



How top creators monetize Instagram using Kit + Manychat



Email course:
Lesson 1

100 Email Challenge!

to the



Manychat
automation

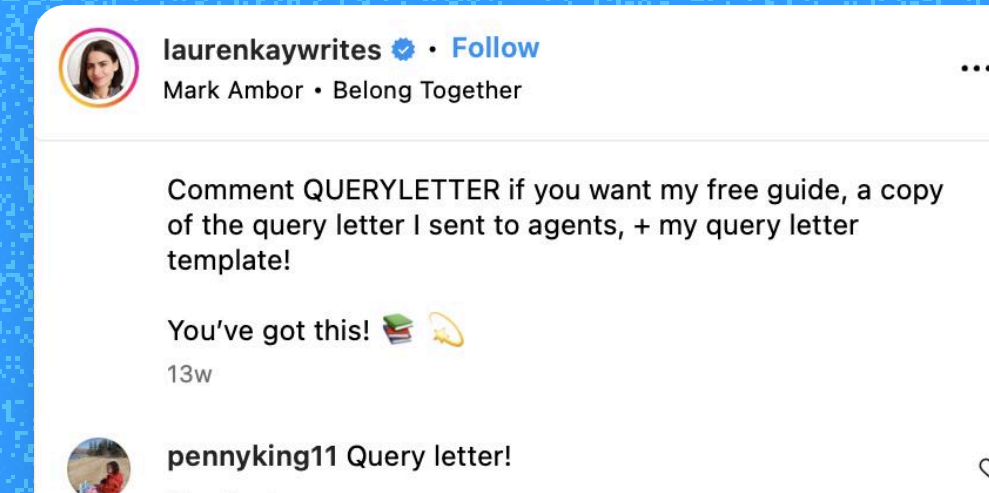
Do you also want to join my email
list where I share more guides
and tips?

