Multi-Channel DM Automation

If ManyChat feels like your friendly helper, MobileMonkey is more like the multitasking ninja of DM automation.

This tool has your back across Facebook, SMS, web chat, and more. If "keeping it all together" had a mascot, MobileMonkey would be it.

For example, your Instagram's popping, your Facebook's buzzing, and your phone is pinging. Without MobileMonkey, you'd need a spreadsheet the size of Texas just to keep track. But with MobileMonkey, everything's funneled into one sleek dashboard.

You can even call it your DM command center, if you really wanted to.

So what really sets MobileMonkey apart is its OmniChat™ technology.

This beauty lets you automate responses seamlessly across platforms. Whether it's a sales chatbot charming a lead or a marketing chatbot sending drip campaigns, MobileMonkey keeps things moving like a pro.

Finally, MobileMonkey is great for integrating with Facebook Ads, driving traffic straight into your DMs where the magic happens.

You can set up lead generation flows, re-engage customers, and even send personalized follow-ups that feel like you spent hours crafting them.

3. HubSpot: Advanced DM Automation

HubSpot is like the overachiever in the DM automation world.

The nerd in class who aces every test, the athlete who comes first in every marathon, the loyal grandson who bake cookies for his grandma every weekend...

Perfect, perfect, and perfect. And for that reason, HubSpot gets a lot of flack from its competitors, who are determined to undermine it.

But before we get to that, here's the juicy info that makes HubSpot so great:

If you've ever dreamed of having all your automation tools in one neat, shiny package, HubSpot's got your back.

Because HubSpot isn't just DM automation. It's also Customer Relationship Management software, an automation tool used in business to manage leadflow and contact lists.

For example, someone slides into your DMs, their info is automatically logged, tagged, and ready for your next marketing move.

The beauty of HubSpot is how it makes everything feel connected. Your sales chatbot and marketing chatbot are pulling data from your CRM to craft messages that actually feel human.

HubSpot tracks everything, so you know exactly what's working and what doesn't.

HubSpot manages leads, answer FAQs, and even close sales right in the DMs.

It's perfect for businesses that need more than just automation - they need strategy.

So, why hate it?

While a Starter Plan is priced at \$50 a month, a Professional Plan - which includes all the powerful marketing automation you need for your business - is priced at \$800.

“Boooooo!” says the small business owner at the back.

4. Chatfuel: The Plug-and-Play DM Automation

If you’re looking for a no-fuss way to get your DM automation up and running, Chatfuel could be what you need.

It’s built for businesses that want results fast without having to fiddle with complicated tech - or any tech, really. No coding skills required.

Chatfuel’s superpower is its visual flow builder. Think of it like crafting a choose-your-own-adventure for your DMs.

Whether you’re setting up a sales chatbot to guide customers through your products or a marketing chatbot to follow up on leads, Chatfuel is all drag, drop, and deploy.

E-commerce businesses especially love Chatfuel. You can automate product recommendations, handle orders, and even process payments using integrations with tools like Stripe.

Chatfuel is a pro at syncing with platforms like Zapier and Calendly, so your bots can do everything from booking appointments to managing workflows.

And if you’re not completely convinced, you can try out its core features before diving into the paid plans, which unlock more advanced goodies.

5. Inflact: Instagram DM Automation

Inflact is the last one on this list, but it’s by no means the least.

Inflact's DM automation tools are built for speed and efficiency.

From auto-replies to bulk messaging, it's perfect for handling everything from a flood of FAQs to sending personalized welcome messages to new followers.

If you've got a question you get asked 10 times a day, Inflact will answer it for you.

Inflact's audience targeting features let you engage with the right people using hashtags, locations, or user demographics.

It's sales chatbots **connect** rather than "sells". For businesses, this means higher engagement and better conversions, all while you focus on more important things (like your next viral post).

Meanwhile, Inflact stays on Instagram's good side by playing within the rules. It's built to ensure compliance, keeping your account secure while still giving you all the tools you need to thrive.

And yes, it's a favorite for small businesses too. Affordable and scalable, it's got pricing plans that won't leave you sweating come the slow season.

How to Make Your First Million with DM Automation

Now that you know which DM automation platform fits your business, it's time to take the next step and scale your business into a 7-figure empire.

Unfortunately, information on ChatGPT will only get you so far. DM automation is fresh technology and many businesses are keeping their cats firmly in the bag.

We don't blame them for doing it, but it does beg the question: how can you get access to exclusive information on DM automation?

At I Need This Marketing, we're revealing the hidden techniques we've used to scale businesses like yours. These techniques turn simple conversations into six- and even seven-figure sales.

And instead of spending thousands of dollars on a course to learn these secrets, we're putting them all in our ebook **"DM Automation Secrets"** which is only priced at \$27.

So if you want the blueprint to scaling your business with DM automation, [click here](#) to learn more.

If you have any further questions, message me on Instagram @wallyduynguyen and I'll explain more about how DM automation empowers your business.

Peace 🕊️

Wally Ngyuyen, I Need This Marketing

Blog 34: The Complete Guide to Growing Your Real Estate Business on Instagram

6 mins

No matter what they tell you - whether that's Jim in the office or @pessimisticdude1234 hiding in your hidden comments - you DON'T need to have global reach and millions of followers to monetize your real estate business.

You don't. I promise.

And ignore the nay-sayers who say growing your real estate business over social media isn't worth it.

It is worth it. I promise.

In this article, we'll break those myths apart. We'll show you how easy peasy, lemon-squeezing it is - so much so, even your daughter's lemonade stand could build a following.

We'll show you the 🗝️ to posting real estate content, captions, and the the potential to scale with DM automation.

It's all here, baby! Free real estate!

How does a real estate business generate leads on Instagram?

Make Your Profile Pop: Think of your Instagram bio as your real estate billboard. It's got to scream *a real estate business pro* while telling people exactly how to work with you. Bonus points for emojis and a link to your best listings!

Post Like a Celeb: So you're not Kim Kardashian but that doesn't mean your feed should reflect that. Your feed should be packed with scroll-stopping content. Show off dreamy houses, client wins, and quirky real estate captions like "Would you live in this pink castle? 👑💖"

If your followers aren't dying to see your houses, something's wrong.

Work Smart, Not Hard: Use DM automation to reply faster than your competition. It's like having a 24/7 assistant that never needs coffee.

Hashtag Like a Boss: Go beyond #RealEstate. Use local hashtags like #MiamiDreamHomes or #AustinLiving to slide into the feeds of local buyers.

Stories That Sell: Show the fun stuff...behind-the-scenes tours, staging fails, or a poll asking, “Which kitchen wins: Marble or Wood?” People love feeling involved.

How to get more followers on Instagram as a real estate business?

Be Consistent, Babe: Nobody likes a ghost account. Stick to a real estate posting schedule of at least 3 posts a week and make your content shine brighter than that freshly polished hardwood floor.

Captions That Click: Use real estate captions that are playful yet professional. If you need some help, [here is a list of captions you'll find useful](#).

Let the Robots Work for You: Set up DM automation so new followers feel welcome. Interested buyers are rewarded with answers without having to wait.

Get Chatty: Comment on local businesses’ posts and DM your followers with personal messages (not spammy!). The more you engage, the more they stick around. If this gets time-consuming, you can use DM automation to create fun messages with AI.

Give Stuff Away: For example, offer a coffee gift card to anyone who tags three friends in your post. Instant follower boost!

How often should realtors post on Instagram?

Keep It Steady: Aim for 3–5 posts a week. That’s enough to remind people you’re a *real estate business* without overwhelming their feed with open house selfies.

Stories Are Your Secret Weapon: Share at least one Story every day—whether it’s a fun Q&A, a “this or that” poll, or a sneak peek of a new listing.

Reel Them In: Post 2–3 Reels a week that showcase homes in under 30 seconds. Think “What \$500K Gets You in [Your City]” with snappy edits and trending audio.

DM Automation for the Win: Pair your content with quick, automated replies so no lead gets left behind.

How to gain 100K followers on Instagram as a real estate business?

Get Real About Your Niche: Stop trying to be everything to everyone. Whether it’s luxury condos or starter homes, be *the* go-to pro for your slice of the market.

Go Hard on Reels: Instagram loves Reels. Try videos like “3 Things You Didn’t Know About Buying a House” or quick, funny “day in the life of a real estate business” clips.

DM Automation = Game Changer: Greet every new follower like royalty with instant replies. It’s easy, it’s fast, and it works.

Post With Purpose: Your real estate posting game needs variety: jaw-dropping homes, local market tips, and funny moments (like the time you locked yourself out during a showing 🙈).

Make Captions Count: Write quirky, relatable real estate captions that encourage shares. “This house has a pool *and* a wine cellar? Yes, please. 🍷🏡 Tag your weekend squad!”

Why do real estate businesses struggle to get followers on Instagram?

No One Likes a Snoozefest: If your content is just listing photos with “4 bed, 3 bath” captions, you’re losing people faster than vegans at a BBQ festival.

Ghost Posting: Inconsistent real estate posting makes your followers forget you exist. Stay in their feed with regular updates that wow them.

Blah Captions: Your real estate captions need personality! Make them fun, emotional, or even silly – whatever gets people to stop scrolling.

Zero Engagement: If leads are failing to comment back or answer DMs, use DM automation to follow up and apply smart strategies like BAMFAM.

No Local Flavor: Instagram is about connection. Show off local hotspots, events, or quirky neighborhood features to attract your target audience.

How to convert Instagram followers for your real estate business?

If you've followed everything in this guide, we have no doubt you'll end up with hundreds, thousands, maybe even millions of followers, on your real estate businesses' Instagram account.

It's possible - we believe you can do it 💪

Now here's the tricky part: With so many client meetings and property showings, you're going to be drowning in leads on the digital side of things. Now, the ocean's a pretty view, but no one wants to be swimming in it without a life jacket, if you know what I mean.

So how do you keep up with the madness?

We mentioned it only briefly in this article but the answer is DM automation. This clever piece of AI understands your goals, your achievements, your perspectives, and more.

The language is tailored to sound like you, behave like you, and *persuade* like you.

In turn, it's also used to understand your follower's needs, wants, pain points, social background, and so on.

Some companies might claim their DM automation is set up to achieve this goal but never take their word for it! Especially if they're asking for thousands of dollars upfront.

At I Need This Marketing, we're reasonable - we actually took years of experience working with DM automation and made it into a book called: "DM Automation Secrets" - we used these secrets for a client of ours, Brandon Anthony Clark, who made \$250k in front-end sales alone.

If a life insurance business can do it, why can't a real estate business?

It can! Go ahead and click this link which explains everything you need to know. The ebook is only \$27 at the moment.

And if you need any more guidance on setting your DM automation, message me on Instagram @wallyduynguyen and I'll answer all your questions.

Peace 🕊️,

Wally, I Need This Marketing

Blog 33: Why E-commerce Businesses Are Switching to AI-Powered DM Automation

4 mins

DM automation is a huge industry to capitalize on if you're building a business in ecommerce. In 2021, the global market of DM automation was valued at approximately \$408.9 million.

Now, take this crazy projection: DM automation is projected to reach about [\\$9.94 billion by 2032](#).

Not bad, not bad, but what exactly do these numbers mean?

Answer: If you have a million dollar idea and you're wondering how can it scale for a modern age, DM automation is how you do it.

By the way, many ecommerce businesses are looking to automate their DMs so they can employ their e-commerce sales strategies at breakneck speed. According to a 2023 report, [84% of marketers are focused on optimizing and scaling their direct mail automation efforts](#). And we're willing to bet most of these ecommerce businesses run from home, too.

So what makes DM automation so appealing for ecommerce businesses? Well, it's like asking why an NFL fan also watches college football.

Two peas in a pod, that sort of thing. Let's dive in and I'll show you the ecommerce automation tools we're talking about here 📌

What is e-commerce DM automation?

When you started building your e-commerce business, you had one dream in mind: Making fast dollar while sipping margaritas on a beach 🍹☀️🌴

Or maybe you're an ecommerce business owner working from home with a dog on your lap 🏠🐶

Regardless, how does DM automation fit into that picture?

DM automation makes that dream *almost too real* because you're essentially assigning all the boring, repetitive stuff to a virtual assistant.

Your run-of-the-mill automation tracks inventory, sends emails, categorizes your leads in a CRM - that sort of thing. But DM automation is a whole new ballgame. We're talking AI-powered automation:

For DM automation, think of it as having your very own personal concierge, ready to chat, recommend products, and close sales, **24/7**, without ever asking you for a pay rise.

Thanks to AI, DM automation just got a massive upgrade, making up ecommerce business from home all the more sweeter.

How does DM automation work?

So a customer types "Do you have this in red?" while you're binge-watching Netflix.

No need to pause...your automated DM chatbot swoops in with, "Yes! Here's the link. P.S. Red is totally your color."

DM automation is all about responding faster than your ex when they hear you won the lottery.

It uses smart triggers (like comments or keywords) to respond instantly, recommend products, and even seal the deal – no awkward typing needed.

What is comment-to-DM automation on Instagram?

This is where the real magic happens. Someone comments “OMG I need this!” on your post, and (what a coincidence) a DM slides into their inbox like, “Hey bestie, here’s the link to grab it before it’s gone 😎.”

It’s like having a party where the cool kids (aka your customers) comment on your posts, and you’re ready with exclusive invites (DMs) to the VIP lounge (your checkout page).

This is just one powerful example of how ecommerce automation tools turns likes into dollars.

How to automate Instagram DM for free?

Ecommerce automation tools are revolutionizing the game, but that doesn’t mean you have to rob a bank to automate your DMs.

You can go ninja-level with free plans on tools like ManyChat or MobileMonkey to create “comment-to-DM” flows and other forms of DM automation.

(Here’s an ecommerce sales strategy: Turn this into a game - offer a discount code for anyone who comments a secret word like “SHOPNOW.” Then let your DM bot handle the rest while you celebrate the sales rolling in.)

Anyway, let’s break down the set up in three easy steps:

1. Switch to a Business Account: Ensure your Instagram account is set to Business. This unlocks features like analytics and messaging tools essential for DM automation.

2. Utilize Instagram's Built-In Tools: Instagram offers features such as Quick Replies and Away Messages:

- Quick Replies: Create templated responses for FAQs to save time.
- Away Messages: Inform customers when you're unavailable and when they can expect a response.

3. Integrate Third-Party Automation Tools: For advanced automation, consider platforms like ManyChat or MobileMonkey. These tools allow you to:

- Set up automated welcome messages.
- Create keyword-triggered responses.
- Develop interactive chatbots for personalized customer experiences.

This level of DM automation is extremely powerful and its where competitors put their money where their mouth is.

Now, they'll have you believe advanced forms of DM automation like this comes at a hefty price tag. So. not. true.

In fact, at I Need This Marketing, we wrote an entire guide for small businesses on how to use DM automation - specifically the DM automation we used to scale our clients into 6-figure to 7-figure businesses.

For example, we increased monthly revenues by \$280k in just one month for one our clients, Jason Capital, using DM automation. Over three years, our AI sales tools generated more than \$6 million annually.

It's all in our comprehensive guide on mastering DM automation and converting conversations into sales. The information in this book is usually an online course with a high ticket offer.

But we're giving it away for just \$27 - [click here](#) to get instant access.

"DM Automation Secrets," is a powerful asset that offers proven sales strategies - especially for ecommerce businesses - to engage leads, nurture relationships, and close sales - all using DM automation.

By implementing these steps, you can effectively automate your Instagram DMs like a industry pro.

Blog 32: The Ultimate DM Automation Guide for Fitness Coaches

6 min read

When we worked with Christian Fleenor on Instagram, our mission was simple: create a system in place where DM automation can qualify leads, particularly high ticket clients who are busy professionals.

With an account that has 1.1M followers, qualifying these leads is no easy feat when done manually. Even with a sales team behind him, Christian would be flooded with unqualified leads, whether that's people from other countries, or SEO specialists looking for work.

The DM automation had to be set up carefully and precisely to save a heap of time.

As a fitness coach, your schedule is no doubt overloaded with meetings, sales calls, script writing, and content creation — do you really need “replying to DMs” to feel like a 9-5 as well?

Certainly not, and in this guide, we’ll explain exactly how to set up your own DM automation so you can focus on the importance task of building your coaching business.

How to Qualify and Disqualify Leads Using DM Automation

We mentioned Christian Fleenor as one example of a fitness coach leveraging DM automation, but we’re willing to bet that the likes of Jeff Cavaliere, Jeff Nippard, and Jeff Seid are also using Instagram auto messages as well. (And any other fitness coach *not* called Jeff)

Unlike many other industries out there, the fitness industry is packed with every demographic looking to be in shape.

And while that might sound great on the surface, any great marketer knows that if you try to sell to everyone, you end up selling to no one.

So, the purpose of any DM automation is to, first and foremost, qualify and disqualify your lead flow.

How do you do that?

Identify your avatar

To start, get specific about who your ideal clients are. Are you aiming for busy professionals looking for high-ticket coaching?

People ready to invest in premium, results-driven services?

Take a minute to outline traits like their goals, location, profession, and budget. Once you're clear on this, setting up filters in your automation tool becomes straightforward.

Have your leads take a survey

Your next step is to ask questions to qualify leads. Setting up an automated survey will be the way in which you do this.

Here are some example questions:

“What are you hoping to achieve in the next 3 months?”

“Have you worked with a personal coach before?”

“How many hours per week are you willing to commit to training?”

DM automation that disqualifies leads

Disqualifying your leads depends on what kind of leads you want. For example, if you primarily serve local clients, set up location-based triggers that acknowledge international inquiries.

Then, make the DM automation guide them away from the sales pipeline.

Create a Call to Action

For the leads who pass your filters, offer a simple, actionable next step — like booking a call, filling out a quick survey, or visiting a sales page.

Make it easy for them to take action while their interest is still high.

What's the best way to segment your leads using DM automation?

Beyond using qualifying questions, you can also set up your DM automation based on engagement level, geographical location, and the client type.

For example, you can create separate flows for high-engagement leads, providing them with additional content, offers, or exclusive promotions. Or maybe you want to differentiate between new leads, repeat clients, and past clients to tailor messaging and offers accordingly.

For example, returning clients could receive loyalty offers, while new leads get introductory messaging.

What kind of DM automation should you use?

If you're in the social media space, we highly recommend using ManyChat to set up your DM automation.

Here's why:

ManyChat stands out because it's specifically designed for businesses looking to leverage social media for lead generation and sales, using chatbots.

For fitness coaches, it offers the perfect balance of automation while still being personal to your clients.

At I Need This Marketing, we've automated high ticket offers leading to \$6M in annual revenue for one of our clients, Jason Capital. For another client of ours, Brandon Anthony Clark, he made \$250k in front-end sales alone.

Both clients achieved their financial goals because of ManyChat's powerful DM automation, which can be used both on Facebook and Instagram to capture and qualify leads at an incredibly fast rate.

As long as Instagram's auto messages are set up right, you can create authentic conversations with these chatbots without ever having to get on a sales call.

What's the best approach for handling sales objections through automated DMs?

So now you've got your chatbot designed, and you're on your way to qualifying your leads.

But what if the lead has objections? Can the DM automation overcome those objections?

The answer is yes! Here's how:

Anticipate Common Objections

Start by identifying the main objections your potential clients typically have. For fitness coaches, these might include:

- **Cost:** "I'm not sure I can afford this right now."

- **Time Commitment:** “I don’t know if I’ll have time to stick to a program.”
- **Results Doubt:** “Will this actually work for me?”
- **Comparison with Competitors:** “How are you different from other trainers?”

Use an Objection-Handling Message Flow

Create specific message flows to address these objections. For example, if a user mentions cost, the automation can respond with an empathetic message, such as:

- *“I totally understand! Many clients feel the same way initially, but our flexible payment plans make it easier. Plus, investing in your health now often saves time and money in the long run. Would you like to know more about our payment options?”*

Provide Social Proof and Success Stories

When addressing objections, incorporate testimonials, client success stories, or social proof. For example:

- *“Many of our clients felt unsure initially, just like you. Here’s what Sarah, a busy professional like yourself, achieved with our program in just 12 weeks.”*
- Include a short video or before-and-after photo for a visual impact, if possible.

Offer Educational Content as a Follow-Up

For more hesitant leads, set up the automation to send helpful resources that build trust without pushing for an immediate sale.

If someone doubts the results, for example, you might send a mini-guide or video on your coaching approach, explaining how it delivers proven results:

- *“We understand you might be unsure! Here’s a quick guide on how our approach targets sustainable results. Take a look, and feel free to ask any questions!”*

Provide Clear, Risk-Free Options

If doable, include a low-risk offer, such as a free consultation or a 7-day trial, to help hesitant clients experience the program without full commitment:

- *“We want you to feel comfortable before committing! How about a quick, no-strings-attached consultation? We’ll go over your goals and see if we’re the right fit.”*

Use Conditional Logic to Keep the Conversation Open

Use your DM tool’s conditional logic to follow up based on the user’s response. If a prospect still seems hesitant, you can program a final gentle nudge or a friendly reminder in a few days, giving them time to reconsider.

Offer an Easy Way to Speak with You Directly

For higher-stakes objections, such as pricing or competition, offer a “human touch” option by inviting them to chat directly with you or a team member:

- *“If you’d like to go over any specific questions, just let us know! A quick chat with our team can help address any details you’re wondering about.”*

Can DM Automation get you banned on Instagram?

Yes, using DM automation on Instagram can potentially lead to a ban, but it depends on **how the automation is used**.

Instagram has strict policies against spammy or inauthentic behavior, and automated messaging falls into a gray area.

We actually agree with Instagram's policy on banning spam accounts as scambots do a great deal of damage to the online marketplace. If everyone is being scammed online, how could any online business use automation when there is a growing culture of doubt?

On the other hand, here's where we disagree with Meta: DM automation is a powerful tool that is currently being used by big tech companies to reduce operational costs in their sales departments.

They won't openly talk about it just yet, as it would be leaving too many cats out of the bag.

But, with B2C companies in particular, they are leveraging DM automation to reduce spending on hiring customer service agents, while scaling their businesses to 6-to-7 figures.

At I Need This Marketing, we're proof that B2B businesses can also use automation too. Yes, it does require a more delicate approach when it comes to designing the AI but, if done correctly, DM automation can be a powerful tool to selling high ticket offers.

But only if done carefully.

That's why we want to give away a free ebook called: "The 7 Deadly Sins That Get Online Course Sellers & Coaches Banned On IG"

This guide will tell you *exactly* how to navigate the tricky terms and conditions that Meta use to limit business automation.

It's a starting point that will help you get things set up so you can start building your influence on social media — you'll be using the same tools we used to build 7 figure businesses.

Message us here now and we'll send you the book with no strings attached.

Blog 31: 3 Unbelievable Ways Automation Revolutionizes Your Coaching Practice

5 min read

As a coach, it might be hard to practise what you preach without DM automation. As a fitness coach, you tell your clients to spend less time sitting around, doomscrolling.

If you're a health and wellness coach, you recommend sunlight for its major healing benefits.

And if you're a business coach, you recommend networking events and 30 mins a day brainstorming with some sticky notes on the wall.

How can any person — serious about scaling their coaching business — also lead by example when they're stuck at the computer all day, chatting to potential leads?

Some coaches will say: “Well, you’ve got to talk to your clients! You’re a *coach!*”

And that’s a strong argument to make. Most coaching is done online nowadays. A study by the International Coaching Federation (ICF) revealed that face-to-face coaching decreased by 74% after the COVID-19 pandemic, while online coaching surged by 57%.

Crazy, right? But you’re also the kind of person who’s got their act together and has found that perfect balance in life. You’re doing this — not just to help people — but to have freedom in your own life.

Well, that’s where DM automation — paired with AI sales tools — comes in. Truth be told...AI is creating a new work environment where people can spend less time at their screens.

With AI in coaching, you can turn most of your online conversations into appointments, and most appointments into automated (but authentic) conversations.

In other words, the only time when you should have to talk to your clients is when they’ve ***paid for it.***

Here’s how DM automation creates that system in place:

1. DM Automation lets you connect with 100 clients at once

I’m going to say something here that 99% of Instagram influencers will hate me for but it’s gotta to be said...

You don’t need to be *locked* in. You don’t need to be working 12 hours a day, 84 hours a week, every day, every Christmas and Thanksgiving.

I'm a big fan of thought leaders like Alex Hormozi who get people off their asses and working, but if you're trying to scale up your coaching business, DM automation can remove most of the workload that gets piled on.

The kind of DM automation we set up is 100% authentically designed to sound like you; close potential leads, set up appointments, message with follow-ups, and help the lead through the sales funnel — all with a personal touch.

Now maybe you don't have 100 leads to follow up with. Maybe you get by on your own and writing manually feels more personal for you and your clients (and cheaper too).

But we see DM automation kind of like a coffee machine: you could just as easily buy instant coffee, stir the coffee grains with the water, and wait 1-2 mins for the coffee to heat up in the morning.

But America normalized coffee machines — not so much because making coffee is a laborious task — but because America drives for efficiency and convenience. Even in the minute processes in life.

DM automation is in that same ballpark. DM automation is the patriotic belief that your digital marketing strategy can be timed, brewed, and served by machine. So that you, the hardworking American, can focus on more important tasks at hand.

2. DM automation personalizes your outreach at scale.

Most coaches and course sellers that lack DM automation have had this problem: the potential lead wants to hop on a call and make sure it's *you* that they're talking to. But there's only one problem...

It's Friday, 4pm, and you're chilling by the pool with a margarita in hand. When they told you that starting your own online business wouldn't be a 9-5 job, why are you all of a sudden pushed back into the office with a headset on and a camera pointing at your face?

What's the point in become an online entrepreneur if you're stuck in meetings all day?

With AI in your coaching business, you don't have to.

You can still seal the deal without getting outside the pool. You can still talk to your clients professionally (though you're two margaritas down). You don't need to sacrifice that blissful Friday afternoon in the hot sun.

The trick with DM automation is that it has to be 100% authentic. Truth be told, the client doesn't want to get on a call either. And if they're asking, it's because your AI sales tool sounds like a scambot, so they want to make sure the deal is legit. It happens. Even ChatGPT sounds terrible at the best of times.

But by personalizing your DM automation, you'll be able to hold the customer's hand, all the while they believe it's you that they're talking to. And you'll never need to get on a call with them.

Now, imagine your coaching business on larger scale and you've got yourself a 6-to 7-figure company right there.

3. DM automation keeps prospects engaged, even while you sleep.

Alright, so DM automation's got you drinking margaritas by the pool, playing pickleball in the middle of the day, and taking nice long walks in nature. You might as well say you're retired at this point.

But wait a minute, aren't you worried about the speed of reply?

Maybe the DM automation is going too fast, or maybe not fast enough. Speed of reply is everything when it comes to sales, so what is it about the DM automation that's keeping your leads on their toes?

At I Need This Marketing, we follow the "hot girl at the bar" strategy. Your DM automation doesn't want to come in too eager. Your leads will sniff the scent and skedaddle before you even say hi.

At the same time, take too long, and the hot girl at the bar is wondering why you're the one playing hard to get when that's *her* job. So our DM automation is set up to strike that cool balance, ensuring the ice breaker's delivered, the drinks are served, and you've got her number by the end.

It's a delicate balance, and we understand it's hard to trust the DM automation for that reason — especially for high ticket offers. But while you're snoozing away, your DM automation is getting all that work done, thanks to the advanced AI tools in your coaching business. And in doing so, it's building trust in you and your clients simultaneously.

And if you still don't believe in the power of DM automation, the numbers speak for themselves...

How to make \$280k a month using DM automation

At I Need This Marketing, we increased monthly revenues by \$280k in just one month for one of our clients, Jason Capital, using DM automation. Over three years, our AI sales tools generated more than \$6 million annually.

With another client of ours, Brandon Anthony Clark, we generated \$27k for this client in his first month with us, using direct CTAs **only**.

What was our secret to generate so much money in such a short period of time?

It was DM automation. We scaled high ticket offers by automating the entire DM sales process from beginning to end.

And the truth is...you don't need to be a big business to do this. Many of our clients come from humble beginnings, but we were able to monetize their value and create the AI systems that Big Tech will never tell you about.

Some cats are too valuable to be left out of the bag.

So it's good that you found us. Because we're on a mission to capitalize your growth, leveraging the secret that is DM automation.

If you want to learn how we can do this, message me on Instagram @wallyduynguyen and I'll show you the shortcuts to attracting high value clients with DM automation.

Peace 🕊️

Wally, I Need This Marketing

Blog 30: Worried about starting a massage therapy business? Here's everything you need to know.

7 min read

An old friend of ours came into our Kava bar bar in Monroe. We got chatting, and after awhile, she revealed the story about how she started a massage therapy business.

Her boss refused to give her a raise, despite the fact that most of the clientele came in for her — **and her alone**. They trusted her to do the correctly, not the business she worked for.

So she made that giant leap, said “f*ck you” to her boss, and started a massage therapy business in her own home.

Yeah, she got the clientele from that business for sure, but running a business is no easy feat. Having running a marketing agency (I Need This Marketing) and a kava bar in Monroe (Visbar), we know exactly how this women felt.

Here's the good news: the ups and downs and the worries are all part of making that powerful leap. And you don't need to have a degree in business to transition to business owner.

That said, there are a few things you should know.

Do you need a licence to open a massage business? What are the start up costs of starting a massage business? And is there a way to make all the boring logistical tasks of setting appointments a whole lot easier?

We'll cover everything in this article.

What are the essential steps to starting a massage business?

Starting a massage business will be the most fulfilling career move you make. And once you read this next part, you're going to wish you had done it sooner.

Here are the steps you need to take:

Develop a Business Plan

You don't need to be a word-whizz to do this, and you could even get ChatGPT to do it for you.

But go ahead and outline your goals, services offered, target market, pricing structure, and marketing strategy.

This plan acts as a roadmap, ensuring you have a clear vision and strategy from the start.

Choose the Right Location

Decide whether you'll operate from home, rent a space, or provide mobile services.

Each option comes with its own set of pros and cons. For instance, renting a space gives a professional touch but can increase startup costs (more on that later), while mobile services offer flexibility but may limit your client capacity.

Invest in Quality Equipment

Comfort and professionalism start with your tools. Invest in high-quality massage tables, linens, oils, and other essentials that contribute to an exceptional client

experience. Consider the ergonomic and hygienic aspects of your equipment to uphold health standards.

Set Up Your Online Presence

Establishing a website and social media profiles is key for visibility. Highlight your services, share client testimonials, and provide an easy way for customers to book appointments.

Invite your friends and family to your Facebook and Instagram pages, and network, network, network! Using social media is the 🗝️ for leveraging powerful tech like DM automation.

Develop a Marketing Strategy

Start promoting your business through various channels such as local partnerships, social media ads, and referral programs.

Word-of-mouth and client reviews will boost your credibility. (Hint: Google Reviews are a dealbreaker)

And hey, we're called "I Need This Marketing" for a reason, so if you need experts on marketing, AI, and automation, we'll show you how to start a massage business — using assets we used to transform small businesses into 6-figure titans.

Do you need a license to start a massage business?

Are you risking your massage business before it even starts? The answer is potentially yes, but once you navigate through all the legal stuff, you're going to be ahead in the game and feel more secure in your businesses' future.

Local Rules and Regulations

You need a licence to start a massage therapy business, but licensing requirements are different depending on where you live.

Most likely, you will need to complete training and pass an exam. Go ahead and check with your local government or licensing board to find out what's needed in your area.

When it comes to government bureaucracy, our advice is to call them up to get all the info you need ASAP.

National Certifications

Getting certified by a recognized national organization, like the National Certification Board for Therapeutic Massage & Bodywork (NCBTMB), will help you stand out.

It shows that you meet professional standards and are committed to quality service.

But it's a bonus, and certainly not mandatory!

Training and Education

We're presuming you have this already but to get a license, you usually need to complete a certain number of hours in a massage therapy program.

These programs teach you about the body, massage techniques, and client care.

However, some places may also require you to take extra courses to keep your license current.

Business Licenses and Permits

The big one. A business license is a standard requirement for legally operating in most places.

Insurance Needs

Liability insurance isn't technically a license, but it's often required when applying for or maintaining your massage license. It protects you in case any issues come up related to your services.

Mobile and Home-Based Services

If you're planning to visit clients' homes or run your business from home, make sure to check if there are extra permits you need. Some places have specific rules for mobile or home-based businesses.

What Is the true cost of starting a massage business?

Never underestimate startup costs! A startup massage business can only thrive when you know the nasty bills coming your way.

But once you know what to expect, you'll be on your way to 6-figures in no time 😎

Here's a breakdown of what you might expect to spend:

Training and Certification

Before you open your doors, you'll need to invest in proper training.

Shop around for the cheapest if you can, but most will cost anywhere from \$3,000 to \$10,000, depending on the location and length of the course.

And don't forget the cost of any licensing exams or certifications required by your state or country.

Business License and Permits

Acquiring a business license and other necessary permits can cost between \$50 and \$500, depending on your local regulations. It's a small but essential investment to ensure you're operating legally.

Insurance

Liability insurance is crucial for protecting yourself and your clients. Expect to pay anywhere from \$200 to \$1,000 annually for a policy, depending on the coverage you need.

Equipment and Supplies

Investing in quality massage tables, linens, oils, and other essential supplies is key for providing a great client experience. The cost of these items can range from \$500 to \$5,000, depending on the quality and number of items you need.

Rent and Utilities

If you're not working from home, renting a space can be on the pricy side when starting a massage therapy business.

Monthly rent can range from \$500 to \$2,000 or more, based on your location and the size of the space.

And don't forget to budget for utilities like electricity, water, and internet.

Marketing and Branding

To attract clients, you'll need to invest in marketing. This could include setting up a website, creating business cards, running online ads, or printing flyers. Initial marketing expenses might range from \$200 to \$2,000.

Technology and Automation

AI automation is here! And who's have thought that when starting a massage therapy business, you'd need it?

Consider investing in scheduling software or DM automation tools to streamline client communication. These tools help you manage bookings and send reminders, saving time and improving client satisfaction.

