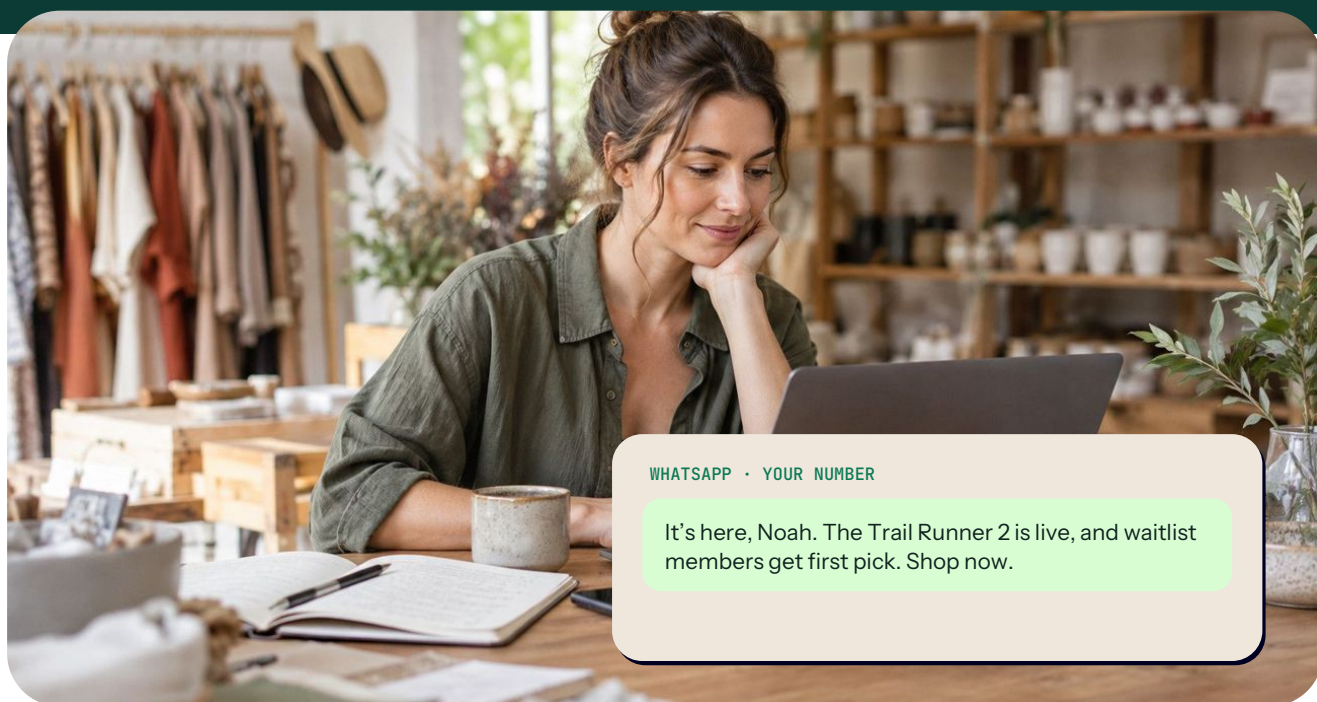


Launch to the people who asked to hear first.

Build a waitlist, then tell everyone the moment you launch, with a conversation ready for their questions.



WHATSAPP • YOUR NUMBER

It's here, Noah. The Trail Runner 2 is live, and waitlist members get first pick. Shop now.

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, Contact import

TRIGGER

Waitlist sign-ups land in a sheet; on launch day you send a campaign to that list.

GOAL

A stronger launch day, with more sales from people who already raised their hand.

STOPS WHEN

Confirmation and launch messages send once each. Opt-outs are excluded.

LIKELY META CATEGORY

Marketing. Meta confirms it when it reviews your template.

02 In practice

A waitlist is a list of people who asked to hear from you. Confirm each sign-up straight away so they know it worked, then tell them first on launch day. The questions that follow (sizes, colours, delivery) are sales in progress.

03 The moment

THE MOMENT

You're launching a new product line and 400 people joined the waitlist.