Yes please

Just the ebook



Social follow
welcome sequence

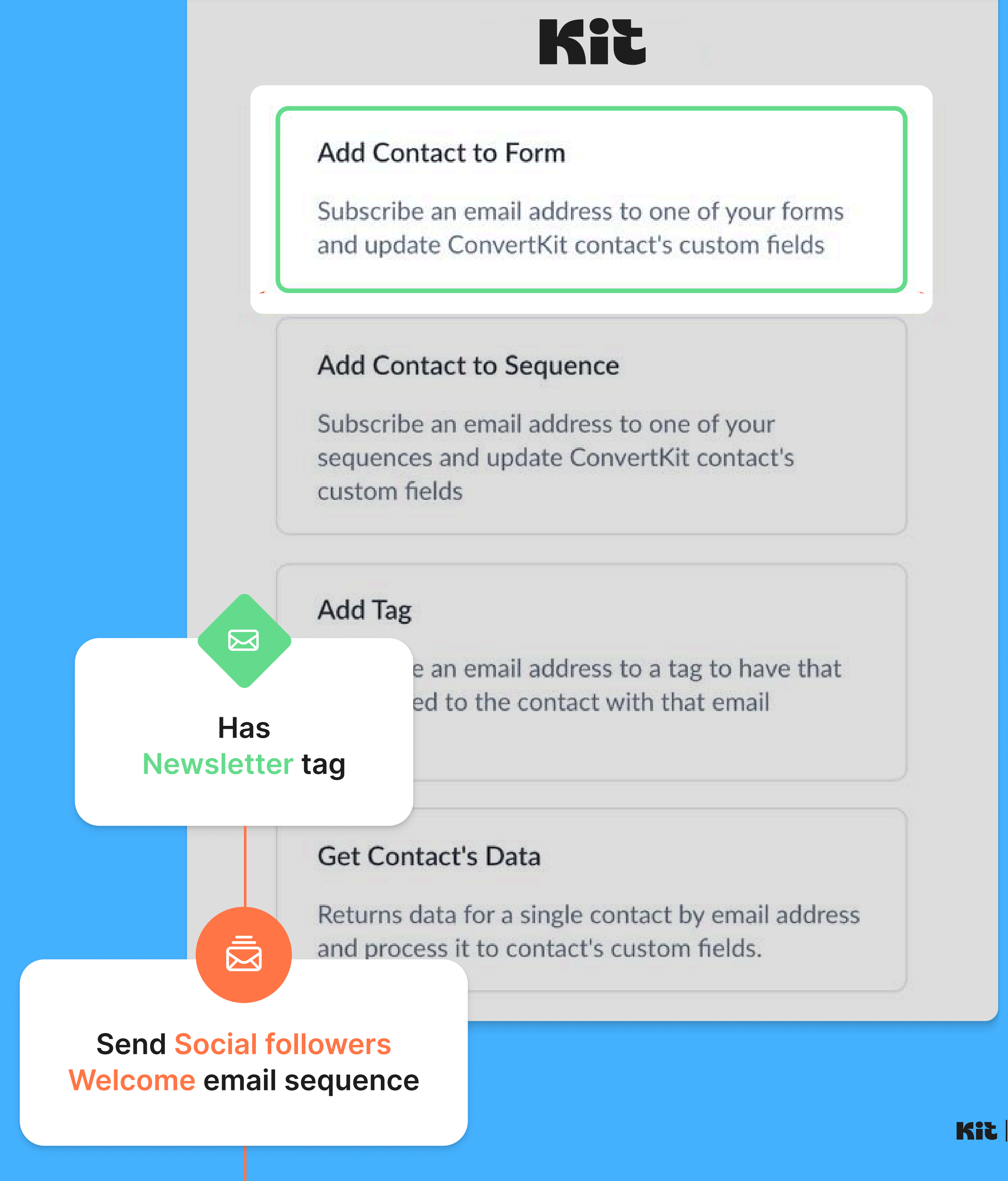


What's the plan?

The Kit + Manychat integration allows you to automatically send followers a link to a landing page, form, or lead magnet via a comment and DM on Instagram. Use this integration to turn social followers into engaged email subscribers.

We'll show you:

- How to set up a welcome sequence complete with a ready-to-use template
- How Kit creator Gannon Meyer leverages Kit and Manychat to build a follower-to-subscriber strategy. (Plus, unlock his automation template.)
- The complete Kit + Manychat integration set up process



01 Create a welcome sequence for your social followers

What it does:

A welcome sequence allows you to remind your new subscribers coming from Instagram who you are, how they got here, and what to expect from being on your list.

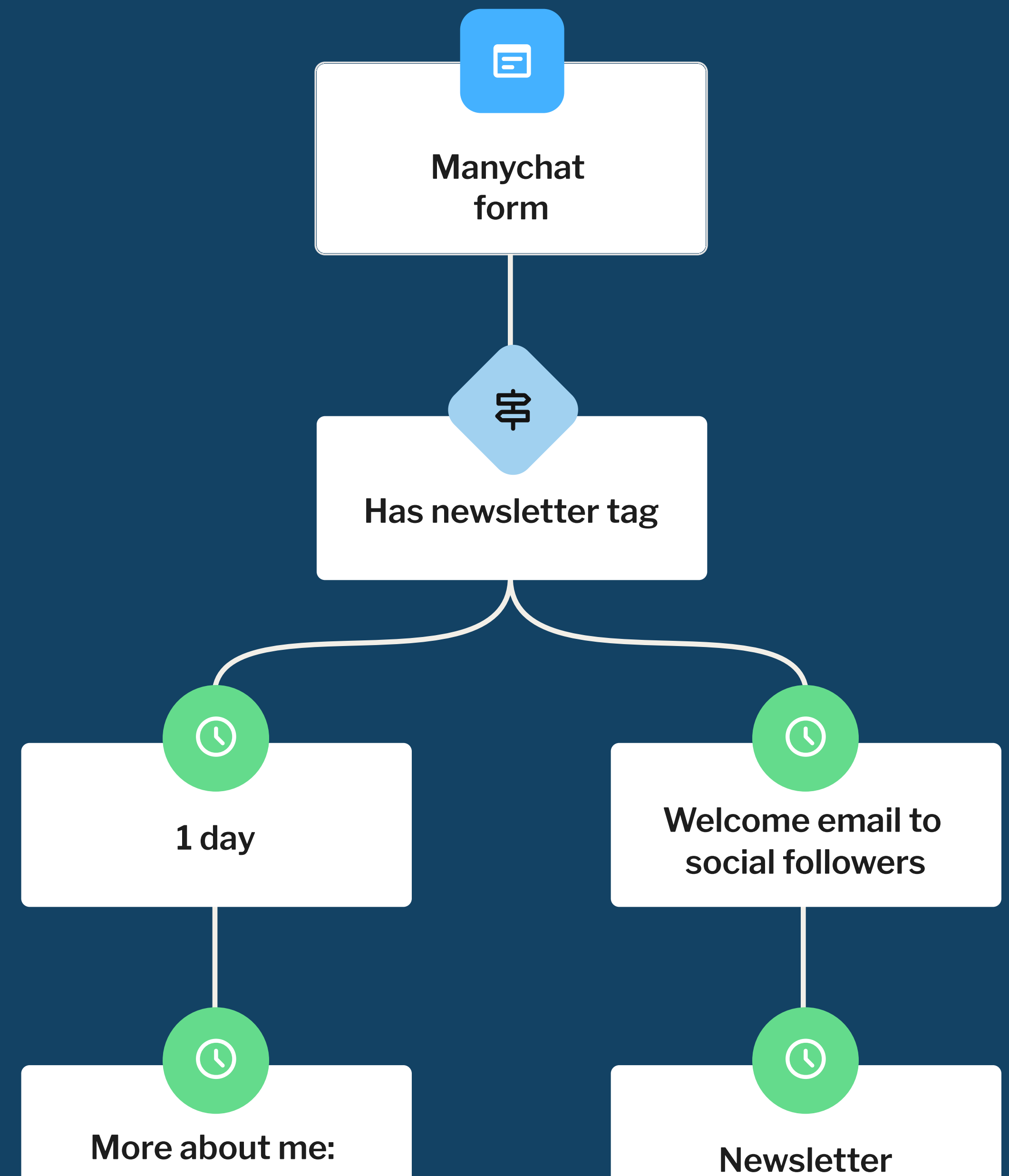
Why it matters:

- Gives a custom welcome for your social audience
- No manual sorting or generic welcome emails

 **Tip:** This automation includes 1 form, 3 tags, and 2 sequences which will be copied into your account to help you segment your audience.