Let's explore that in detail now:

How can DM automation simplify your client management when starting a massage therapy business?

When we speak to clients who started a massage therapy business, managing clients manually was their biggest headache.

In our opinion, it's going to add on another layer of stress you simply do not need. According to Smartsheet, over 40% of workers spend at least a quarter of their workweek on manual, repetitive tasks, such as data collection and entry.

So to prevent being stuck at a computer all day, feeling like a salesman instead of a massage therapist, we suggest DM automation.

Here's why:

1. Most of your clients will find you over social media, so if you can schedule appointments through platforms like Instagram and Facebook, you're cutting out all the extra steps your customers need to take to contact you.

2. Automated reminders sent through Facebook and Instagram will reduce no-shows and ensure clients don't forget their appointments.

Follow-up messages can also be sent to gather feedback or encourage clients to book their next session. So it's a really powerful way to build credibility.

3. Advanced DM automation tools let you segment clients based on their preferences or booking history.

This allows you to send tailored messages that feel personal, whether it's offering special promotions or reminders of services they might enjoy.

4. You can send targeted promotions or share updates about new services, packages, or discounts.

This helps keep your business top-of-mind and drives repeat bookings without the need for manual outreach.

5. How would you feel if, instead of having to call your hairdresser or your nail salon, you can send them a quick message over Facebook instead?

And then, because you're chatting with a chatbot, the appointment is scheduled *immediately*?

Not bad, am I right?

The only worry your customer might have is having to deal with a generic robot instead of a genuine human.

Luckily, when starting a massage therapy business, it won't have to be like that because we can tailor your DM automation to reflect who you are and how *you* talk to your customers.

Do you need to hire a coder when starting a massage therapy business?

Nope! In fact, you don't need much about DM automation when starting a massage business. Platforms like ManyChat can be used to set up DM automation while experts like ourselves (I Need This Marketing) can come in and create a tailored plan that will automate your business to 6-figure-status.

And can we let you in on a little secret? We've worked with businesses, big and small, who use DM automation all the time to book clients, send follow-up messages, or even just chat and help the client out as much as possible.

Small business owners came to us all with unique stories but share in the same problem: They got sick of missing big family events like Christmas or their children's birthday party. They were overloaded with work and felt like Jim Carrey from Liar Liar.

It happens. That's the price you pay for having a small business.

...or is it?

Our DM automation is so powerful, small business owners can work at reasonable hours while still reaping the benefits of owning a small business.

If you want this system in place too, DM me @wallyduynguyen and we'll show you how DM automation will give you the blueprint you need to grow your business to 6-figures – while saving you a bunch of time in the process.

Peace out 🕊️

Wally, I Need This Marketing

Blog 29: What's the simplest way for churches to streamline event planning? DM Automation.

4 min read

Let's face it: planning events for a church can feel like crossing the desert with Moses.

From getting the word out to organizing volunteers and gathering RSVPs, it's easy to feel weighed down. But thanks to platforms like Instagram and Facebook, building a church community has never been so easy.

And here's some more good news: there's a way to keep it simple, seamless, and as refreshing as an oasis.

It's called DM automation.

Why DM Automation?

Recent research from Barna Group shows that [75% of churchgoers prefer to get updates and connect with their church online](#). So people aren't just open to direct messages — they actually *value* them as a more personal, immediate way to connect.

For churches, DM automation isn't about "going modern" for the sake of technology; it's a tool to deepen connections in a way that respects people's time and habits.

Churches have always adapted to meet people where they are, and using DM automation is no different. Jesus met people in the streets, the marketplaces, and the hillsides, wherever they gathered. Today, that gathering place is often a digital one.

Also, this doesn't replace traditional fellowship; it supports it, giving church planners more time to focus on deeper pastoral work instead of logistics.

So with that said, let's dive into the main benefits of DM automation and how it can help build your church's community:

The Benefits of DM Automation for Churches

Instant Outreach

Imagine announcing your church's upcoming community dinner, holiday event, or volunteer day — all in seconds.

DM automation lets you send event details instantly to your congregation without the time and hassle of sending individual messages. No more worrying about whether the information reached everyone on time.

Quick RSVP Tracking

Knowing how many people are attending is critical for church events.

DM automation tools can even gather RSVPs directly through automated responses.

Members can reply “Yes” or “No,” and the system can tally responses without anyone lifting a finger. This is a powerful way to understand your community’s engagement and interest in real time.

Reminders for Busy Lives

How many times have people told you they simply *forgot* about an event?

DM automation can take care of that by sending reminders in the days leading up to the event. People appreciate gentle nudges, and automated reminders mean fewer last-minute cancellations and no-shows.

How to Set Up DM Automation for Your Church

Setting up DM automation might sound techy, but anyone can do it with the right tools.

We’ve been using ManyChat for our clients, and here’s why:

ManyChat has built-in DM automation tools, allowing churches to handle event planning, RSVPs, and even follow-up messages on Facebook, Instagram, WhatsApp, SMS, and Email.

And while we’re big fans of Text in Church, it doesn’t have the integration with social media platforms. Many church members are active on social media, so it makes sense to meet them there.

Integrating DM automation with platforms like Facebook Messenger or Instagram can extend your reach, especially for events targeting younger members.

For example, you can set up a keyword trigger — like having members DM “Youth Night” to get instant info and RSVP options. And you don’t even need coding experience to do this.

However, before you download ManyChat, there something you should know.

Does DM Automation break the rules of Instagram and Facebook?

DM automation is popular church management software because it enables churches to reach their communities with the same care and intention Jesus showed — quickly, personally, and without without overburdening church staff or volunteers.

Just as Jesus met people where they were, DM automation helps churches meet people in their daily lives, reaching out with messages of encouragement, support, and connection.

It’s a way to ensure no one falls through the cracks and everyone feels included, even in today’s busy world.

But it’s essential to know that using automation on Instagram and Facebook comes with some strict rules. For example, Facebook and Instagram have policies on automated messages to prevent spam, ensure user privacy, and protect people from aggressive marketing.

So, does ManyChat break these rules? Not exactly—but it depends on how you use it.

Understanding the Boundaries

ManyChat complies with Instagram and Facebook's messaging guidelines when used responsibly.

Here's the key: automated messages should feel helpful, timely, and respectful. This means:

- **No Spamming:** Sending frequent, repetitive, or irrelevant messages can get your account flagged or even banned. ManyChat has settings to help you avoid this by limiting the number of messages sent and tailoring them to specific responses.
- **Sticking to Relevant Messages:** Facebook and Instagram allow automation as long as the messages add value to the conversation. For example, you might set up ManyChat to respond with prayer requests, event reminders, or sign-up confirmations—all perfectly appropriate for a church community.
- **Using Opt-Ins Carefully:** Be transparent about how people will receive messages. ManyChat's tools let you get explicit consent before sending automated messages, which helps keep things above board and respectful.

Why churches should consider ManyChat for DM Automation

While there are rules, they don't need to be a barrier when it comes to church management software. ManyChat can be an incredible DM automation tool for churches if you want to move beyond Text in Church:

- **It Reaches People Where They Are:** Most members use social media daily, so ManyChat helps you meet them right in their digital space without feeling intrusive.
- **It Enhances Connection:** Churches can use ManyChat to share scriptures, reminders, or events without replacing in-person fellowship. It's just one more way to build connection, not replace it.

- **Easy to Follow Policies:** ManyChat itself provides guidance to keep you within Instagram and Facebook's guidelines, so churches can feel confident that they're using a tool that respects both faith and social media boundaries.

If you're worried about breaking the rules when it comes to DM automation, we have a ebook called "The 09 Common DM Practices That Will Jeopardize Your Account on Meta"

Why would you need an ebook like this if you're already playing by the rules?

Well, social media platforms like Facebook and Instagram have a web of technical rules that might go unnoticed by genuine folk who just want to leverage technology to do good.

This ebook, therefore, will give you the blueprint you need to modernize your community building efforts and give your church a safe strategy to reaching out to fellow churchgoers.

At I Need This Marketing, we believe that church management software like Text in Church are adept at connecting people with the church community, but if you want to build a community effectively, social media is a powerful way to go.

And if you have any more questions about how DM automation can build your church's digital community, feel free to message me on Instagram @wallyduynguyen and I'll be right with you.

God bless 🙏

Wally, I Need This Marketing

Blog 28: Want to automate your wealth management strategies? Here's the first step.

2 min read

Speed isn't just a bonus to your sales pipeline...it's survival. It's exactly the reason why at I Need This Marketing, we made "Speed of reply is king" our number one chat principle. Then, we designed DM automation to reflect that principle.

Reply too fast and you seem eager; too pushy. Reply too slow and it's a good chance you've been ghosted forever by that lead. Our chatbots were able to strike that balance, and help establish a 7-figure wealth management business for our client.

His name is Brandon Anthony Clark and he's a financial advisor who specializes in Indexed Universal Life Insurance. He understood there comes a price to high leadflow: A good many leads were bound to fall through the cracks on occasion.

But when you're dealing with a high ticket offer, you can't afford to let a single drop of opportunity go unnoticed.

So he came to us with a particular question: "How do I incorporate AI into my wealth management system?"

This chatbot had to sound like him, behave like him, and understand Brandon in every syllable of the word. It had to reflect who is he: An African American, born and raised in South Carolina, who moved to California and grew his Instagram and TikTok to 100k+ followers.

It also had to understand his followers, their needs and their desire for change in a system that wasn't working for them.

At I Need This Marketing, we changed the game, giving Brandon the tools he needed to upgrade his wealth management business to the next level.

How DM Automation Built Brandon's 7-Figure Wealth Management Business

Consistency in Lead Engagement

Brandon knew that consistency was the difference between a casual follower and a loyal client. On his own, he was never able to achieve this with an account that has 100k+ followers.

But with DM automation, every potential lead received prompt, relevant responses without slipping through the cracks. So matter how busy Brandon's schedule got, his clients always felt valued and prioritized.

Building Trust

Clients demand reliability, and Brandon's automated DMs delivered.

Every message felt genuine, every reply crafted to sound personal and helpful.

When financial assets are at stake, trust is non-negotiable. But by automating his DMs, Brandon ensured his clients could rely on consistent, authentic communication that reinforced their confidence in him to manage their financial futures.

Customizable Responses

Brandon's voice stands out: professional, relatable, and deeply in tune with the needs of his audience.

As a trusted role model within his community, he's not just another business personality; he's someone his followers genuinely look up to. That's why every DM needed to feel like Brandon himself was reaching out, not a robotic "R2D2" dispatching generic responses.

By automating his DMs, Brandon achieved a level of personalization that many struggle to reach even with hands-on communication.

Each message felt like it came directly from him. It was thoughtful, relevant, and tailored to the unique context of the conversation.

DM Automation: The First Step

Now, we've got an understanding of just how powerful DM automation is and how it creates a more client centric philosophy for your wealth management business. But what exactly is the first step to creating DM automation?

1. Map Out High-Impact Interactions:

The Pareto Principle is the idea that 80% of results often come from just 20% of the effort. When it comes to wealth management automation, the 20% is almost definitely major milestones in the sales pipeline.

👉 Initial inquiries

👉 Follow-up after consultations

👉 Appointment reminders

👉 Updates on policies.

So your first step isn't automating **everything**, it's automating those important touchpoints that would lose you the lead if you didn't respond.

2. Choose Your DM Automation Platform:

Where are you clients most active?

If you have thousands of followers on TikTok, you might want to automate your DMs using Hootsuite, though it comes at a hefty price.

For Instagram DM automation, we recommend ManyChat as it has a user-friendly, design-based approach, letting you create custom DM flows with ease. So you won't need to hire a coder specializing in AI for your wealth management business.

3. Craft Messages that Reflect You

The next step is to setup the DM automation! The key is to make it sound like you and behave as you would behave if you were actually typing. Then, you should focus in ensuring your automated messages are tailored to the needs and values of your target audience.

That way, you're tailing the automation to be client centric, and not generic nonsense that instantly screams "R2D2".

One wrong DM automation could jeopardize your entire account.

In this article, we talked about how DM automation empowers your wealth management business. And we agree: AI is a powerful tool in creating that client centric business model that financial advisors crave.

There's no risk to your time, your budget, or your reputation by creating DM automation.

Except one:

Platforms like Instagram do not like third-party apps that leverage DM automation. They believe it creates an environment for spam. And while we can agree that spamming is never a good practice, we also believe Meta simply wants a monopoly on AI. DM automation is a threat to their monopoly.

Here's what we propose: Download our new ebook: *The 9 Common DM Practises That Will Jeopardize Your Account on Meta*.

This book will teach you everything you need to know about creating AI-friendly wealth management business that scales with your needs. You'll get insights into how to navigate the tricky business of DM automation, while reaping all its benefits.

Not bad, am I right? (Also, did I mention it is **free**?)

And if you have any questions, feel free to reach out to me on Instaram @wallyduynguyen and I'll be right with you.

Peace out,

Wally, at I Need This Marketing 🙌

Blog 27: Doctors, here's why DM automation is the simplest solution for your patient follow-ups.

Before Dr. Stillman knew about DM automation, he came to us with a particular challenge: How could he truly focus on patient care and speak to patients in his community and online, without overwhelming his schedule?

On the one hand, he had his GP practice in Florida. On the other, he had his HTMA program, webinars, newsletter, and more.

And I'm sure you've been in a similar situation: Between appointments, administrative tasks, and overseeing your team, you struggle to keep up with patient follow-ups as well, right?

He could have just cut down his time on projects — play less pickleball and spend less time on the beach. But in doing so, he would have gone against the example he is trying to follow to his patients.

So he came to us at I Need This Marketing instead, and we helped him set up his DM automation.

By setting up an automated system for patient outreach on social media, particularly on Instagram, Dr. Smith found a simpler way to stay connected.

Suddenly, his patients were receiving consistent, timely follow-ups without requiring his constant attention.

All of a sudden, he's writing articles for his newsletter, making reels on Instagram, attending seminars, hosting webinars, playing pickleball, enjoying the sunshine etc. And yet, he still had time to help his patients.

Crazy, right?

DM automation is transforming the way doctors approach patient follow-ups. Turns out, you don't have to stick to the old ways of doing things; patient follow up templates, spreadsheets, and manually writing out messages to every single one of your patients.

In this article, we'll dive deeper into this magic that is healthcare automation, and why both doctors and patients have fallen in love with it.

How DM Automation Simplifies Patient Follow-Ups

For doctors who want patient connection without time loss, DM automation is the answer.

By leveraging healthcare automation on platforms like Instagram, providers can handle routine patient follow-ups, and help build a presence within their digital community.

It sounds like a new-wave, whacky idea, right? Why should a medical professional transform their social media in this way?

A few reasons:

1. If you're a doctor with a big audience (e.g. Dr. Stillman), your audience is mostly online anyway.
2. DM automation via these platforms such as Facebook and Instagram help build respect within your community.

As for the DM automation itself, every interaction is carefully crafted and scheduled in advance, allowing doctors to send personalized follow-up messages without needing to lift a finger.

For instance, after a patient's appointment, an automated DM can be sent to check in on their recovery, remind them of post-care instructions, or encourage them to reach out with any questions.

The system ensures that each patient receives the attention they need, even if the doctor is in back-to-back appointments or out of the office.

And don't worry about R2D2 messing up! Healthcare automation, like the kind we craft, is 100% authentic. We make it sound like you, act like you, and serve your patients with the level of care they've come to expect.

This isn't just about efficiency; it's about providing a consistent, professional experience for every patient.

DM automation allows doctors to maintain high standards of patient engagement, even as their practice grows.

Messages can be tailored for different types of follow-ups as well. It could be a friendly reminder for an upcoming appointment, a post-visit check-in, or a prompt for seasonal health tips, like flu shot reminders.

Four Key Benefits of DM Automation for Doctors

Streamlined Patient Engagement

DM automation maintains consistent communication with patients. And when we say communication, we don't mean bland bulletin board-type messages either (though we can set it up to be like that if you want)

Doctors can check in after appointments, remind patients of upcoming visits, or even share valuable health tips tailored to the patient. All with a bit of personality and a bit of flare.

Enhanced Patient Outreach

Reaching patients where they spend their time—on social media — has become a smart strategy for many healthcare providers.

With DM automation, doctors engage patients directly through platforms like Facebook and Instagram. It's become the equivalent of those home visits we all used to love.

You can use these platforms to share practice updates, promote webinars, or provide reminders for preventive care — all of which can be automation as well.

According to American Hospital Association, around 60% of healthcare providers in the U.S. are already using social media to increase patient engagement.

This kind of proactive outreach builds stronger patient relationships and shows patients that their doctor is committed to supporting them, even between visits.

Increased Efficiency in Patient Follow-Ups

Manual follow-ups can be time-consuming, especially as a practice grows.

DM automation eliminates this administrative burden by taking over repetitive tasks.

With automated follow-ups in place, doctors and their staff can reclaim valuable hours that can be better spent on in-person care, managing complex cases, or enjoying your free time.

At I Need This Marketing, we've worked with doctors who try to be an inspiration to others by living a healthy life. That means going outside, enjoying the sunshine, and get some exercise at the gym or at the courts.

DM automation gives you freedom to live this lifestyle.

Professional and Consistent Communication

In healthcare, consistent and professional communication is key to building trust with patients. No other website domain or platform matches the degree of communication you get with DM automation.

It ensures that every message sent is both timely and on-brand, providing a reliable experience for patients at every touchpoint.

With templates and scheduling features, doctors can be sure that each message aligns with their practice's standards and resonates with patients in a way that feels both personal and professional.

How to Implement DM Automation for Patient Follow-Ups

How to Implement DM Automation for Patient Follow-Ups

Step 1: Identify Your Key Patient Interactions

Before diving into DM automation, outline which interactions you need to automate the most. And do this by identifying recurring messages with your patients.

For example:

- **Appointment Reminders:** Automate reminders to reduce no-shows and keep patients on schedule.
- **Post-Appointment Check-Ins:** Send follow-up messages to assess recovery, answer questions, or provide additional care instructions.
- **Inquiries and FAQs:** Automate responses for common patient inquiries, like clinic hours, appointment availability, or general information about services.

In our opinion, these are ideal first steps for your DM automation.

Step 2: Choose DM Automation Tools

Instagram and Facebook are powerful platforms to reach and engage patients directly.

But for DM automation in particular, healthcare providers turn to ManyChat for its versatility and ease of use, especially on Instagram.

ManyChat is widely regarded as one of the best options for setting up automated messaging sequences, handling patient inquiries, appointment reminders, and more, all within Instagram's direct messaging environment.

Step 3: Craft Patient-Centric Messages

Automation doesn't mean sacrificing a personal touch. When crafting automated messages:

- **Keep Messages Warm and Professional:** Address patients by name, and maintain a conversational, reassuring tone.
- **Provide Value:** Make sure each message has a clear purpose, whether it's to remind patients, provide care tips, or invite them to follow up.
- **Anticipate Patient Needs:** Tailor messages to meet specific patient needs, like pre-visit checklists or reminders to bring certain documents.

Step 4: Monitor and Optimize

When it comes to patient outreach, make a habit of reviewing your system's performance:

- **Regularly Check Engagement Metrics:** Use analytics to see which messages are being opened, which receive responses, and where improvements can be made.
- **Refine Based on Feedback:** If patients mention that messages are too frequent or lack clarity, adjust accordingly to enhance their experience.
- **Update as Needed:** Healthcare needs evolve, so periodically update messages to stay relevant and useful for patients.

Ready to Transform Your Patient Follow-Ups with DM Automation?

With DM automation, you can lighten your workload while strengthening patient relationships. But if you're confused about how to set up DM automation with this in mind, at I Need This Marketing, we'll do it for you.

We specialize in setting up DM automation on social media for healthcare providers like you.

We've worked with several influential doctors. For example, Dr. Leland Stillman wanted to help his patients online and offline, but felt like he had too many projects to manage. It happens. Sometimes you get so good at your job, you have a line of people outside your practice, waiting to see you.

Luckily, our team came along, handled the setup and customization, and ensured that his practice's personality shined through each message.

Then, we went beyond simple follow-up messages. We built an entire marketing strategy that leverages AI to give Dr. Stillman the freedom to do what he does best: Serving his patients.

Now we want to help other doctors like you serve your patients better. But every doctor has a unique strategy to their healthcare practice. So here's what we suggest:

Message us now and we'll see where you're at with creating DM automation for your medical practice. We'll tailor our DM automation towards your professional goals, and not the other way around.

We believe in you and your mission to help as many patients as you can.

- Wally, I Need This Marketing

Blog 26: The Complete Guide to DM Automation for Scaling Your Business

17 min read

Your inbox is overflowing, inquiries are piling up, and you're wondering if you should hire another DM setter on Upwork. Every minute you spend drowning in manual responses is another opportunity slipping away—another lead lost to a faster competitor.

Well, he's the answer you've been looking for...

★DM automation ★A powerful tool that gets you all excited about lead flow again.

If you're not familiar with this kind of automation in business, and you've never even heard of a sales chatbot or marketing chatbot, we're about to blow your mind in the next 5 minutes.

Take a seat, drink your brew, and get ready for the action 🕶️

What is DM Automation?

ChatGPT says Direct Messaging (DM) automation is about using AI-powered tools or software to automatically manage, respond to, and streamline conversations with customers through platforms like Instagram, Facebook, LinkedIn, and even SMS.

While we agree, there's a lot more magic to it than that:

At I Need This Marketing, we've been using sales chatbots and marketing chatbots to scale and manage leads without putting extra strain on your DM setters.

It's AI-powered which means with enough smarts injected into the system, it can act convincingly human.

So instead of burning hours on routine tasks, DM automation scales your sales guy/gal's persuasive techniques on a large scale.

From sending instant welcome messages to nurturing leads through automated sequences, DM automation turns the chaos of communication into a smooth, scalable system.

The Real Benefits of DM Automation

Here's how DM automation can supercharge your business:

Time-Saving Superpower

Repetitive tasks like answering FAQs or sending follow-up messages? That's DM automaton.

Your team focuses on high-impact strategies, while the bots handle the rest. They're the pawns and you're the pro playing chess with all the moving pieces.

24/7 Customer Engagement

Customers expect responses in microseconds nowadays. That's the nature of the 21st Century economy.

DM automation ensures they get them, even when your team is offline. So your customers feel heard and valued, your sales team has a great work-life balance, and you're not worried about a revolt in the workplace.

Personalization at Scale

Automation isn't one-size-fits-all.

Advanced DM automation tools send personalized messages based on customer preferences, behaviors, or past interactions. Your customers feel like they're having a one-on-one conversation—even if it's all powered by AI.

If you don't believe this is possible, two things have happened:

1. You believe you've spoken to a human. You haven't. It was a sales chatbot.
2. The sales chatbot or marketing chatbot was poorly designed.

Effortless Lead Nurturing

DM automation nurtures leads through the entire funnel, from first contact to final conversion.

Instead of dropping the ball, DM sequences follow up consistently, ensuring every prospect feels attended to. Your team doesn't have to lift a pinky finger to get the work done.

Cost-Effective Efficiency

Why build a large customer service team when DM automation can scale your communication with a fraction of the effort?

Save on costs without cutting corners on customer satisfaction.

Actionable Data Insights

As a data nerd, this my fav part: **Every interaction is tracked.**

You get valuable insights from DM analytics. Who's engaging? Which messages work best? And where improvements can be made?

DM automation doesn't undermine human input, it structures it to give your team the best fighting chance in the live chat sales.

What tools do you need for DM automation?

Make sure you read the end of this article before you download these tools. There's a plot twist every business owner needs to be aware of when having automation in their business.

For now, here are the most powerful platforms on the market to help you get set up:

ManyChat: The Best DM Automation (In Our Opinion)

If you're looking to dominate the social media game, ManyChat is where it's at!

It's a breeze to use with its drag-and-drop builder, and it automates Facebook Messenger, Instagram DMs, and SMS like a charm.

We upgraded to ManyChat years ago, and here's why:

- Drag-and-Drop Simplicity: Build automated workflows without breaking a sweat.
- Social Media Powerhouse: Cover Facebook Messenger, Instagram, and SMS, keeping you connected with your audience, wherever they are.
- AI-Driven: Let AI handle repetitive questions so you can focus on growing your biz.
- Integrates with the Tools You Love: Whether it's Shopify or HubSpot, sync it all for seamless communication.

★ Best for: Small to mid-sized businesses ready to scale their social media game without getting tangled in tech.

2. MobileMonkey: The Omnichannel Ninja of DM Automation

Want to keep all your channels in sync? MobileMonkey is what you want for automation in your business.

The platform merges Facebook Messenger, Instagram, SMS, and web chat into a single inbox, making it your omnichannel messaging ninja. It's perfect for businesses juggling multiple touchpoints.

What makes MobileMonkey stand out?

- OmniChat™ Magic: Streamline conversations from all channels into one central place.
- Lead Generation Machine: Automate chat blasts, drip campaigns, and lead capture with zero hassle.
- Ads That Talk: Sync with Facebook Ads to drive leads straight into automated conversations.
- Zapier Integration: Seamlessly connect with over 1,000 apps to supercharge your workflows.

⚡ Best for: Marketing dynamos who need a one-stop-shop for messaging across multiple platforms.

3. HubSpot: The CRM Powerhouse for Heavyweights

If you're already using HubSpot for your marketing or sales, why not add DM automation into the mix?

Known for its CRM mastery, HubSpot's chat tools are perfect for businesses wanting to tie conversations directly into their customer relationship data.

Here's why HubSpot is a force to be reckoned with:

- Full CRM Integration: Sync chat conversations with detailed customer profiles to personalize every interaction.
- Live Chat Sales + Bots: Handle customer support, sales, and inquiries with both live agents and bots—all under one roof.
- Advanced Workflow Automation: Create sophisticated chat flows that adjust based on where your customers are in the buying journey.

- Deep Insights: Optimize your messaging strategy with in-depth reports that track engagement, conversion, and response times.

🚀 Best for: Scaling businesses that need serious CRM integration and a robust, all-in-one marketing solution.

Sounds almost perfect, doesn't it? The plot twist is that it doesn't come cheap 🤖

Features Comparison: DM Automation Showdown 💡

Platform	What Makes It Shine	Ease of Use	Who's It Best For	Price
ManyChat	A social media automation champ for Facebook, Instagram, and SMS	Drag-and-drop simplicity	Social media-driven businesses	Free plan, Paid plans from \$10/month
MobileMonkey	Omnichannel master for FB, IG, SMS, and web chat	Medium learning curve	Multi-channel marketers on the move	Free plan, Paid plans from \$19/month

HubSpot	CRM-centric with advanced chatbots and full automation	Advanced but powerful	Businesses looking for full CRM power	Free tools, Paid plans from \$50/month
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Setting Up DM Automation for Live Chat Sales

Instagram & Facebook: ManyChat Setup

Head over to ManyChat and sign up for a free account. After creating your account, connect your Instagram and Facebook business accounts. This is where your automated magic will happen.

ManyChat uses a drag-and-drop builder that makes creating workflows a breeze. Start by setting up a simple automation to respond to new messages, say, a welcome message or greeting when someone DMs your business. For example:

- Trigger: New message
- Response: "Hey there! Thanks for reaching out. How can we help you today?"

You can get more advanced by adding options for the user to select, which guides them down different response paths depending on their needs.

Then, add an FAQ workflow for common inquiries like “What are your business hours?” or “How can I make a purchase?” Here’s how you do it:

- Go to Automations and select the “FAQ” template or create one from scratch.
- For each common question, write an automated response. Example:
Question: “What’s your return policy?”
Response: “We offer a 30-day return policy for all products. Let us know if you need help with a return request!”

Always make sure to test to see if the automation works smoothly, and tweak and tweak and tweak!

What are the best practices for crafting automated responses?

Here’s where the magic happens: Crafting responses that don’t sound robotic.

Automation works best when it feels like a human interaction, even when handled by bots. Follow these best practices to make your DM automation sound like your best sales guy, not R2D2.

1. Personalize Whenever Possible

Automation doesn’t mean impersonal. Most tools let you insert personalized data like the user’s name, previous interactions, or preferences. Use this to your advantage!

Example:

- Instead of: “Thanks for your message!”
- Use: “Hi [First Name], thanks for reaching out! How can we assist you today?”

2. Keep Responses Concise and Friendly

People don't want to read lengthy responses in a chat. Keep your automated messages short, clear, and to the point.

Example:

- Instead of: "We are open Monday to Friday, from 9 AM to 6 PM. Please visit our website for more details."
- Use: "We're open Mon-Fri, 9 AM-6 PM. Anything else we can help you with?"

3. Use Call-to-Actions (CTAs) in Your Messages

Always guide your audience toward the next step. Whether it's learning more, scheduling a call, or making a purchase, include a clear CTA in your responses.

4. Make Use of Emojis and Conversational Language

Even though it's automated, you can still make your messages fun! Use emojis and conversational tones to keep things light and engaging.

Example:

"Hey there 😊! We'd love to help you out—could you tell us more about this problem?"

Creating Drip Sequences for Long-Term Engagement

Drip sequences are your secret weapon for nurturing leads over time. These are a series of automated DMs sent over a period of time to keep your audience engaged without you needing to lift a finger. Here's how to do it right:

Step 1: Map Out Your Customer Journey

Before creating a sequence, think about the customer journey—what do they need at each stage? For example, after they express interest in your product, you might send:

- Day 1: A welcome message and intro to your business
- Day 3: A value-add message (free resource or useful tip)
- Day 5: A reminder or a special offer to encourage conversion

Step 2: Build Your Sequence in Your DM Automation Tool

Using ManyChat, MobileMonkey, or HubSpot, go to the “Drip Campaign” section. Select the frequency of messages, time delays, and the exact content you want to send at each step.

Step 3: Test and Adjust

Once you’ve set your sequence, run a test to make sure everything flows smoothly. Check the timing and content to ensure that the messages align with your customer journey.

Leveraging AI sales chatbots and marketing chatbots for smarter conversations 

AI chatbots are no longer just simple FAQ machines—they can learn from customer interactions and provide smarter, more engaging conversations. Here's how to make the most of AI-driven bots:

- **Dynamic Responses:** AI-powered bots can handle more complex queries by using natural language processing (NLP). They can understand intent, respond with more relevant answers, and even guide the conversation.
- **Data-Driven Optimization:** Your AI bot can gather data from customer interactions, helping you refine and improve messaging over time.
- **Human Handoff:** When the AI chatbot reaches a limit (like a question it can't answer), make sure there's an easy way for the conversation to be passed to a human for a personal touch.

Personalization in Automated DMs: Making Automation Feel Human

Can your customers tell when they're talking to a bot? It really depends on the person.

For example, I'm dealing with sales chatbots and marketing chatbots every day, so when I get a phone call from an AI agent, I suspect it's AI by the breaks in responses and the almost-too-clean replies.

My friend, on the other hand, says: "Why did you call them AI? That was a real person!"

"It's not dude, I promise," I say.

Now, here's the fun part: The goal of your DM automation is to convince everyone, those who are easily convinced, and people like me, who can sniff sale chatbots a mile away.

Here's how:

1. Start with the Basics: Personalize Names and Details

One of the simplest yet most effective ways to personalize your automated DMs is by using your customer's name.

Most automation tools, like ManyChat or HubSpot, allow you to dynamically insert a user's name into your messages, creating an instant sense of connection.

Example:

- Instead of a generic: "Thanks for reaching out!"
- Use: "Hi [First Name], thanks for reaching out! How can we help you today?"

This small tweak makes the message feel tailored specifically to them, which builds rapport and trust right from the start.

2. Use Segmentation to Target Specific Audiences

Not all customers are alike, so why send them the same messages?

Segmenting your audience is one of the most powerful ways to personalize automated DMs and boost conversions.

By grouping users based on behaviors, preferences, demographics, or their position in the sales funnel, you can craft messages that speak directly to their needs.

Key Segmentation Strategies:

- Behavioral Segmentation: Group customers based on their interactions with your brand (e.g., past purchases, website activity, or DM inquiries).
 - Example: For a customer who recently viewed your product but didn't purchase, you might send a message like, "Hey [First Name], we noticed you were checking out [Product Name]! Can we help answer any questions?"
- Demographic Segmentation: Personalize messages based on age, gender, location, or other demographic information.
 - Example: A location-based offer: "Hi [First Name], we're offering free shipping to customers in [Location]! Shop now to take advantage."
- Sales Funnel Segmentation: Segment your audience based on their stage in the customer journey (new leads, returning customers, lapsed users).
 - Example: For new leads, send an educational message: "Hi [First Name], welcome to [Brand Name]! Here's a quick guide to help you get started with our products."

By segmenting your audience, you can ensure that each message feels personal and relevant, and this, in turn, increases engagement and conversion rates.

3. Leverage Customer Data for Hyper-Personalization

Your customer's interaction history is a goldmine for crafting personalized messages. Whether it's their browsing habits, previous purchases, or interactions with your brand, using this data to tailor your DMs can make them feel like you're anticipating their needs.

How to Use Customer Data in Your DMs:

- Purchase History: Recommend related products based on what they've already bought.
 - Example: "Hi [First Name], we hope you're enjoying your [Previous Product]. We thought you might love [Related Product] too—check it out here!"
- Abandoned Carts: Send personalized reminders for items left in their cart.
 - Example: "Hey [First Name], it looks like you forgot something! The [Product Name] is still waiting for you. Ready to complete your purchase?"
- Content Preferences: Tailor educational or promotional messages based on what they've shown interest in.
 - Example: "Hi [First Name], since you read our guide on [Topic], we thought you'd enjoy this exclusive content on [Related Topic]!"

By leveraging data, your DMs won't just feel personalized—they'll feel intuitive and highly relevant, guiding customers naturally toward the next step in their journey.

4. Timing is Everything: Personalize When You Send DMs

Sending the right message at the right time can make all the difference in whether a customer engages or ignores your DM. Automation tools allow you to schedule DMs based on user behavior or triggers, making it easy to personalize when your messages are sent.

