× NUTRITION CREATOR · AUDIENCE ENGAGEMENT

How this Creator automated 5k comments, got 3k followers and 2 paid clients with Spur

One health and nutrition content creator, averaging 5k views per reel, skyrocketed to 93.2k views by simply integrating Spur's automation. They invited followers to comment 'Avoid' for tips on foods that hinder fat loss, and got 5k comments, 3k new followers and 2 new paid clients turning a simple interaction into massive engagement!

Reshmi Verma
Nutrition creator · Audience engagement

31,000
Comments

New Followers	5,000
Paid Clients	2

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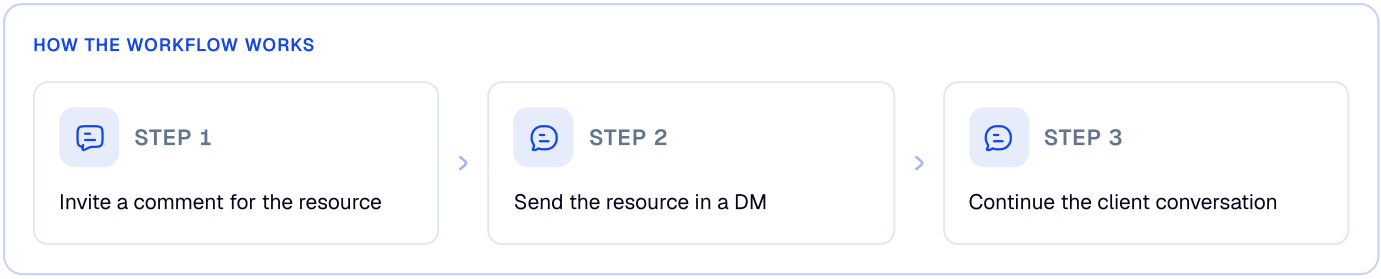
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KEY TAKEAWAYS

- Offer a useful nutrition resource through a comment-to-DM flow.
- Use public replies to help people find the resource in their DMs.
- The story reports two paid clients alongside increased reach and followers.

Ask an AI about this story ChatGPT Claude Perplexity

CHALLENGE	Turn useful social content into conversations without manually sending every resource.
SOLUTION	Connect comments to DMs, public reply reminders and a follow prompt.
RESULTS	✓ Two paid clients reported ✓ Increased reach and follower engagement



Watch the video

Spur is now empowering creators to supercharge engagement and earn organically We've just partnered with Imperfect University, diving into an exciting mission to help creators from fitness gurus to mindfulness experts - maximize their reach and impact.

Take a peek at what this can do: One health and nutrition content creator, averaging 5k views per reel, skyrocketed to 93.2k views by simply integrating Spur's automation. They invited followers to comment 'Avoid' for tips on foods that hinder fat loss, and got 15k comments, turning a simple interaction into massive engagement!

Not only that, because of this engagement and value that they so easily provided to their audience, they got 5k new followers and 2 new paid clients

Here's the post, you can comment and experience the automation yourself on this post.

This initiative is all about using our proven solutions to boost creators' growth.

How was this achieved? Let's see

SPUR

Make it easier for interested viewers to find you.

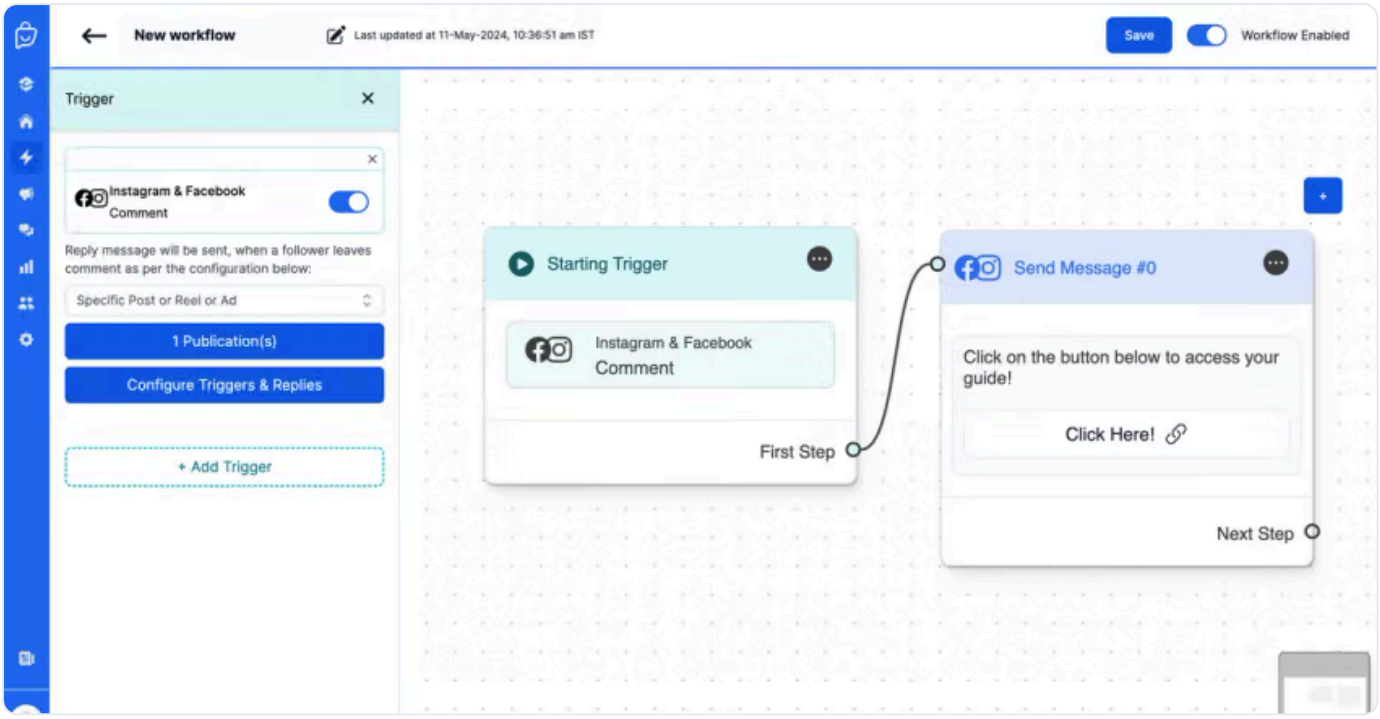
Use a reply and follow prompt to guide people from a comment into the conversation.