Get started with this automation.

[Use the template →](#)



02 Follower-to-subscriber automation

(via Manychat)

What it does:

Turn social followers into engaged email subscribers like Gannon Meyer. This automation combines Manychat's conversational signup experience with Kit's Visual Automations—so every new subscriber gets exactly what they asked for, delivered automatically.

Why it matters:

- Every subscriber gets exactly what they asked for
- No manual sorting or generic welcome emails
- You build trust immediately, before making any offer

💡 **Tip:** Watch our [video](#) overview for more in depth set up

Get started with this automation.

[Use the template →](#)



Gannon Meyer



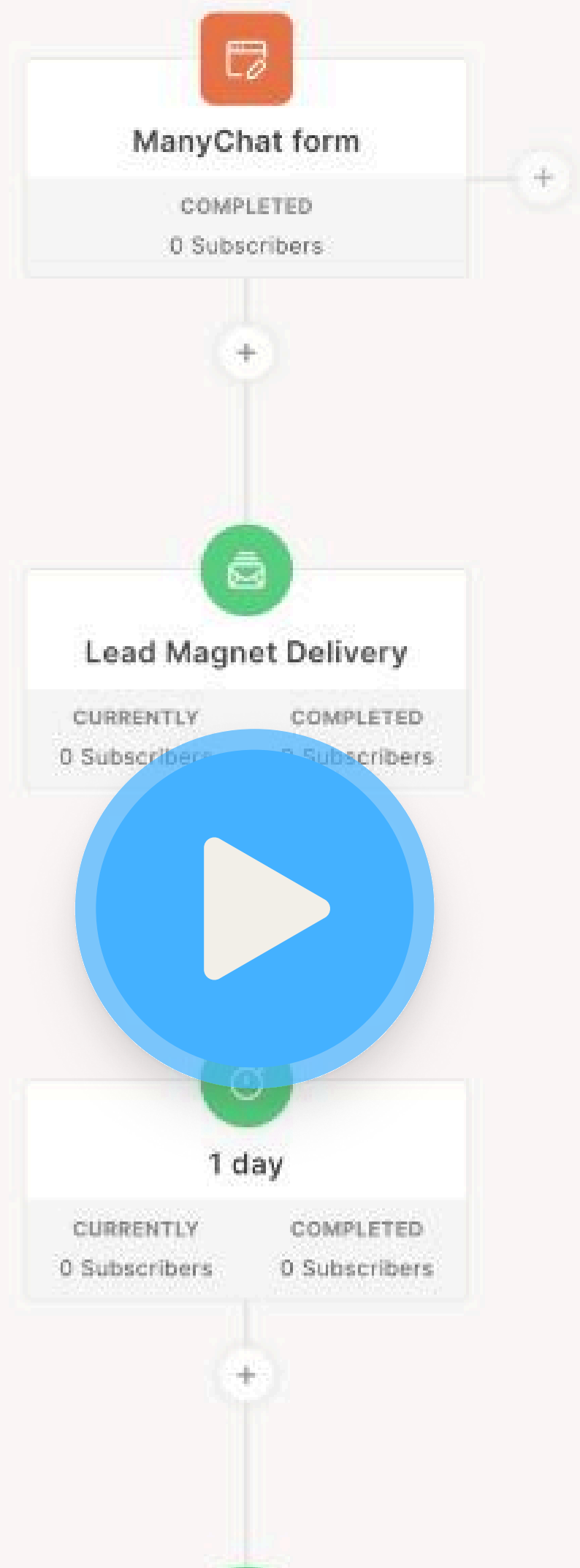
Manychat automation

I'll send you the ebook.
Do you also want to join my email list, where I share more guides and tips?

