



GRID & PIXEL × KLAVIYO SOCIAL

Turn Instagram Followers into Email Subscribers



Built by Klaviyo.
Automated by Grid & Pixel.

klaviyo[®]

TECH PARTNER

PREFERRED

Grid & Pixel + Klaviyo Social

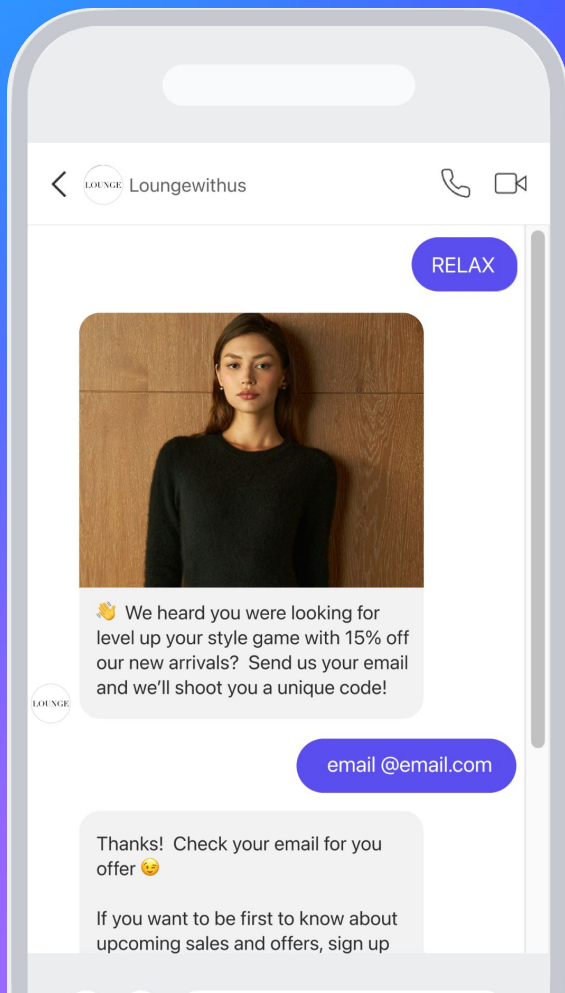
Klaviyo Social Auto-Replies are now available inside Klaviyo, and your Grid & Pixel account has been upgraded with early access.

That means you can now connect Instagram and **turn followers, comments, and DMs into email subscribers.**

Grid & Pixel turns Klaviyo's Social Auto-Reply feature into a done-for-you list growth system, including: keyword strategy, lists, segments, flows, and the campaign design needed to make it work.



Grid & Pixel



Your Popup Form for Social

Comments + DMs are the new opt-in moment.

Instagram engagement is high-intent, but it lives on a platform you don't control.

Think of Social Auto-Replies as the pop-up form for social: a simple way to turn comments and DMs into email and SMS subscribers.

As part of this beta, Grid & Pixel helps select Klaviyo brands turn Social Auto-Replies into an automated list growth channel.