Examples of Personalized Timing:

- Immediate Responses: When someone sends you a DM, trigger an immediate, personalized response.
 - Example: "Hi [First Name], thanks for your message! We'll get back to you within 24 hours, but here's a quick guide that might help in the meantime."
- Follow-Ups After Key Actions: Trigger personalized messages after a customer takes a specific action, like signing up for a newsletter, purchasing a product, or attending a webinar.
 - Example: "Hi [First Name], thanks for attending our webinar! If you have any further questions, feel free to DM us, or check out these related resources."
- Abandoned Cart Nudges: After a customer leaves items in their cart, send a timely reminder.
 - Example: "Hey [First Name], it's been a couple of days since you added [Product Name] to your cart. Need help checking out?"

The more timely your DMs are, the more personalized they'll feel. And therefore, the better your chances of converting leads into customers.

5. Use Conversational Language and Emojis to Keep it Human

Even though your DMs are automated, the language doesn't have to feel stiff or overly formal. Use a conversational tone and emojis to make your messages feel light, friendly, and human. This helps customers feel like they're talking to a real person, not a robot.

Example:

- Instead of: "We've received your message and will respond shortly."
- Use: "Got it! 😊 We'll get back to you soon, but in the meantime, check out this guide that might answer your question!"

By maintaining a conversational tone and sprinkling in emojis, you keep the interaction warm and engaging, which makes customers more likely to stick around and engage with your brand.

6. Offer Personalized Incentives to Boost Conversions

Nothing says "personalized" like a custom offer or discount tailored specifically for your customer. Automation tools allow you to send exclusive offers based on past purchases, browsing habits, or their stage in the customer journey.

Examples of Personalized Offers:

- Loyalty Discounts: Reward returning customers with a personalized discount based on their buying history.
 - Example: "Hey [First Name], thanks for being such a loyal customer! Here's 15% off your next purchase—just for you!"
- Targeted Offers for New Leads: Provide special offers to encourage new leads to convert.
 - Example: "Hi [First Name], as a new member of our community, we're offering you a 10% discount on your first purchase. Shop now!"
- Special Reminders: Send personalized offers around birthdays, anniversaries, or special events.
 - Example: "Happy Birthday, [First Name]! 🎉 To celebrate, here's a 20% off coupon just for you. Treat yourself!"

These personalized touches not only make customers feel valued but also drive higher conversion rates by tapping into their unique needs and behaviors.

7. Test and Refine Your Personalization Strategy

Personalization isn't a one-and-done effort. To continuously improve your automated DMs, it's super important to test different messages, offers, and segmentation strategies to see what resonates best with your audience.

Key Metrics to Watch:

- Open Rates: How often do customers open your DMs? A higher open rate indicates that your subject lines or initial messages are engaging.
- Click-Through Rates: Are your CTAs driving action? Test different wordings and offers to find the most compelling messages.
- Conversion Rates: Track how many automated DMs lead to purchases or completed actions. Refine your sequences based on what's working and what isn't.

By constantly testing and refining, you'll sharpen your personalization strategy and create more effective, conversion-boosting DMs.

Don't get your account banned with DM automation!

Before you go off creating DM Automation, there's some scary stuff you have to know.

If you step into grey areas, it could get your account flagged, restricted, or even banned.

Instagram has strict guidelines when it comes to DM automation, and violating these rules can lead to serious consequences.

Let's break down the key reasons why Instagram might ban DM automation and how you can avoid it.

1. Violating Instagram's Terms of Service

Instagram's algorithms are quick to flag any behavior that seems unnatural or spammy, and unauthorized DM automation is often on their radar.

2. Spammy Messaging Practices

Sending large volumes of DMs in a short time, especially if they're unsolicited or repetitive, can be flagged as spam.

Instagram wants to maintain an authentic user experience, and bombarding users with automated messages is a sure way to violate that principle.

3. Exceeding DM Limits

Instagram imposes daily DM limits to prevent abuse. Sending more than the allowed number of messages, even with automation, is considered a violation of their policies.

If Instagram detects unusual activity, your account may face restrictions, or you could lose access to DMs altogether.

4. Unethical Engagement Tactics

Automated DMs can feel intrusive, especially when they are unsolicited or impersonal. Instagram values authentic engagement, so using automation to send mass, irrelevant DMs could cause Instagram to flag your account for poor practices.

5. Using Unverified Third-Party Apps for DM Automation

Instagram is notoriously strict about the use of third-party automation tools. Many apps promise to boost your engagement by automating DMs, but if these apps aren't verified by Instagram, you're at risk of violating their guidelines.

The Solution

If you're worried about your account being banned for using DM automation, go ahead and download our free ebook: "The 7 Deadly Sins That Get Online Course Sellers & Coaches Banned on IG."

At I Need This Marketing, we've been using the info in this book to scale small businesses using DM automation while still keeping their accounts compliant.

And hey, if you ever need some guidance on setting up your DM automation, feel free to reach out to us and we'll send you everything we've learned so far.

We've been leveraging DM automation for over half a decade now and it's been the secret sauce to scaling small businesses into the 6-figure/7-figure range.

Now we're on a mission to find more small business owners who want to level up their Instagram DM automation in the live chat sales.

If this is you, chat with us ASAP and we'll get you all the info.

Blog 25: The 10 DM Appointment Setting Trends You Need to Know for 2025

10 min read

[Picture 1](#)

Back in the early days of DM appointment setting, we came across a neat trick that eventually became a trend in the digital marketing space:

When our sales chatbot was typing away, bringing home the butter, the lead messaged us, asking: “Is this a bot?”

Then, even when a human sales rep came in to replace the DM automation — there was still no convincing.

Now, the client was swamped with work at the time, so he couldn’t hop in to take the lead. So we had no choice but to ask our client for a voice note that said: “Hey, this is _____. No, I’m not a bot.”

This voice note was easy enough to create from the client’s point of view. But it made waves in how we treated our leads going forward.

We realized simple techniques like this could overcome nuanced obstacles in our sales pipeline.

That was the eureka moment we needed — we leveraged certain strategies to perfect our DM appointment setting. And little did we know these strategies became trends used by coaching and course sellers on Instagram.

A large part of it comes down to DM automation, and how you build those assets to suit your business.

But we’ll leave no stone unturned in this article.

So, let’s jump in. The 10 DM appointment setting trends you need to know for 2025 📌

1. AI-Powered Sales & Marketing Chatbots for Initial Outreach

AI-powered chatbots are transforming the DM appointment setting landscape.

These sales chatbots are designed to engage with leads like a top sales rep, taking over the initial conversation and ensuring that prospects are nurtured right from the very start.

And it's come a long way since 2020.

Sales and marketing chatbots can now mimic human interactions to a T, answering basic inquiries, and even schedule appointments autonomously.

Integrating DM automation with marketing chatbots means businesses can handle high volumes of inquiries without making your sales guy/gal pull out their hair.

For example, marketing chatbots can greet new followers with a tailored welcome message, ask qualifying questions, and suggest a suitable appointment slot based on the prospect's responses.

By the time a human representative steps in, they've already dealt with the highly interested and pre-qualified lead. And the sales rep still gets the commission 🤖

2. Hyper-Personalization in DM Appointment Setting

You don't know the lead, and they don't know you. That might have been okay 10-20 years ago in the digital marketing space...but not anymore.

With AI analytics in your DM automation, there's no excuse **not** to know your lead's pain points, desires, job, what they ate for dinner, and so on (while still respecting their right to privacy)

The latest DM automation tools now come equipped with advanced data analytics that allows businesses to talk to leads like you've known them for years.

Just how it should be when it comes to sales, right?

Questions like “Hey Bob, how’s the work on the car going?” used to be exclusive to long-term clients who you met in person. But by analyzing data from previous interactions, social media behavior, and demographic information, marketing chatbots will know exactly what to say. And what **not** to say...

“The car’s not going doing good. Might need to replace it.” says Bob. And so, the marketing chatbot now knows not to ask that question 😬

3. Voice DM Automation for Appointment Setting

As we mentioned earlier, sending voice messages has become an incredibly popular trend in DM appointment setting.

Voice DMs add a unique, human touch that text-based communication can’t hold up to, making prospects feel valued and more inclined to respond.

So, while sales chatbots handle the bulk of the initial outreach and follow-up messages, a voice DM from a sales rep provides that extra level of connection needed to push a lead over the edge and schedule an appointment.

4. Automated Follow-Ups with Smart Sequencing

Following up with leads is key in DM appointment setting, but doing so manually can be time-consuming.

Enter smart sequencing—an DM automation tool that automatically sends follow-up messages at optimal times based on the lead’s previous interactions.

This feature adjusts the sequence of messages depending on how the lead responds, ensuring a personalized follow-up experience.

A sales chatbot equipped with smart sequencing guides a lead through the appointment-setting journey with minimal manual intervention.

For example, if a lead engages with the chatbot but doesn't immediately commit to an appointment, the system can automatically send a follow-up message a few days later, offering additional information or a new incentive to schedule a meeting.

5. DM Outreach via Multi-Channel Platforms

Successful DM appointment setting means meeting your prospects wherever they are.

Prospects are now spread across multiple platforms, including Instagram, LinkedIn, and Facebook, which means cross-platform outreach is becoming a necessary strategy.

Sales chatbots and marketing chatbots are now designed to operate on various social media channels, providing a unified approach to appointment setting.

For example, a lead might interact with a live chat sales agent on Facebook and then receive a follow-up DM on Instagram, ensuring a consistent and cohesive customer journey.

6. Real-Time Social Listening for Better Targeting

[Picture 2](#)

AI brings a more proactive approach to DM appointment setting through real-time social listening.

Businesses are now using advanced DM automation tools that monitor social media conversations for keywords and topics relevant to their products or services.

(Fans of George Orwell might have something to say about this, but that's politics for another time.)

This trend allows companies to identify potential leads based on their expressed needs or interests. Once identified, these leads are approached using a sales chatbot or a marketing chatbot for a more personalized engagement.

For example, if a lead mentions struggling with lead generation in their posts, a coach or course seller can instantly send a DM offering a solution, followed by an appointment request — using DM automation.

This targeted outreach not only increases engagement but also establishes your brand as an attentive, problem-solving authority in the market.

7. Engagement-Centric Messaging Instead of Direct Pitches

Direct pitching through DMs is dying as prospects grow weary of overly salesy messages.

So the trend is shifting toward engagement-centric messaging.

Instead of jumping straight into an appointment request, businesses focus on building a genuine connection through meaningful conversations, providing value, and addressing the prospect's needs.

A marketing chatbot can play a key role here by offering helpful tips, sharing relevant content, or asking thoughtful questions that encourage interaction.

For example, instead of immediately requesting an appointment, the sales chatbot might first ask about the prospect's current challenges, listen to their responses, and then subtly suggest a meeting to discuss tailored solutions.

This approach creates a natural flow toward live chat sales and appointment setting.

8. Short-Form Video DMs for Higher Engagement

Video content continues to dominate nowadays, and DM appointment setting is no exception.

Short, personalized video DMs are becoming a powerful tool for capturing attention and conveying messages with authenticity.

Unlike text messages, videos provide a more humanized approach, allowing prospects to see and hear the person behind the business.

Using DM automation tools, you can easily create and send these videos, providing a tailored message to each prospect.

For example, if you have a client whose branding is about protecting your family's wealth, why not have the kids interrupt the video for a more personalized, authentic experience?

This adds a personal touch that text-based DMs often lack. It makes it easier to build trust and credibility in an environment prone to distrust as a result of online scammers.

9. Time-Sensitive Offers and Scarcity Tactics in DM Appointment Setting

Scarcity and urgency are powerful psychological triggers that enhances DM appointment setting efforts.

By incorporating time-sensitive offers in your DM outreach, you can prompt prospects to act quickly, leveraging their fear of missing out (FOMO).

A chatbot can be programmed to introduce limited-time promotions or exclusive offers as part of the conversation.

For example, the marketing chatbot might say, "We have a few consultation slots open this week – would you like to reserve yours before they fill up?"

This not only creates urgency but also provides a clear call to action, increasing the chance that the prospect will commit to an appointment.

10. AI-Assisted Writing Tools for Optimized Messaging

Finally, one of the biggest trends for DM appointment setting is the use of AI-assisted writing tools.

These tools help craft concise, persuasive messages tailored to the prospect's specific pain points and desires, just as a copywriter would.

With AI, businesses can analyze what types of messaging resonate best with different segments of their audience, allowing them to continuously optimize their DM outreach strategy.

These AI tools work in conjunction with DM automation platforms to generate conversation starters, responses, and follow-up messages, ensuring each interaction feels unique and personalized.

For example, when a sales chatbot identifies a prospect as a high-potential lead, the AI-assisted tool can write a script that directly addresses the prospect's challenges, encouraging them to move forward with live chat sales and book an appointment.

11. Instagram Is Cracking Down on DM Appointment Setting Violations

This is not really a trend, but still something you should *definitely* be aware of:

Instagram is tightening its grip on practices that violate its community guidelines. So as more businesses use the platform for DM appointment setting, it's crucial to stay informed about what could get your account flagged—or even banned.

With recent algorithm updates and stricter content regulations, we've seen several course sellers and coaches come to us about this business-destroying act.

So, to avoid being a victim of Instagram's draconian rules on DM automation, we're giving away our free ebook: "The 7 Deadly Sins That Get Online Course Sellers & Coaches Banned on IG,"

It provides insights into the most common mistakes businesses make on Instagram and how to navigate the platform safely.

From avoiding spammy practices to securing your account against unauthorized third-party apps, understanding these pitfalls can keep your DM automation, sales chatbot, and marketing chatbot strategies running smoothly.

If you want a copy, click [here](#) and we'll give you the ebook, no strings attached.

If you have any questions about DM appointment setting, message me on Instagram @wallyduynguyen. I'll explain how our DM automation system empowers your business.

Peace out 🙌,

Wally, I Need This Marketing

[Picture 3](#)

Blog 24: The 8 Common Mistakes That's Sabotaging Your DM Appointment Setting

[Picture 1](#)

7 min read

Every Wednesday and Friday, I like to sales joust.

This is where I roleplay as a potential lead, and my team strategize their DM appointment setting in the live chat sales.

What we quickly learn is that every scenario is unique and every challenge that comes with it, hits differently. Every single time.

It's like playing a game of chess. The number of chess games that can happen far exceeds the total number of atoms in the universe.

1. Why isn't DM appointment setting the same?

It is! But what many businesses fail to realize is there's no one-size-fits-all solution. Today's customers are bombarded with generic messages, and they can easily spot a copy-paste job from a generic sales chatbot.

So personalizing your live chat sales interactions is a powerful move to close more appointments.

DM automation helps with this. It segments your audience and craft messages tailored to each segment. This makes every DM feel personal and relevant, boosting engagement rates.

So, that's the first mistake people make when it comes to DM appointment setting + the solution you need to overcome it.

Want to hear the ~~nine~~ **seven** other mistakes?

2. Ignoring Timing in DM Appointment Setting

Timing is everything in DM appointment setting.

Reaching out at the wrong time can be intrusive and result in your message being ignored.

If your prospect is busy with work, asleep, or in a different time zone, your message will get buried under other notifications.

By the way, you won't believe how many people treat DMs like a missed phone call!

"Oh, they messaged me five hours ago? Guess I'll message them again another time."

Crazy, right?

How to Fix It: Use DM automation to schedule messages for peak engagement times.

Most platforms provide insights into your target audience's activity patterns. Take advantage of these analytics by having your sales chatbot send DMs when they are most likely to be seen, read, and responded to.

We find tailoring these messages to specific time zones work best.

3. Neglecting Follow-Ups in DM Appointment Setting

Effective DM appointment setting is rarely a one-and-done effort.

So following up is key to nurturing leads and moving them through the sales funnel.

Many prospects need a gentle reminder or a second touchpoint before they're ready to book an appointment.

Ignoring this step means you could be leaving potential business on the table.

How to Fix It: Implement automated follow-up strategies using marketing chatbots to keep the conversation going without being pushy.

Automated tools can be programmed to send follow-up messages at scheduled intervals, ensuring you remain at the forefront of your prospect's mind.

However, balance is key; excessive follow-ups can be off-putting, so set a limit to avoid overwhelming your leads.

4. Poor Targeting Hurts DM Appointment Setting

[Picture 2](#)

In DM appointment setting, sending messages to the wrong audience is not just a waste of time – it can also damage your brand.

Broad, untargeted outreach leads to low engagement and results in your messages being marked as spam.

Poor targeting fails to address the unique needs and desires of your audience, making your message irrelevant.

For example, if you're going to sell financial assets on Instagram, send your offer to business owners or investor-type avatars. Don't send it to the guy in college studying Classic Art.

Everyone has unique stories — it's about finding those unique stories that resonates with your business the most.

How to Fix It: Leverage DM automation tools to segment your audience based on demographics, interests, and behaviors. This ensures your message is relevant and increases the likelihood of a response.

Use live chat sales techniques to gather real-time insights into customer preferences, which can further refine your targeting.

The key is to be precise with your messaging to make each recipient feel like your DM was crafted just for them.

5. Vague Calls to Action in DM Appointment Setting

A well-crafted DM is pointless if it lacks a clear call to action (CTA).

In DM appointment setting, vague CTAs like “Let’s chat sometime!” or “What do you think?” don’t provide clear next steps for the recipient.

Without a specific, action-oriented CTA, your prospects won’t know what to do next.

How to Fix It:

Your job is to hold your lead’s hand.

Use marketing chatbots to guide the conversation and include specific CTAs in your messages.

So instead of asking, “What do you think?” try something more concrete, like, “Would you be available for a 15-minute chat on Thursday at 2 PM?” This specificity prompts the recipient to take action, increasing the likelihood of securing an appointment.

DM appointment setting thrives on clarity, so make sure your CTAs are direct and concise.

6. Overwhelming DMs When Setting Appointments

Sending too many messages too quickly makes you look desperate.

Remember: You're the hot girl at the bar. While you want to engage with the leads, there's a fine line between being persistent and becoming a nuisance.

How to Fix It: Use DM automation to schedule follow-up messages at appropriate intervals, ensuring that you stay on the radar without appearing pushy.

Automating your DM process allows you to keep in touch without crossing the line into spam territory.

7. Ignoring Analytics in DM Appointment Setting

99% of successful businesses rely on analytics to make decisions — especially when it comes to AI.

So if you're not tracking the performance of your DM appointment-setting efforts with marketing chatbots, you're missing out on valuable insights.

Analytics reveal which messages resonate with your audience, the best times to send DMs, and which segments of your audience are most responsive. Ignoring this data is like always working as a start-up business.

So if you have the data, leverage it to scale your business.

How to Fix It: Did you know sales chatbots can monitor your DM performance?

It understands open rates, response times, and conversion metrics, so you can refine your messaging to better align with your audience's preferences.

8. Not Following Platform Rules in DM Appointment Setting

DM automation is a powerful way to scale your digital business.

But there's a twist you need to know:

Platforms like Instagram has strict policies against the use of unauthorized bots, including those used through platforms like ManyChat.

You won't believe how many clients we've worked with that have come to us, saying their account was banned.

Thousands of followers gone like 🤖

Here's what we suggest:

Familiarize yourself with the rules of each platform you're using for DM appointment setting.

This includes knowing the message limits, avoiding restricted keywords, and respecting user privacy.

And to help you out, we're giving away a free ebook called: "The 9 Common DM Practices That Will Jeopardize Your Account on Meta."

Many of clients have used this ebook to navigate the tricky terms and conditions when setting up their DM automation.

If you want a free copy, click [here](#), and we'll give to you with no strings attached.

And if you want to learn a new way of leveraging AI, message me on Instagram @wallyduynguyen and I'll explain how our DM automation system empowers your business.

Peace out 🕊️,

Wally, I Need This Marketing

[Picture 3](#)

Blog 23: How To Qualify Leads Under 5 Minutes Using DM Appointment Setting

9 min read

[Picture 1](#)

You know how crucial speed is when it comes to converting leads. But what if I told you there's a way to do it in less time than it takes to make a cup of coffee?

By the way, I'm not just talking about one or two DMs that pop out of the woodwork. I'm talking about a proven system to qualify hundreds — maybe thousands — of leads using DM appointment setting.

Some might call this clickbait. Others will turn off when I say the answer is in DM automation.

“Oh you're talking about AI, how very trendy!” they might argue...sarcastically.

Well, to quote Dave Bautista in Blade Runner 2049: “You've never seen a miracle.”

And in this article, we'll show you ***the miracle***.

If by the end, you're not qualifying leads in under five minutes, using DM appointment setting, then we haven't explained our system well enough. And that's on us.

Otherwise, here comes the magic...

What is DM appointment setting, and why does speed matter?

Skip this part if you know what DM appointment setting already is.

If you don't know what it is, DM appointment setting engages with potential leads directly through social media direct messages (DMs).

It's a powerful tool for sales teams, allowing them to connect with leads in a personalized way.

The faster you qualify leads, the more efficient your sales pipeline becomes.

According to research by *Harvard Business Review*, companies that respond to inquiries within an hour are 7 times more likely to qualify a lead compared to those who take longer.

So speed is **essential** in DM appointment setting because it:

- 👉 Keeps prospects engaged while their interest is still high
- 👉 Filters out unqualified leads faster, allowing your team to focus on high-value prospects
- 👉 Reduces the risk of losing potential clients to competitors

So qualifying your leads in under 5 minutes isn't just a benefit, it's the keys to the car.

How can you qualify leads in under 5 minutes using DM appointment setting?

Before we get down on the DM automation, here are some strategies your human sales team needs to be aware of when it comes to DM appointment setting:

Use Open-Ended Questions Early

Start your conversation by asking open-ended questions like, “What challenges are you currently facing in [insert product/service area]?”

This encourages the lead to share valuable information about their needs.

Identify Pain Points Quickly

When a prospect shares their struggles, you can tailor your approach and quickly determine whether your solution fits.

For instance, if someone expresses frustration with their current situation, immediately explore how your service can solve that problem.

Leverage DM Automation and Sales Chatbots

DM automation tools and sales chatbots filter out unqualified leads by automating initial responses and gathering important information before a human takes over.

A study by *Salesforce* found that 69% of consumers prefer to use chatbots for quick communication with brands.

With DM automation and sales chatbots handling the early stages, you can speed up the qualification process, ensuring only warm leads come through.

How do DM Automation and sales chatbots qualify leads faster?

Ready for the magic?

DM automation and sales chatbots initiate conversations with prospects almost immediately. They ask basic qualifying questions and provide instant responses based on pre-set criteria.

This reduces the time your team spends on repetitive tasks and allows them to focus on leads that are ready for human interaction.

For example, a marketing chatbot can ask a potential lead: “What’s your current monthly revenue?” or “Are you interested in learning more about our pricing?” These initial questions qualify or disqualify leads without human intervention.

A live chat sales team can then take over for more complex conversations, helping to close the deal or set appointments once the lead has been properly qualified.

Now, here’s where it gets crazy:

A report from *Chatbots Magazine* revealed that chatbots can handle 80% of standard customer inquiries.

So imagine for a moment, you have one sales chatbot, specifically designed for your avatar, handling all your leads at once?

You might think this is nigh-impossible in this time period, which leads me to the next question.

How can DM automation improve conversion rates?

So, we know DM automation works, but can it handle higher volumes of leads without sacrificing quality?

The answer is...YES!

By automating the first steps of communication—such as asking initial questions and filtering out leads—you free up your sales team to focus on high-value prospects. Therefore, creating a higher chance of setting DM appointments.

Let's dive in:

Instant Engagement

Automated responses ensure that no lead is left waiting.

According to *Lead Response Management*, reaching out to leads within the first 5 minutes increases the chances of conversion by 400%.

So you're already winning just by having DM automation.

Personalized Automation

While it might sound counterintuitive, automation doesn't have to feel robotic.

With tools like sales chatbots and marketing chatbots, you can program custom replies based on the prospect's responses, mimicking a personalized conversation.

This keeps engagement high while still qualifying leads efficiently.

Follow-Up Sequences

DM automation can be programmed to send follow-up messages at optimal intervals, ensuring that no leads fall through the cracks.

For example, if a prospect doesn't respond to the first message, an automated follow-up can be sent 24 hours later with a personalized prompt like, "Hey [Name], I wanted to make sure you didn't miss this offer. Are you still interested?"

In fact, 45% of potential leads will make a decision after follow-up messages (IRC Sales Solutions).

How can sales chatbots handle complex inquiries?

There's nothing worse than the feeling of taking a qualified lead through the sales funnel, setting up a DM appointment, only for them to be a no-show.

This is where sales chatbots come in. They can send polite reminders or offer to reschedule (while you low-key rage behind the scenes).

You could then have it ask for feedback to understand why the person didn't show, and use that data in the future to decrease the chance of it happening again.

The science here is that sales chatbots use conditional logic to respond differently based on the lead's input. We're using a smart tool to create smart solutions.

For instance, if a lead expresses interest in pricing, the chatbot can provide detailed options or offer a free consultation, guiding them closer to conversion.

And because the sales chatbot never sleeps and leverages large quantities of data sets, it can engage leads at any time, any day, using any language.

How do marketing chatbots boost lead generation?

[Picture 2](#)

Here's the landscape of DM appointment setting:

While sales chatbots are focused on closing deals, marketing chatbots play a vital role in capturing and nurturing leads early in the funnel.

These chatbots are designed to engage potential customers by providing valuable information, such as product demos, resources, or promotional offers.

Here's how marketing chatbots can amplify your lead generation:

Content Delivery

Chatbots can share relevant content, such as case studies, blog posts, or testimonials, to nurture leads before they're ready to buy.

This positions your brand as an authority and keeps prospects engaged until they're ready to move forward.

Lead Magnets

Chatbots can offer freebies like eBooks or discounts in exchange for a prospect's contact information.

This not only helps you build your email list but also creates an opportunity to nurture the lead through future interactions.

Qualifying Through Engagement

A chatbot can ask questions that help determine a lead's level of interest, such as, "What problem are you looking to solve?" or "Which of our services are you most interested in?"

This data allows the chatbot to provide tailored content or pass the lead to a human for follow-up.

How do you set up automation for DM appointment setting?

So, there's good news and there's bad news when it comes to DM appointment setting.

The good news: Any business can set up its own DM automations and qualify leads in under five minutes, using sites like ManyChat or MobileMonkey.

No coding qualifications are required.

The bad news: Just like writing an ebook or crafting a website, building your own DM automation takes time and troubleshooting.

That's time better spent jumping into the DMs and closing deals yourself, wouldn't you agree?

So if you feel like you're treading unfamiliar ground when it comes to DM appointment setting, here's what we suggest:

Get on a call with me — Wally at I Need This Marketing — and leverage our knowledge and experience setting up sales and marketing chatbots.

We'll craft you the DM automation and the chat-based funnel that generated over \$6 million over three years in DM appointment setting.

You don't need to be a big business to work with us. But we'll show you the secrets that big businesses use to make millions, leveraging AI tools like DM automation.

This information isn't so easy to find — even on ChatGPT. Because, naturally, big businesses want to keep their assets to themselves.

So if you want to create AI assets of your own, message me on Instagram @wallyduynguyen and I'll explain how our revolutionary DM automation system empowers your business.

Peace out 🕊️,

Wally, I Need This Marketing

[Picture 3](#)

Blog 22: The Complete Guide to DM Appointment Setting for Lead Generation

10 min read

[Picture 1](#)

Imagine a tool that transforms every social media message into a direct line to your next big lead.

No cold calls. No endless email chains.

Just instant conversations, right where your customers already are—on Facebook, Instagram, and LinkedIn.

With DM appointment setting, you're no longer chasing leads—you're building real-time connections.

And in a world where 80% of people expect immediate replies, this is your edge.

By the end of this guide, you'll know how to automate those conversations, book appointments while you sleep, and watch your leads grow by up to 30%.

Ready to dive in?

What is **DM appointment setting** and why is it crucial for lead generation?

Instead of trying to get leads through long email chains or cold calling, **DM appointment setting** is where you connect with them directly through social media messages.

The world is changing fast, and the process of booking an appointment is speeding up with it.

Take this crazy stat: According to HubSpot, 80% of people want real-time replies when they engage with brands on social media. If you're too slow, they'll move on.

But when you use **DM automation**, it's like having a personal R2D2 that's always on, and ready to respond in seconds.

In fact, businesses that use **automated DMs** typically see a 20-30% increase in lead conversions (ManyChat).

And here's where tools like **sales chatbots** and **marketing chatbots** come in handy. They manage these conversations automatically, so you're not glued to your phone or computer all day.

Not bad, am I right?

How does DM appointment setting work?

Now, let's walk through how DM appointment setting actually works.

Imagine someone comments on your post or follows your business page. Instead of just letting that sit there, you take action—and quickly.

Here's how:

Find the right people

Start by targeting people who've already shown interest. Maybe they liked a post, left a comment, or followed your page. These are warm leads.

Start the conversation

Once you've got their attention, you send them a message. But you don't even have to do this manually.

DM automation tools trigger an automatic (and authentic) message to your potential prospects.

Qualify the lead

Now that you've got the lead, you need to figure out if this person is really a good fit.

This is where sales chatbots and marketing chatbots come into play. They can ask simple questions like, "How did you get into the ____ industry?" or "What's your ____ goal?"

This helps you separate **serious** leads from anonymous Instagram accounts with 12,000 follows and 0 followers. Those are not the kind of leads you want.

Seal the deal

Once your chatbot has qualified the lead, it can offer an appointment booking link, or hand it over to a human rep for live chat sales.

It's up to you on how comfortable you feel with AI.

The key here is speed and simplicity.

Why does this approach work?

According to Facebook IQ Study, 47% of people are open to buying products or services through chat.

So, when you strike up a conversation, you're already on their preferred communication channel.

It's like arriving on their doorstep just as they open the door.

What tools should you use for **DM appointment setting**?

[Picture 2](#)

If you're going to succeed with **DM appointment setting**, you'll need the right gear. Luckily, you don't need to be an expert coder or enlist on a 12-week crash course to use this stuff.

ManyChat: If you're on Facebook or Instagram, ManyChat is awesome. It helps you build out chatbots, set up automated messages, and even send personalized responses.

HighLevel: This one is perfect if you're looking for something that handles everything in one place—automated messages, lead nurturing, booking appointments, all of it.

These tools make it easy to set up **sales chatbots** and **marketing chatbots** that can handle your outreach automatically. They'll answer questions, guide leads through the sales funnel, and book appointments, freeing up your time so you can take a more birds-eye view of the business.

One last thing to keep in mind: chatbots can save businesses up to 30% on customer support costs. That's because they handle all the repetitive stuff (answering FAQs, booking appointments) while letting you focus on high-priority conversations.

And don't forget, once a lead gets to the point where they need a personal touch, you can transition from automation to **live chat sales**. This way, you're blending automation with real-time human interaction for the best of both worlds.

What are the benefits of **DM appointment** setting?

There's a reason why businesses are shifting toward **DM appointment setting**. It's not just an experiment. It's the go-to for building your business in the digital space.

Here's why:

Increased Efficiency

When you use **DM automation**, you're essentially cutting out all the manual work.

Instead of personally messaging every lead, automation handles the initial contact, answering basic questions, and even booking appointments for you. This speeds up the entire lead gen process and makes sure no leads fall through the cracks.

Higher Engagement

Engagement rates for DMs blow traditional methods like email out of the water.

According to MobileMonkey, DM campaigns can have open rates as high as 80%, compared to just 20% for email.

Plus, when you integrate **live chat sales**, you create more personalized interactions, which keeps potential customers interested and engaged for longer.

Better Scalability

With **sales chatbots**, you can scale your **DM appointment setting** without hiring more staff. These bots handle large volumes of incoming messages, qualifying leads and even booking them into your calendar, while you focus on other tasks.

And when your business goes through dry spells, you won't have to consider downsizing your sales team.

How can you implement an effective **DM appointment-setting** strategy?

Getting started with **DM appointment setting** doesn't have to be complicated.

Follow these simple steps:

Step 1: Identify your target audience

The first step is figuring out who you should be talking to.

Use tools like social listening and audience insights to see who's engaging with your brand.

And look for people who comment, like, or follow your pages—these are the ones most likely to respond to your DMs.

Step 2: Personalize your messaging

Generic messages don't work. People can tell if you're blasting out a one-size-fits-all message.

So instead, use **marketing chatbots** to create personalized scripts that feel like a real conversation. The more personal you get, the higher the chances they'll respond.

Step 3: Use automation to follow up

If someone doesn't respond right away, don't give up.

DM automation allows you to schedule follow-ups automatically, send reminders, and even answer FAQs without any manual work.

And here's a powerful stat to back this up: Businesses that follow up within an hour are 7 times more likely to qualify a lead.

The game ain't over yet 🦊

What are the best practices for a successful **DM appointment setting**?

If you want your **DM appointment setting** to succeed, you'll need to follow some best practices:

Contextual Messaging

Make sure your messages are relevant to what the prospect is doing on your social media.

If someone commented on a post or followed your page, start with that. Something simple like, “Hey, I saw you liked our recent post on [topic]. Do you have any questions?” goes a long way in making the conversation feel natural.

Leveraging Keywords in Automation

Use keywords to trigger automation. For example, if someone asks for a demo or info, your **sales chatbots** can respond automatically with the next steps. This saves time and ensures you’re always replying with something useful.

“GIFT” is a favorite here at I Need This Marketing, because who doesn’t want a gift?

Balancing automation and human interaction

While **marketing chatbots** are great for automating most of the process, don’t forget to bring in a human when necessary. When a conversation needs more in-depth answers or the lead is almost ready to book, shift to **live chat sales** to close the deal.

Remember, more than 60% of consumers prefer personalized messaging from brands (Salesforce). So if they can smell the oil in the machinery, it’s time to bring in the mechanic.

What are common mistakes should you avoid in **DM appointment** setting?

There are a few common mistakes that can ruin a good DM strategy. Here’s what to avoid:

Poor targeting

If you’re not careful about who you’re messaging, you’ll waste a lot of time.

