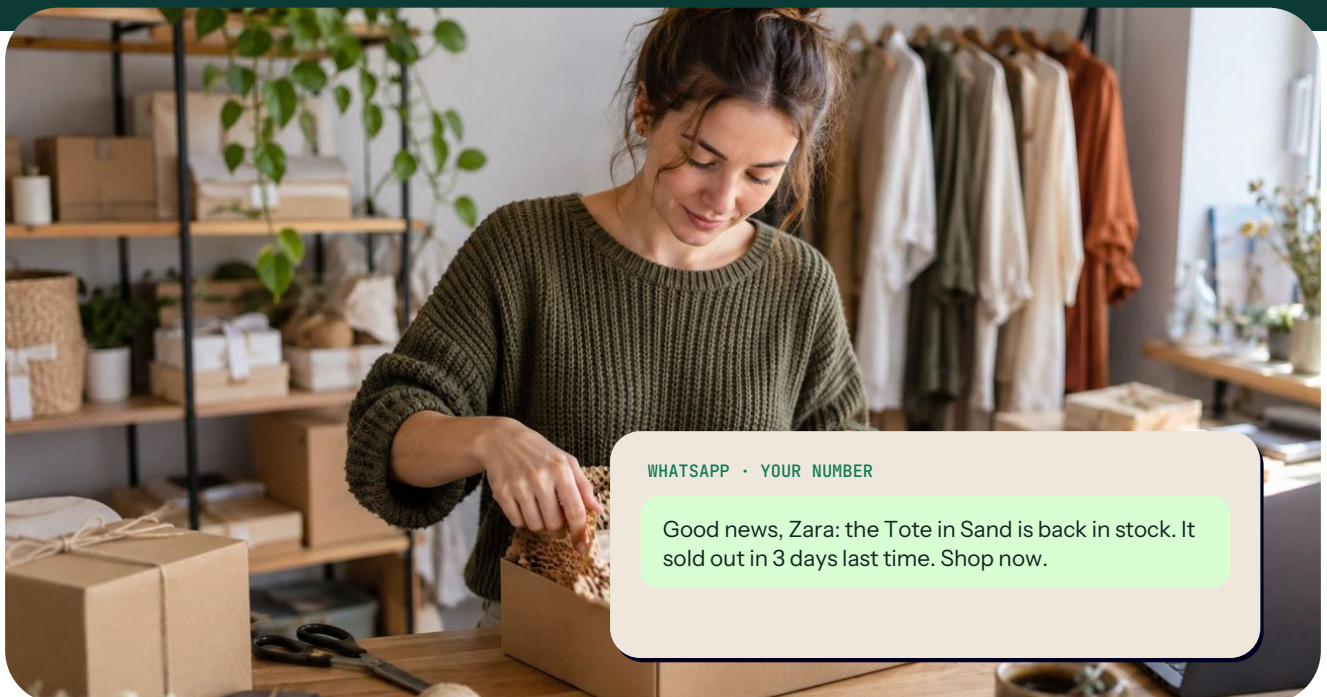


Tell customers the moment it's back.

When a popular product returns, message everyone who asked, before the stock runs out again.



INSIDE THIS GUIDE

- The moment and why it slips
- A sample conversation
- Message templates to adapt
- Node-by-node build
- How the journey works
- The data you need
- Example sheet
- What to measure

01 At a glance

TEAM

Marketing

STARTS FROM

Google Sheets, Zapier, Shopify

TRIGGER

A waitlist sheet (or form via Zapier) collects requests; when stock returns you send a campaign to that list.

GOAL

Faster restock sales to the customers who were already waiting.

STOPS WHEN

Notification sent once; opt-outs excluded.

LIKELY META CATEGORY

Marketing. Meta confirms it when it reviews your template.

02 In practice

When something sells out, the customers who asked to be told are your warmest buyers. Confirm their request, then message them first when stock returns, with a direct link to the exact variant.

