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Automate message flows based on subscriber responses

Alexis - 2025-06-26 - [Comments \(0\)](#) - [How To Create Workflows](#)

You can create automated message flows triggered by subscriber responses.

This will allow you to customize the messaging experience for your audience so that you have the most effective messages possible!

Here's how.

Step 1: Create a new workflow

The first thing you need to do is create a new workflow under the "Workflows" tab.



**Mobile
Text Alerts**



Dashboard

Messaging



Inbox



Send a Message



Scheduler



Workflows



Message Logs

Contacts



Subscribers



Groups

Tools

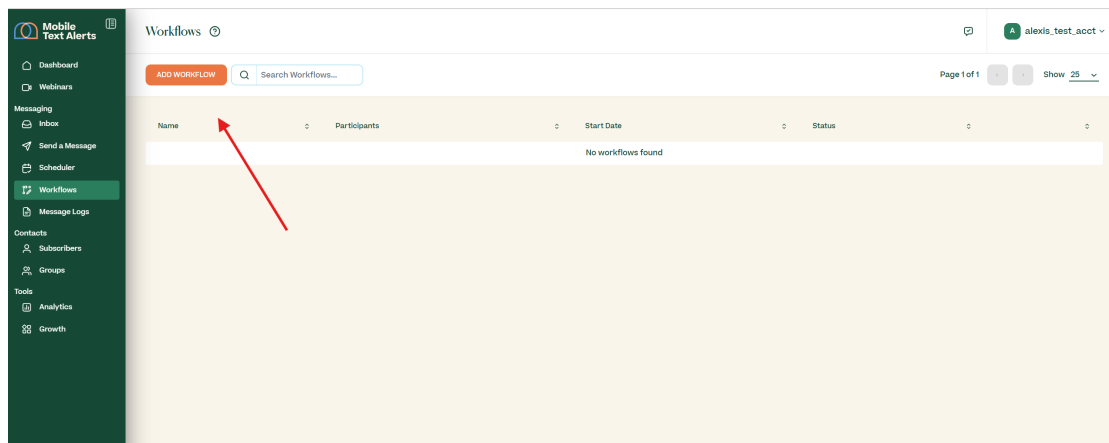


Analytics

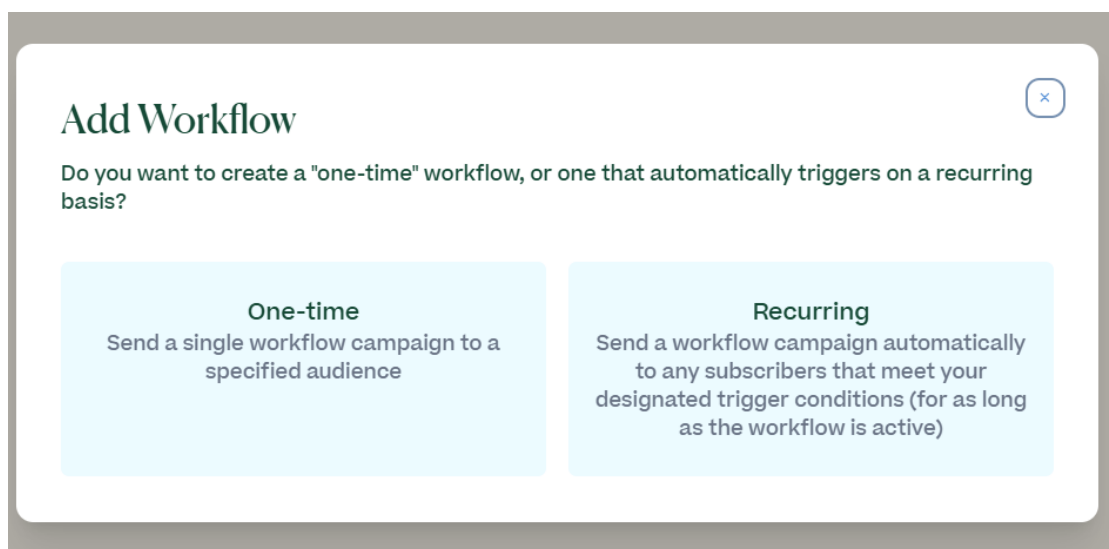


Growth

Select "Add Workflow."



Choose "Recurring."



Select "When a subscriber sends you a text message" as the trigger.

<

When Would You Like to Trigger This Workflow?



When a subscriber sends you a text message
Best for creating tailored auto-responses



When a subscriber opts in
Best for collecting additional user information



When a subscriber joins a group
Best for setting up personalized, segmented drip campaigns



Important dates
Best for sending birthday, anniversary, and appointment messages (uses a subscriber's "Date" attribute to trigger a workflow)



Using a Zapier Action [View integrations](#)
Best for incorporating Zapier integrations into campaigns

Type in the content of the response that you'd like to be the "trigger word" or "trigger phrase" that initiates your messaging flow.

You can input more than one word or phrase by pressing **ENTER/RETURN** or the comma key (",").

For example, perhaps you could tell your audience to text in the words "more info" in order to get more information regarding your business, and you could designate "more info" and "more" as the trigger words for this campaign.

