Loop Marketing.

PLAYBOOK

The playbook that will help every marketer
adapt and grow in a world reshaped by AI.

HubSpot

Agenda

Inbound marketing is being disrupted.

The old tactics aren't working. Your playbook needs some love.

So we rewrote it for you.

Loop Marketing is a new four-stage approach that combines AI efficiency and human authenticity to drive growth.

It loops. It learns. It actually works.

What's changing?

The old playbook is played out.

01

The funnel isn't flowing

Lead generation as we know is changing.

Buyers now search with AI instead of Google. When they do use Google, they get an AI overview. They don't need to come to your website for information anymore, which means a big drop in search traffic for marketers.

**Marketers need to optimize for Answer Engine Optimization (AEO).**
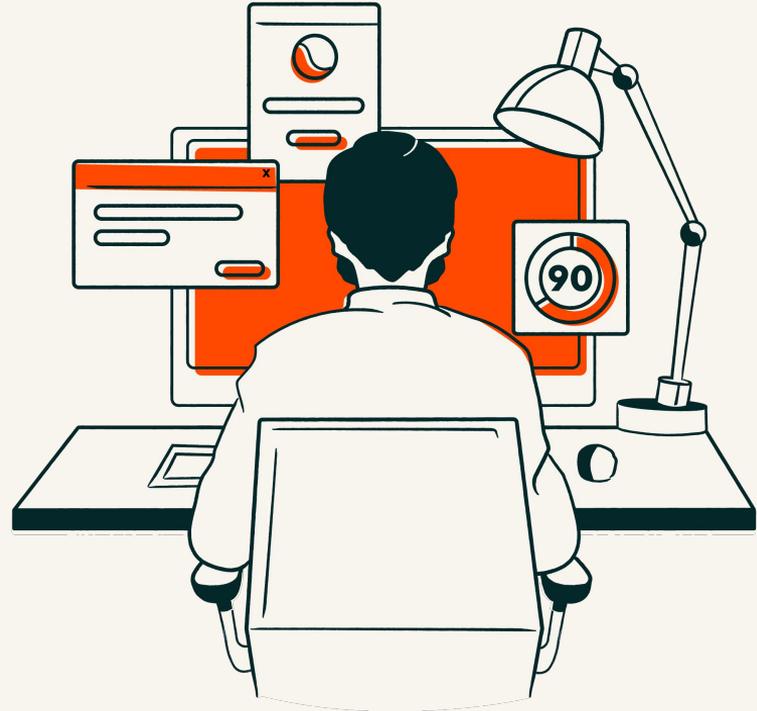
02

Awareness is scattered.

Buyers follow their feed, not the funnel.

Customer attention is scattered across YouTube, TikTok, Reddit, podcasts, and platforms that didn't exist five years ago. Buyers are spending time scrolling on social, listening to podcasts and connecting in forums.

Marketers need to go from owning the conversation to joining it, by connecting with audiences in new places.
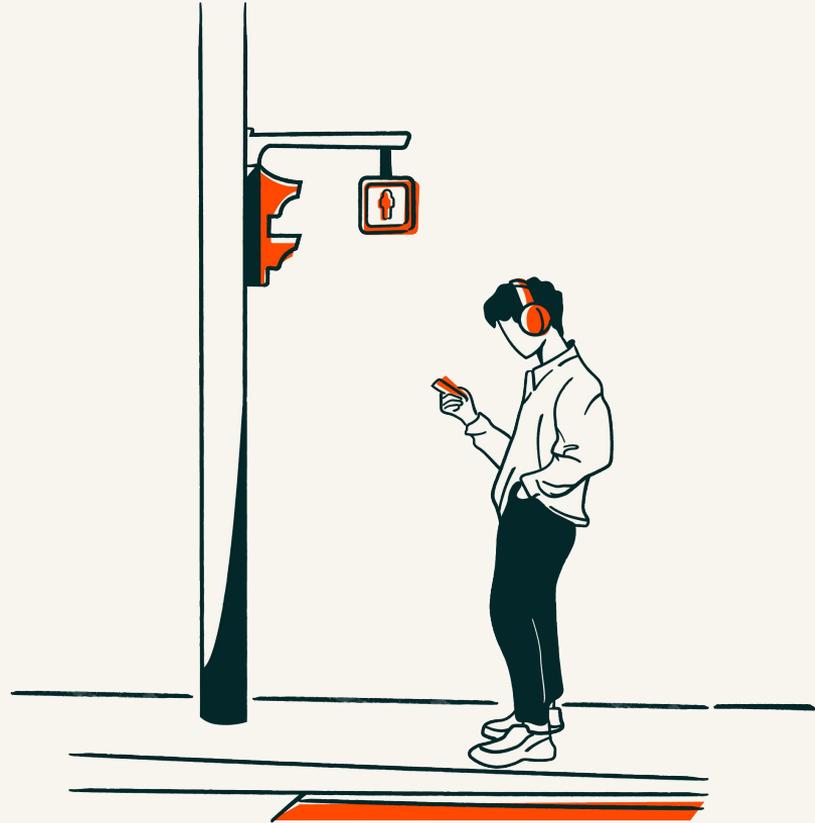
03