03 The moment

THE MOMENT

Your best-selling bag sold out and 120 people asked to be notified.

WHY IT SLIPS TODAY

Back-in-stock emails arrive late and get buried. The restock sells to whoever happens to be browsing, not the people who asked.

WHAT CHANGES

Faster restock sales to the customers who were already waiting.

04

How the journey works

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

Trigger: A waitlist sheet (or form via Zapier) collects requests; when stock returns you send a campaign to that list.

1

Confirm

When someone joins the waitlist, confirm by WhatsApp.

2

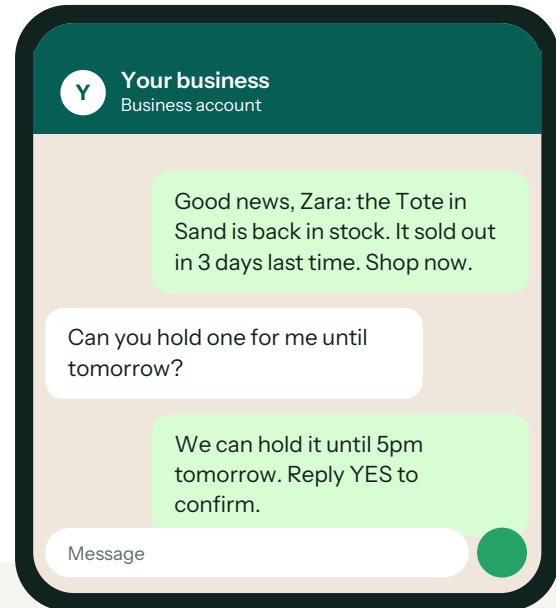
Notify

When stock returns, message the waitlist with a direct link.

3

Handle replies

Variant and delivery questions go to your team.



Stops when

Notification sent once; opt-outs excluded.

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

05

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
- Product and variant
- Product link
- Consent

06

Set it up in ConvoHut

- [] Collect waitlist requests in a sheet.
- [] Create confirmation and back-in-stock templates.
- [] Send the notification campaign to the waitlist when stock returns.
- [] Clear the list afterwards.

07 The message sequence

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

1. On joining the waitlist

UTILITY · restock_confirm_v1

Got it, {{first_name}}. We'll message you when {{product}} in {{variant}} is back.

2. When stock returns

MARKETING · restock_live_v1

It's back, {{first_name}}: {{product}} in {{variant}}. Limited stock: {{link}}

Buttons: Buy now

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	product	variant	link
Zara	+614... ..	Tote	Sand	shop.example/p/tote
Liv	+614... ..	Tote	Black	shop.example/p/tote
Max	+614... ..	Runner	US 10	shop.example/p/runner

09 Build it in ConvoHut, node by node

TRIGGER	New Sheet Row	Waitlist requests from a form or Zap.
SEND MESSAGE	restock_confirm_v1	
END FLOW		
CAMPAIGN	Market & Audience	When stock arrives, select the waitlist rows for that product.
CAMPAIGN	Review & Send	

10

Branches

ON REPLY

Hold and variant requests go to the team.

ON TIMEOUT

One notification. Clear the waitlist afterwards.

ON OPT-OUT

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

11

Mistakes to avoid

- Announcing publicly before notifying the waitlist.
- Linking to the product page instead of the exact variant.
- Leaving old requests on the list.

12

Measure and improve

What to measure

- Waitlist sign-ups
- Sales from waitlist messages
- Replies
- Opt-outs

Good practice

- Notify the waitlist before announcing publicly.
- Include the exact variant they asked for.
- Say how many are available if it's limited.

13

Variations to try

- Limited drops and restocks
- Class or course waitlists
- Restaurant or event waitlists

14

Questions

Can ConvoHut see my stock levels?

Not automatically for every platform. Send the notification when you know stock is back, or use Zapier to add a row when inventory updates.

Is this marketing or utility?

Meta usually treats restock alerts as marketing. Meta assigns the category when it reviews your template.

15

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.

16

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