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Inboud message received 

What your subscribers send you to enter the workflow 

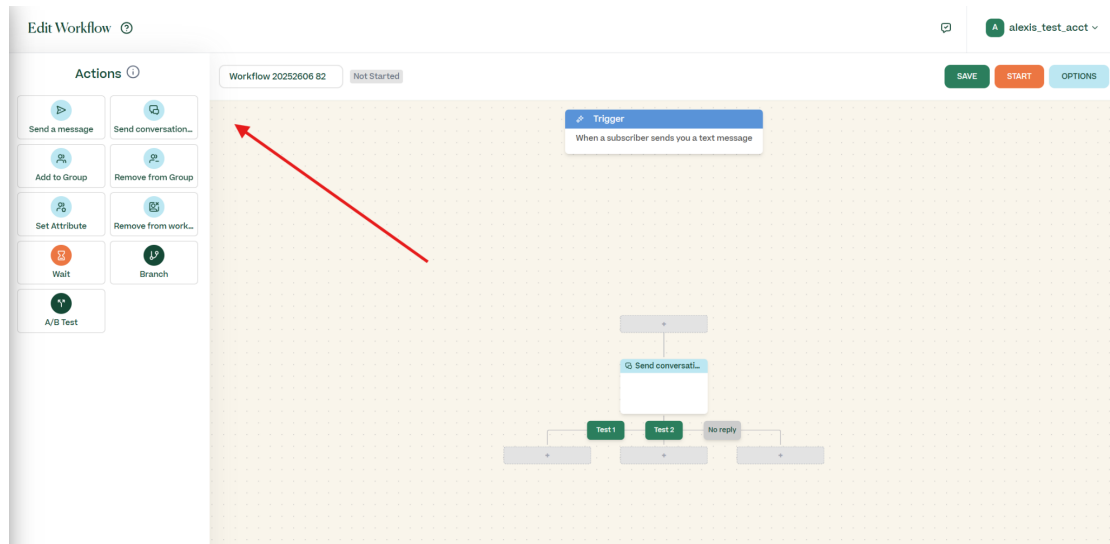
more info x

Keep typing to add more

CONFIRM

Step 2: Add a "conversational message" to your workflow

Next, you can drag a "Send Conversational Message" action to your workflow. A "conversational message" allows you to designate further "response words" that can trigger different messaging flows.



Click within the "Send Conversational Message" action that you just dragged into the editor and type in the message content in the message box that appears.

You can also input the words or phrases that you'd like to trigger different messaging flows for your subscribers.

Click "Confirm" to save your message and response words.

Edit Workflow

Send conversational message 

Message

Organization Name (optional)

What can we help you with?



100/1 SMS

Reply Orders, Technical or Other

[Send a test message](#)

Subscriber response words

Orders

×

Technical

×

Other

×

[+ Add response word](#)

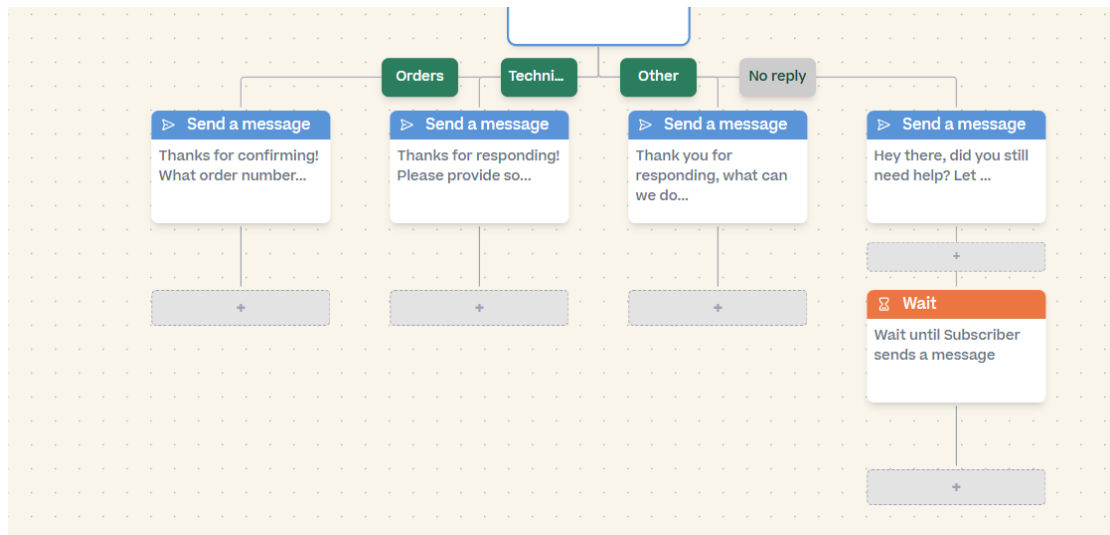
CLOSE

CONFIRM

This will create separate branches depending on how your subscriber responds. It will also create a branch for if your subscriber doesn't reply within 2 days.

Step 3: Add actions to the different branches

You can then fill out your workflow add actions for the different branches by dragging the actions to each branch.



Step 4: Save and start your workflow

After you're done making edits to your workflow, you can click "Save."

When you're ready to make your workflow live, click "Start."



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Workflow 20252606 82

Not Started

SAVE

START

OPTIONS