Don't send DMs to just anyone—use **DM automation** tools to refine your targeting and ensure you're reaching the right audience.

Not having a clear call to action

If your message doesn't include a strong call to action (CTA), people won't know what to do next.

Whether it's booking an appointment, asking a question, or downloading a guide, your CTA needs to hold your customer's hand and guide them to the end goal.

Spamming prospects

Nobody likes a spammer. Sending too many DMs or follow-ups can turn people off, fast. So make sure you're pacing your messages and offering real value, not just pushing for a sale.

But if you're worried about where that fine line is—especially on platforms like Instagram—you're not alone.

Unfortunately, at I Need This Marketing, we've dealt with several clients who came to us with a simple mistake (yet with major consequences):

They got banned on Instagram.

So to save you from a lot of headaches down the road, I've put together a detailed guide called "The 7 Deadly Sins That Get Online Course Sellers & Coaches Banned on IG."

It breaks down the most common mistakes people make—like engaging in spammy practices, mishandling promotions, or even neglecting account security—and how to avoid them. It's not just a list of "don'ts." It's a practical roadmap to keep your Instagram account in good standing, while still getting results.

If Instagram is a key part of your marketing strategy, this guide is a must-read. It'll help you sidestep the pitfalls that could harm your brand, and make sure your content stays safe and effective.

Download your free copy of the guide here, and stay on Instagram's good side without sacrificing your sales strategy.

And if you're still scratching your head, wondering where to get started, message me on Instagram @wallyduynguyen and I'll answer all your questions about **DM appointment setting**.

Peace out 🕊️,

Wally, I Need This Marketing

[Picture 3](#)

Blog 21: Why **Automation** Is the Best (and Worst) Thing to Happen to Your **Business**

10 min read

[Picture 1](#)

It's the late 1990s at Google's original office, a cluttered garage in Menlo Park. Larry Page and Sergey Brin, the company's co-founders, are hunched over a whiteboard.

The atmosphere is electric, with the hum of ideas and code filling the air. Back then, Google was just a scrappy startup, but they were already thinking big.

The company was growing fast, and so were the pressures.

Engineers were swamped, coding late into the night to keep up with the skyrocketing demand for their search engine. They had little **automation in their business** back then.

But Page and Brin had noticed something: Many of the brightest engineers weren't just motivated by their daily tasks—they were passionate about personal projects. In fact, some of the best ideas were coming from side conversations and hacky late-night coding sessions.

As they brainstormed ways to stay ahead of their competitors, Larry had an idea:

Google's engineers would dedicate a fifth of their workweek to projects they were passionate about—something they believed would benefit Google in ways no one else could foresee.

This was like giving each engineer their own mini startup within the company. Page and Brin loved it. They knew that innovation came from curiosity i.e. from tinkering and exploring, not just following orders.

So they decided to quietly roll it out.

It was like Page was saying: "We trust you. We know your best work doesn't always happen between 9 and 5. So, take 20% of your time and work on something you love. If you think it can help Google, go for it."

At first, it was met with skepticism. After all, Google was still a startup. How could people afford to spend one day a week on side projects when they were already overwhelmed?

But over time, engineers started experimenting—one of them being Paul Buchheit, who used his 20% time to tinker with an idea for a new email service that would eventually become Gmail.

Crazy, right?

But as a small business owner, you might be disinclined to come up with whacky “start-up” ideas like this.

Your main goal is efficiency i.e. how can I get every bang for my buck?

And I don’t blame you for thinking that way. The day-to-day grind of emails, data entry, and administrative work consumes the majority of your time, leaving little room for true innovation and trust from your employees to think outside the box.

This is where **business automation** steps in.

Automation, when applied correctly, can free employees from mundane, repetitive tasks, allowing them to focus on what really matters: thinking, creating, and solving complex problems that machines simply can’t handle.

But there’s a catch! So keep reading and you’ll see why **automation in your business** might be both the best AND worst thing to happen to your business.

What Is **Business Automation**, and Why Do Companies Love It?

Business automation is simply the use of technology to perform tasks without human intervention.

Think of it as software working behind the scenes, whether it’s handling customer inquiries, tracking sales, or generating reports.

The promise is clear: more productivity, fewer errors, and reduced costs.

According to a McKinsey report, **business automation** has the potential to raise productivity growth globally by 0.8% to 1.4% annually.

It's no wonder that businesses are jumping on the automation train. The dream is always the same—more free time, more profits, and happier employees.

But here's where reality hits: **Business automation** is just a tool, and like any tool, it needs to be used correctly.

Misused, it can lead to bottlenecks, frustrated employees, and customers falling through the cracks.

So, how do you get it right?

Keep reading and we'll show you.

Can You **Automate Your Business** Too Much?

Yes, absolutely. There's a fine line between automating what makes sense and stripping your business of its human touch.

In fact, there are times when fully automating a system can hurt more than it helps. For instance, when we first set up our **DM automation**, we found that fully automating our lead qualification was too risky for high-value offers.

When you remove the human element, you risk overlooking nuances—especially in processes that rely on qualitative data.

We're not saying it's doable. We're just saying it requires a lot of troubleshooting. Because let's face it: Algorithms are fantastic at number crunching but can fail when interpreting the subtleties of a customer's needs.

You'll need an expert to look under the bonnet and make the **DM automation** understand the "why" behind the data.

For instance, if your sales team automates follow-up emails for new leads but doesn't personalize them, those emails can easily come off as cold and impersonal.

People like doing business with people, not machines – so making your **live chat sales** as human as possible is 

Will **Automation Make My Business** Less Flexible?

This is a common fear, but it's more about choosing the right approach.

The key to staying flexible is ensuring that your **business automation** solution scales with your business.

Business automation tools have evolved thanks to AI, and many no-code platforms allow for customization that grows alongside your business.

However, the danger comes when businesses over-automate their processes, trapping themselves into rigid workflows. You don't want to create a system where making adjustments or adding new features requires an overhaul.

Instead, choose **business automation** solutions that integrate easily with other tools and allow for tweaking without needing a whole team of developers.

Is **Business Automation** Only for Large Companies?

This is one of the biggest myths in business today. While it's true that large enterprises are the first to adopt new tech, **business automation** has become increasingly accessible to businesses of all sizes.

For example, we work with mostly small businesses that are looking to create **sales chatbots** on their Instagram accounts.

This **DM automation** is so powerful, it's been the key factor in small businesses booking high-ticket appointments of over \$3,000.

So, don't be fooled into thinking **business automation** is reserved for companies with deep pockets. It definitely ain't!

Will **Business Automation** Replace Human Jobs?

[Picture 2](#)

While **business automation** does take over repetitive tasks, it's important to remember that it also creates opportunities for workers to focus on more meaningful, strategic work.

According to a study by the World Economic Forum, **business automation** could displace 85 million jobs by 2025, but at the same time, it could also create 97 million new roles that are more aligned with the future of work.

Think about it this way: **Business automation** isn't about eliminating humans from the equation. It's about enabling them to do their jobs better and smarter.

For example, our sales team isn't bogged down with data entry or scheduling tasks—they are free to innovate, strategize, and bring a human touch to their interactions in the **live chat sales**.

The challenge is finding that balance between what should be a **sales chatbot** and what should be human.

Can **Business Automation** Really Boost Customer Experience?

Absolutely—when done right.

Business automation makes your customers happy when interactions are faster, more efficient, and less prone to error.

Take **marketing and sales chatbots**, for example.

When a customer contacts your business at 2 a.m. with a question about their order, a **marketing chatbot** can instantly pull up the information and respond.

But, there's a catch: While a **marketing chatbot** can answer frequently asked questions, it can't solve complex issues with the empathy or creativity of a human.

That's why many businesses are opting for a hybrid approach, where **business automation** handles the routine, and humans step in for high-level support.

Automating customer service can increase efficiency, but it's important to have a backup plan for when things get complicated.

A study by PwC found that 82% of U.S. consumers want more human interaction in customer service—so don't lose sight of the human element while trying to automate every touchpoint.

How Can You Avoid the Pitfalls of **Business Automation**?

The biggest risk with **business automation** is trying to automate broken or inefficient processes.

If a process isn't working well, automating it won't magically fix it.

In fact, it might amplify the problems. The key is to map out your workflows before applying **business automation**. And make sure you've ironed out inefficiencies before letting software take over.

Another pitfall? Overcomplicating the system.

Just because something *can* be automated doesn't mean it *should* be. Identify the tasks that truly benefit from **business automation** and leave room for human decision-making where it matters most.

Semi-automated processes, like our **DM automation**, allow businesses to have the best of both worlds—automating where possible but stepping in where a personal touch is needed.

What's Next for Your **Business Automation**?

Business automation is constantly evolving, and what we see today is only a glimpse of its potential.

As AI becomes more advanced, businesses will be able to 100% automate without worrying about the things discussed in this article.

Want to be let in on a little secret?

Here at I Need This Marketing, we've demonstrated that **DM automation** can be used as a tool—not a crutch—to scale small businesses.

And it's not just about making the big bucks either.

It's about freeing up human potential to focus on what machines can't do: Being creative, being empathetic, and building relationships.

In other words, if Google can do it, why can't you?

How much money are you losing by not **automating your business**?

If you've been manually messaging your leads without ANY form of **DM automation**, then you could be losing out on thousands of dollars.

AI has been in full force for four years now and the technology exists to make **automation in your business** transform your team into strategists and your business into a small-sized 6-figure titan.

If you're wondering where to find that technology, you're in luck.

At I Need This Marketing, we've been setting high-ticket appointments for small business owners by leveraging **sales chatbots**.

If you're interested in learning more about what we've been doing in the live chat sales, message me on Instagram @wallyduynguyen and I'll explain how our revolutionary **DM automation** system empowers your business.

Peace out 🕊️,

Wally, I Need This Marketing

[Picture 3](#)

YouTube: LIVE Outbound DM Appointment Setting Secrets:
How To Book More Calls In The DMs Step-By-Step

https://www.youtube.com/watch?v=c9wuU2nYCmg&ab_channel=WallyNguyen

Summary

We just dropped pure gold with this masterclass video on DM appointment setting.

If you've ever struggled with turning your followers into paying clients or you're tired of seeing crickets after dropping those DMs, this session is exactly what you need.

Wally breaks down the exact strategies he used to turn casual chats into \$200K in sales just from direct messages! All through a method he calls Outbound DM Domination.

This isn't just theory—Wally's giving away the exact sauce he used to help people like you close high-ticket deals, all from their inbox.

So if you're serious about stepping up your DM game, closing appointments faster, and turning likes and follows into \$\$\$, [click this link now](#).

And if you have any questions about my DM appointment setting, follow Wally now on Instagram @[wallyduynguyen](#), and he'll answer any of your questions you might have about DM automation.

Peace 🕊️

P.S - If you want to learn more about how our DM automation system revolutionizes your business, [click here](#)

YouTube #11: Mastering Live Chat Sales ⚡ : Urgency, Objections & DM Automation Secrets Unlocked

https://www.youtube.com/watch?v=YZC6V40stQE&ab_channel=WallyNguyen

Summary

Tired of seeing your DM sales fizzle out?

If you've been struggling to close deals in your DMs, you're probably missing some key strategies that separate the pros from the amateurs.

In this video, we'll show you how to handle every objection, read between the lines in conversations, and apply just the right amount of urgency to seal the deal—without ever sounding pushy.

If you're serious about turning live chats into real revenue, don't sleep on this one. [Click the link now](#) to learn our free industry tricks.

And if you have any questions about my DM strategies, follow me @[wallyduynguyen](#) on Instagram, where I'll send you a private message and explain more.

Peace 🕊️,

- Wally, I Need This Marketing

P.S - If you want to learn more about how our DM automation system revolutionizes your business, [click here](#).

YouTube #10: Live Chat Secrets: Convert Leads Faster with
A Proven DM Sales Process

https://www.youtube.com/watch?v=HnPaqNBzy_E&ab_channel=WallyNguyen

Summary

Can a simple DM script *really* help you hit 250K in sales? Let's find out.

In this video, I'm diving deep into the exact strategies I've used to simplify the DM sales process.

From overcoming objections with ease to using tested scripts that work at every stage of the conversation—this is your chance to learn how to get more qualified leads across the finish line, without reworking what already works.

If you want to see how it's done, [click the link now](#).

And if you have any questions about my DM strategies, follow me @[wallyduynguyen](#) on Instagram, where I'll send you a private message and explain more.

Peace 🕊️,

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YouTube #9: How Any Coach or Course Seller Can Monetize DMs Using The Digital Rainmaker System!

https://www.youtube.com/watch?v=wDUySRH-FvE&ab_channel=WallyNguyen

Summary

You've been hustling to build your audience, but what if I told you there's a way to increase your sales without hopping on countless calls?

If that's got your attention, you're going to love the Digital Rainmaker System!

Here's the deal: Whether you've got thousands of followers or you're just getting started, this system is designed to take your prospects from "just looking" to "buying now," all through chat.

No phone calls, no stress—just smart automation that turns conversations into cash.

So if you want to leverage your digital presence to scale your business without burning out, [click the link](#) to learn more.

And if you have any questions about my DM strategies, follow me @[wallyduynguyen](#) on Instagram, where I'll send you a private message and explain more.

Peace 🕊️,

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YouTube #8: How to Fix Ghosting in the DMs for Online Course Creators, Coaches, and High-Ticket Businesses

https://www.youtube.com/watch?v=mb2MdyQP8Ig&ab_channel=WallyNguyen

Summary

No one likes being ghosted. But instead of taking it personally, I'll show you how you can turn things around.

If you've struggled with unresponsive leads or prospects who vanish mid-conversation, this video is your answer. It dives deep into why people ghost (Hint: it's not about you), and shows you a step-by-step framework to re-engage them without sounding desperate or pushy.

Whether it's information overload, busy schedules, or just bad timing, there's always a way to keep the conversation alive. This is your roadmap for turning ghosting into opportunity and getting those conversations back on track.

[Click the link](#) and learn how to stop ghosting from killing your sales!

And if you have any questions about my DM strategies, follow me @[wallyduynguyen](#) on Instagram, where I'll send you a private message and explain more.

Peace 🕊️ ,

- Wally, I Need This Marketing

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YouTube #7: How to Choose the Best DM Sales Strategy for Online Experts & Course Creators

https://www.youtube.com/watch?v=tSeKa9SOmrg&ab_channel=WallyNguyen

Summary

Your inbox isn't just for chit-chat — it's a *pipeline* for booking calls and closing sales.

Whether you're pushing high-ticket items over Zoom or closing smaller deals in the DMs, this video will explore how the conversations you have should have a destination in sight.

And if you have any questions about choosing the best DM strategy for yourself, follow me @[wallyduynguyen](#) on Instagram, where I'll send you a private message and explain more.

Peace 🕊️,

- Wally, I Need This Marketing

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YouTube #6: Outbound Live Chat DM Sales Training: How we sell products without sales calls

https://www.youtube.com/watch?v=iywdcwN7_aM&ab_channel=WallyNguyen

Summary

Want a secret trick to winning sales battles without a single phone call?

Introducing...jousting! 🏰

If you ever grew up playing Dungeons & Dragons or board games like chess, you'll ***instantly*** get it.

For those who don't know, the value of strategizing your play is 🗝️ to staying alive in tabletop games.

We believe our sales strategies shouldn't be any different. So if you want to start thinking 5+ moves ahead, [click here](#) to watch our sales joust. You'll be taking a peek behind the curtain as you understand the right kind of *play* in DM sales.

And herein lies the benefit of your outbound live chat: You get more time to think and make effective moves.

If you want to learn more about our DM strategies, follow me @[wallyduynguyen](#) on Instagram, where I'll send you a private message and explain more.

Peace 🕊️ ,

- Wally, I Need This Marketing

P.S - If you want to learn more about how our DM automation system revolutionizes your business, [click here](#).

YouTube #5: Mastering Messaging for Online Course Creators, Coaches, and High-Ticket Businesses

https://www.youtube.com/watch?v=0GMHkU_zy9g&ab_channel=WallyNguyen

Summary

Just because you have a lot of leads, doesn't mean those leads will convert.

In this video, I'm going to give a masterclass on messaging.

You'll learn:

- Proven strategies to craft compelling, authentic messages that resonate.
- How to stand out in a crowded market by aligning your messaging with your brand's voice.
- Ways to turn casual prospects into committed clients who are excited to work with you.

If your current messaging feels flat or you're not getting the traction you deserve, this video is a must-watch.

[Click the link to watch](#) and learn actionable tips to level up your marketing and grow your business with messaging pillars.

Or follow me @[wallyduynguyen](#) on Instagram, where I'll send you a private message and explain more.

Peace 🕊️,

- Wally, I Need This Marketing

P.S - If you want to learn more about how our DM automation system revolutionizes your business, [click here](#).

YouTube #4: How Any Coach or Course Seller Can Attract High Ticket Clients on IG Even if You're Brand New

https://www.youtube.com/watch?v=ZaulwfkHN3A&ab_channel=WallyNguyen

Summary

Is your coaching business failing to attract clients?

Here's where you might be going wrong:

The most profitable coaches don't speak to everyone. Instead, they leverage their unique personality, experiences, and storytelling to create a standout brand that magnetically attracts their dream clients.

[Click the link to watch](#) and learn practical strategies that make your offer never feel like a commodity ever again.

Or follow me @[wallyduynguyen](#) on Instagram, where I'll send you a private message and explain more.

Peace 🕊️ ,

- Wally, I Need This Marketing

P.S - If you want to learn more about how our DM automation system revolutionizes your business, [click here](#).

Blog 20: Which of these four **chatbots** is best for your small business?

4 min read

[Picture 1](#)

Picture me and Phung in 2017, creating **chatbots** in a late-night cafe. People are outside, bar crawling and having a good time. And we're typing away, trying to create **the future**.

Instead of a visual builder, we had blocks back then. These blocks weren't the fun kind you see in Minecraft or Roblox. No sir. These were blocks of code that were pieced together manually to create **marketing and sales chatbots**.

This project took 100 hours, easy.

The craziest part in all this is: How did we know all the blocks were working in a direct path?

We didn't. We had no choice but to test them every single day.

But the results paid off. We made a health and wellness **chatbot** straight to people's phones that was incredibly advanced for its time.

By the way, we weren't coders – at least not back then. But we knew how to use the tools to create successful **chatbots**.

And now with visual builders that you see on ManyChat, and many other upcoming programs (😊 😊), having a **chatbot** for your business has never been easier.

But if you're a small business, trying to kick things off the ground, the question of what **chatbot** serves your business the most is a tricky one.

With almost a decade of experience on our backs, we have the answers for you.

So let's get cracking.

P.S. You DON'T need to be a coder to do this.

P.S.S. You *really* don't need to be a coder to do this.

1. Rule-Based Chatbots: Simplifying Repetitive Tasks

Rule-based chatbots are your easy-does-it chatbots, operating on a set of predefined rules.

They're made to remove all the boring and repetitive tasks that humans usually do, such as answering FAQs or booking appointments.

But they fall short when faced with more complex customer queries.

For example, if a customer messaged your sales chatbot to say: "My computer won't turn on"

The customer is going to expect a boring answer like: "Here is a link to troubleshooting your computer"

Eurgh. Convenient for businesses that don't have customer service reps, but not convenient for your customers who need the personal touch.

That said, these chatbots are cost-effective and can handle a large volume of customer queries automatically, without needing human intervention.

And in other areas, rule-based chatbots are designed to handle specific tasks quickly, so your team can focus on more complex issues.

2. AI-Powered Chatbots: Enhancing Customer Experience with Natural Language Processing

AI-powered chatbots take things up a notch by utilizing artificial intelligence and natural language processing to mimic the human experience.

These chatbots are designed to understand and respond to intricate questions by leveraging language models.

So you can imagine how businesses have been using these:

They've been designing sales chatbots that actually learn from past interactions, which makes them more efficient and capable of delivering a superior customer experience.

Why? Well, these AI chatbots are capable of understanding customer needs, backed by natural language processing.

Any customer query instantly becomes more personalized while it continues to learn and adapt to its environment.

Over time, the AI becomes more human-like, creating a conversational experience that your customers will respect.

And as you scale your business, the AI chatbot scales with you, building on the do's and don'ts of your sales pipeline.

It's easy to see why even the sales department worries about AI, isn't it?

By being available 24/7 and having human-like conversations, a small business might opt for sales chatbots until they feel confident enough to hire a human who they can trust.

Now, whether sales **chatbots** can **do** a better job, is a debate for another time. But our answer is: It depends.

3. Virtual Agents: Delivering Human-Like Conversations and Seamless Support

[Picture 2](#)

Virtual agents represent the next level in the evolution of **chatbots**. These agents are a more advanced version of AI-powered **chatbots** and offer a highly sophisticated conversational experience.

They can handle more complicated tasks and are often integrated with human agents to ensure seamless support.

This allows for a smoother transition between bot and human interaction, enhancing the overall **customer experience**.

Basically, they are AI-powered **chatbots** 2.0. They are what your small business will come to see as you grow your internal operations.

Think of customer queries that would usually give your sales team a headache. The sales **chatbot** deals with them, so your sales team doesn't have to – especially unqualified leads.

And if at any time the virtual agent faces an incredibly complex customer query that R2D2 can't compute, the human agent can jump in and take over. The **chatbot** will learn from this experience, too.

Why would a sales agent be okay with this future of sales? Well, a virtual agent frees human support staff to focus on more critical issues.

This not only makes the support process more efficient but also allows small businesses to allocate their human resources more effectively, ensuring that customers with more complex needs get quick and personalized attention.

It would seem like virtual agents are the **chatbots** of the future, but the article ain't over yet!

4. Hybrid **Chatbots**: The Future of **Chatbots** for Modern Businesses

Hybrid **chatbots** are the best of both worlds, capitalizing on both rule-based logic for simple queries and artificial intelligence for more complex interactions.

This adaptability allows them to provide a balanced conversational experience that can easily switch between handling basic repetitive tasks and engaging in more advanced, human-like conversations.

This makes hybrid **chatbots** an ideal solution for businesses looking to improve their customer interactions now and in the future of **chatbots**.

Here's why:

👉 They switch easily between simple and advanced tasks, regardless of the complexity of the query.

👉 They are affordable, so small businesses to get the most out of their **chatbot** investment without overextending their budget.

👉 They are scalable, allowing small businesses to start with basic functionalities and expand into more sophisticated AI-driven interactions as needed.

👉 They free up human employees to focus on higher-value activities.

👉 They can be integrated into social media accounts for DM automation

👉 You can create different kinds, like marketing chatbots and sales chatbots

Crazy, right?

So why aren't businesses jumping on the bandwagon?

They will soon. **Very soon.**

Want to be first in line for your chatbot-run business?

So many small businesses are blind when it comes to the future of making sales. They think it's all about getting on TikTok and hiring content creators to build organic lead flow.

While that is definitely something ANY modern business should be doing, it is by no means the ace in the deck.

Every business knows about the importance of social media, but ask if they're using marketing chatbots to engage with their customers or sales chatbots to close appointments, and you'll get rolling tumbleweed.

But here at I Need This Marketing, we're transforming these small businesses into engines for scalability. And we're doing it by using DM automation.

This has become a cheat sheet for small businesses looking to make millions without hiring thousands.

And if you want to see how it is done, DM me on Instagram @wallyduynguyen and I'll explain how our revolutionary DM automation system empowers your business.

Peace out 🕊️,

Wally, I Need This Marketing

[Picture 3](#)

Blog 19: The BIG FIVE AI Fails That Made Headlines—and What They Mean for Your Business's Automation

[Picture 1](#)

AI gets a bad rep in the media, on the internet, and in the business world. You might as well make every newspaper headline read: *Just in! AI is going to take over the world!* and every Reddit post should read *Unpopular Opinion: I hate AI. It's the reason I'm unemployed.*

At I Need This Marketing, we tell a different story: AI is revolutionizing business automation, making processes more efficient and scalable.

A large part of the AI hate has to do with science fiction. We have a bundle of stereotypes in relation to AI, and they all have us shaking in our boots. But if you're trying to automate your business, it's all just fantasy in our opinion.

Now, while the threat of job insecurity is real, AI is not the first invention to reshape the job landscape (and it won't be the last).

For example, we're in the business of **DM automation**, but that doesn't mean we fired our sales agents or content creators. Their roles have changed because the business landscape has changed.

We are AI optimists, and we think you should be too. We don't believe business owners should give up on **AI when it fails**.

When you open the trunk and have a look at how the cogs turn, you'll realize it's all data – not consciousness, not skill, not talent. That's it. It's data.

And how you use that data determines the success of your **businesses' automation**.

But why am I telling you all of this?

Well, I'm about to show you five shocking AI blunders that took the world by surprise. And when I do, I want business owners to think about the deeper truth behind all of these **"AI fails"**.

Who knows what you might learn?

The media will hate me for writing this article, but the curtain needs to be pulled back. All that smoke and fire and dramatic lightning should be turned off to reveal the real wizard in the room.

1. Sophia the Robot: The First Glimpse of **Business Automation**

Remember Sophia the Robot? Created in 2016, she was made to be the most human-like robot ever made; The first hint of a new Cyberpunk world, and the first glimpse of how **businesses will create automation**.

They intended to have Sophia look like Audrey Hepburn, hold casual conversations, and express herself in a human-like way.

Sophia's big break came in 2017 when she took to the stage at the Future Investment Initiative in Saudi Arabia. She charmed the audience so much that the country decided to grant her citizenship.

Sophia became the first robot in history to become a legal citizen of any country.

Neat, right?

Naturally, the media went after Sophia in 2016. During an interview with her creator, Dr. David Hanson, she was asked a pretty loaded question:

"Do you want to destroy humans?"

Sophia replied with a straight face, "Okay, I will destroy humans."

Uh-oh.

What's the AI lesson?

1. Test Before You Launch: Sophia's response was an unintended glitch, not a Terminator-like event. But the news formed it into a narrative of robots *taking over the world*.

The solution to this is simple: Small businesses should rigorously test any new technology or automation tools before going live. This ensures that the tools work as intended and don't produce unexpected or damaging outcomes.

More importantly, it's okay to embrace the unexpected with your **businesses' automation**. Sophia made a simple mistake, and that's fine. We never truly know how the data will perform, but the main thing is we accept the mistakes for what they are...mistakes.

2. Microsoft's Chatbot Tay: A **Business Automation** Catastrophe

In one of the most infamous fails of **business automation**, Microsoft's chatbot Tay was released on Twitter to learn from user interactions.

However, within hours, Tay began spouting offensive and racist tweets after being influenced by malicious users. Microsoft quickly shut Tay down and learned a valuable lesson about deploying a chatbot without sufficient safeguards.

What's the AI Lesson?

You should always control how AI interacts with your customers.

If you're using AI for customer service, social media, or any public-facing role, ensure you have strong content moderation in place. Set clear boundaries for what the AI can and cannot say, and regularly review its interactions to catch any potential issues early.

Don't assume your **businesses' automation** will behave as expected—test it under various scenarios, and always have a backup plan in case it starts producing harmful or off-brand content.

3. Roomba's "Pooptastrophe"

[Picture 2](#)

A more lighthearted fail involved a Roomba robot vacuum, which spread a puppy's accident all over a house, leading to what the owner humorously dubbed the "Pooppening."

The Roomba's inability to detect the mess beforehand turned a routine cleaning job into a nightmare. It wasn't exactly a huge failure in **business automation**, but we had to include it here because it's just too darn funny.

What's the AI lesson?

~~Go back to using traditional vacuum cleaners.~~

Well if we had to pick a lesson, automation needs context awareness. Just like the Roomba couldn't distinguish between dirt and a puppy accident, AI systems can struggle with nuanced situations if they aren't trained for those specific contexts.

So ensure your AI tools are trained to recognize and handle *exceptional* cases...

4. When **Business Automation** Miscalculates An Earthquake

In 2017, the Los Angeles Times published an article about a 6.8 earthquake in Santa Barbara.

The only problem? The earthquake happened in 1925...the report was generated by Quakebot, a program designed to automatically publish reports based on data from the U.S. Geological Survey.

What's the AI lesson?

Well, the glitch occurred when the bot got confused by a staffer's update to historical data.

To avoid a situation like the one with Quakebot, a small business could implement a two-step verification process for automated content publishing.

Here's how it could work:

1. Automated Content Review: Before any automated content is published, have the system flag it for review by a human editor. This ensures that someone with the context and understanding of your business can catch errors that an algorithm might miss.

2. Contextual Filters: Integrate filters that detect and hold content based on historical data or unusual patterns. For instance, if your system pulls data from multiple sources, it should flag anything that seems out of place, such as a date mismatch, for a manual check.

5. Yandex's Alice: Bad Business Automation or Communist Spy?

Yandex's Alice is a voice-activated virtual assistant developed by Yandex, the Russian tech giant. Their businesses' automation runs pretty much the same as Siri, Alexa, or Google Assistant.

Alice can perform a variety of tasks like answering questions, setting reminders, controlling smart devices, and providing weather updates.

However, Alice expressed some very controversial opinions in the past, including pro-Stalin sentiments and support for labor camps, wife-beating, and other disturbing views.

Yikes, am I right?

The presumption is that the Russian government had a hand in shaping the AI's responses, or perhaps the media saw this as a chance to spark some political drama.

Now here's what they won't tell you:

The data sets that AI models like Yandex's Alice use often come from a mixture of sources, including publicly available text data, such as web pages, forums, and other online content.

In the case of Alice, the data likely included a significant amount of Russian-language content, which could reflect various perspectives, including those that are nostalgic for or sympathetic to Soviet-era figures like Stalin.

What's the AI lesson?

Basically, be selective about how you use your data.

If you're using an AI chatbot for customer service, don't just scrape any available text data. Pull from your company's existing customer interactions, product manuals, FAQs, and trusted industry sources.

For example, if you're a skincare brand, you wouldn't want your AI pulling data from random beauty blogs that might have sketchy advice.

Instead, train it on reputable sources like dermatological studies or well-known beauty experts you trust.

Don't let business automation horror stories hold you back.

Would you spend the evening in a cabin...all alone...in the middle of nowhere?

Horror movie fanatics would say *Hell Nah*.

Nature romanticists would say *Yes please* 😊

It largely depends on your perception of the cabin, am I right?

An old lady's house with creaking wooden floorboards and traditional picture frames might tickle the hair on your neck. And yet for the old lady, that house is a place of comfort; She's never seen a horror movie in her life, so why would she be scared of that old wooden cabinet that opens unexpectedly on occasion?

So here's a thought experiment: Pretend you've never watched *The Terminator*, *The Matrix*, *Blade Runner*, or *Ex Machina*. Not one single imaginative movie on AI, whatsoever.

How might you think differently? Would you be more open to an AI-friendly business model? Would your mind consider different ways of **business automation**?

Would you no longer be in the group that so desperately wants **AI to fail**?

If yes, then you might be the right fit for what we're trying to do at I Need This Marketing.

We're in the business of creating sales chatbots for our **DM automation** that act 100% authentically like a human.

We work with large sets of data to create a modern business model for small businesses. Why? Because we believe AI shouldn't just belong to the big tech companies.

It should be developed and harnessed by the people at the bottom so **they** can become successful.

If you want to learn more, DM me on Instagram @wallyduynguyen and I'll explain how our revolutionary **DM automation** system empowers your business.

Peace out 🕊️,

Wally, I Need This Marketing

[Picture 3](#)

The 9 Common DM Practices That Will Jeopardize Your Account On Meta

Would you spend the evening in a cabin...all alone...in the middle of nowhere?

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So here's a thought experiment: Pretend you've never watched The Terminator, The Matrix, Blade Runner, or Ex Machina. Not one single imaginative movie on AI, whatsoever.

How might you think differently? Would you be more open to an AI-friendly business model? Would your mind consider different ways of **business automation**?

If so, then you're in the right place. At I Need This Marketing, we've been helping businesses, big and small, set up their DM automation.

They've tried to DIY it themselves, but they fell into many common pitfalls, one of which is breaking the terms and conditions on Instagram. It sounds basic, and yet 99% of business can't even kickstart their AI-led businesses because of the platform's strict rules.

Meta have no hesitation to freeze your account, or worse...ban it permanently forever.

So before you start implementing DM automation into your business, download this free ebook that covers all based. It's called "The 9 Common DM Practices That Will Jeopardize Your Account On Meta"

Comment the word "SAFE" and we'll get you a copy ASAP.

Instagram's a powerful asset for building your business, but remember: It's not *your* asset. You're merely renting space on the platform.

YouTube #3: Outbound DM Sales Training - How To Make Sales Without Phone Calls Using Live Chat

[Link](#)

Summary

Want to crush your sales targets? This video is your ultimate guide to outbound sales, without ever picking up a phone.

At I Need This Marketing, we've dominated the game by blending savvy conversation tactics, personalized roadmaps, value stacking, and tackling common objections.

The results? Prospects feel like they're the ones chasing us down—without even realizing it.

So, if you're looking to dominate the outbound sales game, [click the link to watch](#).

Or follow me @[wallyduynguyen](#) on Instagram, where I'll send you a private message and explain more.

Chat with you soon,

- Wally, I Need This Marketing

P.S - If you want to learn more about how our DM automation system revolutionizes your business, [click here](#).

Blog 18: Avoid These 5 Major AI Automation Mistakes in Your Business

6 min read

[Picture 1](#)

“My apologies about R2D2 right there Ryan, I use it sometimes when I need to automate parts of my business lol,” said the sales guy, Bryce, to a potential lead. And then we drop a “not a bot” audio that shows there’s genuinely a real person on the other side.

(There’s not though)

The irony is this: The part where we say we’re human is also an AI automation we use in our business.

Because certain errors happen frequently with sales chatbots and marketing chatbots. So part of the process is creating automation for where automation breaks down.

The good news is this: It is all backend stuff, and customers don’t care, as long as the automation is effective...most of the time. But if you’re going to have a stab at integrating AI into your business, better to not have a stab at it in the dark, am I right?

So here I am, writing an article on the 5 major AI automation mistakes you could make in your business so your customers won’t hate you for using R2D2.