Visitor intent is higher

The bottom of the funnel is richer than ever.

With a larger share of traffic coming from AI referrals, leads are now much further along the buying journey when they get to a website. This AI-referred traffic converts 4.4x better than traditional search.

Seamless website experiences are more important than ever to capture this traffic.

04

Experiments > Campaigns

AI moves faster than your marketing plan

Traditional campaign planning can't keep pace with an AI driven world. When the rules change daily, marketers can't rely on 6-month planning cycles.

They need to test fast, scale what works, and cut what doesn't.
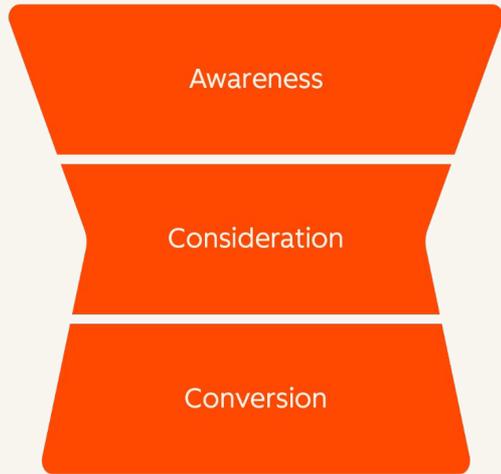
05

Taste beats tactics

Content volume is dead. Authenticity is the new currency.

Publishing content is no longer good enough. Community building, and genuine relationships have become the true differentiators.

Marketers need to cut through the noise of AI generated content by expressing a unique point of view.

The rules are changing.

What used to be centralized — *awareness* — is now dispersed.

What used to be abundant — *website traffic* — is now shrinking.

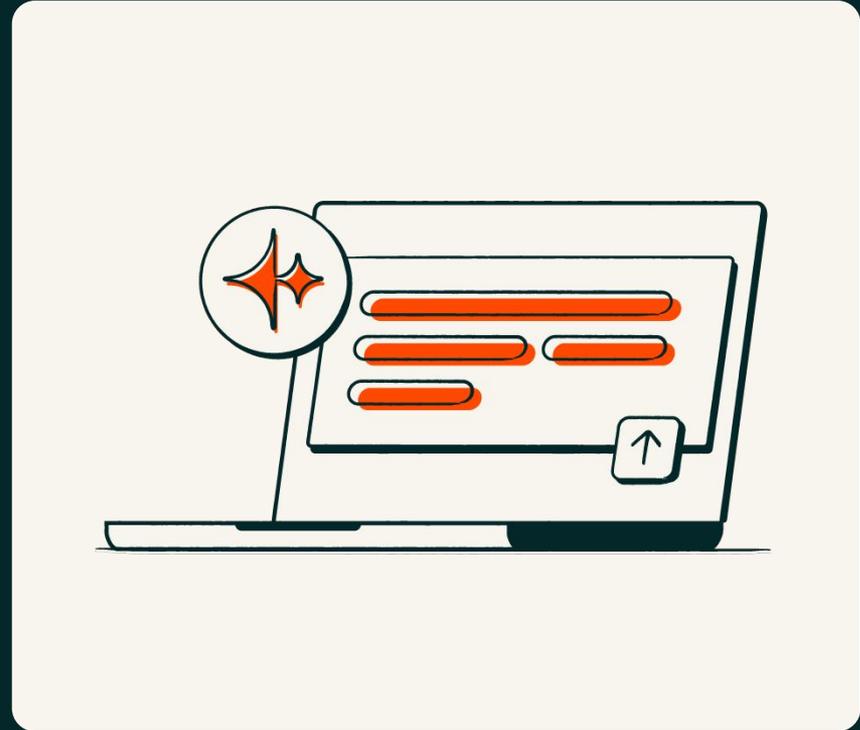What used to be slow — *conversion* — is now fast, AI assisted.

