

The 2 rules that decide if comment-to-DM works.

Both are invisible when they fail. There is no error message: your system reports "delivered" and the person never saw it.

From **Digital Marketplace** ● Marketing & AI agency · Miami ● 500+ projects since 2021

A comment is the cheapest signal of interest that exists, and it evaporates.

Two settings decide whether your system delivers or quietly does nothing, and the first one fails without anyone noticing.

INSIDE

PAGE

01	Never put a link in the first message Rule 1	2
02	The keyword has to be visible inside the image Rule 2	2
03	The three settings people get wrong Posts, match type, one keyword	3
04	How to test it in 60 seconds The only test that matters	3

Break either one and nothing tells you.

There's no error and no alert. The automation keeps running while the people you wanted never see the keyword, or never see the DM.

01

Never put a link in the first message

Fails when the first DM contains a link.

● THE RULE

Message 1: no link, one button. The link goes in message 2.

WHY IT MATTERS Instagram can send a DM that contains a link straight to Message Requests when the person doesn't follow you, and most people never open that folder. Your system reports "delivered." The person never saw it.

THE FIX Pressing the button opens the conversation, so the link in the second message lands in the normal inbox.

This single detail separates a system that delivers from one that quietly does not.

02

The keyword has to be visible inside the image

Fails when the keyword only lives in the caption.

● THE RULE

Render it in the image · on a reel, the last 5 seconds

WHY IT MATTERS Instagram cuts captions after two lines. If the keyword only lives in the caption, most people never see it, and the ones who do have to tap "more" first.

THE FIX Put the keyword inside the image or the video, large enough to read while scrolling. On a reel, keep it on screen in the last five seconds, when the intent is highest.

03

The three settings people get wrong

Fails when any one of the three is off.

THE SETTINGS

SPECIFIC posts · match CONTAINS · one keyword per post

- Trigger applies to **specific posts**, never "all posts." Otherwise two campaigns collide and the wrong lead magnet goes out.
- Match type **contains**, not exact. Real comments look like "TRIGGER 🔥 " and "trigger please."
- **One keyword per post**. Two calls to action in one piece split the comments and weaken both.

04

How to test it in 60 seconds

The only test that matters.

THE TEST

Comment your own keyword from a second account that does NOT follow you.

WHY IT MATTERS That is the exact case that fails, so it is the only case worth testing. If the DM lands in Requests, rule 1 is broken. Do it before every launch, not after the post is live.

Before every launch, check all six.

Print this page or keep it next to your automation tool.

- | | |
|---|----|
| ☐ First DM: no link, one button | 01 |
| ☐ Keyword visible in the image (on a reel, the last 5 seconds) | 02 |
| ☐ Trigger set to specific posts, never "all posts" | 03 |
| ☐ Match type: contains, not exact | 03 |
| ☐ One keyword per post | 03 |
| ☐ Tested from a second account that doesn't follow you | 04 |

Two rules, and almost nobody checks **either one.**

We build and run the whole comment-to-DM system, so an interested comment becomes a contact with an email instead of a username you lose. On our own account, the first post running it brought 3 leads in its first 10 hours (July 2026).

Book a free 15-minute call



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• WHAT WE BUILD

01

Comment-to-DM flow

A keyword in a comment triggers a direct message. One keyword per post.

02

Lead magnet delivery

Your guide, checklist or offer delivered inside the conversation.

03

Qualifying questions

Two or three questions that route buyers and browsers differently.

04

CRM handoff

Qualified conversations become contacts, and you get notified right away.

05

Ice breakers

Buttons in your DMs so a new visitor has something to tap.

06

Booking link

People who are ready get your calendar inside the same chat.



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