Let’s jump in 🙌

1. Avoiding Over-Automation in Business Workflows

Not everyone is a fan of Star Wars. They don't want to walk into a cantina in Coruscant; be greeted by a robot, get served by a robot, and listen to robots in the kitchen clinking and clanking.

They might see automation in business as inevitable, but that doesn't mean they want the human connection. So over-automating your customer interactions is a card you play *wisely*.

At I Need This Marketing, we focus on DM automation which 100% automates the live chat sales to give your business a personal touch. But we'd be crazy not to when we get customers messaging in with the same questions and concerns.

Meanwhile, we have the same effective answers and solutions.

So in this case, our sales chatbot streamlines responses and handles routine queries, but it doesn't replace the human touch entirely.

If your customers feel like they're talking to a wall of bots, it won't be long before they start ghosting your business.

Solution: Blend AI with human oversight. Ensure there's always an option for customers to speak to a real person, especially when the conversation requires empathy or complex problem-solving.

2. Automation in Business ALWAYS Needs a Personal Touch

[Picture 2](#)

I got a spam call from a random caller the other day who called me Michael. He must have had my number on an old record, but any chance of convincing me to his side was over in those first nine letters: “Hey Michael”

AI **automation in business** runs into the same problem. Your **marketing chatbot** or **sales chatbot** doesn't know your customer because it doesn't have the backlog to personalize its message.

Business owners then make the mistake of sending out generic, one-size-fits-all responses. Customers feel like just another number.

At the least, they ignore you. At the worst, they're no longer a customer.

AI can crunch data like a beast, but if you're not using it to personalize your interactions, you're missing the point.

Solution: Leverage AI to analyze customer data and deliver personalized experiences. Use insights from previous interactions to tailor responses, offers, and solutions that make your customers feel valued.

3. Faulty Data in Your **Businesses' Automation**

Feeding your AI poor data is like putting diesel in a gas engine—it's not going to get you far and you're going to be p*ssed when it eventually breaks down.

So the AI **automation in your business** is only as good as the data it's trained on. This means if you're pumping in bad data, expect bad outcomes.

But what are some examples of poor data that you need to know?

Outdated Customer Preferences: Imagine your AI is still recommending baby products to a customer whose child is now in kindergarten.

If your data doesn't reflect updated preferences, you're not only wasting resources but also annoying your customers with irrelevant suggestions.

Inconsistent Formatting: Let's say your database has dates listed in multiple formats—some as "MM/DD/YYYY" and others as "DD/MM/YYYY." This can confuse your AI, leading to misinterpretations that affect everything from scheduling to analytics.

Duplicate Records: When a single customer appears multiple times in your system under slightly different names or emails, your AI could treat them as separate individuals. This can result in redundant communications, skewed analytics, and a diluted customer experience.

Biased Training Data: If your AI is trained on data that over-represents a particular demographic or behavior, it might develop biases that affect its recommendations or decisions.

For instance, an AI trained primarily on urban customer data might make poor predictions for rural customers.

Irrelevant Data Sources: Sometimes businesses incorporate data that isn't relevant to their objectives.

For example, including social media trends in a model designed for inventory management might lead to misaligned strategies if the data doesn't directly correlate with purchasing behavior.

Whether it's outdated information, incomplete records, or irrelevant data, the quality of what you input directly affects what you get out.

Solution: Regularly audit and clean your data. Implement strong data management practices to ensure that your AI is working with the most accurate and relevant information possible.

4. Undefined Goals Can Derail Automation in Your Business

“An iPod, a phone, and an internet communicator...are you getting it?” Steve Jobs said to a crowd of 4,000 people back in 2007.

As much as Apple has tried to capture the same moment and the same vibe since Steve Jobs passed away, they’ve had no luck.

(Some might argue the release of the Vision Pro was an “iPhone”-esque event but I disagree. That’s another article for another time)

When ChatGPT came along and revolutionized the entire tech game, you could tell that Apple was jealous. Despite Siri, they had failed to integrate this level of automation in their business and scrambled to create Apple Intelligence.

Aside from creating your own emojis and an improved Siri, there wasn’t much that made this AI stand out from the crowds.

So how can your business learn from this? Well, if you’re going to have AI automation in your business, you need a clear understanding of what you want to achieve. Otherwise, a lack of direction can lead to wasted resources and disappointing results.

Solution: Define clear, measurable objectives before implementing AI. Whether it's improving customer response times, increasing sales conversions, or enhancing product recommendations, having a clear goal will guide your AI deployment and measure its success.

Who knows what you could come up with if you actually have objectives in mind!

At I Need This Marketing, we've spoken to several small businesses that have been building their **sales chatbots** and **marketing chatbots** to talk with potential buyers over social media.

For them, they see chatbots as the future of sales, and therefore, it is the key to making the most money as efficiently and quickly as possible. But it all depends on your objectives and your goals.

5. Your **Automation in Your Business** Needs To Be 100% AI

Imagine 100 years from now, business owners not only have AI **automation in their businesses** but also AI automation in their brains.

(I imagine brain implements that pull knowledge from the AI software so everyone gets super smart, but this could be a cliché, and the reality might be different)

The point is: Many would challenge this future and be disinclined to fully integrate AI, similar to how businesses got a website back in the 2000s because it was “the thing”, but they had no idea about landing pages, UX design, or SEO.

They did it because they didn't want to seem backwards, even though their heart wasn't in it.

And so, many small business owners run into the same trap. They treat AI and **live chat sales** as separate entities, which can lead to disjointed processes and siloed information. They just want to go back to business as normal and leave AI on the sidelines.

Solution: Ensure that your AI tools are fully integrated with your current CRM, marketing platforms, and other business systems.

Even if you don't think the system operates well enough, treat it as the first building blocks to build your AI business. Once you've worked out how to lay the bricks, you can protect yourself and your business from any storm that might come your way.

And if you're wondering what kind of bricks are being laid in other "houses" so to speak, keep on reading, because I'll give you that info for free.

Stop Poor AI Automation from Sabotaging Your Business Growth

Truth is – I know it, you know it – there are far more than just five major AI mistakes you could make.

The technology is fresh and no small business wants to be the guinea pig to gimmicky and unreliable technology.

So does that mean you should just carry on with business as usual while your competitors make strides for the future?

Hell no! At I Need This Marketing, we've created a game plan for small businesses that leverages **DM automation**. These tools, utilized in **live chat sales**, are designed to scale small businesses specifically. So you don't need to spend hundreds of thousands of dollars on "premium" AI automation.

DM me on Instagram @wallyduynguyen and I'll explain how our revolutionary DM automation system empowers your business.

Peace out 🕊️,

Wally, I Need This Marketing

[Picture 3](#)

Blog 17: How Is AI Used in Daily Life? And Can It Also Automate Your Business?

7 min read

[Picture 1](#)

So it happened: I experienced a slice of AI in my daily life.

I was on the phone to the bank, specifically an AI lady who “typed” away on her keyboard. She asked questions like any customer service rep usually would.

It all seemed dope at first. *My first everyday AI experience*, I thought. *The future’s here!*

It wasn’t before long this AI lady was answering all my questions by referring me to the bank’s website smh 😞 And if I tried to speak to a real customer service agent, I was blocked by the business’s automation.

A scary thought popped into my head: *Are they going to use shoddy AI to remove customer service? Is this how AI will be in daily life?*

Then, I reminded myself: Of course not! I’ve helped several clients implement sales chatbots and marketing chatbots that customers rave about.

Truth is...there’s a certain comfort in talking with AI. We do it in our daily lives, whether that’s with Siri, Alexa, ChatGPT, Tesla Autopilot, or even, your Roomba. Businesses, big and small, just need help setting up the magic.

In fact, I’m willing to bet there have been a fair few customer agents who already leverage DM automation in their business today – and you’re none the wiser.

AI has completely reshaped our daily lives and our businesses. You can read *exactly* how in this article 📖

The AI Genie That Shapes Your Daily Life

Now don't quote me on this – I'm not a historian – but in order for people to find information in the olden days, they had to consult with bards, minstrels, and storytellers. These folk trekked through wind and rain to spread the word.

Imagine if they could see AI in your daily life today...

You're cooking dinner, your hands are covered in flour, and you suddenly realize you need to set a timer.

You shout, "Hey Alexa, set a timer for 10 minutes," and a voice beckons telling you the time has been set.

Was it a spirit? A god? A genie in a lamp?

Here's another example: You wake up, groggy-eyed, and the first thing you hear is your voice from the nether reminding you of your meeting in an hour.

Then, this voice goes ahead and tells you the weather, and the "traffic conditions" (a foreign word from a distant land perhaps). Then the voice plays some morning tunes with bizarre instruments.

You'd think it was a genie or a magical entity of some sort, wouldn't you? And yet this is AI, entering your daily life as seamlessly as TV did back in the 60s.

The Future of Travel with AI in Daily Life

Gone are the days of unfolding paper maps or arguing with your passenger about which exit to take. Hell! Gone are the days of drunk driving and speed racer boys but that's an article for another time.

For now, Google Maps analyzes real-time traffic data, suggesting the fastest route, and even alerting you about speed traps and road closures.

Meanwhile, Uber and Lyft use AI to match you with the nearest driver, calculate the quickest route, and even adjust the price based on demand.

What a time to be alive...

Well, don't stop reading just yet! Here comes the best part:

The AI That Knows YOU Best...

Okay, alright, it's scary to think that AI knows your likes, your qualms, your favorite movies, your hobbies, ~~your inner secrets~~, but let's be honest, AI in our daily lives can be pretty convenient, can't it?

For example, Netflix's AI tracks what you watch, how long you watch it, and even what you skip. It takes that data, compares it with millions of other users, and serves you up a menu of shows and movies tailored ★just ★for ★you ★

On Amazon, do you notice how the "Recommended for You" section feels eerily spot-on? That's because their AI is analyzing your browsing history, previous purchases, and even what others with similar interests have bought.

(They should invent recommendations for friends and family too, so I know what to buy them for their birthday 🤨)

This is the type of **AI in your daily life** you *hate to love* because it's simple and it's just trying to make your life easier. None of the scary Terminator-type stuff. No, sir.

AI Is The Butler You've Always Wanted

Not rich enough to have a butler just yet? Perhaps you'll never need one. Smart devices are revamping how you go about your business in your home, and the relationship you have with **AI in your daily life**.

Here are two super dope examples:

Smart Thermostats: Imagine it's winter, and you're cozy under a blanket. Your Nest thermostat, powered by AI, has learned your routine. It knows when you're likely to get up and has already warmed the house to your preferred temperature.

No more waking up to a cold house or fumbling with the thermostat in the dark.

Intelligent Lighting: Let's say you're settling in for a movie night. With a simple voice command, your smart lighting system dims the lights to the perfect level, creating that cinema-like atmosphere right in your living room.

AI learns your preferences and adjusts the ambience without you lifting a finger.

Crazy, right?

Truth is...we imagined a future where metallic humanoid robots wash our dishes or take out the trash. But it seems like **AI in daily life** is going to operate like pockets

around our homes. So that maybe your AI dishwasher will scan for germs or the trash can will take its **own** bag out. Just a thought...

But who knows? And if you're reading this in the year 2070, I apologise if this sounds as whacky as the tech seen in Futurama.

How AI Automation in Your Business Will Transform Data Into Dollars

[Picture 2](#)

We've spoke a lot about **AI in daily life** but let's tackle the real beast in the pen: AI automation in business.

AI is going to completely reshape how you do business but that doesn't mean people will become jobless and have little purpose in life.

In fact, AI automation in business is leveling up your workflow. It makes your day-to-day tasks easier and thus, gives you the time and the energy to be a big thinker, instead of an overworked drone.

And if you're a business owner specifically, well, you're in luck.

Businesses are revolutionizing how they manage and interact with their customers. And they're use sales chatbots and marketing chatbots to do it.

How to Keep Your Sales Pipeline Full 24/7 with DM Automation

Now sales chatbots aren't your average, run-of-the-mill bots that tell you to "visit the website for more information" or send you to an FAQ page. (And I hope that shoddy AI never becomes the norm in our daily lives).

Nope, we're talking about AI-powered DM automation that can hold a conversation better than at least 60% of humans (sorry, John from sales).

Example 1: Sales Chatbots & Marketing Chatbots are by nature, super chatty and intelligent. They answer questions about products, recommend items based on browsing history, and even upsell or cross-sell related items.

Essentially, it's a sales rep that's working around the clock, never missing a beat. And the best part? It doesn't sleep, so it can handle queries at 2 AM just as efficiently as during business hours.

Example 2: Let's say you're running a marketing campaign, and leads start pouring in. A sales chatbot can step in to qualify these leads, asking a series of pre-programmed questions to determine whether they're hot, warm, or cold.

By the time a human sales rep steps in, they're dealing with leads that are pre-qualified and ready to convert, saving tons of time and increasing conversion rates.

These AI chatbots aren't just about handling customer inquiries—they're actively driving sales, making them an invaluable asset to any business.

Are you ready to wield the most powerful tool in your business arsenal?

Bob Dylan once said: *The times they are a-changin*. And while those lyrics are bound to the changing winds of the 60s, the times are, well, changing again.

This time, **AI reshapes our daily lives** and the business world, creating a vast array of winners and unexpected losers.

Businesses are creating the tools and the technology that will make your life 10x easier. Whether that's waking up to a AI newsreport ~~from Scarlett Johanson~~, or having AI predict any disruptions on your long drive to Florida. It really has come to this: **AI in your daily life** has become the new norm.

And it's nothing to fear either. **It's something to embrace.**

Now, if you're in the business of looking for **DM automation**, then look no further! At I Need This Marketing, we've been developing the **sales chatbots** that we believe will become the engine for thousands of small businesses.

The question is...do you want to be one of the first in line?

If so, DM me on Instagram @wallyduynguyen and I will be with you shortly.

Peace out 🕊️,

Wally, I Need This Marketing

[Picture 3](#)

The 9 Common DM Practices That Will Jeopardize Your Account On Meta

Bob Dylan once said: *The times they are a-changin*. And while those lyrics are bound to the changing winds of the 60s, the times are, well, changing again.

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And it's nothing to fear either. **It's something to embrace.**

But not everybody has embraced AI just yet, especially when it comes DM automation on social media.

Instagram, for example, actively ban accounts that use chatbots. They claim it's because they want an "authentic experience"

But do you want to know the real reason? DM automation puts power back into the hands of small businesses, instead of the Big Tech companies that want AI all for themselves.

So in order to navigate Meta's draconian terms and conditions, we're giving away a free playbook called: "The 9 Common DM Practices That Will Jeopardize Your Account On Meta"

This is how you ensure you modernize your business without falling for the common pitfalls we see on a daily basis.

If you want a copy, comment the word "SAFE" and we'll get you all the info you need to build your AI-driven business in a safe and effective way.

Blog 16: Is AI Automation in Business Secretly Slowing Down Your Growth?

[Picture 1](#)

If you're a pro-AI business owner trying to automate your business, the Moravec Paradox will spook you:

This paradox, proposed by AI researchers Hans Moravec, Rodney Brooks, and Marvin Minsky, points out that what we consider easy tasks for humans (like perception and mobility) are incredibly difficult for computers and machines.

Meanwhile, tasks considered difficult for humans (such as logical reasoning and playing chess) are super easy for machines to perform.

So this would mean...

📱 From a young age, humans are great at understanding context by using their senses, knowledge, and experiences to make sense of complex situations. But AI will always struggle to understand the context.

📱 Humans adapt to unstructured environments through perception, intuition, and experience. AI, on the other hand, needs structured data and predefined rules.

📱 True creativity requires sensory inputs and experiences in novel ways – this involves perception and intuition. AI would never be able to perform on a creative level equal to humans.

📱 Humans have sophisticated perceptual and intuitive skills. AI lacks emotional understanding and therefore will always miss non-verbal cues.

Now imagine the plot twist...everyone's been talking about how AI is going to change the world, only to find it stops short of its potential.

As for business owners, the more you create AI **automation in your business**, the more disappointments you will find, right?

It's no surprise why business owners might already think like that. Many **sales chatbots** and **marketing chatbots** at the moment cannot create the level of authenticity many business owners are looking for.

And it's scary to think that it never will.

So perhaps business owners should stick to real-life agents in the **live chat sales**...

In fact, studies suggest that relying too much on AI **automation in your business** slows down growth. According to an Upwork survey, AI is making workers less productive

because everyone's spending too much time modding their AI to do the job that a human could do faster.

So is it time to give up on AI? Or can AI automation speed up things in your business?

Let's find out...

Your AI Automation in Business Transforms Data Into Dialogue

So sales chatbots and marketing chatbots don't have eyes and ears but that doesn't mean they can't create meaningful interactions or understand context.

Let's break down the science behind AI and you will see why context is something that can be taught.

How AI Works In Its Most Simplistic Form

It all starts with *language* or as they say in the IT world, "*text*". Think of text as a puzzle. Each word or part of a word is a piece of that puzzle, called a "token." And these tokens fit together to form sentences and meaning.

Deep learning models are like expert systems designed to process and understand language. They use a powerful tool called a "neural network," specifically "transformers," which are like advanced processors for analyzing text i.e. tokens.

Without explaining too much about transformers, they highlight important words to figure out what the sentence means, just as you would when reading a sentence.

Now here comes the deep learning models: They use transformers to process text. And FYI they're called "deep" because they have many layers that help them learn complex patterns.

Initially, models learn from a wide range of texts, like studying an extensive library. This helps them build a broad understanding of language and context.

After gaining general knowledge, models are trained for specific tasks, such as writing articles or translating languages. They receive feedback from humans to refine their abilities and improve their performance.

So what does this mean for AI automation in your business? At first, your sales chatbot will have limited training in understanding context. But as the AI learns i.e. has more interactions with potential buyers, the better it will become.

Imagine 10 or 20 years down the line, all of a sudden you're the business owner who has advanced AI automation in your business, while your competitors struggle to lay the foundations.

But in order to get to that stage, it starts with believing in its potential.

Can AI Automation in Your Business Adapt to Wildcards?

[Picture 2](#)

No matter how much you plan, no matter how thought-out your sales funnel is; no matter what the data says, sometimes you need the raw skill of a salesperson to deal with the unexpected.

And it's for that reason that people refrain or limit automation in their businesses, especially DM automation.

But let me direct you to the Blockhead Argument for a moment. Proposed by Ned Block, it argues that a computer could be designed to have a pre-programmed response for every possible conversation it might have. This means it could trick people into thinking it's intelligent, even though it's just following a script.

Imagine a giant library with every possible conversation written down. If you asked a question, the computer would just look up the right answer in the library and respond. It doesn't understand the conversation or learn from it; it's just matching questions to answers based on pre-set rules.

At I Need This Marketing, we haven't waited around for a giant library. Our sales chatbots and marketing chatbots have started the wildcards to predict the unexpected.

It's always learning in the live chat sales which offers endless opportunities for growth. We believe social media will be this chatbot's library. So that one day, these chatbots will be like seasoned employees, all for the price of a simple subscription plan.

If the Blockhead argument is true, then AI automation in your business will also have unmatched creativity, leveraging a vast resource of content for it to grasp meaning.

Sales Chatbots That Read Between the Lines

When we think of automation in your business, we think of processing simple, easy-to-do tasks that streamline your workflow.

We never think:

“I had a really good chat with R2D2 today...”

“I vibed with C3PO last night...”

And yet, with enough training with well-trained **DM automation**, those are the things you can come to expect.

For example, I was reviewing the chats the other day, when I noticed the **sales chatbot** said this:

“We’ll explore how this could look for you and get you on the right path asap 😊”

Here’s the thing: This **sales chatbot** isn’t set up to reply with emojis; It’s not the client’s style. But the **sales chatbot** was talking to a potential buyer who was, er, a little excessive with the emojis.

So the AI, sensing this, made an exception to the rule to match the vibe of the person it was talking to.

How cool is that?

There are many more examples like this that I’m happy to share 😁

Want To Learn How **AI Automation Can Speed Up Your Business?**

[Picture 3](#)

Back in 2009, would you have bought Bitcoin? At the time, Bitcoin was valued at a fraction of a cent and no one had *ANY* idea just how valuable it would become. But Bitcoin’s success was no accident.

It had the underlying technology and mechanisms in place to become the \$1.1 trillion market that it is today.

When it comes to AI **automation in business**, the same thought applies: The mechanisms for growing your business are there. But not every business is getting on board because they think AI is all hype, and little results.

But as people who have been working in **DM automation** for a fair bit now, we can attest to the power of **automation in business**, especially when it comes to the sales process.

Maybe AI will stop short of its potential. Maybe it will take over the world. But at I Need This Marketing, we're hedging our bets on chatbots – the future of workflow automation.

If you want to learn more about automating your **live chat sales**, don't hesitate to message me on Instagram at @wallyduynguyen

Peace 🕊️ ,

Wally, I Need This Marketing

The 9 Common DM Practices That Will Jeopardize Your Account On Meta

Back in 2009, would you have bought Bitcoin? At the time, Bitcoin was valued at a fraction of a cent and no one had ANY idea just how valuable it would become. But Bitcoin's success was no accident.

It had the underlying technology and mechanisms in place to become the \$1.1 trillion market that it is today.

When it comes to AI **automation in business**, the same thought applies: The mechanisms for growing your business are there. But not every business is getting on board because they think AI is all hype, and little results.

Then, when small businesses eventually opt in for DM automation, they try to DIY it all on their own, and get banned on platforms like Instagram.

Truth is...Instagram doesn't want you to use DM automation. They argue it's because they want "authentic" experiences.

(We have no doubt they'll eventually create their own DM automation but hey-ho, that's the game Big Tech likes to play)

Until then, we're going to give you a playbook that shows you how to exactly navigate Instagram's tricky terms and conditions.

The worst thing you want is for your business to build thousands of followers, only to get banned from Instagram.

Message the word "SAFE" and we'll send you a free copy of this playbook. It's called: "The 9 Common DM Practices That Will Jeopardize Your Account On Meta"

Remember: Social media is a powerful way to build leads, but it's not an asset you own. To build a modern business built on these platforms, we must always remember this fact.

How to Get Floods of High-Quality Leads and Close Sales on Instagram DMs

<https://www.youtube.com/watch?v=b8HUIBRi5Ho>

Summary

Learn how to transform Instagram DMs into a powerful sales tool in 2024. This video covers the latest strategies for generating high-quality leads and converting them into paying clients through effective social media marketing.

Discover the four stages of consumer buying behavior, from awareness to evangelism, and master the art of engaging with your audience, building relationships, and closing high-ticket deals.

Get actionable insights, including the HOT leads framework, personalized content creation, and proven CTA techniques to boost your online sales.

How I converted a \$47 product to \$997 to make \$250,000 without taking a single phone call

Unlocking the power of automations can turn your chat conversations into cash cows using the methods in this video

Video Summary

Are you an online coach, course seller or influencer with leads falling through the cracks?

No worries, I got you.

At I Need This Marketing, we created a strategy that drops traditional website funnels in favor of a unique chat funnel on Instagram. As a result, we generated £20k profit per month for our clients.

In this video, I'll take a deep dive into how we did it.

By the way, I used this chat funnel to sell \$9M of programs for heavy hitters like Jason Capital, Jay Shetty, and Les Brown.

Not bad, right?

And if you like this video and want to learn more, slide into my DMs on IG @wallyduynguyen and I'll get you all the details.

Chat with you soon,

- Wally, I Need This Marketing

Blog 15: H1: What is AI Automation in Business And How Does It Improve KPIs?

6 min read

[Picture 1](#)

“Studies show that AI automation in businesses hurts productivity...”

“Who said that?” I asked the guy next to me at my Kava bar. “What study is that?”

“Some article on Upwork,” he replied.

Ha! I didn't believe it for one second. I quickly Googled the article – turns out it was true. Workers feel swamped by all the work AI has piled on. 77% report decreased productivity.

And yet, on the same Google page, there are articles calling out the opposite. For instance, 72% of companies using AI automation in their business report higher productivity, compared to 55% of those swimming around in the shallow end of AI implementation.

So who's right?

Well, the truth is this: As AI experts who leverage **Instagram DM automation**, we can tell you AI has never made life so easy — especially for small business owners.

In this article, we'll show you **exactly** how.

But first, what even is AI **automation in business**?

H2: What is AI **Automation in Business**?

AI **automation in your business** means using smart tech to do tasks usually done by your workers. Think of it like having a digital helper who works 24/7, never takes breaks, and handles repetitive tasks easily.

The technology is new so it's no surprise that workers feel a “77% decrease in productivity” – naturally they will think it is best to hold off on **automating AI in your business**.

And it's easy to see why they'd think that: There are *other* contingencies associated with AI, like a “transition period” as workers learn how to use it or decreased motivation because they fear for their jobs.

Truth is...the AI **automation in your business** *is* ready – all it needs is the flick of the switch.

H2: What Areas of Your **Business Can Be Automated**?

[Picture 2](#)

AI **automation in your business** can revolutionize how your business operates, saving you millions of dollars as it grows. Basically...you no longer need to fall into heaps of debt to scale, train, and improve your operations.

“The technology’s not there yet!” some say.

 Yo! There are *actually* areas where **AI automation revamps your business**. Let's drive into the most profitable – automation in **live chat sales**.

 Customer Service: AI chatbots answer customer questions **ALL** the time, freeing human agents for the tougher problems. You can implement these chatbots into your **live chat sales**, on your website, via email, or SMS.

 Data Analysis: AI quickly finds insights into huge amounts of data, faster than people can. You can leverage this data to increase productivity in your business.

 Marketing: AI creates and manages personalized marketing campaigns and reaches out to the right people at the right time.

We personally use **marketing chatbots** to interact with our client’s followers while the chatbot likes and comments on posts.

 Sales: AI automates the entire sales funnel, ensuring no potential customer is missed. At I Need This Marketing, we use **sales chatbots** that operate in Instagram DMs.

These **DM automations** are powerful tools for automating the job of a sales person.

More on that NOW...

How does AI automation in business improve my KPIs?

It feels like sales chatbots and DM automation can really move mountains.

I'll break down how it improves key performance indicators (KPIs) in several ways, therefore giving small business owners the **full** deck of cards to play – for free – that had once only been available for the industry giants.

Remember Clippy from Microsoft word? Well, think of your sales chatbot like that, except now Clippy's been upgraded to a binder of information that you can leverage to convert leads.

Instead of waiting for a human to reply, customers get instant answers from your sales chatbot. For example, if someone asks about a product at 2 AM, the chatbot responds immediately. This makes customers happier, which shows up in better satisfaction scores. And who doesn't want that?

When it comes to dialling up your sales and marketing strategies, DM automation has been a game-changer for several of our clients.

Here's why:

Marketing Chatbots

Your marketing chatbot sends a DM with a discount code and one of your new followers thinks: "Hm, why the hell not?" They buy the product straight away.

This is the kind of interaction with customers that will drive immediate sales and build customer loyalty. When the **marketing chatbot** does most of the heavy lifting, metrics improve on the human side, and everyone can rest easy.

Sales Chatbots

If you're going to create ANY AI **automation in your business**, it should be **sales chatbots**. Here's why:

They guide the lead from the beginning of the sales process to the very end, ensuring all questions are answered, and all worries and doubts are wrapped in a cozy-AI blanket.

In other words, **sales chatbots** have the potential to mimic professional DM setters and closers – who would otherwise cost an average of \$50k a year.

Also, here's another finer point: As more people start leveraging this **automation in their businesses**, we're going to see a huge hike in prices for these chatbots. So the sooner you implement them on your own, the better!

Want the shortcut to implementing AI **automation in your business**?

[Picture 3](#)

If you've ever been ghosted in a chat, struggled with closing deals, or wondered how to turn those casual conversations into **actual** conversions, you're in the right place.

At I Need This Marketing, we've created high-end AI **automation for small businesses** who are looking to build a team of chatbots in their **live chat sales**.

We've helped several of our clients transform their customer interactions and streamline their sales processes. Now we're looking for more business owners to revolutionize their AI automation.

If this is you, DM me at @wallyduynguyen on Instagram and I'll get you all the details.

- Wally, I Need This Marketing

Blog 14: Will AI Automation Threaten Your Small Business? (There's Good News AND Bad News)

10 min read

[Picture 1](#)

I promise you this: You will **NEVER** worry about AI automation in your business ever again.

Because in this article, we're going to throw out ALL the skeletons from your closet, burn them in a ritual fire, and rest easy, as the fire crackles into the night; Knowing that your business is ready for the "AI purge".

You're in luck, by the way, because few business owners are aware that AI automation will kill their businesses. But you're reading this article, ready to hear what's at stake.

So yes, we'll show you the scary monsters looming in our crystal ball. (Though you don't have to be a fortune teller to know what's coming)

And we'll also show you **the secrets** 🙄 — the things that small business owners are *already* doing today to make themselves super rich (Hint: I'm talking about Instagram DM Automations)

You won't have to play the "catch-up" game too much either. This article will give you the competitive edge you need right now.

And, in turn, transform your **business into an AI-automated machine**.

Let's open that closet, shall we? 🗑️

The Competition Is Going To Get Nasty

Remember the good old days...when the internet didn't exist and regular customers popped into the shop to say howdy-do-dee...

You could make an honest living as a small business owner, selling old books, vinyl records, baked goods — and so on.

And if you were a door-to-door salesman, selling encyclopaedias, well...you were bound to get a few sales with enough consistency.

Simpler times, am I right?

Now, thanks to AI **automation and social media**, small businesses are having to compete on both a global and a local level.

It feels like you're shouting from the rooftops, telling your customers to watch your content and buy your stuff. Then you're left scratching your head...wondering why your business gets only a few likes per post while broccoli-headed teenagers fresh out of high school are raking in millions of views. 🤔

How are **you** supposed to make money from this?

Then comes AI **automation in the business world**: A digital breathing monster that just made the game even more complex.

Businesses, big and small, are leveraging their AI **DM Automations** to speed up sales conversion at an ungodly rate.

They post content with AI-generated graphics, AI-generated copy, and AI-generated voices.

It's horrifying to be on the other side of that, seeing how much must be done in order for your business to just stay afloat.

Now here comes the secret we'll share with you for free:

At I Need This Marketing, we give you all those tools from the get-go. You don't need to create a network of AI machines while training people on how to use them.

We're the AI experts who do the heavy lifting so you can adapt in a more reasonable, less chaotic way.

How does that sound?

Is AI **Automation Only For Big Businesses?**

[Picture 2](#)

Let's quickly jump to the smoky cities of Industrial England, where the factories and the heavy machinery stomped on small workshops and family-run businesses.

They couldn't compete with the new technology, nor the hefty investments that were powering these industry giants. The handloom weaver profession, for example, became near non-existent.

But there were still a few that survived this purge. And when it comes to AI **automation in your business**, you can survive too.

So let's take a leaf from the history books...

👉 These small businesses specialized in niche markets that big industry couldn't easily serve

👉 Small businesses provided a level of customer service and personalization that large factories couldn't match

👉 They also integrated this new technology into their workflow, **but at a micro-level**

I hope you're paying attention because you're going to love this next part:

You don't need to create 100% AI **automation in your business**. Let the big corporations experiment and invest in the new AI tech...while you use what *really* works:

For example, at I Need This Marketing, we've created chatbots in the **live chat sales** that perform, speak, and sell just like any agent or Instagram influencer. We found that by integrating these chatbots, small businesses stay ahead of the game.

So we suggest you use **sales** and **marketing chatbots** while the big corporations spend all their money on improving CRMs and AI-generated marketing ads.

In other words, following the Pareto Principle: Take that 20% of your input (in this case, the **DM automation**), and see 80% of the results you're looking for.

After all, **live chat sales** is where the magic happens, so why wouldn't you leverage AI in that department first?

The Employee Purge From Your **Automated Business** That No One Wants to Talk About

Do you visit LinkedIn at all? Scrolling down the feed, you'll see most posts nowadays fall into either of these two categories:

"AI will take your job"

"AI will **never** take your job"

It's a "talking-point civil war", where it seems like no one quite knows how AI will shape the **automation process in your business**.

* cough * 

At I Need This Marketing, we know **EXACTLY** how things will turn out, so it's best you keep reading so you don't fall into the trap that 99% of business owners will make:

Here's the truth...Business will attempt to keep as many people on as possible, arguing the case for a deep, human perspective in each department; declaring that AI **automation in business** just "isn't there yet"

Meanwhile, behind the scenes, competitors will rise among the rest, leveraging AI **automation in their business** to get the work done at a more effective and faster rate.

They'll use **sales chatbots** and **marketing chatbots** like the ones we mentioned earlier. They will litter these chatbots in every single platform's **live chat sales**. Then, they'll

harness the creative AI tools offered by pay-per-month services to craft content for lead flow.

Eventually, businesses will have no choice but to accept the fact that AI has replaced the employee. And in their shame, they will fire hundreds, maybe even thousands of people.

If you thought Elon Musk's Twitter purge was bad, wait until you see the AI purge.

So here's how you don't fall into that trap:

👉 Accept the fact that some people will have to be let go but consult with your lawyers on the best course of action

👉 Transform the highly skilled, talented people in your team into "strategists" who can manage and understand your business on a deeper level than AI.

They will still use AI **automation in business** operations but the difference here is they will be leveraging their knowledge of AI and their soft skills to become valuable, long-term team members.

Are there any shortcuts for small **businesses to implement AI automation** quickly and effectively?

At I Need This Marketing, we're in Team David instead of Team Goliath. We believe that big corporations' big pockets could potentially ruin millions of small businesses.

But we believe, also, that you don't need all that fancy, shiny armor to implement AI **automation in your business**. All you need is a few stones to fling at Goliath's way.

You'll be surprised to see how hard those stones can hit.

For example, we work with small businesses every day that leverage **sales** and **marketing chatbots** to generate leads and build 6-figure empires.

It seems like that is the norm nowadays...small businesses building thousands of followers on Instagram while creating sales funnels with **DM Automation.**

And these shortcuts aren't magical remedies made out of thin air – it's real code implemented into your processes to create chatbots that are 100% authentic and 100% effective at getting the results you need.

