5 Follow-Up Automations Every Service Business Needs

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1 Instant reply to new leads

Trigger: a form, ad lead, or website chat comes in.

Action: send an email (and a text, if they opted in) within minutes, with a booking link and one question about what they need.

2 Missed-call text-back

Trigger: a call goes unanswered.

Action: text the caller right away: sorry we missed you, what can we help with, plus a link to book.

3 Confirmation and reminders

Trigger: an appointment is booked.

Action: send a confirmation, then reminders (for example 24 hours and 2 hours before) with the address or meeting link and a reschedule link.

4 No-show rebooking

Trigger: an appointment is marked as a no-show.

Action: send a friendly message the same day with a new booking link, follow up once more two days later, then tag the contact.

5 Nudge for quiet leads

Trigger: no reply after 24 to 48 hours.

Action: send a short nudge, then a final check-in. If there is still no reply, move them to a nurture list instead of chasing.

Before you turn on texting

Get consent before you text, include a way to opt out (such as replying STOP), and check the rules for your country and number type. This is general guidance, not legal advice.

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