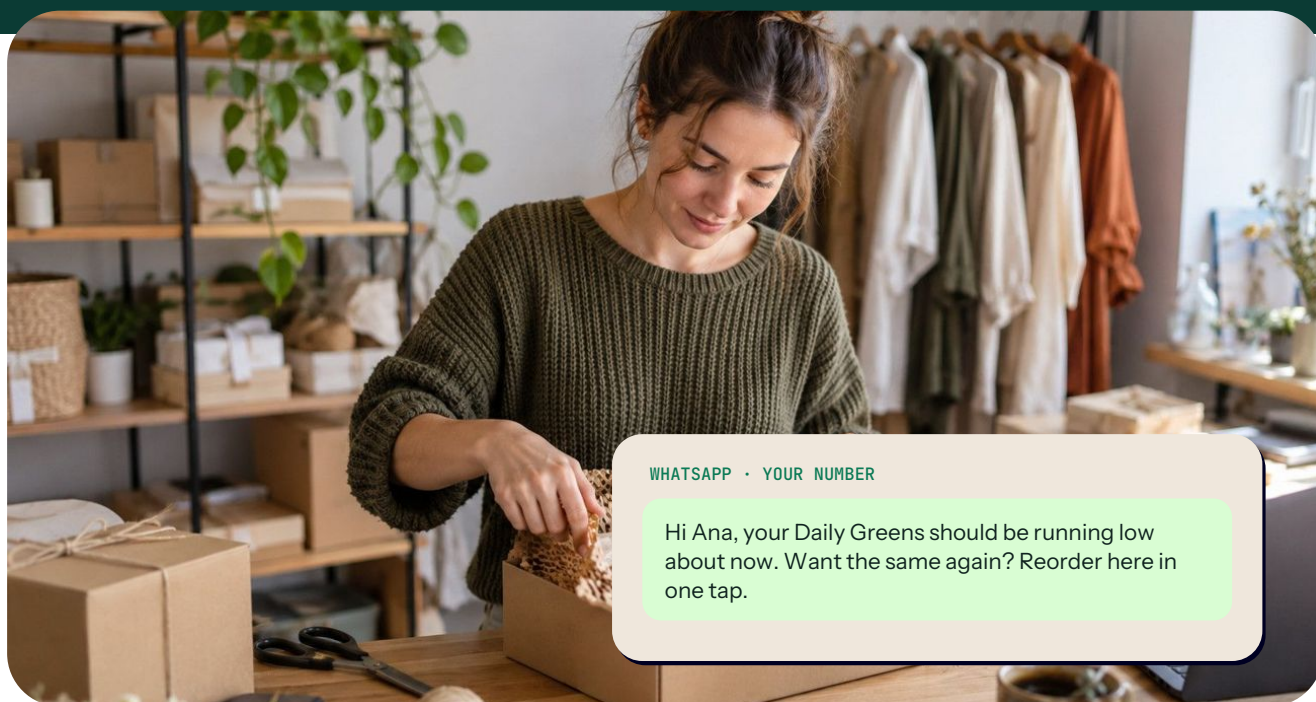


Remind customers before they run out.

For products people use up, a timely WhatsApp message makes reordering effortless, and keeps them from buying elsewhere.



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

Shopify, Google Sheets, Zapier

TRIGGER

A purchase reaches the point where the product is likely running low, based on the date in Shopify or your sheet.

GOAL

More repeat orders at the right time, with less discounting.

STOPS WHEN

Reorder placed, reply, opt-out, or two messages sent.

LIKELY META CATEGORY

Marketing. Meta confirms it when it reviews your template.

02

In practice

For consumables, the best time to message is just before the customer runs out. Get the timing right and the message feels like a service: a one-tap reorder instead of a trip to the shops or a search that ends at a competitor.

03

The moment

THE MOMENT

A customer bought a 60-day supply of supplements 50 days ago.

WHY IT SLIPS TODAY

Customers only remember to reorder when they've already run out, and by then a competitor is one search away.

WHAT CHANGES

More repeat orders at the right time, with less discounting.