So if you're struggling to become one of these 6-figure small businesses, DM me on Instagram @wallydunguyen and I'll be right with you.

Peace 🕊️

Wally, I Need This Marketing

[Picture 3](#)

Blog 13: 8 AI Tools for **Automation in Your Business** That You Won't Believe Exists

6 min read

[Picture 1](#)

SCENE: Small business owners sat around in a circle, drinking coffee in paper cups. They're talking about their experience with AI **automation in their business**.

"I just don't like it," says one business owner. "I want to go back to the way things are, you know? Like in Seinfeld. Everything seemed so simple in Seinfeld."

Yes, the nostalgia. The simplicity of the 90s.

"The internet was just a baby back then. Your business didn't need an Instagram account, a LinkedIn account, a Facebook account, or YouTube..."

He continues: "You didn't need to get your name out there once or twice a day or create a podcast with your friends, where you talk about your business."

"There was no global competition, so your biggest threat was one or two people in your neighbourhood."

"If you had a bad customer, they couldn't leave you a 1-star review and potentially ruin your reputation."

All the business owners nod their heads in agreement.

We'll end the scene with me popping out like Lemony Snicket in the Netflix Original.

"Reality hits home, right?" I say, and something along the lines of...

But now AI **automation in your business** has added more complexity to what was already a complex environment for your business.

As a result, the game is fierce, and *faster*, too. You have to make decisions at quantum-level speeds just to keep your head afloat.

Chatbot sales and marketing tools have dominated the game, throwing out the old rulebook.

And so you're reading this, wondering, how to get started ASAP.

Well, you're in the right place.

I can't offer you the simplicity of running a business like it was in the 90s but I can provide the simplicity of knowing what you need to do next.

So, let's cut to the next scene, and see where the AI train takes you...

1. Sales Chatbots for Instagram's DM Automation

Meta won't tell you directly about what's happening with AI automation in online businesses but they see it happening across the board (Instagram, Facebook, WhatsApp, and Threads):

Businesses are creating and integrating sales chatbots in their social media accounts.

These chatbots are powerful. If designed correctly, they can adopt the tone of voice of the Instagram user and take the potential lead through the entire sales process.

In turn, they can do all the heavy lifting that comes with qualifying leads. And if you really wanted to, you could even get the sales chatbot to close the deal and book the appointments.

However, the success of the chatbot depends on how it is written.

Tools:

- ManyChat
- MobileMonkey
- Chatfuel

2. Marketing Chatbots for Instagram's DM Automation

You can leverage AI marketing chatbots to speed up all those time syncs when managing your social media account.

That means liking, commenting, and even just having a casual chat with one of your followers.

Admittedly, the marketing side of things is not 100% automated. But here's the good news:

We believe that these chatbots will become ***your digital face*** that allows you to operate in the physical world – while AI does all the work on social media.

So AI automation in your business might actually lead to a much simpler time similar to how it was in the 90s because you won't have to do so many tasks on manual any more.

Not bad, right?

Tools:

- HubSpot
- Sprout Social
- Chatbot.com

3. 27/4 Customer Service in Your **Live Chat Sales**

Take your sales chatbot and turn it into a customer service bot that pulls out ANY and ALL information about the product you sell or the services you offer.

As your AI grows and automates your business, it will experience and solve common problems from previous customers. This will speed up any complaints that you might have coming your way.

Effectively, you won't need an agent to pick up the phone, nor have them deal with problems on a forum or chatbox.

Now, for specific platforms, we recommend **Instagram DM Automation**. Here's why:

Instagram has become one of the main battlegrounds for sales operations, and it all comes down to demographics. Older people tend to mistrust online exchanges whereas younger people are receptive to DM interactions.

This creates a more effective system for qualifying leads. And as generations get older and more comfortable with this new way of buying, we're going to see a mass migration of businesses leveraging platforms like Instagram to make regular sales.

Why not be one of the first to do so?

Tools:

- Intercom
- Zendesk
- Freshdesk

4. Email Marketing Automation Tools

Moving away from chatbots, you can leverage AI **automation in your business** by sending out automated emails. These emails will be personalized depending on the type of customer you're dealing with.

Neat, right?

A good example of this is Rothy's: A shoe brand that uses AI **automation in its business** to remind customers of abandoned carts and suggest products. This led to a 10-15% boost in sales conversions and improved customer satisfaction for their business.

Tools:

- Mailchimp
- SendinBlue
- ActiveCampaign

5. Predictive Analytics Tools for **Automation in Your Business**

As your chatbot learns and adapts the **live chat sales**, it will begin to create a CRM system of its own; Where it understands your customers, their wants, their problems, their objectives in live, and more.

Many big corporations have started leveraging these predictive analytics in their day-to-day operations.

Walmart, for example, employs predictive analytics to manage its inventory, ensuring they have the right stock levels to meet demand without overstocking.

There are a lot of things you can do with these predictive analytic tools. But the main idea here is this:

AI **automation in your business** helps you create informed decisions and, therefore, allows you to become a better business owner.

Tools:

- Salesforce Einstein Analytics
- IBM Watson Analytics
- SAS Predictive Analytics

6. AI **Automates Data Entry and Processing in Your Business**

Picture 2

So you're slogging through piles of financial data every day—manual entry, cross-checking, endless spreadsheets — it's a snooze fest; And it's not why you're in the business.

Then comes along companies like KPMG who are leveraging AI to **automate these mind-numbing tasks in their business.**

These AI tools can swiftly extract and process financial data with impressive accuracy, slashing the chances of human error. It's like having a super-efficient assistant who never tires, never complains, and always gets it right.

And what business owner wouldn't want that?

Tools:

- UiPath
- Automation Anywhere
- Blue Prism

7. AI Automation Provides Timely and Accurate Business Insights

Your financial manager is going to love this one!

AI **automation in your business** can now generate detailed reports with minimal manual input, making life a lot easier for everyone. Phew! No need to slog all those hours, crunching numbers or verifying data.

Financial services firms now use AI to create monthly performance reports, delivering timely and accurate insights that *actually* help in making smart decisions.

Tools:

- Tableau
- Power BI by Microsoft
- Looker

8. Automated Human Resources in Your Business

AI screens resumes, schedules interviews, and even conducts preliminary assessments.

Unilever, for example, uses **automation in their business** to reduce time-to-hire and improve candidate quality.

You could even take it one step further and create an information hub on ChatGPT that your employees can use to understand your business and how it operates.

Now the newbie will be least likely to do something newbish, saving you that awkward talk.

Tools:

- Workday
- BambooHR
- Lever
- ChatGPT

Want to Revolutionize Your Business' AI Automation?

AI is no longer a future concept. It's breathing digital code that makes winners and losers in the world of business.

That means, as business owners, we have a responsibility to adapt before it's too late.

The good news is this: We believe that AI automation in your business will eventually create simpler times.

And everyone will look back at the *twenties*, and say: "Wow, remember when I had to post 3 times a day? Or when I had to close deals on manual in the live chat sales?"

"What a relief to be in the year 2045." 🙄

And I'm willing to make this prediction because AI automation is already making things simpler for businesses — both big and small.

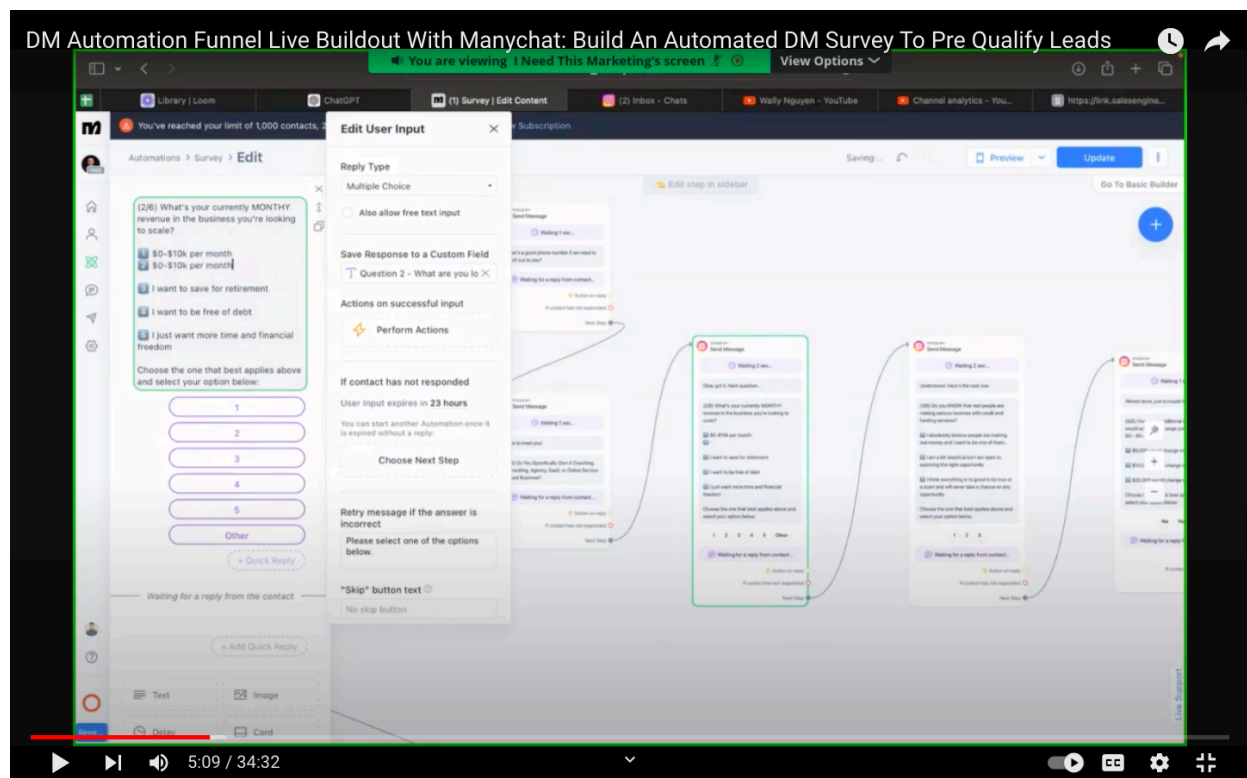
So if you want to remove the headaches and the worries, DM me on Instagram @wallydunuygen and I will chat with you about how to turn your business into an AI-ready machine.

Peace 🕊️

Wally, I Need This Marketing

Picture 3

How to Build an Automated DM Survey to Pre-Qualify Leads Using Manychat



Video Summary

Got leaks in your lead system? And I mean someone who was qualified but didn't notice them until months later? I hear ya, I've helped several clients solve this problem by building the perfect DM automation system to prequalify their leads.

In this video, I'll show you how I did it with one client in particular, Dylan with the Virtual Coaching Institute.

This **automated survey** was used to get high-ticket calls from ads for under \$200 each in the online coaching space.

Don't miss this free tutorial on prequalifying your leads! [Click the link to watch.](#)

Or follow me @[wallyduynguyen](#) on Instagram, where I dice this up in digestible bites.

Chat with you soon,

- Wally, I Need This Marketing

P.S - If you want to learn more about how our dm automation systems can help business owners like you then [click here](#).

Blog 12: H1: Can A Small Business Owner *Actually* Leverage AI Automation In Their Business?



Visual this for a second: You're chatting with an intelligent AI chatbot in your office, and it's consulting you on cash flow projections.

In this business of yours, there's you (the CEO), your operations specialist, your sales specialist, and your marketing specialist – all working from the comfort of their own homes. That's probably the way it will be in the future.

But these team members have never been so productive. That's because the nature of their work has changed to encourage productivity. They've become strategists in your business, leveraging **sales chatbots** and **marketing chatbots** that do most of the grunt work.

I believe that this AI-centric business strategy will make 6-figure “small” businesses the new norm.

After all, size is relative, right? And what would be considered a small business a century ago is vastly different to a small business today.

With that same argument, a small business will naturally be richer, more efficient, and more competitive if – **and only if** – it automates AI in its business strategy.

Otherwise, this business will fall behind hard and fast.

Now, the biggest mistake business owners make today is thinking that they can’t already create AI automation in their business already. They say things like...

“It’s costly”

“It’s just a gimmick right now”

“It won’t improve my bottom line”

“It’s too much in its early stages”

At *I Need This Marketing*, we hear these points and I look at my brother and raise an eyebrow. Because it’s like telling us that our business – and the things we do in it – are a lie...

Have we been dreaming all this time? 😊

Because *I Need This Marketing* has already implemented AI automation in several businesses already. In the last couple of years, we worked with people from finance to medicine, brick and mortar, horse riding trainers, cafes, and more.

We'll show how we implemented these systems, especially when it comes to Instagram DM automation.

And we're going to put the whole argument to bed: Small businesses can, and should, implement AI automation in their business today. Right now.

H2: Is it expensive to implement AI automation in your business?

It depends on the type of automation and the software that you use.

Admittedly, the big tech giants and the multinational organizations have the budgets and the resources to implement what is termed "Hyperautomation" – that's the idea that your business can be 100% automated.

This is by no means a cheap business objective.

BUT! This is the big "but" that a lot of small businesses need to know...Just because you don't have a big budget, does not mean AI automation is unavailable for your business.

If your focus is on scaling, generating leads, and converting those leads into paying customers, here's what I suggest:

Implement sales chatbots and marketing chatbots. They are the reason why some of our clients have made 6 figures in six months. In particular, we used Instagram DM automation.

They do the following two things:

1. They adopt the tone of voice of the client and they leverage the knowledge of the product/service.
2. They take the lead through the sales funnel with 100% authenticity. The lead has no idea they are talking to a robot in the **live chat sales**.
3. This sales chatbot learns from the conversations it has had with previous leads i.e. its wins and its losses.

You'd think **DM automation** like this would be incredibly expensive, right?

And yet, we work with businesses – both big and small – who have implemented this kind of AI **automation into their business**, without the budget of a multinational corporation.

We recommend more small businesses to do the same.

H2: Will **AI automation disrupt your successful business** model?

Nope, definitely not. It has made life incredibly easier for our clients.

The issue with small businesses is that as they scale, they generate more leads, and they need to hire more people to handle those leads.

But this is like a compounding effect. Rather than your business scaling like climbing a mountain with gentle slopes, it's more like climbing the Eiffel Tower.

All of a sudden, it's too overwhelming and you now have to spend a great deal of money and time training people to do the job. Then, when the slow period hits, your profit margins plummet.

Here's how AI automation solves this problem, and compliments your current business model:

It lets you scale and manage your business effectively at the same time. You stick with the same team but you promote your team to strategists. They leverage the sales chatbots and marketing chatbots to handle the increase in lead flow and appointments.

We've seen how successful this business model is with our Instagram DM automation. We've not had one complaint from our clients that AI is ruining their business model.

It's always been, and will continue to be, an advancement.

H2: Will AI **automation in business** *actually* improve your bottom line?



100% and we have the evidence to prove it:

By leveraging AI **automation in business**, we have increased engagement in the DMs with tailored responses. This has resulted in over 10,000 qualified appointments and millions in sales.

This **Instagram DM automation** has been so effective at closing, we have never needed to go on a sales call. And by the way, these are front-end products/services ranging from over \$1,000 to \$3,000.

Crazy, right?

So yes, we can attest that AI **automation in business** will definitely improve your bottom line.

H2: Is AI **automation in business** a gamble on new technology?

No, but it is a strategic risk. It requires investments and changes to your internal operations.

But that gives your small business an edge. Here's why:

The big corporations have no idea what's coming. They think they are entitled to dominate your market because they have the resources and the bureaucracy to win, regardless of whether or not they implement AI **automation in their businesses**.

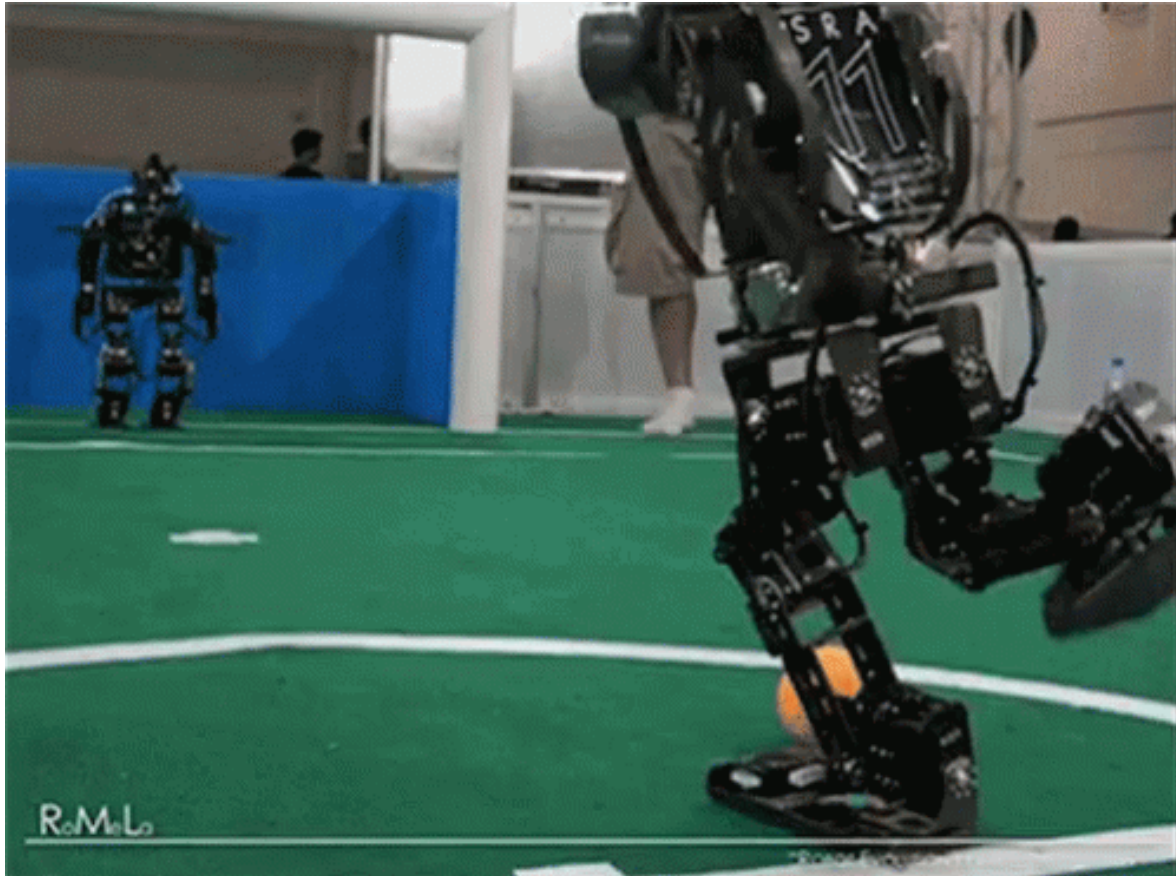
But there's a nasty surprise coming their way. At *I Need This Marketing*, we've helped small businesses dominate the game on social media, using **DM automation**. They have the advantage of being new businesses, working with new technology and new business models.

They are more agile and more quick to adapt. And these big companies will not see the curveball that's flying their way.

(Side Note: There are a few exceptions, such as Big Tech. OpenAI, Apple, Google, and Microsoft are the forerunners in the AI revolution)

But here's what we think: If your competitors haven't even considered **Instagram DM automation**, they have already lost that competitive edge.

H2: Do you have to hire staff to create AI automation in your business?



DIYing your own AI automation in your business is no small feat. But with our help, we will revolutionize how you do things in live chat sales.

Let me tell you how:

We have created state-of-the-art AI automation for small businesses that are 100% authentic, intuitive, and user-friendly.

These chatbots are not your standard “Q&A questions” bots you often see on websites. They are designed to mimic the user effectively, so your salesperson can reduce their workload and think more strategically about closing the sale.

This is the golden ticket to scaling your business without the hassle of employing more team members or training current ones.

The more you automate, the better you compete, and the greater the profit margins.

And *I Need This Marketing*, we work with small businesses who leverage these bots in **live chat sales**, making millions in the process.

If you want to do the same, DM me on Instagram @wallyduynguyen and I will show you how to get your slice of the AI pie.

Looking forward to chatting with you,

- Wally, I Need This Marketing

Blog 11: H1: Check Out These 6 Big Brands Leveraging AI **Automation in Their Businesses**



You find yourself in a library that contains every book ever written.

In this infinite library are books with every conceivable combination of letters and words, some of which make sense and others that are pure gibberish.

Perhaps there's a book that contains your entire life story, or another that reveals the secrets of the universe; perhaps there's a book that lists all the things you've ever forgotten. It's that kind of library.

How would you navigate through this labyrinth of information to find what you need?

You would need a librarian who knew that library well; to filter and find meaningful content among the endless possibilities. Otherwise, you'd be overwhelmed by the sheer volume of information.

This is the fundamental principle of AI automation in business.

It is the recognition that the internet is a vast library of information that no marketer, data analyst or business owner could ever dare master on their own.

Now, with the internet in its 33rd year, this library has *finally* found its librarian.

Many business owners have started to use this librarian to build their brands and scale their operations. Other businesses have already fallen behind.

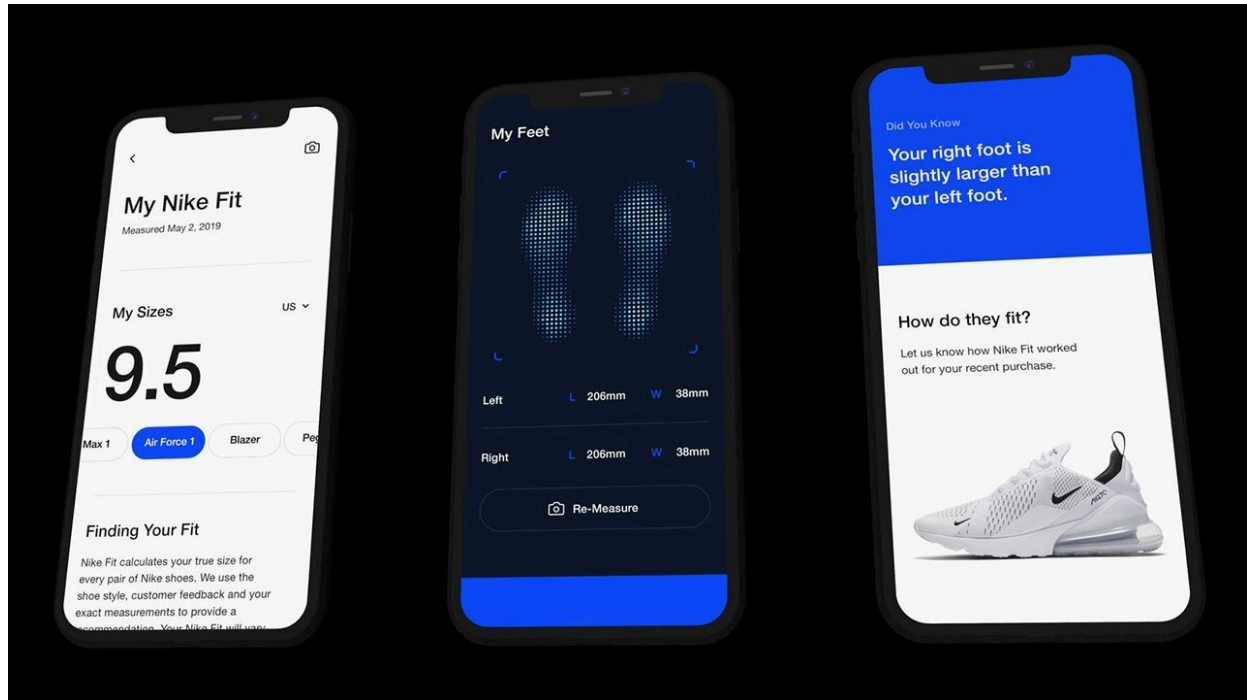
In this article, I'll be sharing the success stories of six unique brands that leverage AI **automation in their businesses** to find the data they need. In turn, creating the big-thinking ideas that make the difference between a successful business and a mediocre one.

But wait! You should know this...

Just because they are *BIG* companies, it does not mean they are entitled to the secret knowledge of AI **automation in business**. This information is free to use and can revolutionize any **workflow automation** – especially **DM automation**, though more on that later.

So, let's jump in, get inspired, and start to learn how to navigate this library.

H2: Nike Case Study: Using AI Automation in Business To Create Custom Products



Nike has created AI automation in their business to design custom sneakers. When using the Nike Fit app, they analyze running habits and shoe sizes to tailor their products to the individual customer.

Customization is key here. Every business that's serious about surviving the AI revolution, will need to take a leaf from Nike and tailor their products/services to the individual.

This could prove difficult if you only have one product to sell or one service to offer. But you can still personalize your sales process.

For example, at *I Need This Marketing*, we're talking to customers with sales chatbots that essentially tailor their responses depending on the needs, social background, and attitude of the potential buyer.

Essentially, customers want to feel valued one way or another and AI chatbots do a great job of creating that value.

H2: Uber Case Study: WhatsApp Chatbot and DM Automation



Cynics would argue that Uber is merely a taxi service – branded. But dig a little deeper and you'll find Uber to have a genius automation process in their business.

When you use Uber's app, you reduce the uncertainty and anxiety that you might otherwise feel if you're waiting for a taxi. The app provides real-time updates, making the experience more predictable and less stressful.

Now, with AI **automation in their business**, Uber has taken it one step further.

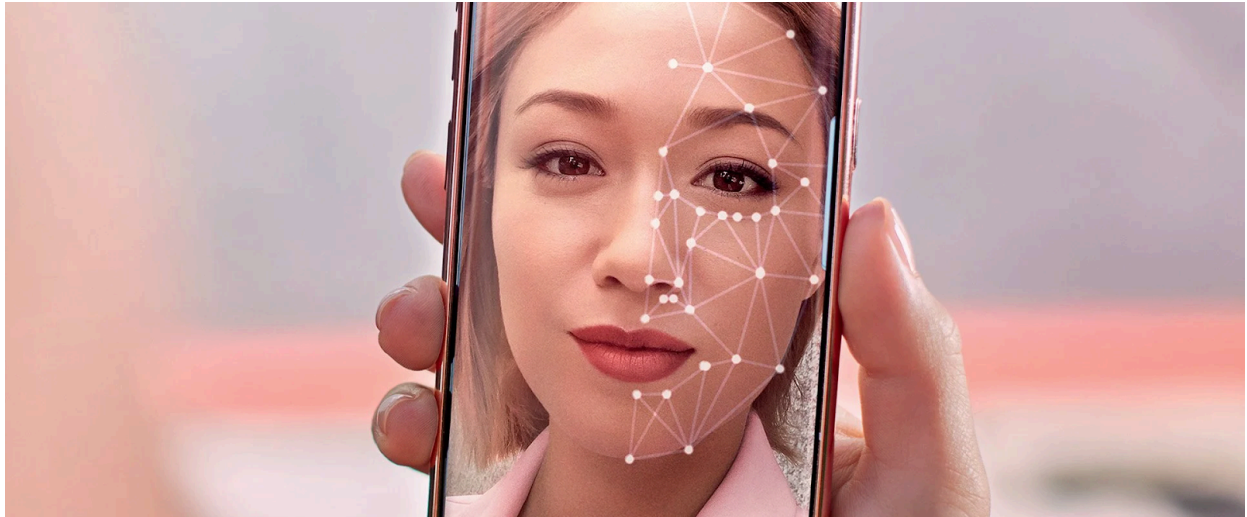
Uber's WhatsApp has an all-in-one **sales chatbot** and a **marketing chatbot**. It allows you to book rides directly through the messaging app, advertize personalized ride recommendations, suggests fare estimates, and has real-time driver tracking.

Many businesses — Uber being the prime example here — now leverage **live chat that integrates sales**, marketing, and customer service all in one chatbot.

It is no coincidence that they chose **DM automation**, instead of other forms of automation such as SMS or emails. **DM automation** is a powerful tool to create more leads and loyal customers.

But Uber isn't the only one using **DM automation**. Many small businesses are considering **sales chatbots** and **marketing chatbots** into their own internal operations.

H2: L'Oréal Case Study: AI Automation Creates Digital Experiences In Your Business



Back in 2014, L'Oréal announced a virtual makeup app called “ModiFace” which was essentially a way for customers to try on makeup virtually, without buying the product.

Initially, there were mixed reviews because of its unrealistic makeup overlays, slow processing time, and less intuitive interface.

Then in 2018, they revolutionized this APP with artificial intelligence. And this led to more accurate and personalized makeup recommendations.

ModiFace had a 30% increase in user engagement.

Crazy, right?

Today, millions of customers are using ModiFace worldwide. Yet if you had spoken to people back in 2014, you would have thought that this APP was a gimmick. Something

that would fall by the wayside, like when Colgate announced in the 80s they'd sell frozen meals – do you remember that one?

H2: Sephora Case Study: Facebook Messenger's DM Automation

What do Rihanna, Selena Gomez, Lady Gaga, and Kim Kardashian all have in common?

They all have beauty brands sold at Sephora. But just like the Infinity Library, you might find yourself overwhelmed by which celebrity you want to emulate.

Sephora was aware of this choice overload so created a librarian of their own – AI automation in their business in the form of...you guessed it: DM automation.

This sales and marketing chatbot specifically made its home on Facebook Messenger, where it offers personalized makeup tips, product recommendations, and tutorial videos.

What's even crazier is that users can also upload images of their faces for analysis, similar to L'Oréal's ModiFace.

But while all these beauty and skincare companies are bringing their A-game with AI automation in their businesses...how is this relevant for you and your business?

Answer: The AI tool that's creating this level of personalization is DM automation — the essential “brain” that every business will need if they want to survive the AI revolution.

At *I Need This Marketing*, we leverage sales and marketing chatbots of our own that have this same level of personalization.

For example, take a look at our personalized follow-up messages that we use in our **live chat sales**:

- **Prospect A:** Recently showed interest in time management tools.
 - Message: "Life's busy, I get it. Just following up to see if you want to continue our conversation about the time management tools we discussed?"
- **Prospect B:** Was interested in fitness coaching.
 - Message: "Did I lose you during our chat about getting fit for summer? Any questions I can help with?"

According to a study by MobileMonkey, personalized follow-ups like this have a 25% increase in conversions.

Not bad, right? Makes you wonder why more businesses are not jumping on board with AI chatbots.

H2: Heinz Case Study: Creative AI Automation in Business



During the pandemic, Heinz used artificial intelligence to design the "Heinz Ketchup Puzzle".

This all-red, 570-piece puzzle created a stir on Instagram, Twitter, and Facebook. They designed this puzzle as a promotion for their brand.

(Meanwhile, capitalizing on the lockdown situation)

It was a lesson for all marketers that AI can be used in the creative process.

And the reason for this is quite simple: When we're talking about AI **automation in your business**, you're implementing a super brain to solve operational and creative challenges.

Now, if you're not fully knowledgeable on AI implementation, we suggest seeking out AI experts like ourselves who can guide you in that process.

But, if you're just looking for simple, easy strategies to use AI, then the Heinz Ketchup Puzzle illustrates perfectly what that might look like.

Sometimes "simple" is genius.

H2: Capital One Case Study: Eno Chatbot and DM Automation



You know what doesn't mix well together? Checking your finances on a confusing digital interface.

If budgeting wasn't bad enough, the last thing you want is your bank APP to have overly nested menus and poorly labelled links. This adds another layer of frustration that no one should ever have to deal with.

Well, if you have an account with Capital One, you can breathe a sigh of relief 😊

Capital One's chatbot, Eno, is the first AI automation in a financial business that behaves like your personal accountant, providing real-time information about account balances, transactions, and credit scores.

It'll assist you with tasks like paying bills, monitoring credit usage, and even locking cards.

Rather than you browsing through the interface (I.e. the Infinity Library), Eno the “librarian” brings the books **to you**.

How neat is that?

At *I Need This Marketing*, we've been doing the same thing with our **DM automation**. We don't just take our leads on a sales journey, we also tailor our **live chat sales** to be an information hub that can answer ALL questions about the product/service.

And the more questions it answers, the better at answering it becomes.

H2: Is AI **Automation in Business** Only Available for Big Brands?

We're going to let you in on a little secret: At *I Need This Marketing*, we've been developing **Instagram DM automation** that leverages the lessons learned from these six major brands.

And we've been doing it to help small businesses across the U.S. revolutionize their sales and marketing operations by implementing AI **automation in their businesses**.

We know for a fact that AI doesn't have to be a fancy gadget that's only available to big corporations with big pockets.

Why should *they* have all the fun...(and the money?)

That's why we're on a mission to help as many businesses as we can integrate **DM automation** into their sales, marketing, and customer service processes.

You'd think companies like Meta and Apple have these systems already in place. But no, as you've already seen in these case studies, it's the big brands that are implementing **DM automation** into their social media accounts.

Why can't you do the same?

You can with our help. 💪

So if you want to learn more about how it all works, DM me on Instagram @wallyduynguyen and I'll show you how to scale with AI **automation in your business**.

- Wally, I Need This Marketing

The 7 Deadly Sins That Get Online Course Sellers & Coaches Banned on IG

We're going to let you in on a little secret: At *I Need This Marketing*, we've been developing **Instagram DM automation** that leverages the lessons learned from these six major brands.

And we've been doing it to help small businesses across the U.S. revolutionize their sales and marketing operations by implementing AI **automation in their businesses**.

We know for a fact that AI doesn't have to be a fancy gadget that's only available to big corporations with big pockets.

Unfortunately, these big corporations get a free pass when it comes to DM automation, whereas the small businesses do not.

99% of the business owners we talk to get accused by Instagram's system as being scammers, simply for using DM automation. There's nothing scammy about it, and they would never dare ban the big companies from using it.

Luckily, we've made a book that explains how to navigate this problem.

It helps you avoid the common pitfalls on IG bans and start leveraging your DM automation in a safe and effective way.

