

Turn ad leads into conversations within minutes.

Leads from Facebook and Instagram lead forms go cold fast. Send them to ConvoHut through Zapier or a sheet, and start a WhatsApp conversation while they still remember clicking.



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- The moment and why it slips
- A sample conversation
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- How the journey works
- The data you need
- Example sheet
- What to measure

01

At a glance

TEAM

Marketing

STARTS FROM

Zapier, Google Sheets

TRIGGER

A new lead-form entry reaches your sheet or is sent to ConvoHut through Zapier.

GOAL

More ad leads turning into conversations, bookings and sales.

STOPS WHEN

Reply, booking made, opt-out, or two messages sent.

LIKELY META CATEGORY

Utility or Marketing, depending on wording. Meta confirms it when it reviews your template.

02

In practice

Lead-form ads are easy to fill in and just as easy to forget. The business that replies within minutes, referring to the exact offer the person clicked, gets the conversation. Send leads to ConvoHut through Zapier or a sheet and start that conversation automatically, even at 9pm on a Sunday.

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The moment

THE MOMENT

Someone fills in your Facebook lead form at 9pm on a Sunday.

WHY IT SLIPS TODAY

Lead ads are easy to fill in and easy to forget. By Monday's callback, the lead doesn't remember you, and your ad spend is wasted.

WHAT CHANGES

More ad leads turning into conversations, bookings and sales.

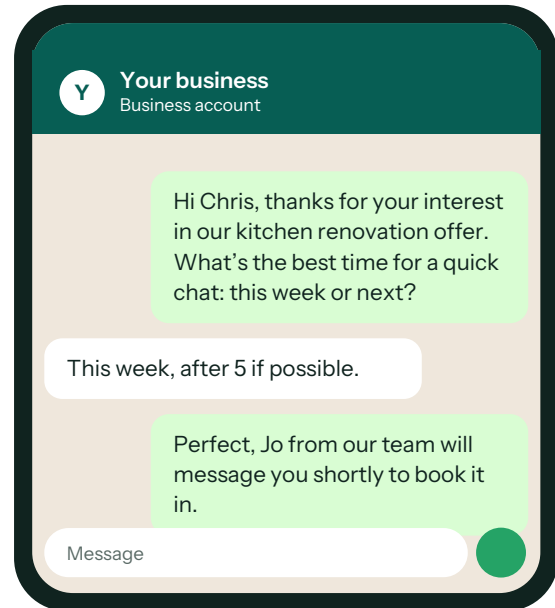
04

How the journey works

The steps on the left, and what your customer sees on the right.

Trigger: A new lead-form entry reaches your sheet or is sent to ConvoHut through Zapier.

- 1 **Send**
A message within moments that references what they asked about.
- 2 **Qualify**
Ask one or two easy questions, with reply buttons if your template includes them.
- 3 **Hand over**
When they reply, notify the right person to continue.
- 4 **Nudge**
No reply after a day? One friendly follow-up, then stop.



A fictional example. Write templates in your own voice and get them approved by Meta.

Stops when

Reply, booking made, opt-out, or two messages sent.

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Data you need

Each item is a column in your Google Sheet, a field from Zapier or a Shopify property. Only the WhatsApp number is required.

- First name
- WhatsApp number
- Ad or campaign name
- Form answers
- Consent

06 Set it up in ConvoHut

- Connect your ad platform's leads to a sheet or to ConvoHut with Zapier.
- Map name, phone and form answers.
- Write a first-message template that refers to the ad.
- Set the reply branch and notifications.
- Submit a test lead.

07 The message sequence

Example templates. `{{variables}}` are filled from your sheet or store. Submit each one to Meta for approval.

1. Within minutes of the lead

UTILITY · `lead_ad_hello_v1`

Hi `{{first_name}}`, thanks for your interest in `{{offer}}`. What's the best time for a quick chat this week?
Buttons: Morning | Afternoon | Evening

2. 1 day later, if no reply

MARKETING · `lead_ad_nudge_v1`

Hi `{{first_name}}`, just following up on `{{offer}}`. Happy to answer any questions here.

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	offer	ad_name	submitted_at
Chris	+614... ..	Kitchen renovation quote	Spring Reno AU	Sun 21:04
Amy	+614... ..	Kitchen renovation quote	Spring Reno AU	Mon 07:12
Jon	+614... ..	Free design consult	Design Lead	Mon 08:40

09 Build it in ConvoHut, node by node

TRIGGER	New Sheet Row	Leads added by Zapier from your ad platform's lead forms.
SEND MESSAGE	lead_ad_hello_v1	
WAIT FOR REPLY	Timeout: 1 day	
NOTIFY ME	On reply	The salesperson picks it up.
SEND MESSAGE	lead_ad_nudge_v1	Timeout path only.
END FLOW		

10 Branches

ON REPLY

The right salesperson is alerted with the lead's answer and continues in the inbox.

ON TIMEOUT

One follow-up, then the journey ends.

ON OPT-OUT

The contact leaves the journey and is excluded from future marketing messages.

11 Mistakes to avoid

- Using a generic message that doesn't mention the ad.
- Waiting until business hours to respond.
- Asking for too much in the first message.

12 Measure and improve

What to measure

- Leads received
- Time from lead to first message
- Reply rate
- Bookings or sales from ad leads

Good practice

- Speed matters more than polish.
- Refer to the exact offer they clicked.
- Make the next step easy to say yes to.

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Variations to try

- Trades: quote requests from local ads.
- Education: course enquiries.
- Real estate: appraisal requests.

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Questions

Does ConvoHut connect to Facebook Lead Ads directly?

Through Zapier or by sending leads to a Google Sheet. Both routes start the journey from each new lead.

What about Click-to-WhatsApp ads?

Ads that open a WhatsApp chat send customers straight to your number, and their messages land in your ConvoHut inbox.

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Responsible messaging

Consent first

Only message people who have given you their WhatsApp number and agreed to hear from you. Include a clear way to opt out of marketing messages, honour opt-outs immediately and keep sensitive personal details (such as health information) out of messages.

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Your next steps

1

Pick a journey

Choose the follow-up with the clearest goal for your business.

2

Connect your data

A Google Sheet, Zapier app or Shopify store. Only the phone number is required.

3

Go live in a week

Get templates approved, test with your own number and switch it on.

READY TO START?

Start your 7-day free trial

Free onboarding, training and Meta verification help on every plan. Connect your number in about 15 minutes.

dashboard.convohut.com · Book a demo: convohut.com/demo