Yes please

Just the ebook

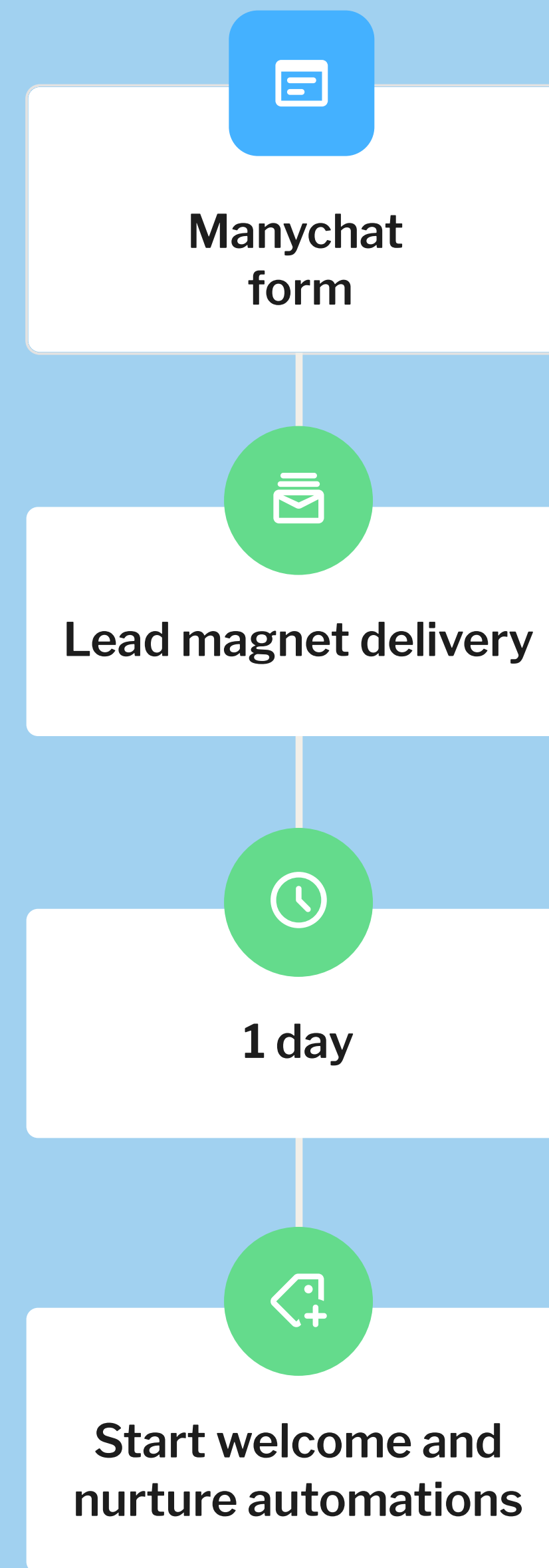
Share your email below, and I'll send the lead magnet your way!



Get started with this automation.

[Use the template →](#)

[Video overview ▶](#)



1

The automation is triggered by this form. Subscribers give you their email through Manychat, which should subscribe them to this form through the Manychat → Kit integration.

2

This sequence contains the lead magnet delivery email. It should be set to send to subscribers immediately.

3

This delay step holds subscribers for 1 day before sending them to the next step.

4

If you have a welcome automation, you can apply this tag to subscribers after they get your lead magnet, and use this same tag as the trigger for your welcome automation. That way your new subscribers will receive the lead magnet they requested, then move onto your welcome automation to receive a welcome sequence.

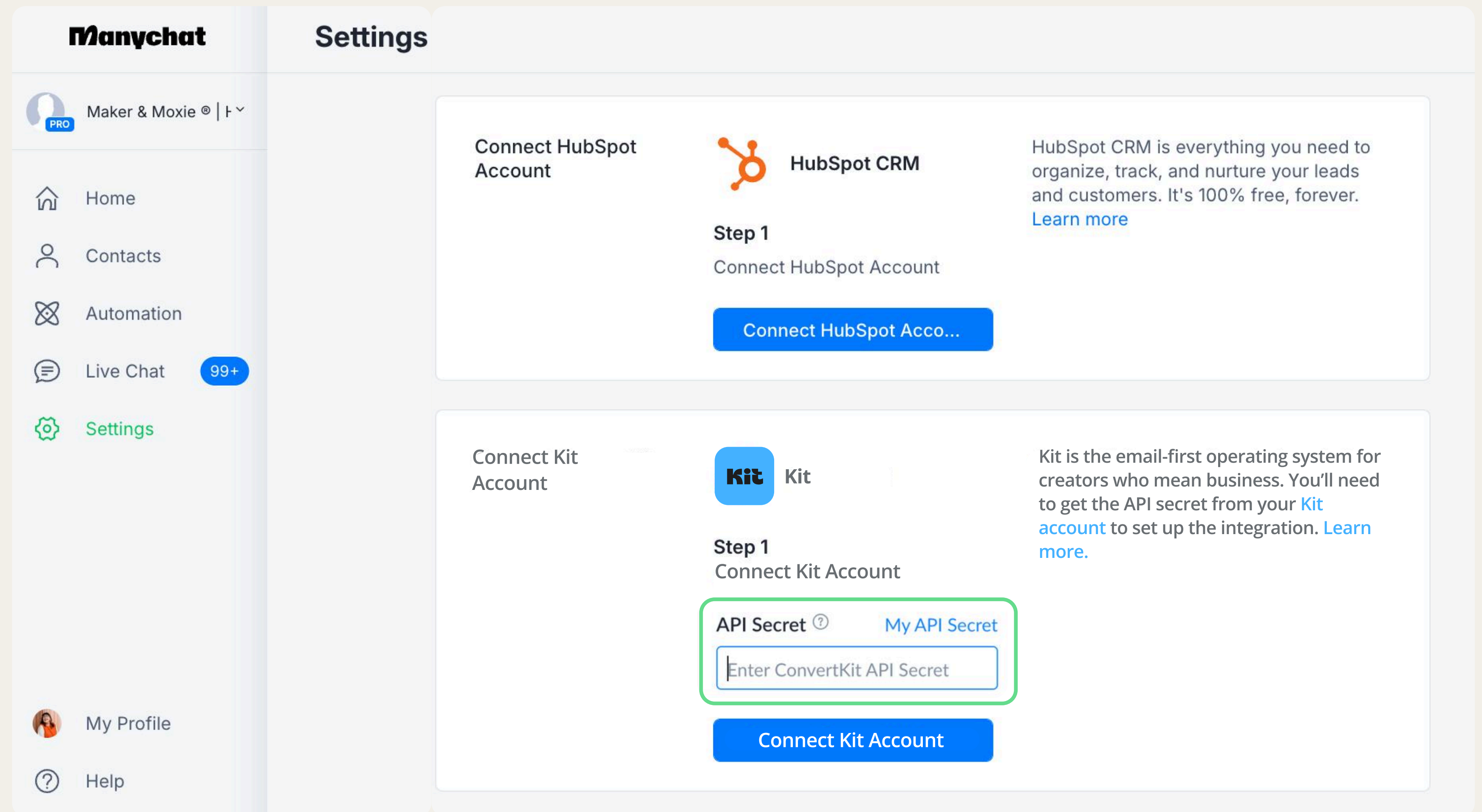
Go deeper into each automation with a guided video overview from a Kit expert.