HubSpot revolutionized growth for millions of businesses with Inbound marketing.

Now, AI is driving another seismic shift in buyer behavior.

Just as HubSpot pioneered the last era's playbook, we've developed a new playbook for marketing in the age of AI.

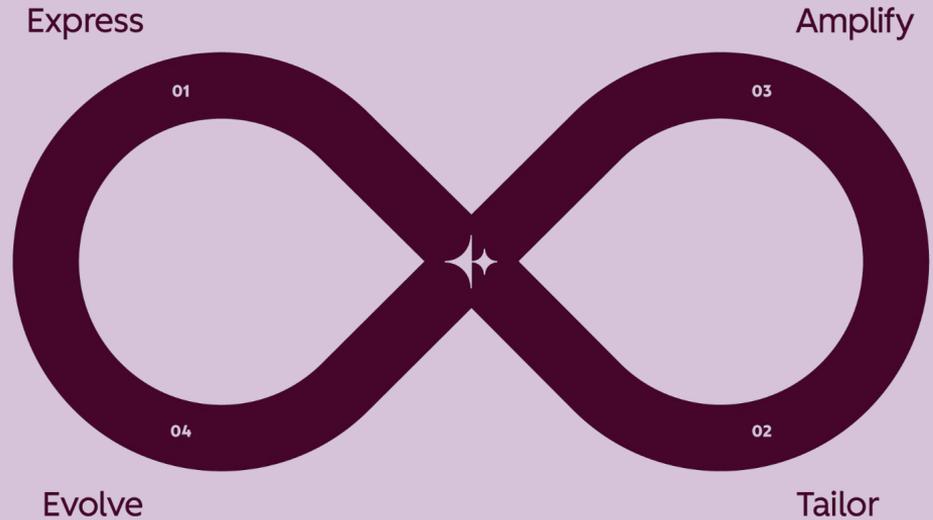# One that centers on the collaboration of humans and AI.

Loop Marketing

Loop Marketing

Loop Marketing is a new way to grow — powered by humans and AI, working together to express your message, tailor it to your audience, amplify it across channels, and evolve it in real time.

Express

Amplify

01

03

04

02

Evolve

Tailor

Loop Marketing delivers

01
Faster go-to-market

With AI powered creation that launches campaigns in days, not months.

02
Deeper customer connection

With personal, contextual, and relevant content.

03
Lower acquisition costs

With diversified channels.

04
Continuous optimization

With AI that learns and improves with every campaign.

