Part 2: Nurturing Mechanism Design

This section outlines a 3-tier nurturing strategy based on lead intent, using personalized messaging and automation tools.

Nurturing Strategy Table

Intent Level	Channel & Frequency	Content Type	Success Metric	AI Tools Leveraged
High (Booked demo, no close)	Email (2/week), WhatsApp follow-up	Case study, video testimonial, objection handling content	Demo rescheduled or response	ChatGPT, Mailchimp AI
Mid (Webinar/resource)	Email (1/week), LinkedIn DM (1/week)	Founder story, feature highlights, use-case newsletter	Clicks or re-engagement	Notion AI, Canva
Low (Newsletter only)	Email (bi-weekly)	Success stories, product updates, community invites	Open rate or new engagement	BeeFree, ChatGPT

Strategy Notes:

- High-intent leads receive more frequent and trust-building content to push toward conversion.

- Mid-intent leads are nudged with storytelling and relevance.

- Low-intent leads are lightly warmed to keep engagement alive.