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QUALITY DESIGN WITHIN REACH

FREE RESOURCE · SPEED-TO-LEAD

The 5 replies every business should have running.

Ready-to-paste templates for the five messages you're losing clients over — even if you've tried automation before and it felt robotic. Swap the brackets, set them live, stop answering the next morning.

From **Digital Marketplace** — trusted by **1,000+ businesses** to build brands that convert.

Every study of inbound leads finds the same thing: the business that answers first usually wins — **not the best one, the fastest one**. You can't sit on your inbox at 11pm on a Sunday, which is exactly when people ask. These five replies handle the first 30 seconds for you, so a real conversation is still alive when you show up.

THE TEMPLATES

1

"How much is it?"

Fires when · **someone asks about price** in a comment or DM.

Great question – happy to help. [Service] usually runs between [\$X and \$Y]^{COPY}, depending on [what drives the price]. To give you an exact number, can I ask two quick things: [Q1] and [Q2]? I'll send a precise quote right after.

WHY IT WORKS — a range kills the ghosting that "DM us for pricing" causes, and the two questions turn a price-shopper into a conversation.

2

After hours

Fires when · **a message arrives outside your business hours.**

Thanks for reaching out! You caught us after hours, but your message is first in line.^{COPY} We're back at [time] and you'll hear from a real person then. If it's urgent, reply URGENT and we'll prioritize it.

WHY IT WORKS — silence at 11pm reads as "closed forever." One automated line keeps the lead warm until morning.

3

"Can we talk?"

Fires when · **someone wants to schedule a call or consultation.**

Love it. Grab whatever time works for you here: [booking link]. It's a ^{COPY} quick [15-min] call – bring [one thing to prepare], and I'll come with [what you'll bring]. See you there 🙌

WHY IT WORKS — the back-and-forth of "what time works?" is where most calls die. One link, one expectation, fewer no-shows.

4

A returning client

Fires when · **a past client messages you again.**

[Name]! Good to see you back. Want to pick up where we left off with ^{COPY} [last thing], or is this something new? Either way I've got you – tell me what you need and I'll get it moving today.

WHY IT WORKS — being remembered beats any discount. Recognition is the cheapest loyalty program you have.

5

The one who went quiet

Fires when · **no reply for [24–48h]** after your last message.

Hey [Name], no pressure at all – just didn't want your [quote / spot / ^{COPY} project] to get lost. Still want me to move forward, or should I check back another time? A one-word reply is totally fine 👍

WHY IT WORKS — most "lost" leads aren't gone, they got busy. One low-friction nudge with an easy out recovers more than you'd expect.

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Set up the first two **today.**

Pricing and after-hours cover most of what you're losing right now.

Want the whole system — replies, follow-ups, and the automation behind them — wired into your Instagram and WhatsApp? That's what we build.

Book a free diagnostic call (15 min)

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