03

Set up Kit x Manychat integration

Step 1

Go to Settings → Integrations and scroll the page down to navigate to Kit, here enter your API Secret to connect your existing Kit account.



You can find your API Secret in your Kit Account → Account Settings.



Grow

Send

Automate

Earn

Learn

Trial: 11 days remaining

Upgrade now

Jacqui

Developer

My Profile

Login Details

Password reset and multi-factor authentication

Notifications

Email notifications about updates to your account

Settings

General

Account Settings

Email

Sending settings and privacy options

Domains

Homepage and custom domains

Commerce

Stripe portal, tax settings, and payouts

Billing

Billing info, history and plan

Team

Users on your team

Advanced

Affiliate link and tracking options

Developer

API Key

Your API Key

Copy

Paste this API key into the third-party software you want to integrate with.

API Secret

Copy

The secret key is needed to list subscribers or unsubscribe them. Get the full scoop by reading our [API Documentation](#).

Apps

Create a new app

Step 2

Enter this API Secret in Manychat and select an Identify Field — Custom Field which contains contact’s email to identify Kit Contacts.

Manychat

Maker & Moxie

Home

Contacts

Automation

Live Chat

Settings

My Profile

Help

Settings

Connect MailChimp Account

Connect MailChimp Acc...

Connect HubSpot Account

HubSpot CRM

Step 1

Connect HubSpot Account

Connect HubSpot Acco...

HubSpot CRM is everything you need to organize, track, and nurture your leads and customers. It's 100% free, forever. [Learn more](#)