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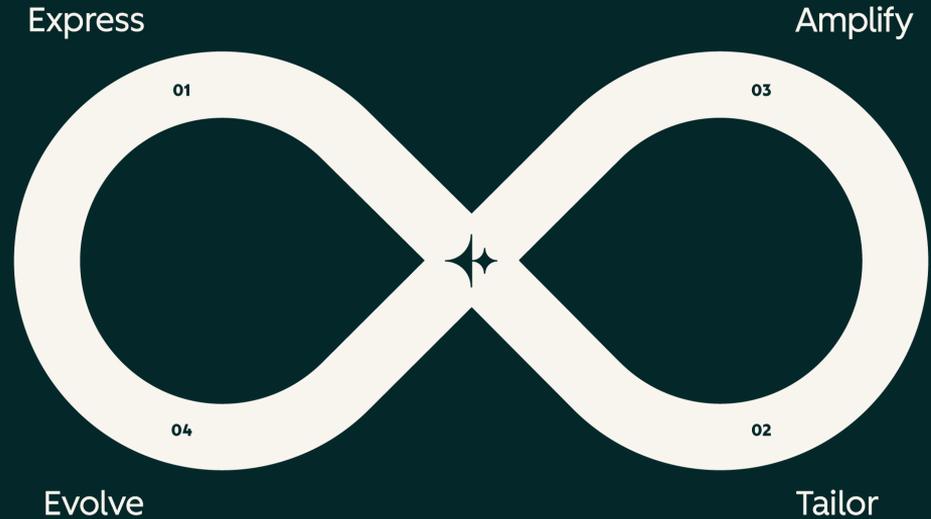
Loop Marketing and Inbound.

The Loop still remains true to the principles that made Inbound work -
educating customers, **creating value**, and **building relationships**.

We've adapted these principles to a world where
- Buyers are everywhere except your website
- AI answers questions before buyers click
- Messages are personal to each individual

How it works

01

Express who you are

Define your taste, tone, and point of view — informed by your ideal customer profile. Turn that into a style guide for your campaigns and AI.

Express

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02

Tailor your audience

Use AI to make interactions personal, contextual, relevant. More "How did they know?" and less "Dear {First Name}."

Express

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03

Amplify across channels

Diversify your content across channels for humans and bots — YouTube and social video, email, LLMs, search, creator feeds, and more.

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Evolve in real time

Iterate quickly and effectively with the help of AI. Then watch your loop velocity — the speed from idea to execution to iteration — start to take off.