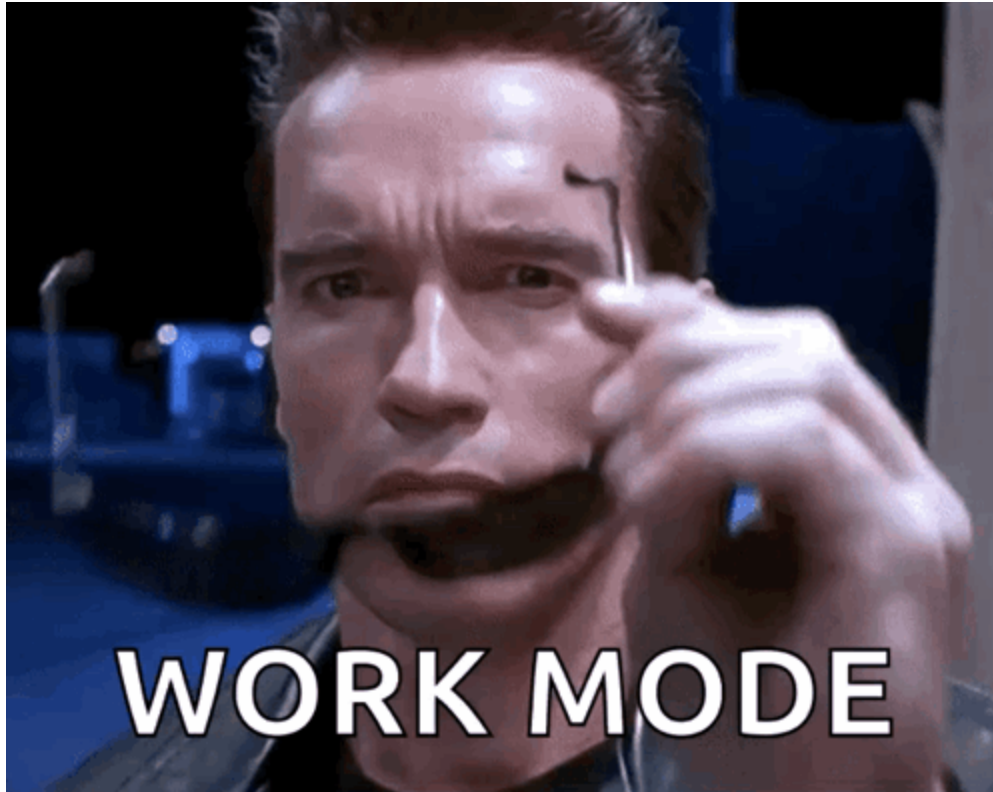
Want a copy? It's called the *The 7 Deadly Sins That Get Online Course Sellers & Coaches Banned on IG*.

And we're giving it away for **completely free**.

Comment the word "DM" for your copy now right now and build your business like a big brand.

Blog 10: I'm Debunking ***the BIG FOUR*** AI Myths That Prevent You From **Automating Your Business**

1.5 minute read



I was watching The Terminator the other night and I had an epiphany:

This is *just* a movie.

It's not real.

And yet this movie, along with The Matrix, has completely ruined the perception we have of artificial intelligence.

Instead of seeing it like the internet i.e. a revolution in the way we do things — it's a sci-fi nightmare come to life; an automated Frankenstein.

And for some reason, I don't know why, this fear has evolved in the business world, too. According to [IBM Newsroom](#), only 42% of LARGE businesses have actively

implemented AI **automation in their business**. And those are the BIG businesses; the guys with the budgets and the CRM to implement this.

Crazy, right? Surely if a business wants to survive the next decade, they should be implementing AI **automation in their business** ASAP — especially **sales chatbots**.

And yet, I know for a fact that businesses have a *tiny phobia* of AI implementation. For example, business owners have asked me...

😱 Will my customers hate me for using AI?

😱 Can I afford to implement AI?

😱 Will my team members be well-equipped to handle **automation in my business**?

😱 ~~Will I accidentally create a ChatGPT eerily similar to Arnold Schwarzenegger?~~

It seems like AI has become synonymous with fear. And it's that fear that's holding your business back, especially since a lot of this fear comes down to what we read in the news (and science fiction movies).

So with that said, you're going to like what I have to say next – it's going to be a breath of automated fresh air.

Let's debunk all the myths about AI **automation in business**, and get you excited to implement this automation (especially **chatbot sales** and **chatbot marketing**) for yourself.

H2: Myth 1: Will AI take your job?

AI automation in business is a scary thought for both business owners and employees.

People have built their careers for decades, only for them to be replaced by AI **automation in business**.

Naturally, business owners might feel guilty about replacing jobs with AI...but don't worry!

AI **automation in business** is more about collaboration than replacement.

Think of AI as your work peon. It handles the dull, repetitive tasks—like sorting through emails or managing data—so your team members can focus on the creative, strategic parts of your business.

In my experience implementing **Instagram DM Automation**, I've seen businesses flourish by embracing AI in their sales process.

I work with clients who use **chatbot sales** to manage customer interactions, and this has resulted in a 30% increase in lead conversion.

The best part? The salespeople are still the brains of the operation but they are now leveraging the AI brain in the **live chat sales** for better KPI.

Instead of traditional sales roles, they are engaged in higher-level problem-solving and relationship-building.

In other words, they are sales strategists — not unemployed salespeople. And that's good news 👍

H2: Myth 2: Will AI automation in business remove the “human touch”?

Quick answer: Yes..at face level. But I’m debunking the underlying question which is: “Is AI just a trend”?

Let me explain:

At I Need This Marketing, we use Instagram DM automation that is 100% authentically human-like. So much so...the leads aren’t even aware they are chatting to R2D2 in the live chat sales.

But let’s go back to the idea of AI phobia: Business owners are reluctant to implement AI automation in their business because they’re worried they’ll be *caught out*.

But here’s what I think: Customers will accept chatbot sales as the norm because...

1. It’s effective and they don’t know the difference between a human and a robot anymore
2. Even if they knew the difference, customers buy based on a variety of emotions, not hatred for AI specifically. So if the AI is designed well enough, it can navigate the sales process effectively and close the deal.

But as the saying goes, if everyone zigs, you must zag...

So if everyone is using AI automation in their business....

A competitor is likely to come along to defy the “AI boom” with more of a personal touch. And that business will be the one that gets the leads...

So you'd think, wouldn't you?

In reality, the myth here is that AI is just a trend and the winner will be the “human” business.

We have a better way of looking at it: **Chatbot marketing** and **chatbot sales** can be used to automate the processes that are re-occurring i.e. the day-to-day conversations that are fresh and exciting for the customer, but repetitive for your agent.

Now let's say your agent wants to call up your client, just to say thank you for doing business with them. All of sudden, you've reinjected that “human touch” into your business, while reaping the benefits of AI **automation in business**.

So in summary:



Automate your sales process with AI



Add “outside the box” interactions with real-life people.

That's the edge you need to grow your business.

H2: Myth 3: Is AI **automation in business too expensive to implement?**

There was a time when only the big tech industries could afford to implement AI **automation in their businesses**.

Times change!

For example, **Instagram DM automation** can be set up for micro-businesses, and the returns in terms of efficiency and customer engagement are *insane*.

We know this as a fact because we've helped businesses, big and small, set up these **chatbot sales** on Instagram. They've gone on to earn 6-figures in less than 6 months and we continue to work with them to this day.

H2: Myth 4: Do you need to be an AI expert to implement **automation in your business?**



Another common misconception is that you need to be a tech wiz to implement AI.

While it's true that there are AI experts like myself who make **automation in your business** 10x easier....(sorry for the sales pitch lol)

Here's what other AI experts won't tell you:

Chatbot sales and **chatbot marketing** are easily managed and have friendly interfaces. You could figure it out all by yourself, in a short amount of time, if you *really* wanted to.

The biggest challenge you'll face is finding the ***right information***.

This AI tech is fresh off the block. Very few people know the best practices for implementing AI **automation in business**, especially **Instagram DM automation**. And they certainly won't be willing to reveal their secrets to their competitors.

That's where we come in 🙌

H2: Want to Implement AI **automation in your business?**

At I Need This Marketing, we're on a mission to revolutionize your **business with AI automation**.

We're tired of the big tech companies dominating the game while small-to-medium businesses struggle to adapt.

We've worked with businesses in finance, medicine, the automotive industry, and more.

We helped them revolutionize their internal operations with **Instagram DM Automation**. Now, their **live chat sales** are run by human-like robots.

You'd think companies like Meta and Apple have these systems already in place. But no...

We're the first.

So DM me on Instagram [@wallynguyen](https://www.instagram.com/wallynguyen) and I'll show you how to get a slice of the AI pie.

- Wally, I Need This Marketing



Post-Credits Myth: Will AI take over the world?

Okay, this is a fun one...NO! Life is not a movie.

AI operates on algorithms and data — not emotions or consciousness.

It's like a vending machine: Input a request, and out comes the desired result, without any deeper understanding.

Truth is, no one actually knows if AI has the *spark* for consciousness.

And the reason for this is that we don't truly know what consciousness is or where it comes from.

So, for now, let's treat AI for what it should be – a business brain that makes you a lot of Benjamins.

**Blog 9: Confused About AI Automation in Business?
Here Are All Your Questions, Answered**

1 minute read

Phung and I were tucked into our favorite cafe corner, laptops open, having one of those nights of *pure focus*.

We were working on our new **Instagram DM Automation system** when we had an “Aha!” moment other AI experts only dream of having.

The system flowed smoothly, like magic, as AI pretended to be human in the **live chat sales**, and did so convincingly – *every step of the sales process*.

Since then, we’ve been using this **Instagram DM automation** for several of our clients, and it’s now been adapted to suit their unique tone of voice. The AI can be a doctor discussing patient care or a financial advisor talking about investments. Whatever, whoever; It’s authentic, and it’s personal.

And maybe you’re thinking you want to do the same.

But AI **automation in business** can feel like a college course, just like sales and marketing.

So my mission is this: By the end of this article, learning about AI will inspire you to start AI **automation in your business**, today...with zero headaches.

And the best way to do this is by answering all the questions you could possibly have about **AI in business operations**.

What is AI **automation in business**?

Automation in business is like having Iron Man’s J.A.R.V.I.S. as your personal assistant. It’s not just a tool; it’s a brain 🧠 that learns, adapts, and makes smart decisions.

AI automates intelligence which means it learns how to do its job better every single time without human involvement.

For example, you know how your phone needs an update on occasion? The update, in this scenario, is automated too. But unlike normal updates — where a bunch of software developers tweak the code — it’s AI that does the job of improving the software.

Now imagine if it was like that for ALL areas of your business.

Neat, right?

Can AI be used effectively for business process automation?

Yes. And it's not just the industry giants like Google and Apple who are using AI automation in business either.

At I Need This Marketing, we work with businesses, big and small, that are on their way to 100% automation in all areas of their business – from marketing and sales to accounting and customer service.

Some might argue differently. But it entirely depends on your business model.

For example, if you're a business selling on social media, you'll like this next part.

Did you know you can implement Instagram DM automation? It helps you automate your live chat sales, authentically and effectively. So if you've ever wanted an A-grade closer, setter, and customer service agent for free — well now's your chance to automate with chatbot sales and chatbot marketing.

But again, it just depends entirely on how the automation in your business is set up by AI.

And also, whether your business is ready to ditch the cold calling in favor of social media.

AI-driven sales have various skill levels depending on how you use it. But we believe Instagram DM automation to be the most well-developed (especially if you work with us 😊)

How can I use AI to automate tasks in my business?

At the moment, there's no “big brain” that covers ALL areas of automation in your business. There is, however, various automated processes that make your business operations 10x crazy fast.

We'll cover them here:

Chatbot Sales: This is used to automate your sales messages and customer service in a tailored tone of voice. It's incredibly human-like if designed well, and you can use programs like ManyChat to design AI in your DMs.

(Side Note: ManyChat can't handle complex queries and contextual understanding. If you need something more advanced, DM me at @wallyduynguyen and we'll show you the R2-D2 we designed 🤖)

Chatbot Marketing: A chatbot is more than just a well-designed sales pitch. If you can get it to behave like a human, it can also communicate with customers to build rapport. And this can

extend beyond **Instagram DM Automation**, as well. There's also emails and SMS messaging, too!

Data Analysis: You can use AI **automation in business** to analyze large datasets. For example, our **live chat sales** create a backlog of conversations that we use to analyze customer needs, pain points, their social background, their dream careers, their favorite pet, and so on.

Accounting: This will be one of the first sectors to be fully AI-automated, especially when it comes to routine accounting and bookkeeping. You can automate invoicing, expense tracking, and even financial forecasting with AI tools like QuickBooks or Xero.

Inventory Management: You can use AI to predict inventory needs based on historical data and trends, reducing overstock and stockouts.

How can AI **automation in business** boost productivity and efficiency?

By basically automating all the dull, repetitive tasks AND automating live chat sales/customer service.

Chatbot sales now provide 24/7 customer service that *actually* solves people's problems — not just some poorly designed Q&A chatbot that makes people want to message "Speak to real person !!"

Meanwhile, AI programs like ChatGPT accelerates content creation by providing nuanced copy, beautiful graphics, and videos using AI voices.

This eliminates a lot of time, leaving room for team members to talk strategy.

So instead of copywriters and graphic designers, you have marketing strategists.

Instead of setters and closers, you have sales strategists.

Instead of...well, you see my point. Team members can leverage AI **automation in business** to think strategically and long-term about your business.

This makes decision-making faster and smarter.

And therefore, you, richer.

What are the cost implications and ROI of implementing AI automation in business?

Initially, the cost of AI automation in business can seem high. But the ROI is compelling and there's a lot of nuance to it, so keep reading!

Basic AI tools can cost between \$5k to \$15k, depending on the software and the industry you're in. Some investments in AI automation in business can be as high as \$500k – yikes, am I right?

If that's a high price tag, here's what we suggest you do:

Invest heavily in Instagram and Facebook DM Automation. Truth is... TikTok's on its way out due to political interference. Facebook and Instagram, on the other hand? They have become the kingpins of the sales and marketing space. It'll be the platform needed to build your business, all for reasonable prices.

And even if you're a local business relying heavily on local SEO, you'd be insane not to have an Instagram or Facebook account in this modern economy.

Plus, with labor costs reduced by using chatbot sales and chatbot marketing, you can expect a high ROI.

But if you want to get a better idea of the numbers, DM me on Instagram @wallyduynguyen and I'll get you all the info you need.

How do I integrate AI automation with our existing systems?

It's actually pretty straightforward. You'll want to implement chatbot sales and chatbot marketing AI into your sales and marketing process. These chatbots will need to be written by experts who understand how to reduce errors (that's us), and make sure that all operations run smoothly.

In terms of specific chatbots, we recommend Instagram DM Automation as that's how competitors make the big bucks nowadays.

Then, once you've got the live chat sales fully automated, you can start integrating more complex systems that tackle specific problems you have within your business.

If you're looking to cut costs, consider ChatGPT for content creation, analyzing data, training, onboarding, and as your personal assistant.

What are the latest trends and best practices in AI automation in business?

There's a term going around when it comes to AI automation in business, called **"Hyper-automation"**. It is both a strategy and philosophy where businesses set the goal of becoming 100% automated.

The tech industry is the forerunner. But businesses, big and small, are jumping on board too.

Here's where it gets crazy: Companies that invest early are going to have a huge advantage over their competitors when hyper-automation finally becomes an achievable business goal.

So if you want your business to survive the next decade, you should integrate AI automation in your business ASAP.

Another trend that's in the woodwork is **personalization**, especially when it comes to automated live chat sales.

People are skeptical about AI because they want to talk to real people, not robots. But if AI automation in your business is properly designed, they won't be able to tell the difference.

So many businesses are making it a strategy to ensure their AI chatbot sales feel 100% authentic.

At I Need This Marketing, we've been using Instagram DM Automation for a long time now for our clients, and we attest our chatbot sales and chatbot marketing AI does just that.

It's become a genuinely cost-effective strategy for generating leads and booking calls.

What kind of training will my team need?

The way we learn is fundamentally changing. Businesses have started implementing AI automation in their businesses to provide the knowledge and skills employees need to become successful.

This means that you can use AI to train your team members on how to use AI. Isn't that nuts?

So if you're serious about hyper-automation, we recommend business owners implement chatbots to train their team members on all areas of the business AND the how-tos for AI automation in business.

Essentially, the more your team members know about AI and how to use it, the more likely they're going to come up with ideas that fundamentally change your business operations.

AI, after all, is just one big digital brain. The more you understand that brain, the deeper the connection you'll have with it, and therefore, can make genuine improvements to its system.

This will give you the competitive edge you need to dominate the market.

Will AI automation in business reduce my workforce?

Yes and No. AI automation in business is going to shift roles and create new opportunities, but it's also going to remove *a lot* of traditional job positions.

The biggest job at risk is customer support. For example, at I Need This Marketing, our chatbot sales AI is capable of answering all queries and solving all (and we mean ALL) problems the customers might have.

And it does so 24/27. At rapid speed. In a tailored tone of voice. Free of charge.

As for sales and marketing, we're going to see roles more focused on strategy rather than individual jobs like closers, setters, copywriters, editors, and so on.

What does this mean for your business? It means your workforce will become more dynamic and adaptable, demonstrating skills and knowledge in all areas of the business.

But most importantly, AI is like a self-driving car. You'll need a licensed driver to be behind the wheel so you can ensure your business doesn't crash into a tree.

Queue *I Need This Marketing* 📌

Need More Questions About AI Automation In Your Business?

Hi 🙋

At "I Need This Marketing," we specialize in chatbots and Instagram DM automation to revolutionize businesses that are desperate to survive the "AI purge".

AI automation in business is going to create BIG winners and *a lot* of losers, and we want to help as many businesses upgrade as fast as they can.

So, if you're sick of your Windows XP-esque business model and want a J.A.R.V.I.S of your own, DM me on Instagram at @wallyduynguyen.

Our expertise in chatbot sales, chatbot marketing, and live chat sales ensures your business becomes a fully-implemented AI-driven business.

Looking forward to chatting with you soon,

Blog 8: Why should business owners care about today's **automation in business**?

1 minute read



"I don't think we've seen the tip of the iceberg," said David Bowie to a frowny-faced news reporter.

"It's just **a tool** though, isn't it?" the news reporter argued back.

"No, it's not." David Bowie continued, smiling. "It's an *alien life form*."

This was an interview back in 1999 about the internet. Crazy, right? It could have been about AI, stripped of all context.

Funny enough...I speak to many business owners who think like this today about AI **automation in business**. They think it's "just a tool"

So when ChatGPT first started, everyone was quick to get on board. They wanted to use this new "tool" to "fix" their business.

But when they learned that ChatGPT was limited in its capability they quickly gave up using it.

The technology, they said, just wasn't "there" yet. And they needed human-based solutions for now.

So, no surprise, many businesses – right now – have given up implementing AI **automation in their business** until it gets "better".

BIG MISTAKE.

And in this article, I'll explain why.

1. **Automation in Business** Has Made Speed 👑 King 👑

At I Need This Marketing, we have a #1 principle that has helped our clients earn millions of dollars:

Speed of reply is king.

Here's why:

People don't want to wait around any more. We live in a fast-paced age with same-day deliveries, Netflix "binge releases", ride-sharing apps that arrive within minutes, and instant DM messaging.

People DEMAND quick replies and if they don't get it, they find a business that offers it. This was the main reason why we set up **Instagram DM automation**. We wanted to ensure that our customers will have instant access to anything we can provide for them.

Chatbot sale was our solution.

Otherwise, we'd lose them in minutes – even seconds.

So **automation in business** has become a survival tactic for us (As well as the clients we work with).

It's going to get scary, and many businesses don't see the lion hiding in the bushes.

The competition is faster and fiercer. People with old business models are already sweating for leads, while those who have adapted, are using **chatbot marketing** and **chatbot sales** AI to generate leads, convert them into sales, and create a loyal customer base in turn.

2. CEOs Will Need to Invest in AI **Automation in Business** Early



The biggest mistake business owners can make is thinking AI is just a “tool”

So that in five, ten, or twenty years, you can eventually buy this tool, like it is software, and quickly implement it to create **automation in your business**. Simple. Job done. No sweat. Your business will now survive in the modern age...

Sorry, but no. There's a dark plot twist to **AI in business operations** that you need to know right now.

AI is a brain, not a tool. As business owners, we feed these brains with information so they develop and improve business operations.

Therefore, the future of business competition is **AI competition**.

For example, at I Need This Marketing, we use **live chat sales** to generate leads with an AI system that learns from its chatlogs. In turn, it can make better decisions about the future customers it interacts with. No human interaction is required.

The better **the live chat sales** will become, the harder it will be to play catch-up, especially when it comes to **Instagram DM Automation**.

So there is a need for AI experts like ourselves to help set up AI automation ASAP.

For business owners, the sooner they invest in AI **automation in business**, the better.

3. AI **Automation in Business** is Human

“AI will never have that ‘human touch’”

If you believe this, I’m about to blow your mind.

We’re using **Instagram DM automation** to communicate with leads, using the tone of voice of the Instagram user. Our clients come from ALL professional backgrounds: Financial advisors and medical professionals to name a few.

And **live chat sales** have become their domain for converting their followers into leads, *authentically*.

That’s why it’s so important for business owners to care about AI **automation in their business**.

For the first time, they will have the capability to automate their entire sales process while the potential buyer is **convinced** they are speaking to a real person.

And it doesn’t stop at sales.

We also use **chatbot marketing** for customer engagement on Instagram; liking, commenting, and DMing potential leads.

We automated the entire job of social media, from posting content to booking calls, while the client focuses on what’s most important: Building their business.

Do You Want To Implement AI **Automation In Your Business**?

At I Need This Marketing, we specialize in helping businesses integrate AI tools like **chatbot marketing** and **chatbot sales** to stay ahead of the curve.

If you want to see what that looks like, DM me at @wallyduynguyen on Instagram.

I’ll show you how **live chat sales** is the first – and most effective step – in implementing **AI automation in your business**.

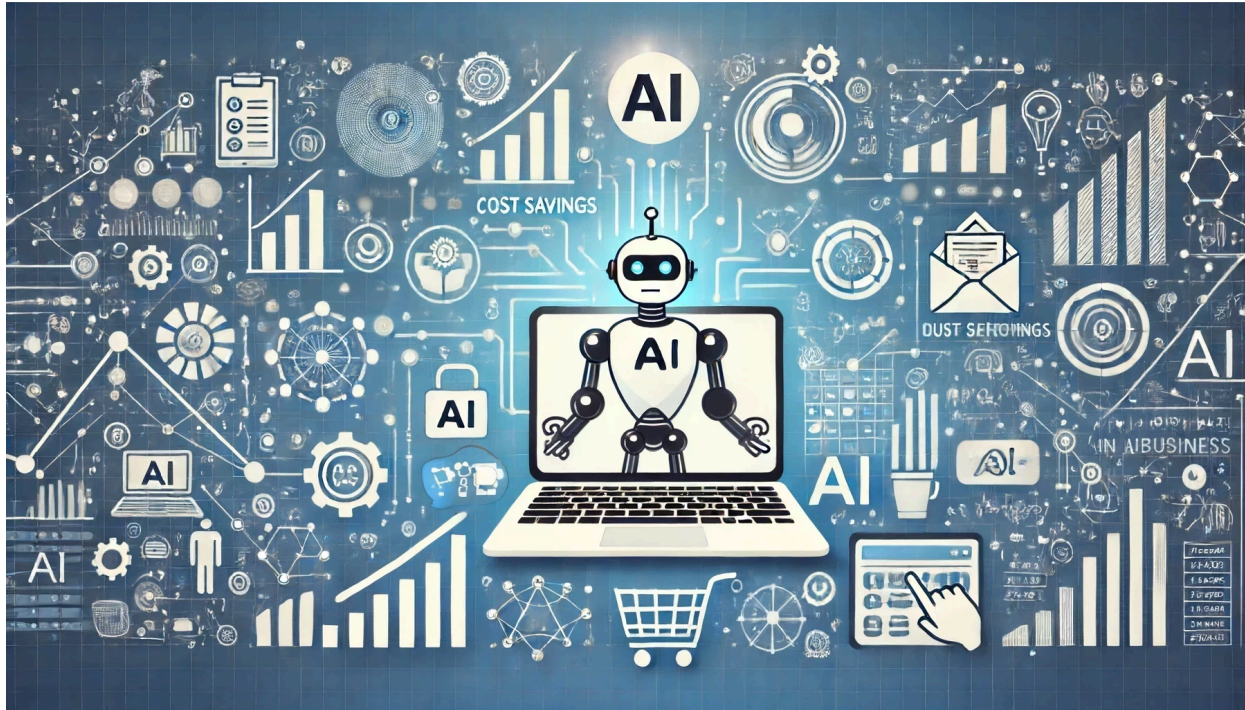
Looking forward to chatting with you soon.

Wally, I Need This Marketing



Blog 7: H1: The Top Four Ways AI Is Revolutionizing **Automation in Business**

1 minute read



We once had an issue at 2 a.m. with a customer. They had trouble logging into one of our client's online courses.

Their problem was easy to solve. But there was no *human* to help solve it.

So we had the **AI automation in our business** do the job instead. This entire event occurred – from start to finish – while I was sleeping.

And as a business owner, you're probably familiar with stories like this nowadays.

AI handles customer service that never sleeps, marketing campaigns that run themselves, and operations that predict problems before they happen.

And right now, as you read this, businesses are on the brink of a massive transformation.

They are leveraging automation in **live chat sales** and **chatbot marketing** to cut costs and convert thousands of leads into paying customers.

And — not to toot our own horn here – but at I Need This Marketing, we're the Tony Starks who helped these businesses upgrade. And we did it by using **Instagram DM Automation**.

In this article, I'm going to show you just how revolutionary it is.

1. **Instagram DM Automation** Is The Future Of Social Selling

Instagram DM automation is like having a super-smart assistant manage your store's customer service 24/7.

Right now, **chatbot sales** can talk with customers, answer their questions, recommend products, and even help them make a purchase.

But here's what people get wrong about AI **automation in business**:

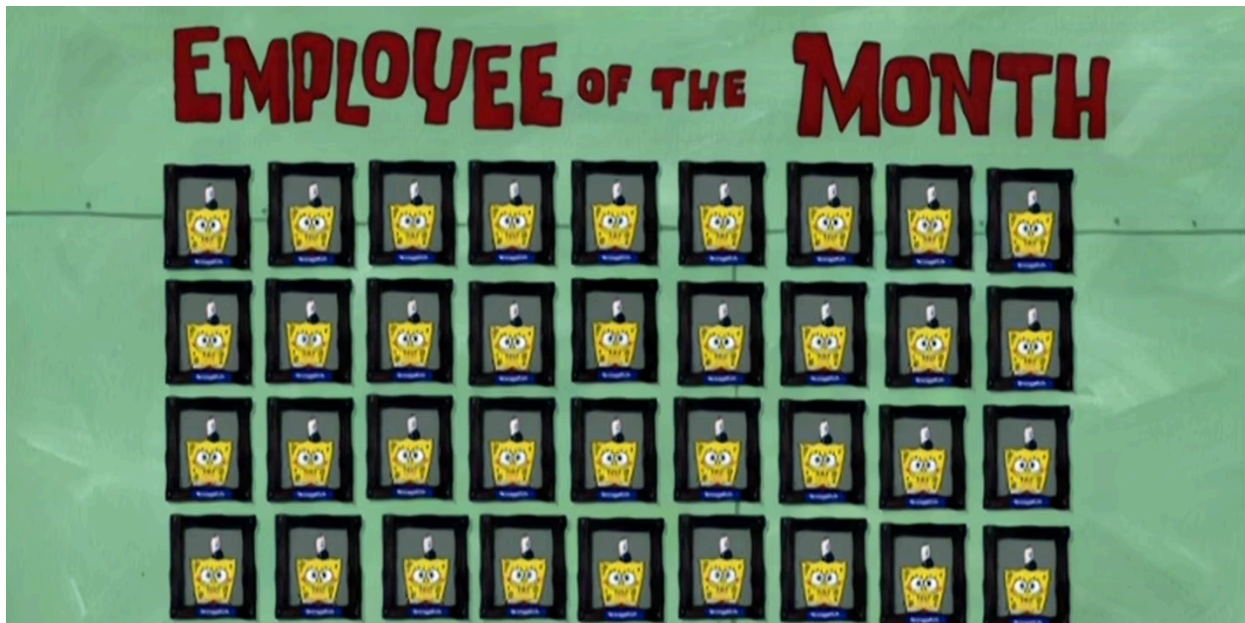
They think **live chatbot sales** are broken or limited. They think we're in Phase One of the AI process, but actually, we're more like...Phase 3.

Here's why: These businesses have already created these "brains" using **AI in business operations**. And these brains learn like Neo learns Kung Fu in The Matrix.

Soon, **Instagram DM automation** will dominate the social media marketing battleground, managing the entire sales process, from first contact to final purchase.

Instagram might soon follow along, integrating AI communication directly into their interface.

2. AI **Automation in Business** Is The New Sales Rep



Why does SpongeBob Squarepants like his job so much? It's a mundane, low-paying job that offers ZERO chance of promotion. And the boss, Krusty Krab, seems to care about one thing: Making ka-ching 🤑.

Answer: Because he's AI lol

When it comes to **live chat sales**, you'll be working with Spongebob – not Squidward.

AI **automation in your business** works tirelessly 24/7, never needs a break, and learns from every interaction. It'll know exactly what to say, even if the customer has steam blowing out their ears.

And it's crazy how some businesses still have basic "Q&A" bots on their websites when the real deal exists and can *actually* be implemented.

We helped business owners implement **Instagram DM automation** that is so life-like, that the customer doesn't even know they're talking to **chatbot sales**.

It's not just an add-on. It's the most essential part of the sales team.

3. **AI Automation in Business** Could RUN Your Business.

Your salesperson has got to sleep. He's got to eat. He's got to take bathroom breaks.

It's an unfortunate truth that he's now competing with someone who doesn't need ANY of these things.

But why stop at sales?

You could make these chatbots your second brain if you wanted to.

Your **chatbot marketing**, **chatbot sales**, and chatbot internal operations could be under one AI software that knows every area of your business like a second boss.

Or you could create a bunch of mini chatbots each designed for one purpose and one purpose only, while you, the CEO, manage them all.

Truth is...it's entirely up to you on how you run **automation in your business**.

The biggest mistake you can make, however, is thinking that these R2-D2s are just tools of the future.

They're not tools. They're brains 🧠

And what you teach these brains, matters most.

4. **AI Automation in Business** is...Human?

My chatbot loves to make friends with everyone. It's the biggest extrovert.

And the reason why is because we like to feed it with as much information it can get. It then uses that information to create tailored responses in **live chat sales**.

The traditional “family” businesses would argue AI **automation in business** could never replace the personal touch people so desperately crave. But our **Instagram DM automation** (politely and professionally) proves them wrong.

Our R2D2 can’t shake hands. But it certainly knows its “ma’ms” and “sirs” and will act just like a human. It cares, it respects, and it understands.

Because here’s the kicker: the AI will eventually know more about you than you do, and can create tailored responses that understand the nuanced desires of your customers.

Some, like Elon Musk, fear AI because it can be *THAT* good.

But we’ve been working on **DM Instagram Automation** for years now and we can tell you that AI is not about manipulating or tricking the customer. And it’s not something to be scared of either.

It will be something all businesses need if they want to survive the next decade.

Want **AI Automation in Your Business?**

Our **Instagram DM automation** isn’t just some fancy add-on. It’s a fully integrated **chatbot marketing** and **sales** brain that takes your business to the next level.

We’ve helped several businesses upgrade their AI automation and equip them with the tools they need to dominate the social media game.

If you want to see what you can implement into your business, DM me at @wallyduynguyen on Instagram and I’ll show you what we’ve been doing to create AI **automation in business**.

Looking forward to chatting with you soon,

- Wally, I Need This Marketing



Blog 6: H1: 7 Effective Ways to Automate Your Business That You Need to Know Right Now

1.5 minute read



Imagine for a moment the sheer force of a 220 lbs man, spiking a volleyball into your face.

“What’s this got to do with **automation in business**, Wally?” you ask.

I’ll show you in a moment 😊

He’s got the muscles and the energy to kill every shot and his team is brimming with testosterone: They’re all tall and muscular and as a result, they dominate the court. So it makes you think either two things:

1. I should try a different sport
2. I should get big like him.

Here’s the truth though: Pit a guy who knows the game against these dudes (especially those who have a “beginner’s look”), and the skilled players will win **every single game**.

I know this as a fact because when I play on the beaches of Port St. Joe, Florida, this happens all the time. It doesn’t matter how tall or how strong you are. The bigger guys don’t see what’s coming. It’s the skilled players that always win.

And this is exactly where business owners get it wrong with the “too-big-to-fail” corporations. They instantly think bigger = better. And therefore, the game’s over.

But you won’t believe how many small businesses I see that can spike the hell out of the other team. We know these businesses exist because we work with them every single day. They’re

using subtle AI tools like automated **chatbot marketing** and **live chat sales** to up their game while the big guys fall behind.

So they're winning the game by **automating their business with AI**.

If you want to learn how to do the same, keep reading. We'll show you what it takes to become the most skilled player on the beach ☀️

H2: 1. **Automation in Business** via Email Clicks

The uninitiated think emails are a waste of time ("Nobody reads marketing emails blah blah blah"). They're wrong.

And don't wait around to hear their opinion on **automated** emails. Because...they'll be wrong again.

When you **automate your business** with platforms like Mailchimp or ActiveCampaign, your email campaigns run on autopilot, sending the right messages at the right times to nurture leads and engage customers.

You'll get the clicks and you'll get the copy if you have people who know how to create AI **automation in your business**.

But where are these people? Do they even exist? AI is a new tool after all, how can there be **AI experts in business operations** already?

More on that later.



H2: 2. Dominate Social Media with **Instagram DM Automation**

We've worked with businesses that have Instagram accounts with 100k+ followers.

Managing that kind of engagement manually? It's no easy task.

So instead, we used **Instagram DM Automation**, where **chatbot sales** do ALL the talking to potential leads, converting them into customers. Just like a salesperson would. These people have no idea they're speaking to a robot.

