

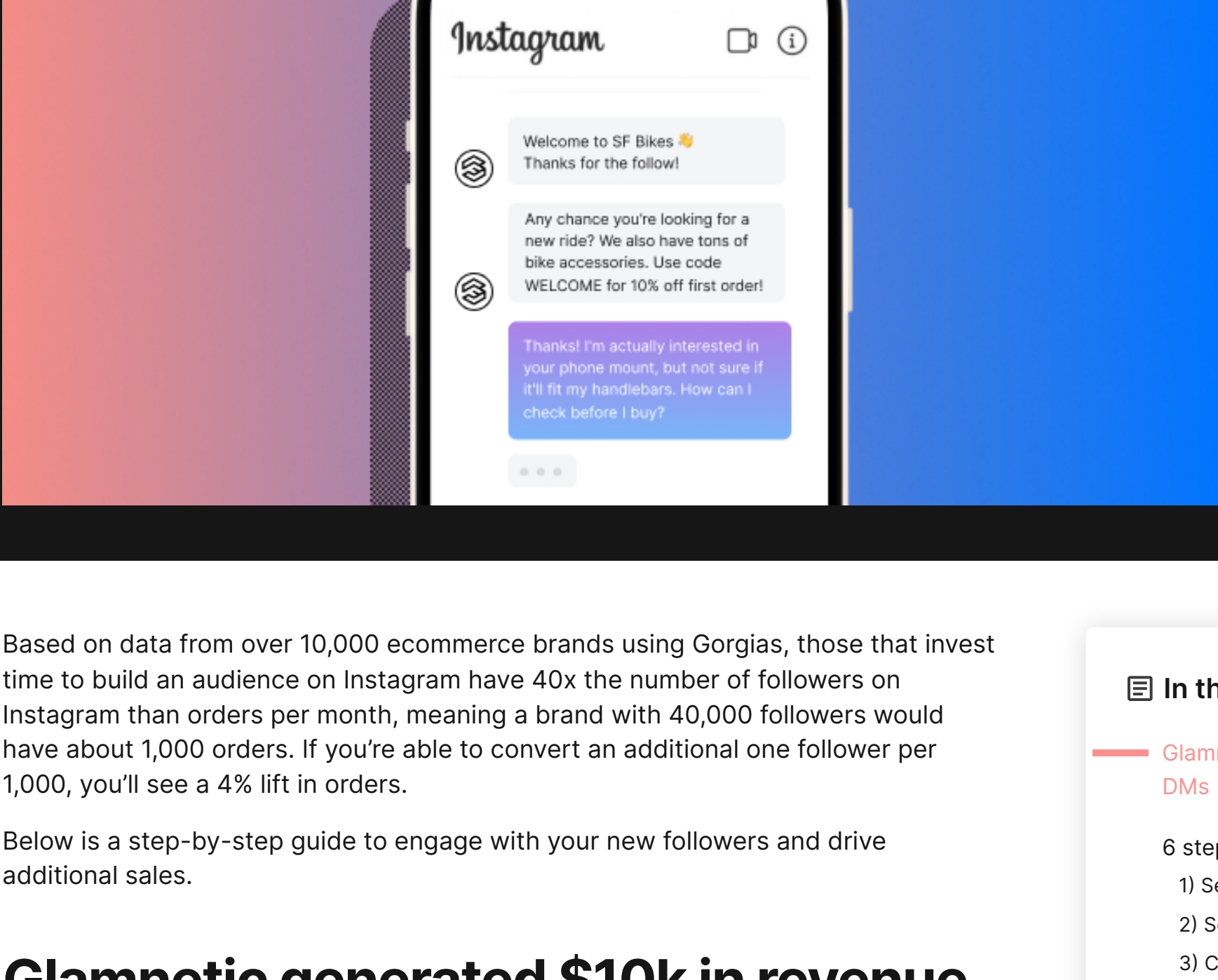
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Proactively DM your Instagram Followers to Lift Revenue 4%

Ecommerce Growth

Like many ecommerce brands, you're probably using Instagram to market your products. Your customer may even contact you via Instagram for support (and you can **manage those interactions in Gorgias!**)

But an often-overlooked tactic is to use Instagram as a channel for direct outreach. Proactively DMing new followers is a great way to welcome shoppers to your brand, get them excited to shop on your site, answer questions, and drive more sales.



Glamnetic generated \$10k in revenue from Welcome DMs

Beauty brand **Glamnetic** has made welcome DMs part of its Instagram strategy. Agents spend time every day sending DMs to new followers along with personalized Shopify discount codes that include the Instagram user's name. While creating the personalized codes is a bit more effort for the agents, it paid off.

"The psychological concept of us creating a code with your name usually results in a sale,"

— Mia Chapa, Customer Experience Director at Glamnetics.

The codes were valid for 48 hours, and the agent encouraged the Instagram user to share the code with family and friends.

The interactions start with a simple message from the agent, thanking the user for the follow. The agent then sends a follow-up message about 30 minutes later, asking, "Have you tried magnetic lashes or press-on nails before?" and then the agents would engage based on the responses. In one month, Glamnetic saw more than \$10,000 in revenue tied to the personalized Shopify codes.

6 steps to turn Instagram DMs into revenue

McKinsey asked consumers to define personalization. The response? "Positive experiences of being made to feel special." McKinsey also found that businesses that excel at personalization generate 40% more revenue than those that don't.

Like Glamnetic, you can create those special, personalized moments using DMs to turn new followers into customers. Gorgias can help you manage the conversations.

1) Send a simple 'Hi! Welcome!!' DM

Your agents can send direct messages to your new followers on Instagram. While this can't be automated in Gorgias, your effort will pay off when you can manage replies.