Express

Amplify

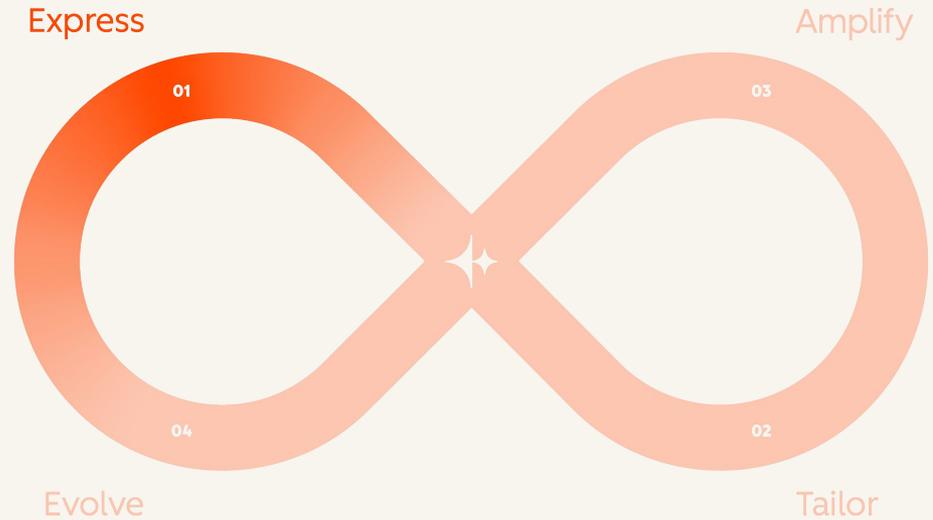01

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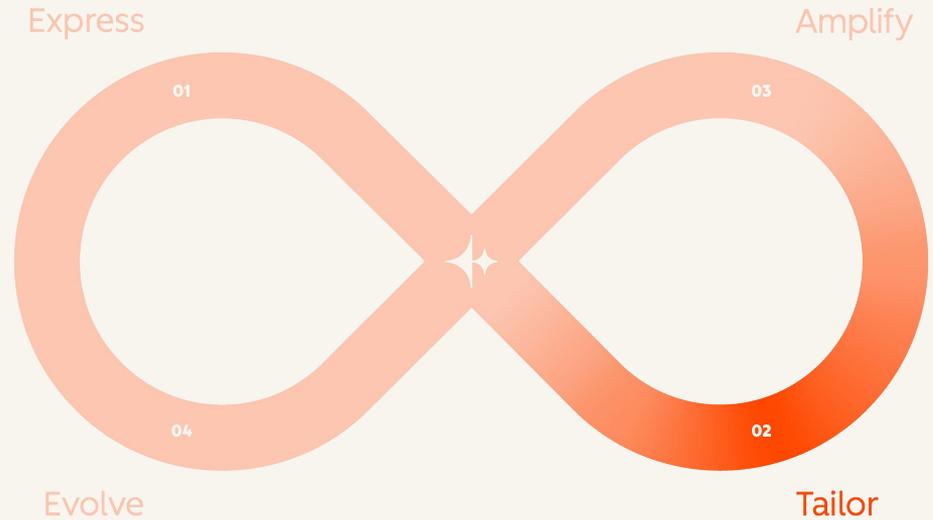Tailor

Here's how it works

01
Express who you are

Define your taste, tone, and point of view — informed by your ideal customer profile. Turn that into a style guide for your campaigns and AI.
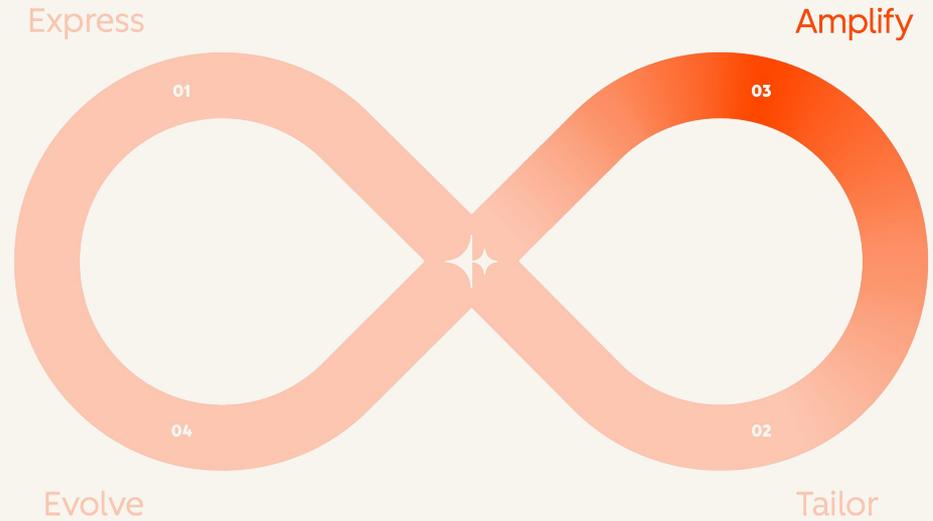
02
Tailor to your audience

Use AI to make interactions personal, contextual, relevant. More "How did they know?" and less "Dear {First Name}."

