

If it lands in a sheet, it can start a conversation.

How to connect a Google Sheet to ConvoHut, structure your columns and turn each new row into a WhatsApp journey.



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01 How it works

ConvoHut watches the Google Sheet you connect. When a new row appears, ConvoHut reads the columns you mapped and starts the journey you chose for that sheet: send an approved template, wait, branch on the reply and notify your team.

02 Three ways rows arrive

INSTANT ROWS

A form, booking tool or Zapier adds a row the moment something happens. Best for enquiries, bookings and registrations.

DUE LISTS

Your system exports who is due today: tomorrow's appointments, invoices due, renewals. Best for reminders and recalls.

LISTS YOU ALREADY HAVE

Export or import a list once and send a campaign. Best for announcements and re-engagement.

03 Structure your sheet

- Put column names in the first row.
- Include one column with the customer's WhatsApp number in international format, e.g. +61 412 345 678.
- Add a first-name column to personalise messages.
- Add any detail you want to use in a template: date, service, amount, link.
- Add a status column if the journey should stop when something changes (paid, booked, accepted).

04 Connect in five steps

1

Connect

Sign in with Google and choose the spreadsheet and tab.

2

Map

Point ConvoHut to the phone column. Name and email are optional; other columns can fill template variables.

3

Choose

Pick the journey that should run for each new row.

4

Test

Add a row with your own number and check the message, waits and branches.

5

Go live

Switch the journey on. New rows from now on start the journey.

05

Troubleshooting

NO MESSAGE SENT

Check the phone number format, the template approval status and that the row was added after the journey went live.

WRONG NAME IN MESSAGE

Check the column mapping and that the header row matches.

DUPLICATE MESSAGES

Make sure your tool doesn't add the same row twice; use a unique ID column if it might.

06

Questions

Does ConvoHut change my sheet?

ConvoHut reads the rows you connect. Keep your own tools writing to the sheet as they do today.

What if my tool can't write to Google Sheets?

Use Zapier, which connects thousands of apps, or ask about a custom integration on the Enterprise plan.

Do contacts need to have opted in?

Yes. Only add rows for people who agreed to hear from you on WhatsApp.

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