WHY IT SLIPS TODAY

Launch emails get buried. Waitlists go cold. The questions people have on launch day go unanswered.

WHAT CHANGES

A stronger launch day, with more sales from people who already raised their hand.

04

How the journey works

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

Trigger: Waitlist sign-ups land in a sheet; on launch day you send a campaign to that list.

1

Confirm

When someone joins the waitlist, send a short confirmation so they know it worked.

2

Tease

Optional: one preview message a few days before launch.

3

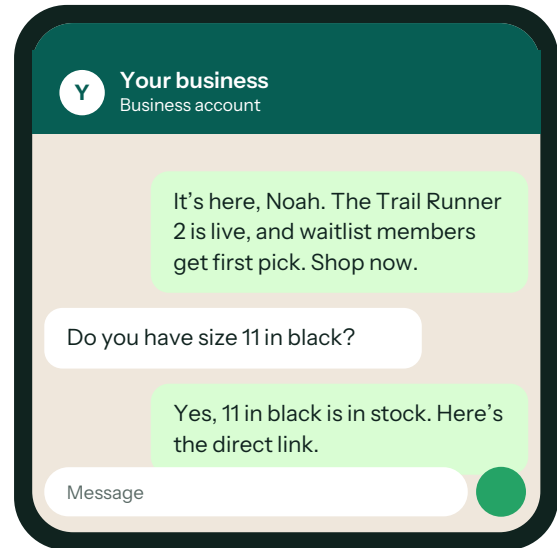
Launch

Send the launch campaign with the link, stock or booking details.

4

Answer

Handle replies in the shared inbox while demand is high.



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

Stops when

Confirmation and launch messages send once each. Opt-outs are excluded.

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
- Interest (product or variant)
- Waitlist date
- Consent

06 Set it up in ConvoHut

- [] Collect waitlist sign-ups in a sheet (via your form or Zapier).
- [] Create a confirmation template and a launch template.
- [] Start the confirmation journey on new rows.
- [] Schedule the launch campaign.
- [] Staff the inbox on launch day.

07 The message sequence

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

1. Immediately on joining the waitlist

UTILITY · `waitlist_confirm_v1`

You're on the list, `{{first_name}}`! We'll message you here the moment `{{product}}` launches.

2. Launch day

MARKETING · `launch_live_v1`

It's here, `{{first_name}}`. `{{product}}` is live, and waitlist members get first pick: `{{link}}`

Buttons: Shop now

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	product	joined	consent
Noah	+614... ..	Trail Runner 2	3 Sep 2026	yes
Ella	+614... ..	Trail Runner 2	4 Sep 2026	yes
Kai	+614... ..	Trail Runner 2	5 Sep 2026	yes

09 Build it in ConvoHut, node by node

TRIGGER	New Sheet Row	Waitlist sign-ups from your form or Zapier.
SEND MESSAGE	waitlist_confirm_v1	
END FLOW		Then send the launch as a campaign to the waitlist sheet.
CAMPAIGN	Market & Audience	Launch day: select the waitlist.
CAMPAIGN	Review & Send	Send when the product goes live.

10 Branches

ON REPLY

Launch-day questions go to the inbox. Staff it for the first few hours.

ON TIMEOUT

No follow-up by default. Add a reminder campaign 48 hours later if stock remains.

ON OPT-OUT

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

11 Mistakes to avoid

- Not confirming sign-ups.
- Announcing publicly before telling the waitlist.
- Sending the launch before the product page is live.

12 Measure and improve

What to measure

- Waitlist sign-ups
- Launch message read rate
- Sales or bookings in launch week
- Replies

Good practice

- Confirm sign-ups instantly.
- Tell waitlist members first.
- Be ready to answer questions on the day.

13

Variations to try

- Studios: new class timetable.
- Restaurants: new menu or venue.
- Software or services: new package launch.

14

Questions

Can I use my Instagram waitlist?

If sign-ups include a WhatsApp number and consent, send them to a sheet with Zapier or a form tool, and ConvoHut takes it from there.

Can I include an image or video?

WhatsApp templates can include a header image or video, subject to Meta's template review.

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