03
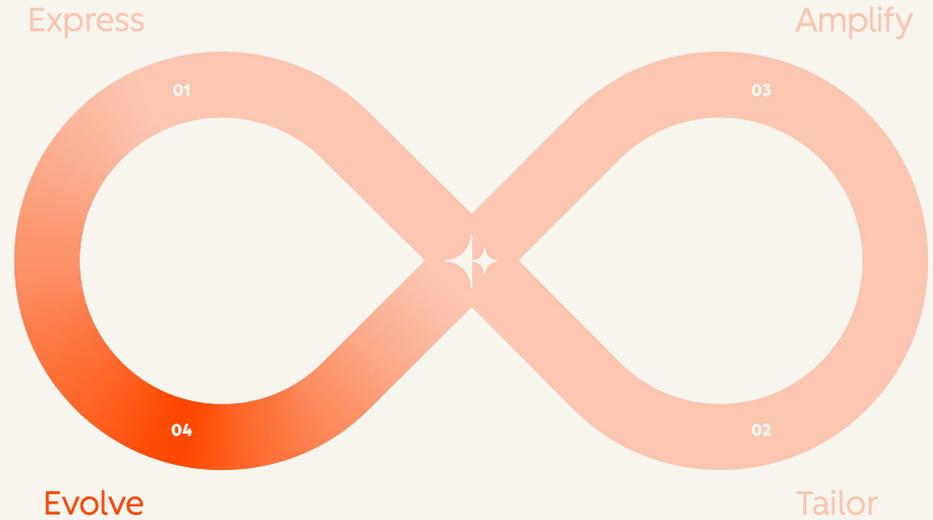### Amplify across channels

Diversify your content across channels for humans and bots — YouTube and social video, email, LLMs, search, creator feeds, and more.

04
Evolve in real time with AI

Iterate quickly and effectively with the help of AI. Then watch your loop velocity — the speed from idea to execution to iteration — start to take off.

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Here's how it works

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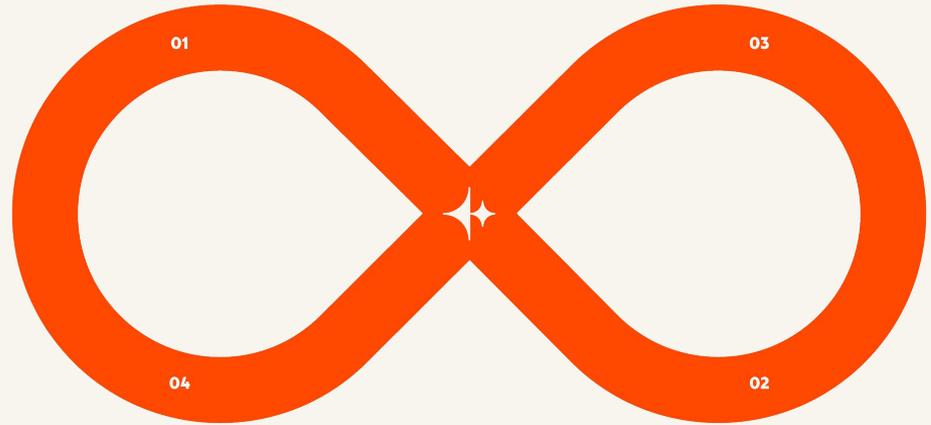
The Loop in action

Express

Express your unique brand identity

AI can generate content in seconds. But without a clear voice, context and perspective, the output will fall flat. The Express stage is where you're handing AI a crystal-clear style guide so every word it writes, every multimedia asset it helps you produce, is unmistakably you.

In a world where every business has access to the same AI tools, what makes you different, what gives you a competitive advantage? In this stage, it's the data, context and point of view you *give* the AI.

Unlock Stage 1 of Loop Marketing:

