

# What is ManyChat?

- AI chat tool that automatically responds to messages
- Works with Instagram, Facebook Messenger, and SMS
- Captures leads and answers questions 24/7
- Helps businesses turn messages into customers
- No coding or technical skills required



<https://manychat.com/>

# What problems does ManyChat solve?

Missed or late replies to social media messages

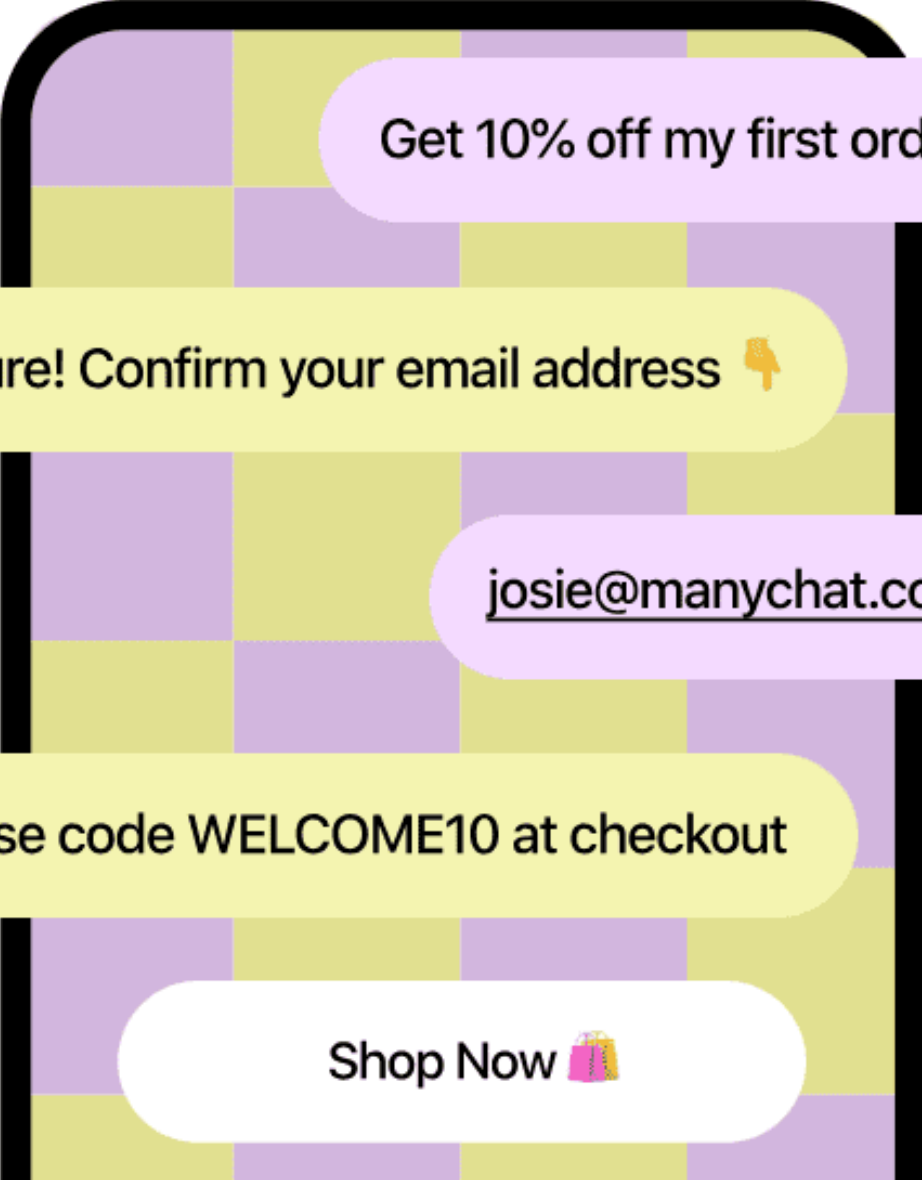
Too many repetitive customer questions

Leads getting lost in DMs


Manual booking and follow-ups taking too much time

Limited time to respond to every message

# How Does ManyChat Work?



Get 10% off my first order



Sure! Confirm your email address 🖱️

josie@manychat.com



Use code WELCOME10 at checkout

Shop Now 🛍️

- Creates automated chat conversations
- Triggers messages from comments or DMs
- Asks questions and collects contact info
- Sends links, offers, or booking pages
- Runs automatically while you focus on work

# Specific Use Cases and Examples

## Retail Store Owner

- Auto-reply to DMs asking about products, hours, and pricing
- Send discount codes automatically when someone comments on a post
- Capture customer emails and phone numbers through Instagram
- Follow up with customers who showed interest but didn't buy

## Salon Owner

- Automatically respond to booking requests through Instagram DMS
- Send appointment confirmations and reminders without manual effort
- Promote seasonal deals and new services to existing contacts
- Capture new leads from story replies and post comments

## Restaurant Owner

- Auto-reply to DMs asking about reservations, hours, and menu
- Send weekly specials and promotions directly to customers
- Capture contact info to build a customer list for future campaigns
- Respond instantly to every message even during busy service hours

# Competitors of ManyChat

Feature/Function	ManyChat	Chatfuel	Customers.ai	Meta Auto-Reply
<b>Ease of Use</b>	Beginner-friendly	Complex	Moderate	Very Basic
<b>Instagram DM Automation</b>	Yes	Limited	Limited	Basic
<b>Lead Capture</b>	Yes	Yes	Yes	No
<b>Best For</b>	Small businesses	Developers	Ad retargeting	Casual use

# Getting Started with ManyChat - Costs

Plans	Price	Best For	Key Features
Free	\$0	Getting started	Up to 1,000 contacts, basic Instagram & Facebook automation
Free Trial	\$0	New Pro users	Full Pro access to test before committing
Pro	\$15-\$145/mo	Growing businesses	Unlimited automation, lead capture, SMS & email integrations

# Getting Started with SurferSEO - Demo

Demo Video Link - <https://www.youtube.com/watch?v=zO4kVVdiREg>

