Viralframe
CONTENT MARKETING AGENCY

FREE RESOURCE

The comment-to-DM flow, *with messages you can copy.*

The exact flow for turning a comment into a conversation, step by step.
Works with CreatorFlow, ManyChat or any similar tool.

One comment becomes *one conversation.*

1

The reel asks for one word

Near the end of the video (roughly 70 to 95 percent in), ask for a specific word and say what they get.

2

The comment triggers two things

A short public reply under the comment, and a direct message sent within seconds.

3

DM 1 delivers what you promised

Send the resource right away. Add one short question so the conversation can continue.

4

Qualify with two or three questions

Who are they, where are they, what do they need. One question per message.

5

Route the lead

Ready now: a person replies fast with a booking link. Interested: a short value sequence. Not now: they stay in your content.

6

Follow up once or twice, then stop

Keep it inside the messaging window. If there is no reply, let it rest.

Public reply and *DM 1.*

PUBLIC REPLY: PICK ONE AT RANDOM

```
Sent you a DM!
Check your messages.
Just sent it over.
On its way to your inbox.
Done, look in your DMs.
Sent! Let me know what you think.
```

DM 1: DELIVER THE RESOURCE

```
Hi [first name], here is the [resource]: [link]

Quick question so I send you the right things: are you the owner of the
business?
Reply YES or NO.
```

DM 1 VARIANT FOR CUSTOMERS

```
Hi [first name]! Here is the [resource] you asked for: [link]

One question so I can help properly: what city are you in?
```

Replace the brackets before you launch. Test the whole flow from a personal account first.

Qualify and *route.*

QUESTION 2

Thanks! And what are you hoping to get from [topic]? A few words are fine.

READY NOW: A PERSON TAKES OVER

Thanks [first name]. It sounds like we can help. I am [name] from [business]. If you want, you can pick a time here: [booking link]. If you prefer, tell me what works and I will adjust.

INTERESTED, NOT READY

Got it. I will send you a couple of short tips this week, no pressure. If something changes, just reply here and I will see it.

NOT A FIT RIGHT NOW

Thanks for the answers. This might not be the right moment, but the [resource] is yours to keep. Feel free to message me whenever it makes sense.

Follow up, *then respect the silence.*

NUDGE: A FEW HOURS LATER

```
Hi [first name], did the [resource] come through okay? Happy to answer any question about it.
```

LAST MESSAGE

```
I will stop here so I do not fill your inbox. If you want to continue, just reply with the word [WORD] and we pick it up.
```

ALWAYS GIVE A WAY OUT

```
If you would rather not get messages from me, reply STOP and I will remove you right away.
```

Keep it short

- One question per message.
- No walls of text. Two or three short lines is enough.
- Use their first name and plain words.
- A real person should be able to take over at any point.

A checklist, *so nothing breaks.*

- [ ] The resource exists and the link opens on a phone.
- [ ] The keyword in the video matches the keyword in the tool exactly.
- [ ] You tested the full flow from another account.
- [ ] The public replies vary, so they do not look repeated.
- [ ] Someone is ready to reply to hot leads within minutes.
- [ ] There is a clear opt-out, and you honor it.
- [ ] You checked the current Meta rules and your tool's documentation, because they change.
- [ ] You tag each lead with the keyword and the video it came from, so you can measure what works.

What to measure

For each keyword, track comments, messages delivered, replies, qualified leads and booked calls. The video that brings booked calls is the one to repeat, not necessarily the one with the most views.

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Want us to set this up *for you?*

We build the flow, write the messages and connect it to your videos, so every comment has somewhere to go.

viralframeagency.com

Service Automation setup
Email info@viralframeagency.com
Instagram @viralframeagency