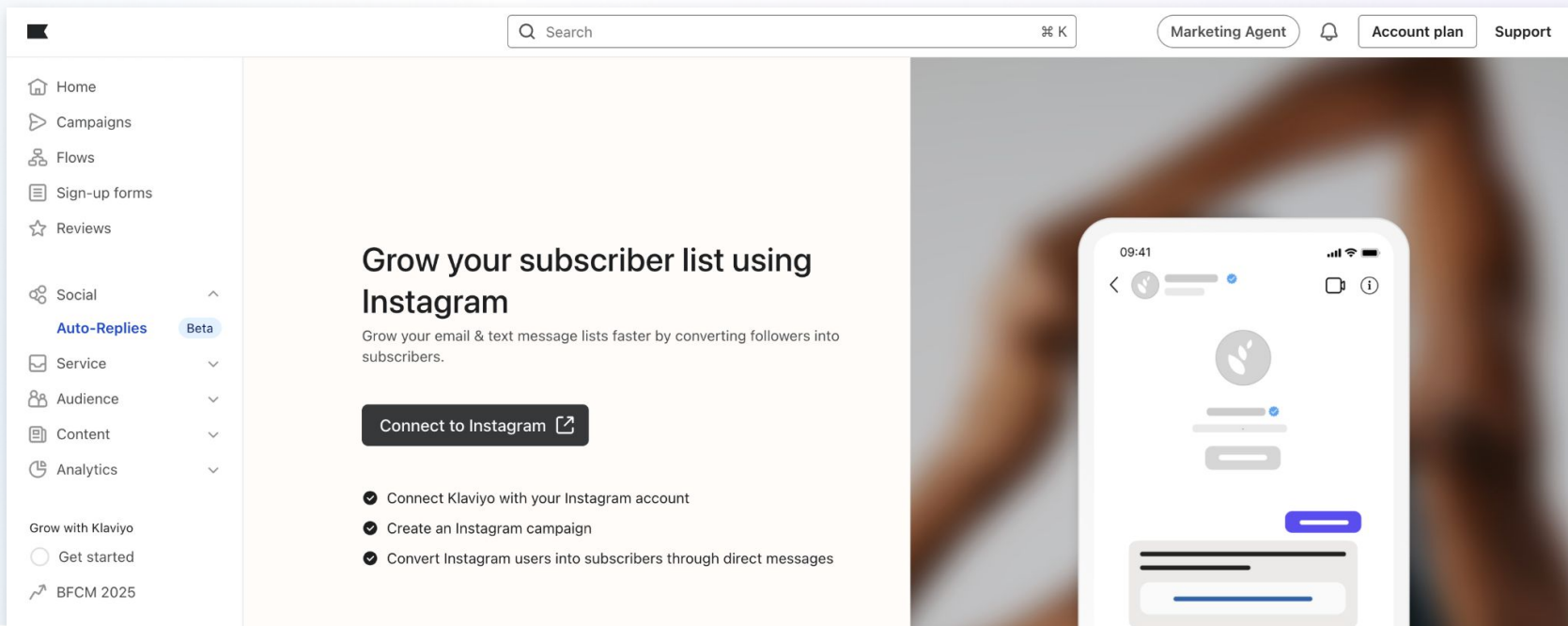
How It Works

You Connect Your Instagram Account to Klaviyo

To launch Social Auto-Replies, your **Instagram Business account needs to be connected inside Klaviyo.**

Klaviyo can then listen for campaign keywords in DMs and/or comments, then trigger an automated DM flow to collect email and SMS.

For step-by-step instructions, [click here](#).





Maria sees post & replies with keyword

Auto-Reply opens conversation in DMs



Maria gives her email & phone number

Maria's Klaviyo profile is updated and she gets added to Social Segments

Social Offer Flow Triggered



Maria receives keyword offer in her inbox



Order Success!

Social 'Follow Us' Flow Triggered

We'll Build Your Social Auto-Reply System

Build your auto-reply segments + lists

Create the key lists and segments needed to route profiles and trigger follow-up flows.

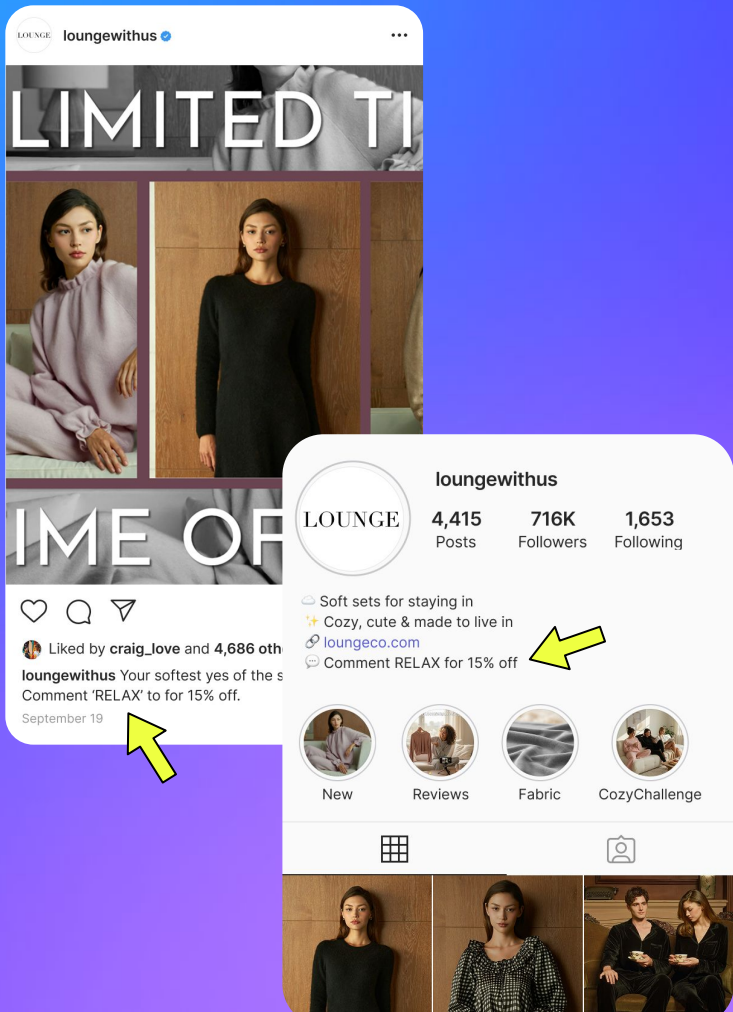
Build your auto-reply keyword + campaign