Connect Kit Account

Kit

Kit Account Name

Maker & Moxie

System Fields

Email

Custom Fields

No Items Found

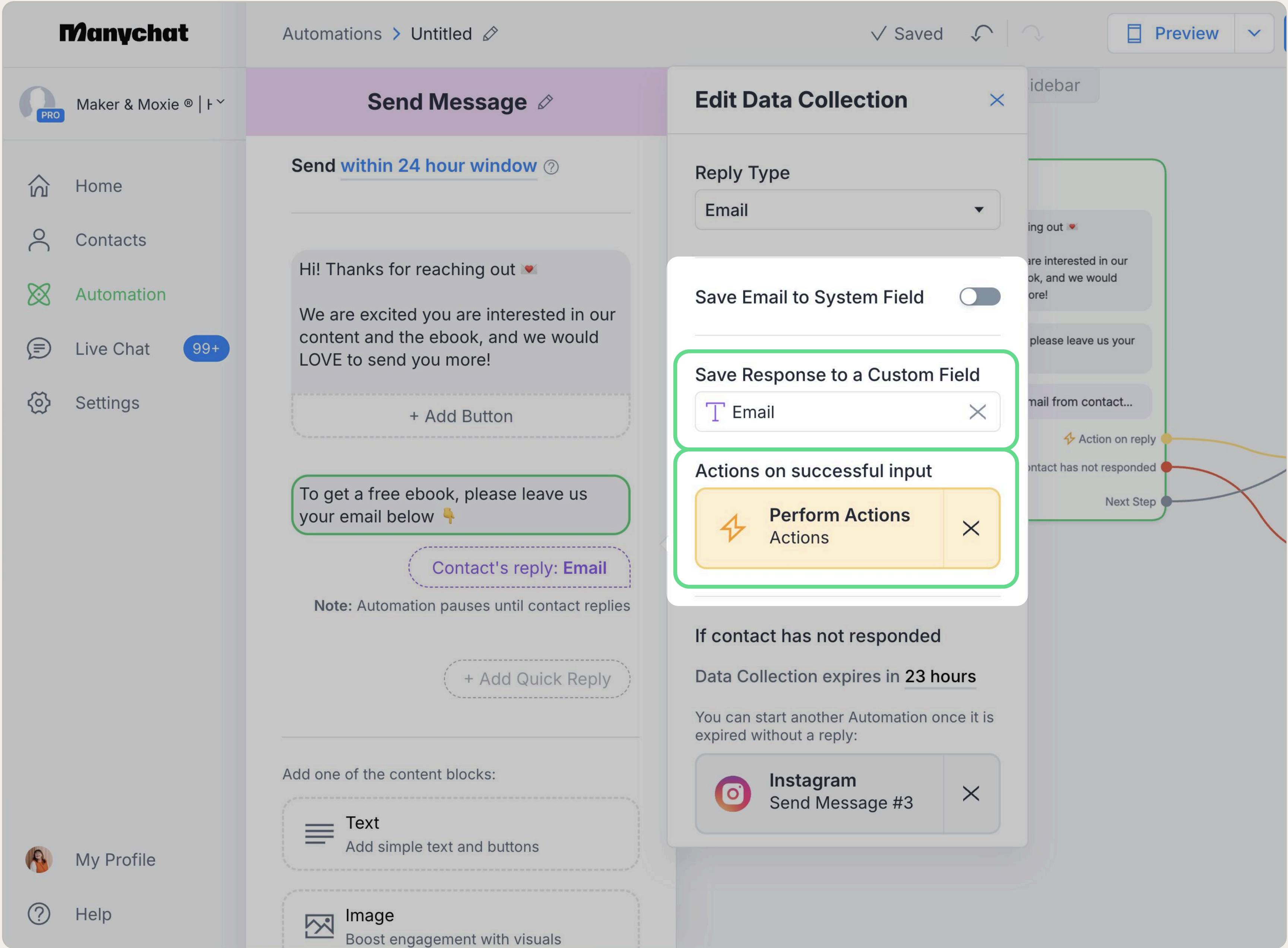
Enter field name

Kit is the email-first operating system for creators who mean business. You'll need to get the API secret from your [Kit account](#) to set up the integration. [Learn more](#).

Step 3
'Add Contact to Form'
Action

Use this Action in your Flow to add a contact to a particular Kit Form.

Create a Form in Kit first and then create a Flow where you request the email address from the user and save it to Custom Field.



Add an Action Step and select Kit Actions on the left-hand side.

Automations > Untitled 

< Actions 

Perform following actions:

+ Action

Perform next actions...

 Contact data

 Automation

 Live Chat

 Kit

ConvertKit

ConvertKit is an email marketing platform for professional bloggers.

 Add Contact to Form PRO

Subscribe an email address to one of your Forms.

 Add Contact to Sequence PRO

Subscribe an email address to one of your sequences.

 Add Tag PRO

Subscribe an email address to a tag to have that tag applied.

 Get Contact's data PRO

Returns data for a single contact by email address and process it to contact's custom...

Step 4
Select 'Add Contact to Form' Action and specify the desired Kit Form as well as Custom Fields you want to transfer.

You can add more Custom Fields in Kit to pass additional user information there.

Kit

Kit is the email-first operating system for creators who mean business

Kit

Add Contact to Form

PRO

Subscribe an email address to one of your Forms.

Kit

Add Contact to Sequence

PRO

Subscribe an email address to one of your sequences.

Kit

Add Tag

PRO

Subscribe an email address to a tag to have that tag applied.

Kit

Get Contact's data

PRO

Returns data for a single contact by email address and process it to contact's custom...

Edit Kit Actions

Kit

Kit Actions: Add Contact to Form

Subscribe an email address to one of your forms and update Kit contact's custom fields

Email Field

Email

Kit Form

Newsletter

Manychat Fields

First Name

Kit Fields

First name

Business

Last Name

Refresh

Cancel

Save

Kit

Kit | 10

Step 5
Preview your Flow to make sure the integration works fine.

User should receive an autoresponse email with the confirmation request and needs to confirm email address. As a result, you'll get a new contact in a Kit Form.

Step 6
'Add Contact to Sequence' Action

This Action allows you to add your Manychat contact to the particular Sequence in Kit. Add it to your Flow to implement the subscription, select the Sequence and Custom Fields.



Edit Kit Actions

Kit

Kit Actions: Add Contact to Sequence

Subscribe an email address to one of your sequences and update Kit contact's custom fields

Email Field ?

Email

Kit Form

Newsletter

Manychat Fields

T First Name

Kit Fields

First name

Business

Refresh

Cancel

Save

Step 7

Preview your Flow to make sure you were added to that Sequence in Kit.

If you see what we've got in the screen to the right, you're good to keep rolling.

Confirmed

hello [REDACTED]

EMAIL ADDRESS

hello@[REDACTED]

FIRST NAME

Hollie

+ Add a new field

Update Subscriber

TAGS

+

Delete Subscriber

EMAIL HISTORYAUTOMATIONSEQUENCESFORMSPURCHASES

ebook welcome

ActiveSubscribed on Sep 25, 2024 at 11:13pm EDT

Step 8
'Add Tag' Action

If you want to tag your contact in Kit, use Add Tag Action and select one of the existing tags in Kit.