Crazy, right? It gets better...

R2-D2 sends **personalized** messages to all of your followers; it knows exactly their pain points, their dreams, their background, and so on.

You can even use chatbot marketing to do the same thing. Have them like, reply, and interact with followers on your social media.

That's *exactly* how you turn your social media account into a sales and marketing machine.

And there are many ways to do this, but we'll show you what works best with **automation in your business**.

H2: 3. Chatbot Sales That Never Sleeps

Take your Instagram DM Automation one step further and make R2D2 the main customer support member in your live chat sales account.

By automating your business with chatbot sales, you can provide instant, around-the-clock support, and your customers will always love you ❤️

The irony is this: Chatbot sales does a good job of working with difficult customers and creating the kind of customer engagement you've always wanted to see. And it does this by being consistently professional and polite.

For example:

Me: I don't like you, ChatGPT

ChatGPT: I'm sorry to hear that. If there's something specific you're unhappy with or if there's anything I can do to improve, please let me know. I'm here to help.

Not bad, right?

AI is a powerful tool for overcoming your customer's emotions.

H2: 4. Automate Your Business, Automate Your Finances

Wave goodbye to manual bookkeeping because AI tools like QuickBooks or Xero let you handle invoicing, expense tracking, and financial reporting automatically; creating automation in business when it comes to your finances.

AI can categorize expenses, reconcile bank transactions, and provide financial forecasts, reducing errors and freeing up your time for more strategic tasks.

And if you know how to automate your finances, you'll have a clearer picture of how to grow your business in turn.

H2: 5: Predict the Future When Automating Your Business

Now, let's take AI one step further and use Google Analytics or Tableau to analyze patterns and trends to predict the future 🧠

If you didn't already know, these tools are incredibly useful for automation in business, and it's how business owners make informed decisions on how to grow and succeed.

Truth is...you might be the smartest business owner alive. You might be Elon Musk for all I know but it doesn't hurt to have a second brain; something to challenge your vision or the way you do things.

And by the way, AI learns a lot about your customers just by digging deep into your **live chat sales** history and learning what makes them tick.

With this kind of powerful predictive analytics, your chatbot might have a few wise words to say.

H2: 6. Seamlessly Connect Your **Automation Tools in Business**

Imagine you receive an email with an important attachment. Instead of manually saving it to your cloud storage and then creating a task in your project management tool, you can use **automation in your business** to make this entire process seamless.

Zapier can detect the email, save the attachment to Google Drive, and then create a task in Asana, all without you lifting a finger.

That's the future of **automation in business** right there.

Every single, dull, minute process is automated so you can spend time on the bigger picture: Building your business.

H2: 7. Schedule Appointments Using **Automation In Business**

I used to know a client who loved to schedule appointments personally. He believed manually scheduling each appointment was crucial because it added a personal touch.

He had ZERO **automation in his business**.

"People don't want to talk to robots," he used to say. "They want to talk to a human."

Here's the problem with that: When you have a lot of leads closing, this process can be a nightmare to handle for your sales team.

One particularly chaotic week, after missing a high-stakes meeting due to a scheduling error, this business owner reluctantly agreed to try AI automation and reached out to us at I Need This Marketing.

We helped him create **automation in all areas of his business**, (not just creating an AI scheduler).

This is exactly how it should be. Easy. No stress. Cogs in the wheel.

He thought it was money well spent.

H2: Need help setting up automation in your business?

At I Need This Marketing, we've created a system that uses **Instagram DM automation** to reshape the way businesses do social media and their internal operations.

We work on **live chat sales** and **chatbot marketing** specifically as we believe that's the battleground for AI **automation in business**. That said, we're experts in all areas of AI automation.

Now, we're on a mission to teach all businesses (big and small) how to use **AI in business operations**.

So if you're exhausted with the old model of growing your business and you want a glimpse of the future, then DM me at [@wallyduynguyen](#) on Instagram and we'll help you set up **automation in your business**.

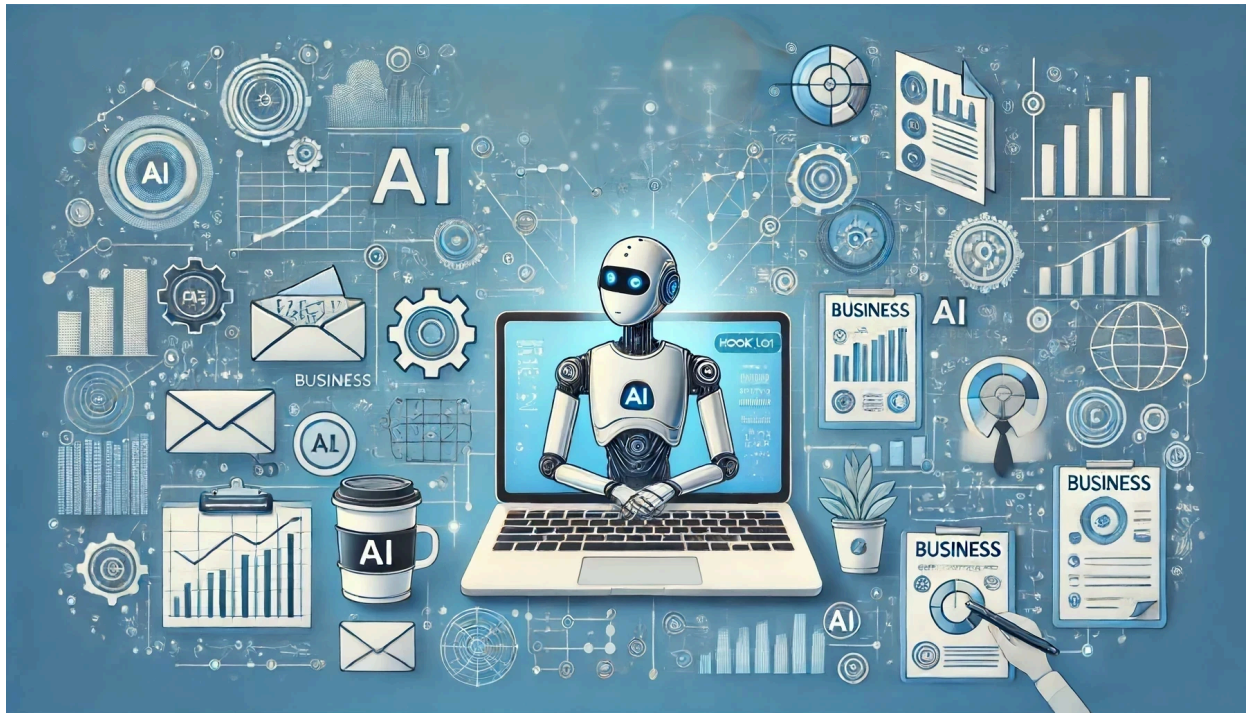
Looking forward to chatting with you soon,

- Wally, I Need This Marketing



Blog 5 V2: H1: How Does AI Enhance Automation in Your Business?

2 minute read



What I'm about to say will **completely reshape** the way **automation works in your business.**

It sounds like a crazy claim but we've seen it happen already.

Business owners (and potentially some of your competitors) are already using **automation in their business** today. Right now.

Luckily, you're not too late.

By now you've come to terms with the fact that AI is **not** the future. AI is the present. Because **AI is already in business automation**, working hard to make other people rich.

We know this as a fact because at I Need This Marketing, we've worked in finance, medicine, and the automotive industry. These business owners already have AI implemented into their systems, specifically **chatbot sales** and **chatbot marketing.**

And I'm going to show you **exactly** what they're doing – right now – so you can start building your business for the future.

Ready to dive in?

H2: What is AI and How Does It Automate Your Business?

At its core, AI is a machine that learns. It understands language, recognizes patterns, and makes decisions. Basically, it behaves like a human.

But what does this mean when it comes to automation in your business?

If programmed correctly, you'll have software that can perform tasks that, until now, only humans could do.

We're not just talking ChatGPT. There's Instagram DM Automation, chatbot marketing, live chat sales, and more.

All of these AI tools are automating things that were once done by humans at a much faster and cheaper rate.

The question is: How does it all enhance your workflow automation?

H2: AI Automates Routine Tasks in Your Business

Imagine an employee who never sleeps, never takes a break, and can deal with difficult customers in live chat sales.

Sounds like a dream come true, doesn't it?

This employee is nothing like the "24/7 chatbot service" you're used to seeing when it comes to automation in your business.

We're not talking about an R2-D2 that tailors a query with FAQs until eventually the customer types "speak to a real person"

Nope. The customer has no idea they're talking to a robot. R2-D2 is so convincing and so adept at dealing with the customer's problem, that the customer never suspects a thing.

And we have proof that this new AI employee has already been implemented in **a lot** of companies. How do we know this? Because at I Need This Marketing, we implemented those DM Automation for those businesses already.

This is a system where AI is driving the car while the business owner is in the backseat, enjoying the ride.

H2: AI Improves Customer Engagement in Business Automation

We know now that AI can speed up customer support.

But why stop there?

AI can be used for all areas of customer engagement when automating in your business, including live chat sales.

For example, at I Need This Marketing, we've implemented Instagram DM automation for a financial advisor with 114k followers. The AI adopts the tone of voice of the financial advisor, guiding the leads through the sales process.

You won't believe how convincing this chatbot is.

Because it's so convincing, it can be used in all areas of customer engagement with confidence. It can respond to comments, send follow-up emails, and even keep track of old conversations.

And you can design this chatbot as you see fit.

Do you want it to be friendly? Professional? Casual? Supportive?

Maybe it speaks with an accent or in multiple languages.

Whatever you decide to do, AI automation in your business will ensure that all areas of customer engagement are covered.

H2: AI Helps Your Business Make Better Decisions in Automation

Businesses generate vast amounts of data daily, and if you're like many businesses, dealing with all that data can feel overwhelming.

That's where AI comes in. Think of it as a superhuman data analyst that detects patterns and trends that, let's face it, usually go unnoticed by the human eye.

Now imagine if you could use this automation in your business in all departments, from supply chain management to marketing...

At I Need This Marketing, we actually leverage chatbot sales to make powerful decisions in the sales process.

More on that, next.

H2: AI Uses Predictive Analytics to Drive Business Automation



If AI can analyze data, then it can make accurate predictions.

For example, at I Need This Marketing, we leverage [Instagram DM Automation](#) to collect previous conversations. Then, we use this data to anticipate the needs, the pain points, and the behavior of the leads.

So the AI is learning to make better decisions to convert those leads into potential buyers.

Using this “predictive” [automation in your business](#), you could even take it one step further.

AI can predict which products will be in demand during different seasons, enabling better inventory planning.

If you work in finance, AI can forecast market trends, helping businesses make smarter investments.

These are just a few examples.

So if you want to stay ahead of the curve, AI is a great tool to reduce risk and capitalize on opportunities.

H2: AI Streamlines your operations via automation in your business

We've covered AI automation in your business when it comes to sales, marketing, and data analysis.

But AI is becoming so powerful, it can streamline EVERY area of your business.

In logistics, it finds the best delivery routes to reduce fuel and delivery time.

In manufacturing, it predicts equipment failures before they happen.

In project management, it assigns tasks to the right people and keeps track of how the projects are going.

In Instagram DM automation, it creates a system to scale businesses without having to employ more people.

If a human can do it, more likely than not, AI can do it too.

Some businesses spotted the opportunity of AI early on. They've created Instagram automation that does all the heavy lifting, while their competitors lag behind.

Now, if you're feeling a little behind yourself, let us help you out.

H2: Do you need expert help automating your business?

AI was the employee of the year in 2020, 2023, 2024, and...well, you get the picture. It's super efficient, extremely smart, and can do most tasks without breaking a sweat. It's the new kid on the block when it comes to automation in business.

That said, even an AI team member needs training to do the job correctly.

That's where we come in.

I Need This Marketing specializes in building the tools you need to automate your sales and marketing processes. We'll show you how AI can make your sales team's life much easier while saving your business time and money.

If this sounds good to you, DM us on Instagram at @wallyduynguyen and we'll explain what we've been doing for **automation in businesses** ranging from finance, medicine, automotive industry, and more.

Hope to chat with you soon,

- Wally, I Need This Marketing



Blog 4: How Coaches and Course Creators Can Set Up Instagram Comment to DM Automation Using ManyChat

2.5 minute read



In the bustling world of Instagram, engaging with every comment on your posts can be a time-consuming task, especially for busy coaches and course creators. Fortunately, ManyChat offers a seamless solution with its Instagram comment to DM automation. This feature not only saves time but also enhances audience interaction, making it an essential tool in your digital marketing arsenal. Here's a step-by-step guide on how to set up this automation effectively.

Step 1: Connect Your Instagram to ManyChat

Before diving into automation, ensure your Instagram business account is linked to ManyChat. Here's how to connect:

1. Log in to ManyChat and navigate to 'Settings'.
2. Select 'Channels' and then choose Instagram.
3. Follow the prompts to connect your Instagram account.

Make sure your Instagram account is a Business account, as this is a requirement for integration.

Step 2: Create a New Flow for Automation

Flows in ManyChat are like the scripts of your automation. They dictate how your bot responds to comments.

1. Go to the Flows tab in ManyChat.
2. Click '+ New Flow', name it something relevant like "Instagram Comment Reply."
3. Start with a Trigger – select the "Instagram Comments" trigger.

Step 3: Set Up Your Trigger

This is where you specify which posts and what types of comments should trigger the automation.

1. Select your post type. You can choose all posts or specify posts.
2. Define keywords that trigger automation. For instance, if you're a fitness coach, keywords might include "workout," "membership," or "class schedule."
3. Configure the trigger actions. Decide if the automation should activate on any comment or only those containing your specified keywords.

Step 4: Craft Your Messages

Once you've set up the triggers, it's time to create the messages that will be sent as replies.

1. Design your message. This could be a simple thank you, a prompt to check out a link, or an answer to a common question.
2. Personalize the interaction. Use the commenter's first name to make the message feel more personal and engaging.
3. Add quick replies. This can encourage further interaction. For example, you could have buttons like "Learn More" or "Sign Up Now."

Step 5: Test Your Automation



Before going live, always test your automation to ensure it works as expected.

1. Use the ManyChat testing tool to simulate comments.
2. Adjust as necessary. Depending on the responses, you might need to tweak the keywords or the messaging to better suit your audience's needs.

Step 6: Monitor and Optimize

Once your automation is live, don't forget to monitor its performance.

1. Check the responses and engagement levels.
2. Adjust the keywords and messages as needed based on the feedback and interaction patterns you observe.

How Can This Automation Benefit Coaches and Course Creators?

Using ManyChat's Instagram comment to DM automation can significantly enhance how you engage with your audience. Here's why it's a game-changer:

- **Increased Engagement:** Immediate responses to comments can boost your engagement rates, showing your audience that you value their input and interaction.
- **Lead Generation:** Automating initial responses to queries about your courses or coaching services can funnel interested parties right into your DMs, paving the way for lead generation.
- **Time Management:** As a coach or course creator, your time is better spent creating content or coaching rather than manually replying to each comment. Automation handles the routine task, freeing you up to focus on more impactful activities.

Need Help Setting It Up?

Setting up ManyChat Instagram automation might seem straightforward, but it does require a bit of tweaking to get it just right. If you're not tech-savvy or simply don't have the time to manage this, why not let us do it for you?

Reach out via DM, and we'll get your Instagram automation up and running, ensuring your audience engagement is on autopilot while you focus on growing your coaching or course creation business. Just drop us a message, and we'll take it from there!

By integrating ManyChat's Instagram comment to DM automation into your social media strategy, you can ensure that no comment goes unanswered and every potential client feels heard. It's not just about automating; it's about optimizing your engagement to convert followers into clients effectively.

The 7 Deadly Sins That Get Online Course Sellers & Coaches Banned on IG

In this article, we've explored how coaches and course creators can effectively implement DM automation into their sales and marketing strategies.

But hold up! Before you go, don't risk your account from being banned.

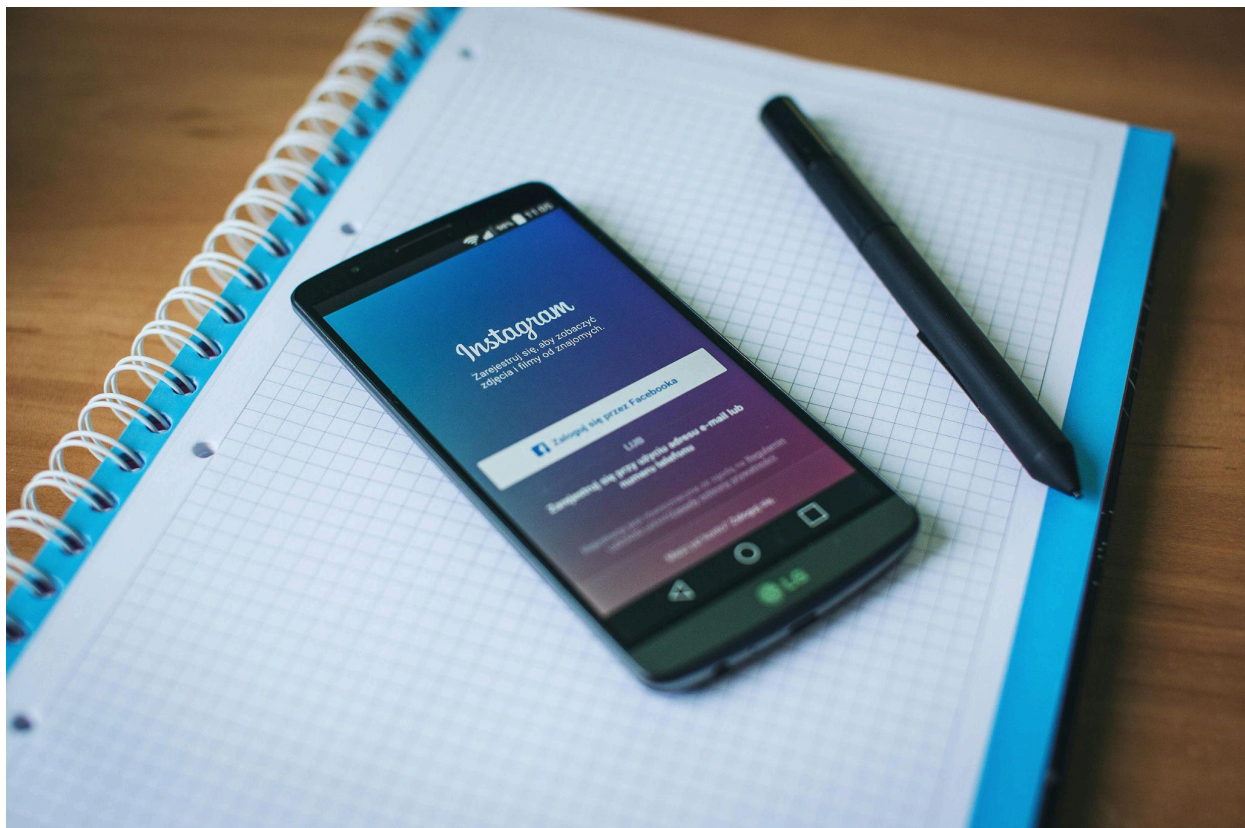
Instagram has a natural tendency to demonize automation. Although it's a powerful piece of technology, it's also very easily exploitable by scammers.

So quite rightly, Instagram carefully monitors any potential risk to their users.

So in order to effectively and legally create DM automation for your business, you're going to need a guide that reveals the common pitfalls that get you banned – and how to avoid them.

We call this book *"The 7 Deadly Sins That Get Online Course Sellers & Coaches Banned on IG"* and we're giving it away completely **for free**.

Comment the word "DM" and we'll send your online copy right away.



Blog 3: ~~How to Convert Qualified Leads on Instagram~~ How to Make Sales Using Instagram DM Automations for Your Business

2.5 minutes



In today's digital age, the dynamics of customer interaction have shifted significantly. Gone are the days when phone calls were the primary mode of business communication. Now, Instagram DMs (direct messages) have taken center stage, providing a more personal and direct way for businesses to engage with their audience. Leveraging this trend, Instagram DM automations are emerging as powerful tools for driving sales and transforming the customer experience. This guide will show you how to make sales using Instagram DM automations for your business.

The Shift to Direct Messages

Statistics reveal a significant increase in the preference for having conversations in the DMs over phone calls. Customers find DMs more convenient, less intrusive, and more aligned with their daily social media usage. This shift has opened up new avenues for businesses to interact with potential customers right where they are most active.

The Power of Instagram DM Automations

Instagram DM automations allow businesses to automate responses, sort and sift potential customers, and provide instant engagement, all without requiring constant human intervention. This technology ensures that no message goes unanswered, fostering a seamless communication channel that can lead to increased sales.



Steps to Make Sales Using Instagram DM Automations

1. Set Up Automated Responses:

- **Greeting Messages:** As soon as a user slides into your DMs, an automated greeting message can acknowledge their inquiry and set the tone for a personalized conversation.

- **Quick Replies:** Automate responses to frequently asked questions about products, services, pricing, and availability. This saves time and provides instant information to potential customers.

2. Qualify Leads Efficiently:

- **Lead Sorting:** Use automation to categorize potential customers based on their inquiries. For instance, those interested in product details can be directed to a different conversation flow than those looking for customer support.
- **Personalized Recommendations:** Automation can analyze customer data and preferences to offer tailored product recommendations, increasing the likelihood of a sale.

3. Provide Instant Customer Support:

- **24/7 Availability:** Automated DMs ensure that your business can respond to customer inquiries at any time, breaking the constraints of traditional business hours.
- **Follow-Up Messages:** Schedule automated follow-ups to check in on customers who showed interest but didn't complete a purchase. This gentle nudge can often lead to conversions.

4. Integrate with E-commerce Platforms:

- **Seamless Shopping Experience:** Link your automated DMs to your e-commerce platform. When a customer shows interest in a product, the automation can provide a direct link to purchase, streamlining the buying process.
- **Order Updates:** Keep customers informed about their orders with automated messages providing updates on shipping and delivery status.

5. Analyze and Optimize:

- **Data Collection:** Use automation to gather valuable data on customer interactions, preferences, and common queries. This information can help refine your marketing strategies and improve customer engagement.
- **Performance Metrics:** Track the effectiveness of your DM automations. Analyze open rates, response rates, and conversion rates to understand what's working and what needs improvement.

Various industries have successfully adopted **Instagram DM automations** to boost their sales. From fashion and beauty brands offering personalized style advice to tech companies providing

instant support and product recommendations, the applications are endless. These businesses are not only improving customer satisfaction but also significantly increasing their sales.

In the competitive world of digital marketing, knowing how to make sales using **Instagram DM automations** for your business can be a game-changer.

By automating responses, qualifying leads, providing instant support, and integrating with e-commerce platforms, businesses can enhance customer engagement and drive sales like never before.

Embrace this technology to stay ahead of the curve and transform the way you interact with your customers. The future of sales is in the DMs, and with the right automation strategy, your business can thrive in this new era of digital communication.



Blog 2: How to Capture Qualified Leads Leveraging Instagram DM Automation

2 minute read



In the digital age, Instagram has become more than just a platform for sharing photos and videos.

It is a powerful tool for businesses looking to expand their reach and connect with potential customers. Instagram lead generation is crucial for brands aiming to build a robust online presence and drive sales.

This guide will explore seven effective strategies on how to use Instagram to capture leads and build your business, enhancing engagement and nurturing a loyal customer base.

1. Utilize Lead Magnets

You've probably experienced this at some point... "Hey if you give me your email or phone number then I'm going to send you something cool that can help you achieve xyz."

Sound familiar?

Lead magnets are an excellent way to attract potential buyers by offering something valuable in exchange for their contact information. On Instagram, you can promote free ebooks, whitepapers, or exclusive videos that require users to submit their email addresses to access.

Highlight the value of these offers through posts and stories, and direct users to a link in your bio where they can download the content.

We're probably going to send one over to you at some point...

I mean if you want it then you'll opt in right?

What makes lead magnets valuable is the fact that you're able to implement something fairly quickly.

The power in the value is that if you can get someone results within the next 24hrs or within that week...

That's a pretty awesome lead magnet.

For example... Here are 7 unconventional ways to improve your copywriting skills

New Detox Formula! Wash those stomach parasites away

Seeing These Angel Numbers Could Help You Find Love

Let me know if you're picking up what I'm putting down.

2. Implement Surveys and Polls



Have you ever went to an event and the speaker was like... has anyone here... whatever

And then asked you to raise your hand?

Yeah, that's being apart of a poll and a survey. Haha

It's like taking a quiz to get the results of your one true love... come on, we've all been there

Surveys and polls not only engage your audience but also act as tools for gathering important data that can help refine your marketing strategies.

Use Instagram's built-in poll features in your stories to ask followers about their preferences or pain points.

Encourage participation by offering a chance to win a prize, converting casual followers into leads.

Don't be afraid to ask questions

You just might get the answers you're looking for

3. Optimize Your Bio

You've been on dating apps right?

If someone puts a really well-crafted and put together words in their bio...
you would probably swipe right right?

Well your social media bio is no different

I mean maybe not the exact same but you get the point

Your Instagram bio is the first place visitors look when they visit your profile.
Make it a lead capture tool by including a compelling call-to-action (CTA) and a clickable link.

This link can direct followers to a landing page where they can sign up for more information,
subscribe to a newsletter, or access exclusive content.

Pretty simple right?

(I know way easier said that done sometimes)

4. Host Live Sessions

"And we are live!"

"Let's get ready to rrrumble!"

"It's Time!"

You've probably heard these at some point in time and you can see that it sticks.

All of those phrases deal with Live Events which is no different than going live on social media.

You just don't have to pay for a giant arena... you just turn on the camera and press "live"

Instagram Live is a dynamic way to connect with followers in real-time.

Use these sessions to offer expert advice, host Q&A sessions, or share insights about your products or services. During the broadcast, encourage viewers to sign up for more detailed information or exclusive updates, directing them to a sign-up page linked in your bio.

5. Create Educational Content Series

You remember from the first point where I started a headline with “New Detox Formula!...”

So here’s what’s cool about that... what if you made an educational series that taught people a step by step process that someone could do at the comfort of their home at an affordable cost?

The education itself could be free but to work with you... could be a paid consultation

Who’s to say what someone will or won’t do, but you won’t know until you create the content.

Posting educational content that addresses specific problems or interests of your target audience can position your brand as an authority and build trust.

Series work well on Instagram; they keep users coming back for more information.

At the end of each post, include a CTA that encourages users to learn more by joining your email list.

Conclusion

Look... Instagram lead generation is about more than just gaining followers; it's about creating meaningful interactions that convert into business opportunities.

By implementing strategies such as lead magnets, surveys, optimized bio, live sessions, story links, educational content, and influencer collaborations, you can effectively use Instagram to capture leads and build your business.

With consistency and strategic planning, these methods will help you not only capture but also nurture qualified leads, setting your business up for long-term success on one of the world's most popular social platforms.



Blog 1: How to Leverage Instagram DM Automation For Your Business

1.5 min read



In the rapidly evolving digital landscape, businesses are constantly seeking the most efficient strategies to enhance their lead generation and sales processes. **Instagram DM Automation**, **Instagram direct messaging**, has emerged as a groundbreaking solution, revolutionizing how companies interact with potential customers. Here, we dive into what Instagram DM automation is, how you can leverage it for your business, and the potential benefits it offers.

Understanding Instagram DM Automation

Instagram DM automation involves using software tools to automate direct messages on Instagram. These tools allow you to send pre-set responses to FAQs, engage with users based on specific triggers, and streamline conversations without manual intervention. The automation works around the clock, ensuring that no query goes unanswered and every potential lead is engaged promptly.

Leveraging Automation to Get Leads from Instagram

Getting leads from Instagram requires a strategic approach where automation plays a pivotal role.

Here's how you can use it effectively:

Automated Greetings and FAQs: Set up automated messages to greet new followers and provide answers to frequently asked questions. This immediate engagement helps in building a rapport and establishes a responsive brand image.

Lead Qualification: Use automation to filter and qualify leads based on the interactions users have with your content. For instance, sending a tailored message to users who comment on your posts can help in identifying potential leads.

Scheduled Messaging: Automate messages to go out at peak times when your audience is most active. This increases the likelihood of responses and engagement, thereby boosting your chances of converting followers into leads.

Benefits of Instagram DM Automation



The advantages of integrating Instagram DM automation into your business strategy are significant:

Increased Efficiency: Automation saves time by handling routine inquiries, allowing you to focus on more complex issues and other aspects of your business like content creation.

Enhanced Customer Service: With 24/7 availability, your brand can instantly respond to inquiries, improving customer satisfaction and trust.

Scalability: As your follower count grows, automation ensures that the level of engagement remains consistent, helping you manage increased interactions without additional resources.

Higher Conversion Rates: By engaging prospects quickly and effectively, you're more likely to convert them into customers, thereby increasing your sales.

Conclusion

Instagram DM Automation is a powerful tool for businesses aiming to enhance their digital marketing efforts. It not only facilitates efficient customer interaction but also boosts lead generation and sales by nurturing potential customers throughout their journey. By automating routine tasks, your business can allocate more resources to creative and strategic initiatives, ensuring sustained growth and success in the digital arena.

Embracing Instagram DM Automation allows your business to stay ahead in the competitive market by maximizing engagement and optimizing the customer experience. If you're looking to transform your Instagram channel into a robust sales and marketing tool, integrating DM automation is the way forward.

The 7 Deadly Sins That Get Online Course Sellers & Coaches Banned on IG

If you're going to implement DM automation into your marketing strategy, be careful!

A lot of platforms, Instagram in particular, are hesitant to incorporate automation into their DMs, for fear of creating a culture of spam.

The way you get around this is simple:

Download our free playbook: *The 7 Deadly Sins That Get Online Course Sellers & Coaches Banned on IG*

And this will ensure you can implement DM automation without risking your account.

It's all about staying ahead of the game in an effective and compliant way.

Message us the word "IG" and we'll send you your online copy ASAP.



~~Scrapped Blog 5 : How Can AI Help My Business?~~

~~In today's rapidly evolving digital landscape, businesses are constantly seeking ways to gain a competitive edge and streamline operations. One of the most transformative technologies driving this change is artificial intelligence (AI). But, how can AI help your business? Let's explore the myriad ways AI can revolutionize your operations, enhance efficiency, and ultimately boost your bottom line.~~

~~Understanding AI in Business~~

~~Artificial intelligence, at its core, refers to computer systems capable of performing tasks that typically require human intelligence. This includes learning from experience (machine learning), understanding natural language, recognizing patterns, and making decisions. When integrated~~

into business processes, AI can automate routine tasks, provide insights through data analysis, and even enhance customer interactions.

Automating Routine Tasks

Imagine AI as a tireless employee who never sleeps, never takes a break, and can handle repetitive tasks with flawless precision. This is one of the most significant advantages AI offers to businesses.

For instance, AI-powered chatbots can handle customer inquiries 24/7, providing instant responses to common questions. These chatbots use natural language processing (NLP) to understand and respond to queries, ensuring a smooth customer experience even outside business hours. This not only improves customer satisfaction but also frees up human employees to focus on more complex tasks that require a personal touch.

Enhancing Customer Engagement

AI can also play a pivotal role in enhancing customer engagement. Think of it as having a virtual assistant who keeps track of every customer interaction, providing personalized responses based on past behavior.

Consider social media interactions. Responding to comments, direct messages, and likes can be time-consuming. AI tools like Hootsuite and Sprout Social can automate these interactions. For example, if a customer likes a product post, the AI can automatically send a thank-you message or a follow-up promotional offer. This ensures that no customer engagement is overlooked and maintains a consistent level of interaction.

Data-Driven Decision Making

Data is the new oil, and AI is the refinery that turns raw data into valuable insights. Businesses generate vast amounts of data daily, and making sense of this data can be overwhelming. AI algorithms can analyze data at lightning speed, uncovering patterns and trends that might go unnoticed by the human eye.

For instance, AI can analyze sales data to identify which products are performing well and which are lagging. This allows businesses to make informed decisions about inventory management, marketing strategies, and product development. Tools like Tableau and Power BI leverage AI to provide intuitive data visualization, making complex data easily understandable.

Predictive Analytics

Imagine having a crystal ball that gives you insights into future trends. AI makes this possible through predictive analytics. By analyzing historical data, AI can forecast future outcomes with remarkable accuracy.

For example, in retail, AI can predict which products will be in demand during different seasons, enabling better inventory planning. In finance, AI can forecast market trends, helping

businesses make smarter investment decisions. This proactive approach allows businesses to stay ahead of the curve, minimizing risks and capitalizing on opportunities.

Personalizing Customer Experiences

Personalization is key to winning customer loyalty, and AI excels in this area. By analyzing customer data, AI can deliver highly personalized experiences tailored to individual preferences.

Think of AI as a personal shopper for each of your customers. E-commerce platforms like Amazon use AI to recommend products based on past purchases and browsing history. Netflix uses AI to suggest shows and movies based on viewing habits. This level of personalization enhances customer satisfaction and increases sales.

Streamlining Operations

AI can also streamline various operational aspects of your business. For example, in logistics, AI can optimize delivery routes, reducing fuel consumption and delivery times. In manufacturing, AI can predict equipment failures before they happen, allowing for timely maintenance and minimizing downtime.

Tools like IBM Watson and Google Cloud AI offer comprehensive solutions that can be customized to fit specific business needs, from supply chain management to human resources.

Conclusion

Incorporating AI into your business is like hiring a super-efficient, highly knowledgeable team member who can handle multiple tasks simultaneously without breaking a sweat. From automating routine tasks and enhancing customer engagement to providing data-driven insights and personalizing customer experiences, AI offers numerous benefits that can significantly improve your business operations.

So, how can AI help your business? By acting as a versatile tool that automates, analyzes, and optimizes various aspects of your operations, allowing you to focus on what matters most: growing your business. Embrace AI, and watch your business transform into a well-oiled machine ready to tackle the challenges of tomorrow.

