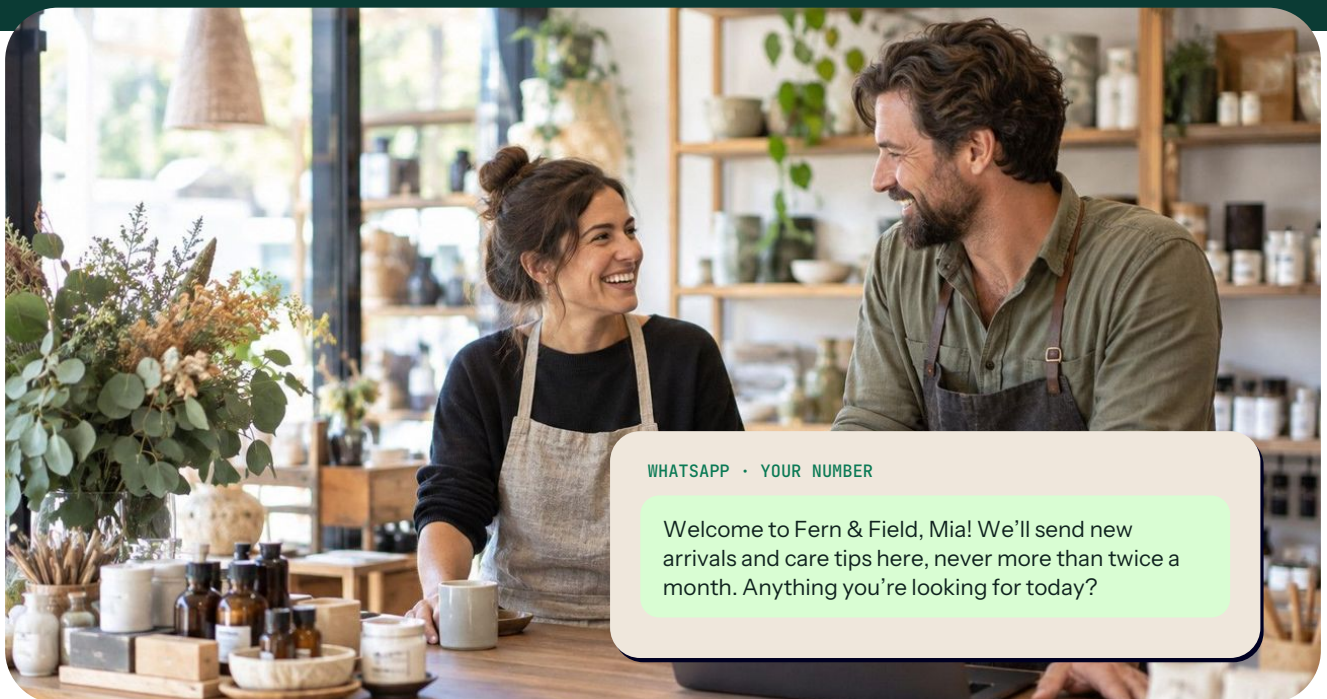


Make the first message count.

When someone subscribes, signs up or buys for the first time, welcome them on WhatsApp with something useful and an open door to reply.



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, Contact import

TRIGGER

A new row arrives in your sign-up sheet, a Zapier-connected form submits, or Shopify creates a new customer with consent.

GOAL

A warmer start, earlier replies and more first purchases or bookings.

STOPS WHEN

Reply, first purchase or booking, opt-out, or two messages sent.

LIKELY META CATEGORY

Marketing. Meta confirms it when it reviews your template.

02

In practice

The moment someone signs up is when they're most interested in you. A welcome on WhatsApp that says what they'll get, how often, and asks one easy question starts a real relationship. The reply to that question tells you what they want, which makes every later message more relevant.

03

The moment

THE MOMENT

A new subscriber signs up on your website form, excited about your brand, and hears nothing for a week.

WHY IT SLIPS TODAY

Interest is highest at the moment of sign-up. Generic welcome emails get skimmed, and the relationship cools before it starts.

WHAT CHANGES

A warmer start, earlier replies and more first purchases or bookings.