1. **Create Your Ideal Customer Profile:** Identify exactly who you're talking to: what they care about, their goals, challenges and intent. Mine reviews, calls, comments, and community chatter with AI's help.
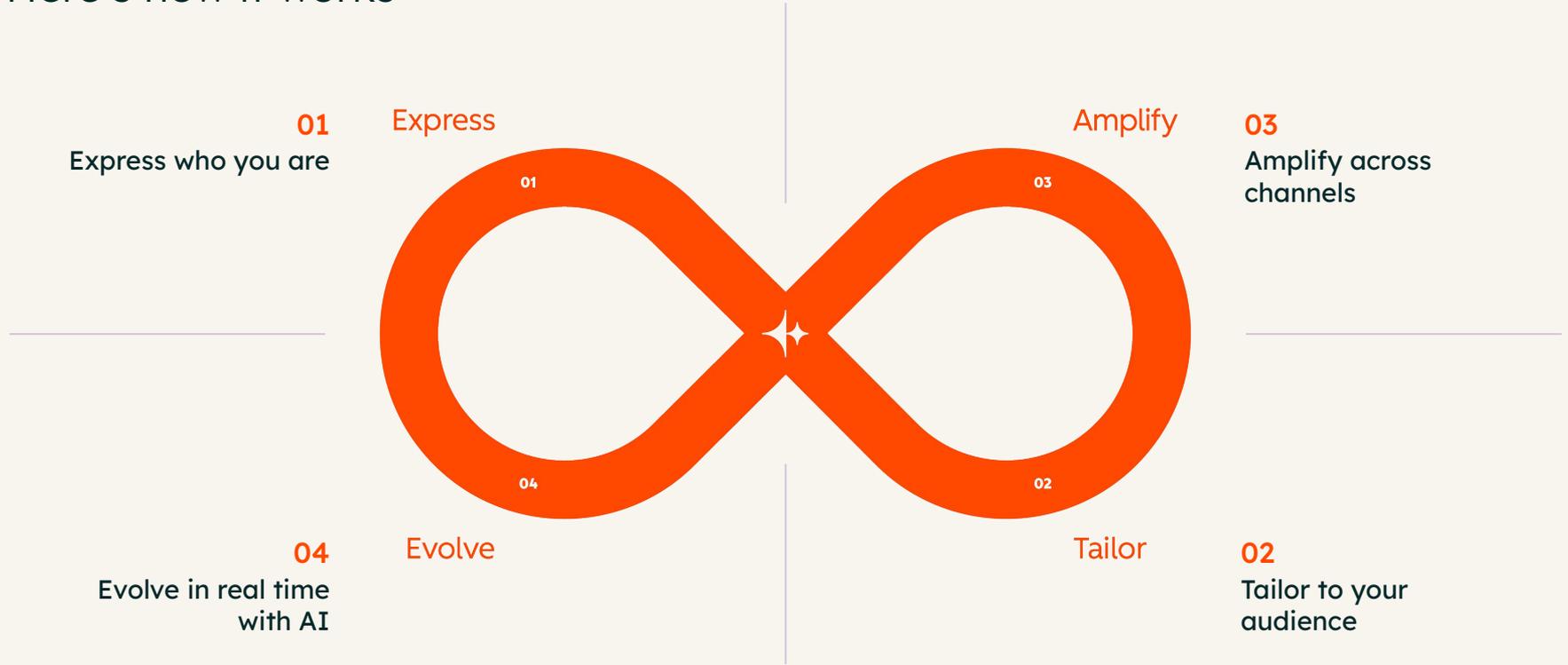2. **Craft Your Style Guide:** Define why you're uniquely different, valuable, and better than the competition. Distill those insights into a simple, shareable style guide: mission, tone, do-say list, and non-negotiables.
3. **Generate Campaign Concepts:** Claim your corner of the market with creative concepts, inspired by your style guide, that tells buyers *why pick us.*

Express with HubSpot

01

Define your Audience

Identify your ideal customer profile (ICP)

- Use **Breeze Assistant**, or the **HubSpot connectors for ChatGPT, Claude, or Gemini*** to summarize your highest-value customers from your CRM data and tell you what they care about based on your deal notes and engagements.

  Starter Prompt: "Tell me about our most successful customers. What are the biggest pain points that leads have expressed in their intake forms? Give me the history of our best deals."

02

Craft your Style Guide

Define why you're uniquely different, valuable, and "cooler" than the competition

- Use this to create a brand style guide that captures your unique brand POV and how it applies to your target audience.

- Upload your style guide to **Brand Identity*** in HubSpot to ensure your taste is expressed in every piece of content you create.

*This product is in closed alpha. Join the waitlist here.

Express with HubSpot

03

Generate Concept

Create the foundational story you want to tell

- Use **Breeze Assistant** to generate campaign ideas and content concepts based on your style guide.

  > **Starter Prompt:** "Create three campaign ideas with key messages for our target customers. List 5 ideas for content about our product and services."

04

Build your content strategy

Plan how this story will come to life across formats and channels

- Upload the campaign brief to **Marketing Studio*** to generate a mix of recommended content assets by channel and format.