Configure the keyword, message logic, opt-in prompts, and confirmation messaging.

Set up the supporting flows

Build flows to deliver your offer, nudge non-followers to follow, and welcome followers who join your list.





We Launch Your Keyword. You Just Post.

Grid & Pixel will launch your beta using your existing welcome offer as the default incentive.

We'll create an evergreen keyword that can be promoted in your Instagram bio, captions, stories, and posts.

When someone comments or DMs the keyword, Klaviyo triggers the right auto-reply, opt-in steps, and follow-up flows.

For coordinated promotions or launches, Grid & Pixel can also create limited-time keywords tied to specific campaigns.



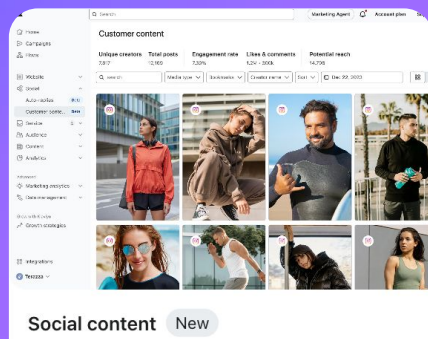
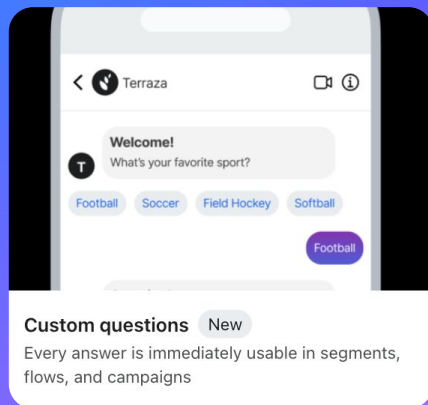
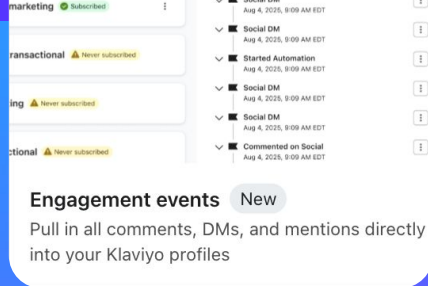
Brett Bernstein

Founder of Gatsby, acquired by Klaviyo

Make the keyword impossible to miss.

Brett's rule for better Auto-Reply campaigns:

"Keep the post brief, include a clear incentive, and make the trigger keyword impossible to miss."



Launch for Free. Expand with Klaviyo Social.

By default, Grid & Pixel will use Klaviyo's free social tools, so you can launch without increasing your Klaviyo bill.

That gives you a simple way to connect Instagram, capture email addresses, and start turning social engagement into owned contacts.

When you are ready to unlock more advanced social features, Grid & Pixel can expand the system with:

- Instagram engagement events
- Social-triggered flows
- UGC and content activation
- Custom DM questions

To learn more about Klaviyo's Paid Social Marketing feature, visit your [Social Content](#) tab in Klaviyo.

Ready to Get Started?

Grid & Pixel will help you launch your first Klaviyo Social Auto-Reply campaign.

Email support@gridandpixel.com or [book a demo](#)