# 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.