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Instagram Comments To DM

1. Automate: Automatically Reply to Comments with DM

Instagram allows you to reply to comments with a private reply in the user's DM. This opens up many possibilities for you to share more content and engage with your audience.



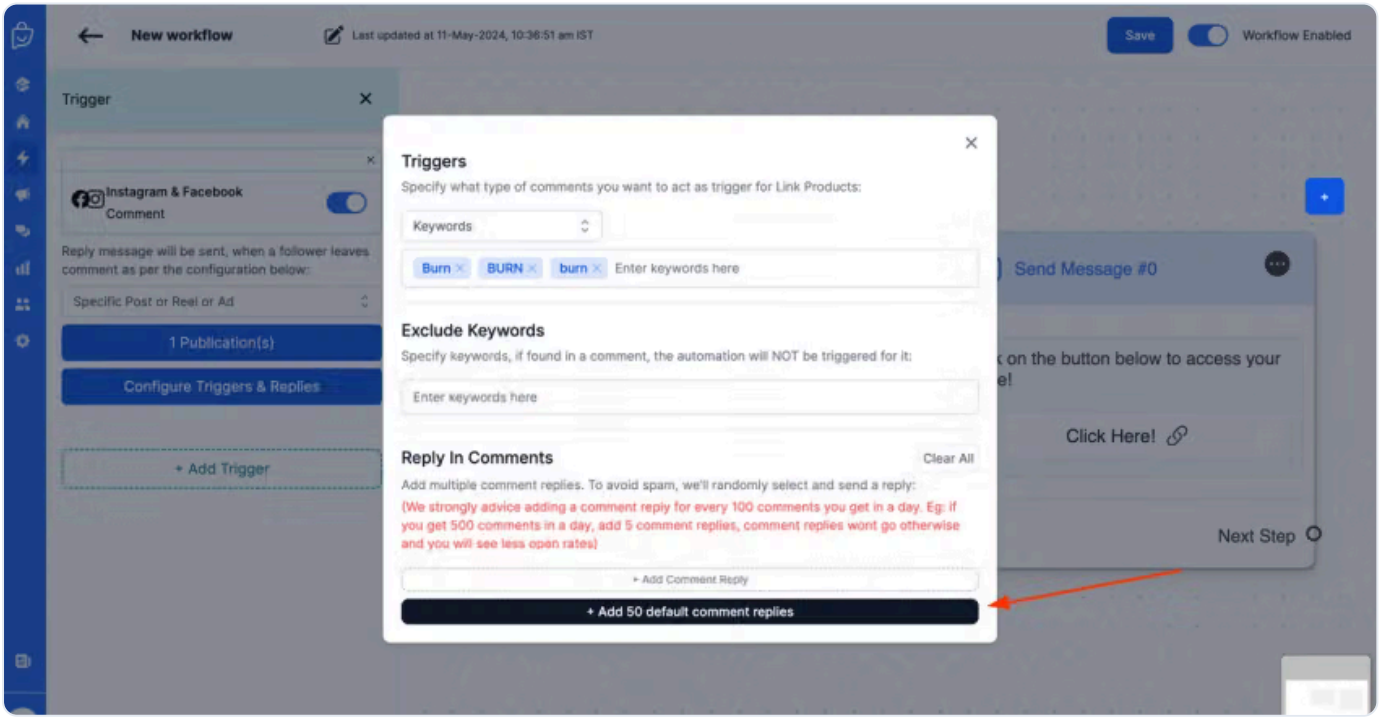
How comment automation looks like in Spur

2. Engage: Reply to the comments with a reply (without spamming)

When you use such an automation, the DM lands in the requests section of your audience (if they don't follow you).

