⏱️ 20 MIN SETUP

Web Form Leads Into One Inbox With an Instant Reply

Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.

The problem

Leads that wait hours for a reply go cold. Routing every form into one inbox with an instant acknowledgement means no lead is missed and every one gets a fast answer.

What you need

- Your website form (Google Forms, Typeform, Jotform, WordPress or Wix)
- Zapier or Make
- Gmail or Outlook

Setup with Zapier

1. Create a Zap with your form tool's **New Submission** trigger.
2. Add **Gmail, Send Email** to yourself with every form field (the lead alert).
3. Add a second **Gmail, Send Email** to the lead with your instant reply.
4. Optionally add **Google Sheets, Create Row** to keep a lead log.
5. Submit a test entry, then turn the Zap on.

Setup with Make

1. Use your form's **Watch Responses** module.
2. Add a Router with two Gmail branches, one alert to you and one reply to the lead.
3. Add Google Sheets to log the lead.
4. Turn it on.

Gmail auto-reply message template

> Hi [Name], thanks for contacting [Business]! We've got your message and will be in touch within [timeframe]. Talk soon.

Consent and local rules

This is a reply to someone who contacted you, so it isn't marketing. Don't add promotions to it. Any marketing message needs opt-in consent and an unsubscribe option (TCPA and CAN-SPAM in the US, the Spam Act in Australia, PECR and GDPR in the UK and EU, CASL in Canada). This isn't legal advice.

FAQ

What if I have several website forms?

Point them all at the same Zap, or set up one Zap per form that sends to the same inbox. Add the form name to the alert so you know where each lead came from.

Can the auto reply text the lead too?

Yes, add a Twilio step, but only if they gave you their number for that purpose. Include your business name, and add “Reply STOP to opt out” to any follow-up texts.

What should a web form auto reply say?

Thank them, confirm you got their message, and say when they’ll hear back. Keep it short and free of promotions, because it’s a reply, not marketing.

Will the auto reply land in spam?

Sending from your own Gmail or Outlook account helps it look like a normal reply. Send a few test entries to different email providers to check before you rely on it.

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Affiliate disclosure: some links earn us a commission at no extra cost to you.

One-page checklist: Web form leads into one inbox with instant reply

- ☐ Create a Zap with your form tool's New Submission trigger.
- ☐ Add Gmail, Send Email to yourself with every form field (the lead alert).
- ☐ Add a second Gmail, Send Email to the lead with your instant reply.
- ☐ Optionally add Google Sheets, Create Row to keep a lead log.
- ☐ Submit a test entry, then turn the Zap on.

Consent note: only message people who have contacted you or agreed to hear from you, and include a way to opt out. This isn't legal advice.

Full guide: https://www.automatequick.com/guides/web-form-leads-instant-reply