Edit Kit Actions

Kit Actions: Add Tag
Subscribe an email address to a tag to have that tag applied to the contact with that email address

Email Field

Email

Add Tag

Newsletter

Cancel

Save

Step 9
'Get Contact's Data' Action

With this Action you can return contact's data from Kit and save it to specified Custom User Fields in Manychat. Select Custom Fields you want to import and they will be added in Manychat as soon as this Action is performed.



Edit Kit Actions

Kit Actions: Get Contact's Data

Returns data for a single contact by email address and process it to contact's custom fields

Email Field ?

Email

Kit Fields

First name

Refresh

Manychat Custom Fields

Cancel

Save

Polina

Contact Tags

Subscribed to Sequences

Opted In through

Custom Fields

Subscribed(Unsubscribe)

Female

English

Subscriber Time: 14:48 (UTC+08)

2468841186476552

Start Chat

+ Add Tag

Subscribe

Direct

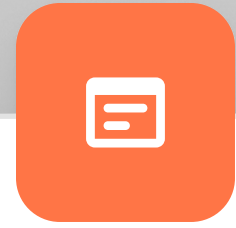
Manage Custom Fields

Email:

name: Polina

Phone number: 45555

Show All



Manychat
form



Lead magnet delivery

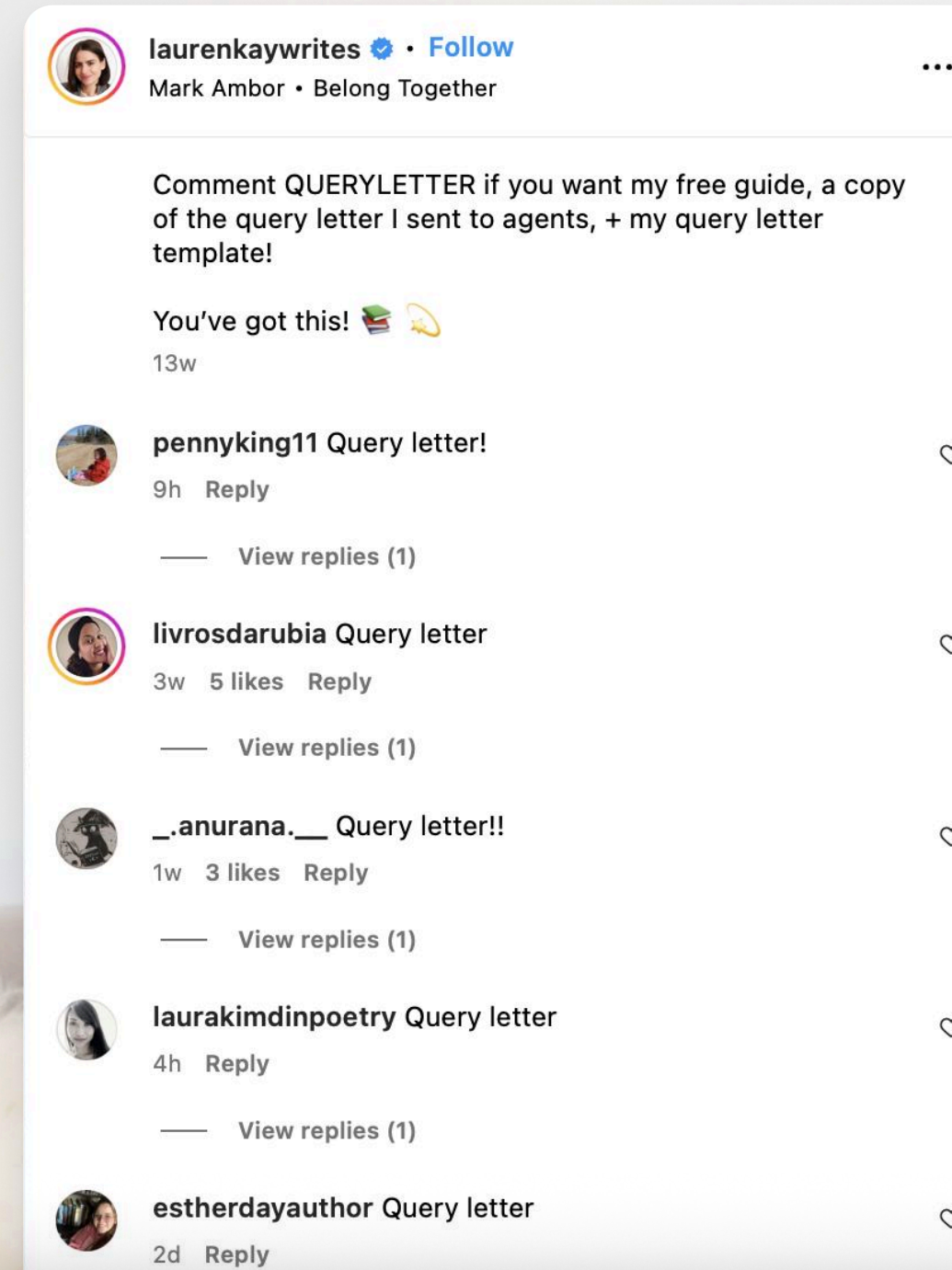


How 2 Kit creators use Kit + Manychat

Gannon Meyer uses a follower-to-subscriber strategy to make every signup feel personal—even though it's fully automated.

