



AI Lead Follow-Up

Keeps every lead warm with automatic, intelligently timed follow-up sequences — so no prospect ever falls through the cracks again.

Automatic Nurture Sequences

Never Miss A Lead

Smart Timing

THE CHALLENGE & THE FIX

What Lead Follow-Up Actually Does

This automation makes sure a lead who doesn't respond on day one still hears from your business on day two, day five, and beyond, automatically.

≡ The Problem Today

- Most sales require five or more touchpoints, but reps often stop after one or two
- Leads who don't reply immediately are usually forgotten within days
- Manually tracking who needs a follow-up and when becomes unmanageable at scale
- Inconsistent follow-up timing makes a business look unorganized to prospects

⚡ The Agentra Fix

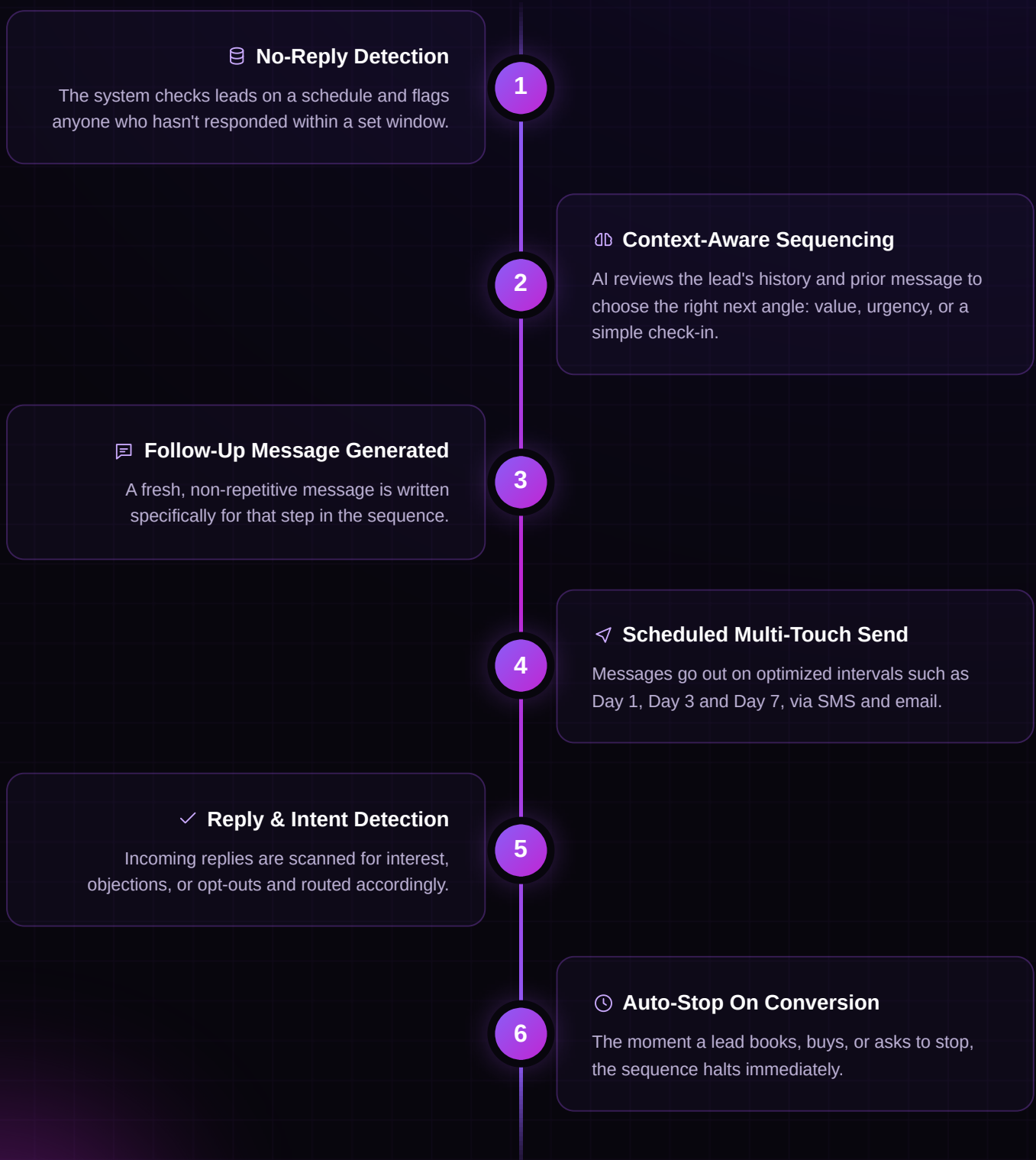
- AI automatically builds a multi-step follow-up sequence for every non-responsive lead
- Each message adapts based on prior replies, silence, or engagement signals
- Follow-ups are spaced using proven timing intervals rather than guesswork
- The sequence pauses instantly the moment a lead replies, books, or converts

