LESSON 7 · FEATURE - CONVERSATIONS

TRIGGER LINKS

Trackable links that turn one click into an automated follow-up and tell you exactly what's working.

LESSON RECAP

Trigger Links

WHAT YOU'LL LEARN

- How to create a trigger link and a custom-value trigger link
- How to add trigger links to your email campaigns
- How to view your trigger link analytics
- How to add a trigger link to your email and SMS snippets
- How to use trigger links in automations and workflows
- The difference between a permanent link and a scheduling link

🎯 LEARNING OBJECTIVE

Master Trigger Links - trackable links you can drop into emails and texts. Create them, build custom-value versions, add them to snippets and campaigns, fire automations from them, and read the analytics.

KEY DEFINITIONS

Trigger Link: A trackable link you place in emails and texts - clicking it can be tracked and can fire an automation.

Custom Value Trigger Link: A trigger link built from a custom value, so you update the URL in one place and it changes everywhere.

Permanent Link: A calendar link that stays the same even if you change the scheduling link.

Trigger Link Clicked: The workflow trigger that runs an automation whenever someone clicks the link.

> *"I like trigger links because I can edit the same URL from one place - and I can track every single click."*

🤖 5 AI Prompts You Can Use Today

1. Build Your Starter Trigger Link Set

ACT AS A MARKETING OPERATIONS SPECIALIST

I run a [type of business] and want to start tracking clicks on my most important links.
[Insert your top 3 links: calendar, website, or offer page]
Write:
- A clear name for each trigger link
- A one-line description of when to use it
- A tip for keeping the permanent link (not the changeable one) so it never breaks
Keep the tone practical and beginner-friendly.

2. Write a Directions Link Campaign

ACT AS A LOCAL MARKETING CONSULTANT

My business has a physical location and I want more people to find us.
[Insert business name and neighborhood or area]
Write:
- A short text message inviting customers to get directions
- A short email version with a clear CTA button copy
- One idea for tracking how many people actually click
Keep each message under 100 words.

3. Draft a Seasonal Promotion Trigger Link Message

ACT AS A PROMOTIONS COPYWRITER

I'm running a seasonal promotion and want to track engagement with a trigger link.
[Insert the promotion: dates, discount, or offer]
Write:
- A text message announcing the promo with a link placeholder
- An email subject line and short body
- A follow-up message for people who haven't clicked in 3 days
Keep the tone upbeat, not pushy.

4. Create a Custom Value Trigger Link Plan

ACT AS A BUSINESS SYSTEMS CONSULTANT

I want one link that updates everywhere it's used instead of editing multiple messages.
[Insert what the link points to: booking page, catalog, form]
Write:
- A plan for setting this up as a custom value trigger link
- Three places in my messaging where I'd use it
- A reminder of what to check before I roll it out
Keep it practical, no jargon.

5. Build a Review Request Trigger Link Flow

ACT AS A REPUTATION MARKETING EXPERT

I want happy customers to leave reviews easily and want to track how many click through.
[Insert your review platform: Google, Facebook, etc.]
Write:
- A short text asking for a review with a trigger link placeholder
- A short thank-you message for after they click
- A tip for timing the request after a purchase or service
Keep the tone genuine, not salesy.

🤖 5 More AI Prompts to Try

6. Design a Referral Link Campaign

ACT AS A REFERRAL PROGRAM STRATEGIST

I want to reward customers for referring friends and track who's actually sharing.
[Insert your referral offer or incentive]
Write:
- A text and email asking customers to refer a friend using a trigger link
- A short message thanking someone who clicks the link
- One idea for a simple reward structure
Keep the tone friendly and easy to share.

7. Plan a Trigger-Link-Based Automation

ACT AS A MARKETING AUTOMATION SPECIALIST

I want an automation to fire the moment someone clicks a specific link.
[Insert the link and the goal, like booking a call or downloading a guide]
Write:
- The workflow trigger I should set up (Trigger Link Clicked)
- The first two steps that should happen automatically after the click
- A reminder of what to check before publishing
This ties to the Trigger Link Clicked automation covered in the course - keep steps simple enough for a non-technical team member to follow.

8. Build a Re-Engagement Campaign for Cold Contacts

ACT AS A LEAD RECOVERY SPECIALIST

I have contacts who haven't engaged in over 60 days and want to win them back.
[Insert what you'd offer to re-engage them]
Write:
- A short re-engagement text with a trigger link
- A follow-up email if there's no click within a week
- A tag or list name to track who re-engaged
Keep the tone warm, not desperate.

9. Create a Monthly Trigger Link Report

ACT AS A OPERATIONS MANAGER

I want a simple way to review which links are performing each month.
[Insert the links you're tracking]
Write:
- A short report template with sections for top links, click counts, and trends
- Two questions I should ask myself when a link underperforms
- One action step for the next month
Format it so I can fill it in each month in under 15 minutes.

10. Build My Complete Trigger Link Strategy

ACT AS A BUSINESS SYSTEMS CONSULTANT

Bring together everything into one trigger link strategy for my business.
[Insert your business type and top 3 goals: bookings, reviews, referrals, etc.]
Write:
- A list of every trigger link I should have and what each is for
- Which ones should be tied to snippets, email campaigns, or automations
- A simple monthly routine for reviewing analytics and updating links
This builds on the trigger link, custom value, and analytics concepts covered in the course - format it as a one-page reference I can keep on hand.

BONUS VALUE

10 Trigger Links Every Business Should Have

Notsure wheretostart?Setupthesetenfirst-theycoverthemomentsthatmattermost for almost any business.

📅

Book a Consultation

Your permanent calendar link, used everywhere you invite someone to schedule time.

📍

Get Directions

A one-tap link to your location for local customers and first-time visitors.

⭐

Leave a Review

Points straight to your Google or Facebook review page after a purchase or service.

🤝

Refer a Friend

Tracks who's sharing your business and how often the link gets used.

📘

Download Your Free Guide

Delivers a lead magnet and tells you exactly who's engaged.

🔄

Renew or Upgrade

A simple link for existing customers ready to take the next step.

💳

Pay an Invoice

A direct link to your payment page for faster collections.

🎟️

RSVP to an Event

Tracks interest and headcount for webinars, open houses, or in-person events.

💌

Join Our Newsletter

Grows your list from texts, emails, and social bios in one click.

🔕

Manage Preferences

A clear, trackable opt-out or preference-update link for compliance and trust.

✅ Quick Checklist Before You Send

- ✓ Use the permanent link for anything tied to your calendar so it never breaks.
- ✓ Always send yourself a test before it goes out to customers.
- ✓ Pick "trigger links" in the tag menu, not "custom values," so clicks are tracked.
- ✓ Publish the workflow that fires on a click - nothing happens until you do.
- ✓ Check your analytics monthly and retire links that aren't getting used.