



AI Lead Generation

Finds, analyzes and reaches your ideal prospects automatically — turning cold contact data into warm conversations before your team ever picks up the phone.

Outbound Automation

Personalized Outreach

Zero Manual Prospecting

THE CHALLENGE & THE FIX

What Lead Generation Actually Does

This automation turns a simple list of names, phone numbers and emails into a fully personalized outbound campaign, with zero manual writing or sending.

☰ The Problem Today

- Sales teams burn hours manually researching and messaging prospects instead of selling
- Generic mass-blast templates get ignored, deleted, or marked as spam
- Fresh leads go cold within minutes of being captured if no one replies fast
- There's no consistent way to personalize outreach once volume increases

⚡ The Agentra Fix

- AI pulls in raw contact data (name, phone, email, company) the moment it arrives
- Instantly researches the lead and drafts a genuinely personalized SMS and email
- Sends outreach within seconds of the lead entering the system, not hours later
- Every message, send time, and reply is logged automatically for the sales team

Instead of a generic template blasted to hundreds of contacts, Agentra's Lead Generation automation reads whatever data you feed it, uses AI to understand who the person likely is and what they need, then writes a genuinely personal opening message referencing their business, role, or situation. That message is delivered by SMS and email simultaneously, at the exact moment the lead enters the system, while interest is highest and before a competitor gets there first.

STEP-BY-STEP AUTOMATION FLOW

How It Works

From raw contact data to a personalized message in the lead's inbox — in under 60 seconds.

1 Lead Data Enters System

A new contact (name, phone, email, and optional context like company or source) is added via form, spreadsheet, or CRM trigger.

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2 AI Enrichment & Research

The AI cross-references available details to infer industry, likely pain points, and the best angle for outreach.

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3 Personalized Message Drafting

AI writing generates a unique SMS and email opener tailored to that specific lead, never a copy-paste template.

3

4 Instant Multi-Channel Send

The message is dispatched via SMS and email simultaneously within seconds of the lead being created.

4

5 Response Monitoring

The system watches for replies in real time and flags any incoming response for immediate follow-up.

5

6 CRM Logging

Every message sent, delivery status, and reply is written back into the CRM or spreadsheet automatically.

6

THE INTELLIGENCE LAYER

Under the Hood

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

At the core of this automation is a prompt-engineered AI writing layer that treats every lead as an individual, not a row in a spreadsheet. It's given a structured brief — name, company, source, and any notes — and instructed to produce a short, human-sounding opener that avoids salesy language, references something specific and credible, and ends with a low-friction call to action such as a quick question rather than a hard pitch.

Behind that writing layer sits a no-code orchestration engine (n8n) that handles the plumbing: watching for new leads, calling the AI model, formatting the SMS and email, sending through a messaging API, and writing results back to storage. Because it's built on webhooks and triggers rather than scheduled batch jobs, the entire sequence fires the instant a lead appears, not on the next scheduled run.

TECH STACK

**n8n Workflow Engine**

Orchestrates every step from trigger to send, no code required

**GPT Language Model**

Writes the personalized SMS and email copy per lead

**Twilio SMS API**

Delivers the text message instantly to the lead's phone

**Email Delivery API**

Sends the matching personalized email in parallel

**Google Sheets / CRM**

Stores lead data and logs every outreach event

INTEGRATES WITH

Google Sheets

HubSpot

GoHighLevel

Twilio

Gmail

Airtable

WHY IT MATTERS

Key Benefits

What this automation gives back to a growing business.

**Under 60-Second Response**

Leads get a personalized message before their interest cools off.

**Higher Reply Rates**

Personalized openers consistently outperform generic templates.

**Scales Without Headcount**

Handles 10 or 10,000 leads with the same setup and no extra staff.

**Consistent Brand Voice**

Every message follows the same tone and quality guidelines automatically.

**Full Activity Trail**

Every send, delivery, and reply is logged for the sales team.

**Zero Manual Work**

No one has to write, copy-paste, or send a single opening message again.

REAL-WORLD EXAMPLE

A local roofing company uploads 150 leads collected from a home show into a shared spreadsheet. Within two minutes, each contact has received a personalized SMS referencing the event and a matching email introducing the company's storm-damage inspection offer. By the next morning, over a dozen leads have replied asking about pricing, all before a single team member made a phone call.

IDEAL FOR

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