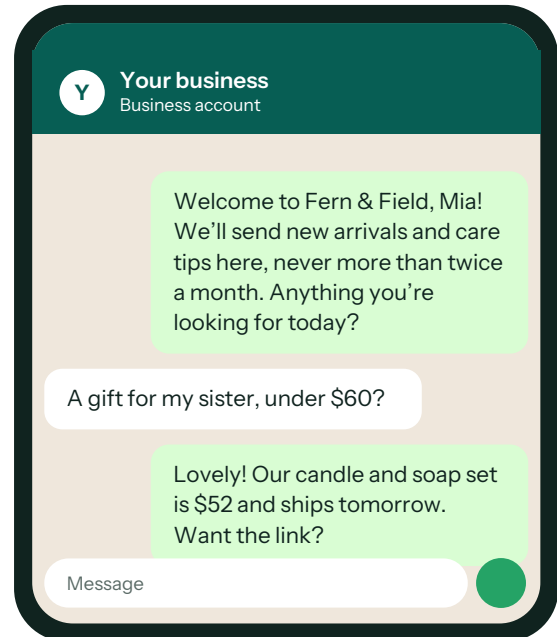
04

How the journey works

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

Trigger: A new row arrives in your sign-up sheet, a Zapier-connected form submits, or Shopify creates a new customer with consent.

- 1 **Send**
A short welcome with what they can expect and one useful link.
- 2 **Wait**
Two days, or until they reply.
- 3 **Branch**
If they replied, notify your team. If not, send a helpful second message (a guide, a bestseller, how to book).
- 4 **End**
Stop after two messages and add them to your regular audience.



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

Stops when

Reply, first purchase or booking, 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
- Sign-up source
- Interest or product category
- Consent

06 Set it up in ConvoHut

- [] Connect the sheet or form your sign-ups land in.
- [] Map the phone and first-name columns.
- [] Create a welcome template and a follow-up template.
- [] Set the two-day wait and reply branch.
- [] Add a test row with your own number.

07 The message sequence

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

1. Immediately on sign-up

MARKETING · welcome_v1

Welcome to `{{business}}`, `{{first_name}}`! We'll send new arrivals and tips here, no more than twice a month. What are you shopping for today?

Buttons: Gifts | For me | Just browsing

2. 2 days later, if no reply

MARKETING · welcome_guide_v1

Hi `{{first_name}}`, here's our most-loved range, picked by customers: `{{link}}`. Reply any time with questions.

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	source	interest	consent
Mia	+614... ..	Website pop-up	Gifts	yes
Tom	+614... ..	In-store QR	Coffee	yes
Ana	+614... ..	Instagram form	Skincare	yes

09 Build it in ConvoHut, node by node

TRIGGER	New Sheet Row	Your sign-up form or Zapier adds a row. Or use Customer Created in Shopify.
SEND MESSAGE	welcome_v1	Map first_name; set {{business}} to your name.
WAIT FOR REPLY	Timeout: 2 days	
NOTIFY ME	On reply	Your team follows up on the answer.
SEND MESSAGE	welcome_guide_v1	Timeout path only.
END FLOW		

10 Branches

ON REPLY

The team sees the answer (gifts, for me, browsing) and replies with something relevant.

ON TIMEOUT

A single helpful follow-up, then the contact joins your normal campaigns.

ON OPT-OUT

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

11 Mistakes to avoid

- Not saying how often you'll message.
- Waiting a day to send the first message.
- Asking more than one question.

12 Measure and improve

What to measure

- New contacts entering
- Reply rate on message one
- First purchase or booking within 30 days
- Opt-outs

Good practice

- Say how often you'll message, and keep the promise.
- Ask one easy question to invite a reply.
- Send the first message within minutes of sign-up.

13

Variations to try

- Clinics and gyms: welcome new members with what to bring to their first visit.
- Stores: send a best-seller or size guide.
- B2B: introduce the person who will look after them.

14

Questions

Can I welcome people who signed up through a paper form?

Yes. Add them to your sheet or import them as contacts, as long as they agreed to WhatsApp messages.

Should the welcome include a discount?

Only if it's already part of your offer. Useful information often earns more replies than a code.

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