And we know that folks don't ever check that! To mitigate this, you can also automatically reply to the comments themselves, to notify folks to check their DMs.

To make your work even easier, Spur has a button to automatically add 50 unique replies so that your comments aren't marked as spam by Instagram!

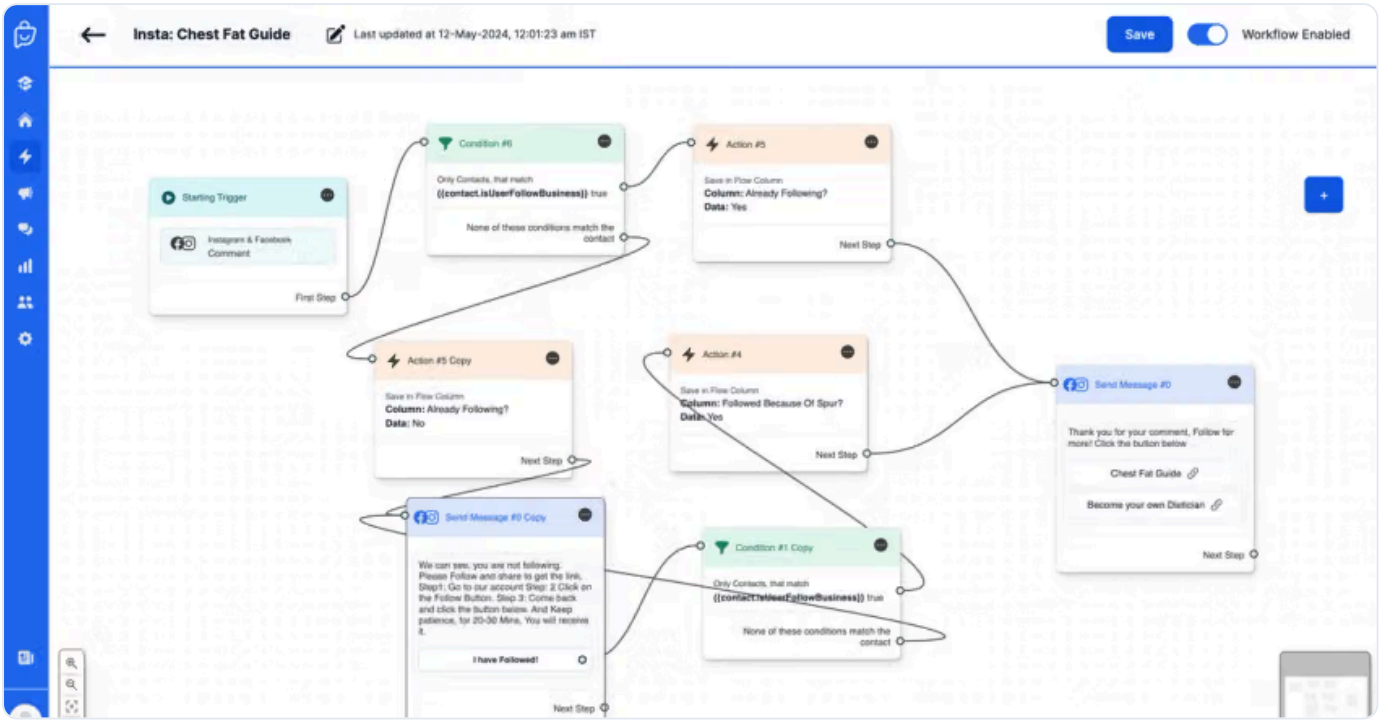


Setup Keywords and reply to comments to notify folks to check their DM

3. Grow: Increase your followers with a simple trick

Now if you're sharing tricks, guides or some other valuable information with your audience, why not also ask to follow them.

This is also possible with Spur, we have a variable that allows you to check if a user is following you or not. If they don't, just ask them to follow before you give the value!



Before giving the link, ask them to follow.

SPUR

Connect your next helpful post to a DM.

Share your promised tips or resource automatically when viewers comment.

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Conclusion

Results at a glance

Comments	31,000
New Followers	5,000
Paid Clients	2

Instagram comments are a goldmine to boost your engagement and conversions, if used well. Like Reshmi, you too can achieve all the above goals with just 10 mins of effort.

Sign Up Now.

> “So easy to use, and I got my money's worth back in a day!”
>
> **Reshmi Verma**, Functional Nutritionist | Health Coach

Was this page useful?

Run one of these on your own audience.

Spur turns customer behaviour into WhatsApp and Instagram audiences and bills you per conversation delivered. It connects to Shopify if you sell there. 14-day free trial, no credit card needed.

Start for free › Book a demo

Meta Business Partner Shopify Partner

- ✓ 14-day free trial
- ✓ No credit card needed
- ✓ Connects to Shopify in minutes
- ✓ WhatsApp billed per delivered message