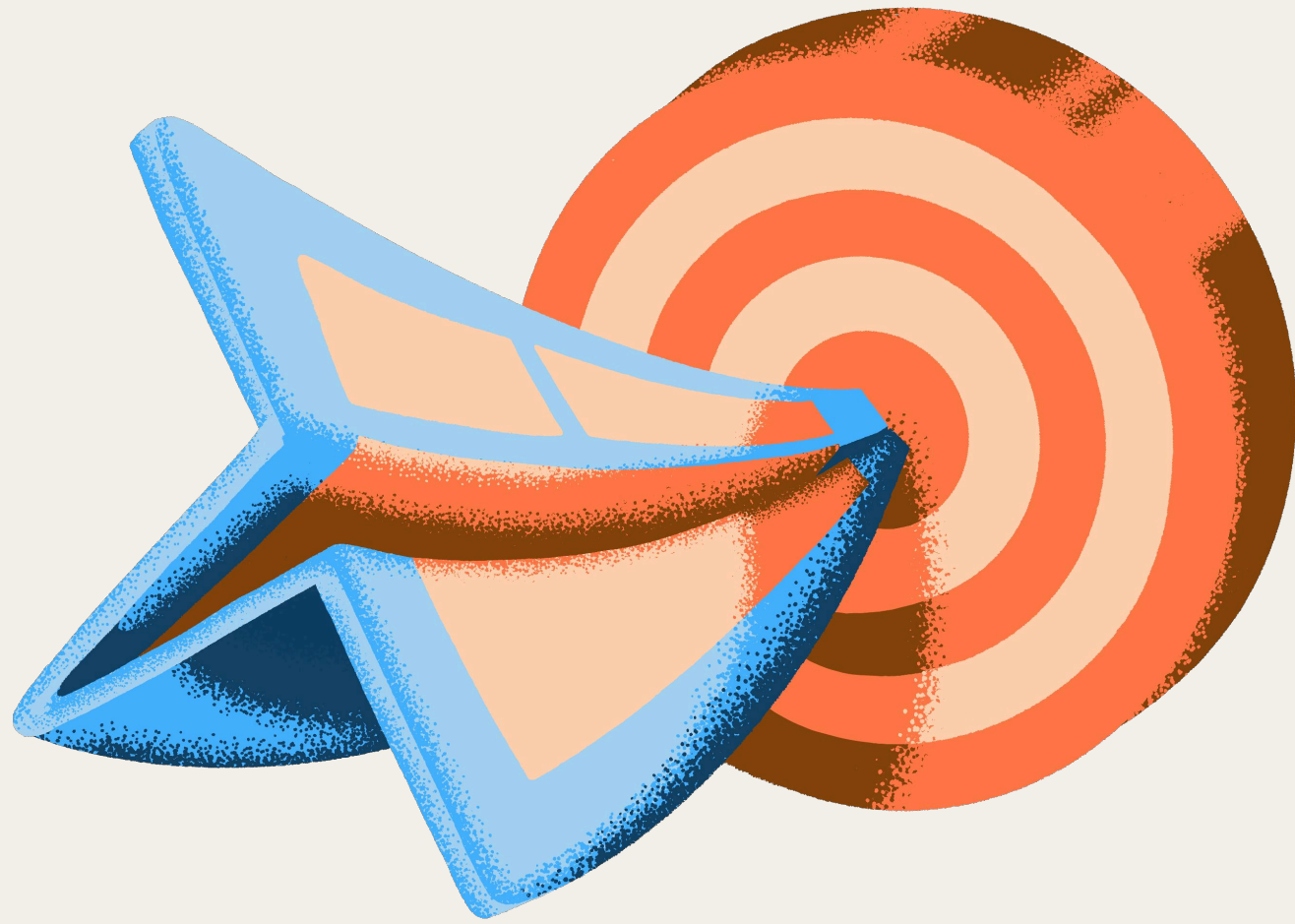
He then asks open ended questions to understand what customers want and tag them appropriately in Kit.

[Read more about his fully automated strategy](#) →



Author/creator coach Lauren Kay created a reel to giveaway a query letter template to help authors pitch their books to agents.

[Learn how she grew her email list from 500 to 25K subscribers](#) →



Ready to get started?

Turn your social followers into email subscribers with Kit + Manychat. Sign up for a free trial now so you can unlock our free Manychat automations templates so you can leverage Gannon Meyer and Lauren Kay's strategies for growth today.

[Start your free trial](#)

Resources



See Kit creators

[Explore](#)



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