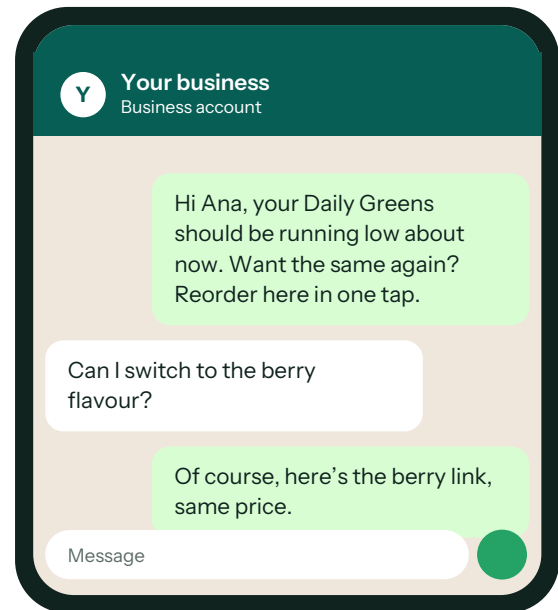
04

How the journey works

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

Trigger: A purchase reaches the point where the product is likely running low, based on the date in Shopify or your sheet.

- 1 **Wait**
Until roughly 80% of the usual usage period has passed.
- 2 **Check**
Skip customers who have already reordered.
- 3 **Send**
A helpful reminder with a one-tap reorder link.
- 4 **Follow up**
If there's no reorder after five days, one gentle second nudge.



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

Stops when

Reorder placed, reply, opt-out, or two messages sent.

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
- Purchase date
- Typical usage period
- Reorder link

06 Set it up in ConvoHut

- [] Set a usage period per product or product type.
- [] Make sure the purchase date and product reach ConvoHut.
- [] Create a reminder template with a reorder link.
- [] Test with a back-dated sheet row.

07 The message sequence

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

1. When ~80% of the usage period has passed

MARKETING · reorder_v1

Hi `{{first_name}}`, your `{{product}}` should be running low about now. Same again? Reorder in one tap: `{{reorder_link}}`

Buttons: Reorder | Change product

2. 5 days later, if no reorder

MARKETING · reorder_nudge_v1

Just checking, `{{first_name}}`: want us to send another `{{product}}`? `{{reorder_link}}`

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	product	purchase_date	reorder_link
Ana	+614... ..	Daily Greens 60 caps	20 Aug 2026	shop.example/r/dg
Leo	+614... ..	Dog food 12kg	25 Aug 2026	shop.example/r/df
Kim	+614... ..	Filter cartridge	1 Jul 2026	shop.example/r/fc

09 Build it in ConvoHut, node by node

TRIGGER	New Sheet Row	A daily export of customers whose product is due to run out, or a Zap that adds them.
SEND MESSAGE	reorder_v1	
WAIT FOR REPLY	Timeout: 5 days	
NOTIFY ME	On reply	For product changes.
SEND MESSAGE	reorder_nudge_v1	Timeout path only.
END FLOW		

10 Branches

ON REPLY

Customers who want to change product or quantity reply, and your team updates the order.

ON TIMEOUT

One nudge, then the journey ends until the next purchase.

ON OPT-OUT

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

11 Mistakes to avoid

- Using the same timing for every product.
- Sending after they've already reordered.
- Making reordering take more than one tap.

12 Measure and improve

What to measure

- Reminders sent
- Reorders within 14 days
- Replies asking to change product or quantity
- Opt-outs

Good practice

- Time it before they run out, not after.
- Make reordering one tap.
- Let customers reply to change the order.

13

Variations to try

- Pet food, coffee, skincare, contact lenses, filters, supplements.
- Offer a subscription in the second message.
- Service businesses: remind customers when a treatment is due.

14

Questions

How does ConvoHut know when someone will run out?

You set the usual usage period per product, and ConvoHut uses the purchase date to decide when to send.

Does this work without Shopify?

Yes. Put purchases in a Google Sheet with a date column, and ConvoHut starts the reminder from each row.

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