Send a friendly and on-brand welcome message thanking the user for the follow. You could also opt to include a discount code immediately in the first message.

2) Send a follow-up message

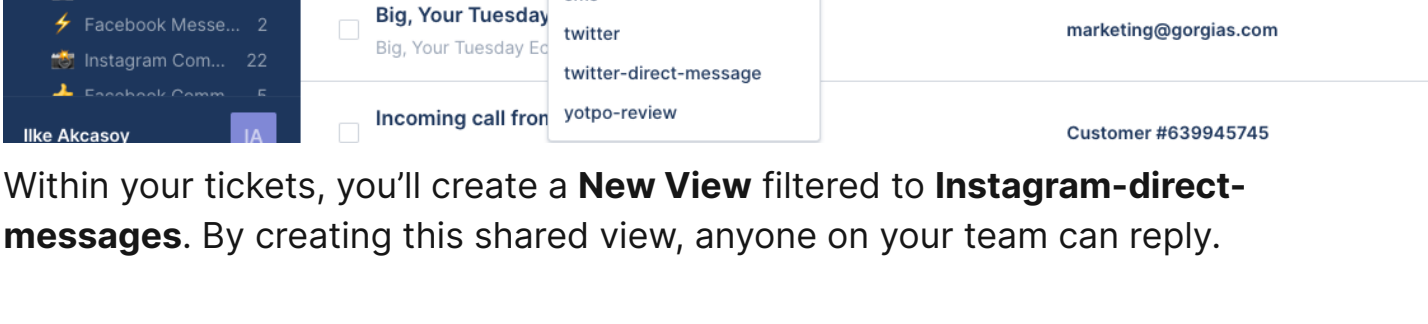
You won't always get a response to the first message. But your agents can keep the conversation going with a simple and authentic follow-up, like "Let me know if I can help you pick out [enter one of the latest products from your Instagram posts]."

Your agents should wait between the first DM and the second. If you wait at least 30 minutes, it provides a more **authentic customer experience** and bumps the message back to the top of the users' inboxes (in case they missed the message the first time).

3) Create a Ticket View in Gorgias

Once you've sent the initial messages to trigger a conversation, you can sit back and wait for a response.

In Gorgias, you can **monitor all Instagram DMs** and reply from one centralized Ticket View.



Within your tickets, you'll create a **New View** filtered to **Instagram-direct-messages**. By creating this shared view, anyone on your team can reply.

4) Use Macros to manage replies

You may be able to anticipate a reply based on the follow-up question sent in Step 2. For example, users may reply that they're looking at a specific product.

In Gorgias, you can use **Macros** to save time when your agents reply.

- Go into your **Settings** and click on **Macros**
- Give your Macro a **Name** (like Instagram - Lashes Reply)
- Add **Tags**, such as *IG - DM Sales* to easily track tickets tied to these conversations
- Type in your **Response Text**

Macro name *

Instagram - Lashes Reply

Name that all agents will see while searching for it.

Language

English

Language in which this macro is written.

Add tags to ticket

These tags will both be added to the ticket and help you better search for your macros.

IG DM Sales × +

Response text

To: Current client

Cc / Bcc

Nice! 🧡 Our press-on nails are made with high-quality materials and are SUPER durable. You can shape, trim, paint or customize them.

When your agents are working with tickets created from Instagram DMs, they can choose from your library of Macros for quick replies.

lash

Instagram - Lashes Reply

Add tags: IG DM Sales

Nice! 🧡 Our press-on nails are made with high-quality materials customize them.

Apply Macro

Apply Macro & Close

5) Offer a discount code

Whether you offer a discount code immediately with the welcome message or after a few exchanges with your agent, your codes should have an expiration date such as 24-48 hours. A short window adds urgency: if the Instagram user is interested, they won't want to miss out.

You can add the text with the discount code to your Macro from Step 4 *or* you can add separate Macros to give your agents more flexibility in the discount codes offered.

- Create discount codes in [Shopify](#)
- Create discount codes in [Magento](#)
- Create discount codes in [BigCommerce](#)

And if the customer doesn't have questions, you can still add the discount code to the "No worries!" macro.

6) Monitor sales and activity from each discount code

When you're creating discount codes, make them unique to your Instagram this specific tactic. By calculating the revenue from orders that used these codes, you'll be able to measure success (and the increased revenue over time!). Glamnetic uses data warehouse **Looker** to track its DM Sales program, but Shopify also has a **Sales by Discount** report.

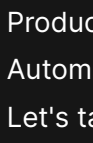
If you create a Tag for the tickets tied to your Sales DMs, you can also monitor the volume. If you know how many conversations your agents are initiating, you can track the number of replies received since a ticket will be opened in Gorgias. Go to the **Statistics** area in Gorgias to view **Tickets Created Per Tag**.

Turn your Instagram followers into loyal shoppers

Brands like Glamnetic, Good American, and Steve Madden get new followers every day. They leverage Instagram through consistent content like Stories, videos, and live sessions to keep their audiences engaged.

When you've captured your audience's attention and earned a follow, it's the perfect time to **proactively reach out** – and, hopefully, earn some new business.

Check out **The CX Growth Playbook** for 17 additional tactics to boost your revenue by 44% — from the first sale and beyond.

Ike Akcasoy

Product Marketing Manager at Gorgias. Automation evangelist and Gorgias expert. Let's talk about best practices to build relationships and help you help your customers.

What do you need?

☒ A Gorgias account

☒ An Instagram account

☒ Instagram + Gorgias integration

Lift revenue by 4%

Reach out to new Instagram followers to say hello and drive sales.

Try Gorgias for Free

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The customer service platform built for ecommerce brands