Rather than relying on a rep to remember to check back in, this automation builds a personalized follow-up cadence the moment a lead goes quiet. It tracks open and reply status across SMS and email, gently escalates tone over time, and varies the message angle (value-add, social proof, urgency) at each step, so leads receive a natural nurture sequence instead of the same message repeated on a loop.

STEP-BY-STEP AUTOMATION FLOW

How It Works

A patient, persistent follow-up cadence that runs in the background for every lead.



THE INTELLIGENCE LAYER

Under the Hood

How the AI actually thinks, decides and acts inside this automation.

The engine behind this automation is a state machine: every lead sits in a defined stage — new, followed-up-once, followed-up-twice, engaged, converted, or opted-out — and the AI decides the content of each message based on that stage plus any prior conversation content. This prevents the classic mistake of sending the exact same 'just checking in' message three times in a row.

Timing intervals are fully configurable to match your sales cycle: same-day and next-day touches for fast-moving inquiries like home services, versus weekly spacing for longer B2B cycles. A lightweight intent check on incoming replies (interested, not interested, wrong number, unsubscribe) routes the lead out of the automation and into the right next action, whether that's a live handoff to a rep or simple removal from the list.

TECH STACK

**n8n Workflow Engine**

Manages timing, stage tracking, and sequence logic

**GPT Language Model**

Writes each unique follow-up message per stage

**Scheduler / Cron Triggers**

Checks for non-responders on set intervals

**Twilio SMS API**

Delivers each follow-up text on schedule

**CRM / Airtable**

Tracks lead stage, history and opt-out status

INTEGRATES WITH

HubSpot

GoHighLevel

Airtable

Twilio

Gmail

Slack

WHY IT MATTERS

Key Benefits

Consistent follow-up is one of the highest-ROI habits in sales; this makes it automatic.

**No Lead Left Behind**

Every non-responder automatically receives a structured nurture sequence.

**More Conversions From The Same Leads**

Multiple well-timed touches recover interest a single message would lose.

**Perfect Timing, Every Time**

Follow-ups fire on schedule without a rep needing to remember.

**Natural, Non-Repetitive Messaging**

Each touch reads as a fresh, human message, not a repeated nag.

**Automatic Opt-Out Handling**

Unsubscribe or 'not interested' replies stop the sequence instantly.

**Fully Hands-Off**

The entire cadence runs with no manual tracking spreadsheet needed.

REAL-WORLD EXAMPLE

A solar installation company generates 40 quote requests a week but historically only followed up once. After turning on this automation, unresponsive leads now receive a same-day SMS, a value-focused email two days later, and a final urgency-based message on day seven. Close rates on the same lead volume rise noticeably because leads that would have gone cold after one missed reply are re-engaged automatically.

IDEAL FOR

Home Services

Insurance & Financial Services

Real Estate

B2B Sales

Coaching & Consulting