- Test your content by taking research about your customers (e.g. call transcripts, research, past content that performed well), uploading it to any LLM, and asking for feedback on what content does and doesn't resonate with your customer based on this information.

  > **Starter Prompt:** "Take the research I provided in [Document Name 1, Document Name 2, etc.], and help me improve my new content [New Content Document Name]. Give me specific recommendations on what to change and keep based on what will resonate with my customer."

This product is in beta.

Tailor

Make the story personal

The Tailor stage is about making your message feel personal, not just personalized. AI lets you start with a cohort of one and uses enriched data, real-time intent signals, and behavioral insights to craft messages that feel like they were written specifically for each person, not just for someone like them.

Messaging that makes prospects think "How did they know that?". When you make your buyers feel genuinely understood, you gain both their trust and a competitive advantage.

Unlock Stage 2 of Loop Marketing:

1. **Enrich Your Data:** Gather behavioral signals, intent data, and contextual information so you know exactly where and who each buyer is in the journey.
2. **Build Your Audience Segments:** Use your enriched data and intent signals to build out your target customer segments.
3. **Make Your Content Personal:** Generate hyper-personalized content with AI that connects your message to each contacts specific situation and needs.
4. **Ensure Human Quality Checks:** Ensure AI maintains accuracy while applying your unique taste, creative judgement and strategic thinking.

Tailor with HubSpot

01

Enrich Customer Data

Gather behavioral signals, intent data, and contextual information that actually matters

- Use **AI Powered Contact Enrichment** and **Data Agent*** to enrich your Smart CRM data with new signals like firmographics, job changes, company activity, or any custom research question that matters to your business.

- Use **Data Studio*** to combine and enhance customer data from across your tech stack into unified, actionable datasets that help build a better understanding of your customers.

02

Target by Intent

Identify contacts with active intent signals

- Use the **AI Powered Segmentation*** to build audiences based on fit and intent signals.

  > **Starter Prompt:** "Find contacts who have shown signs of buying intent in the past 30 days across our CRM, such as pricing page visits or email replies."

This product is in beta.

Tailor with HubSpot

03

Personalize Message

Generate 1:1 content that connects your story to their specific situation and needs

- Use the **Personalization Agent**** to make landing pages and CTAs personal for each segment.

- Create an email campaign using the **AI Dynamic Email Personalization**** tool to tailor outreach even further using CRM data and generate a personal email for each recipient.

04

Human Quality Review

Ensure AI output is accurate

- Have a team member review AI-generated personalized content before sending to verify:
    - Brand voice and tone are consistent across all variations
    - Personalization feels natural, not creepy or overly familiar
    - Facts about the customer and product are accurate (no hallucinations)
    - CTAs make sense for where the customer is in their journey

> **Pro tip:** Spot check 10-20% of AI outputs initially, then reduce as you build confidence in your prompts and AI performance. Flag any patterns of errors to refine your style guide and prompts.

**This product is in private beta. Join the waitlist here.

Amplify

Amplify with diversified channels and trusted voices

The Amplify stage is how you diversify channels to engage customers where they are. Publishing great content is not enough to break through. You need to move from owning the conversation to joining it, meeting prospects where they already are, through voices they already trust, on platforms where they're already engaged.

Unlock Stage 3 of Loop Marketing:

1. **Diversify Channel Mix:** Embrace new channels with more upside (AEO, community sites, video)
2. **Engage buyers in real time where intent is highest:** Give the prospects who land on your website a seamless experience
3. **Activate Trusted Creators:** Partner with voices your audience already follows and trusts.
4. **Scale Content production with AI:** Use AI for video creation, personalized ads, and building out assets.
5. **Launch Next-Gen Advertising:** Run more targeted, AI-generated video ads.

Amplify

01

Optimize Channel Mix

Embrace new channels with more upside (AEO, community sites, video)

- Learn which content is most at risk of being easily replicated by AI using the **HubSpot AEO grader**.

- Use the **AEO Strategy Tool**** to analyze your website's topical coverage and recommend improvements and new content opportunities to increase visibility in LLMs.

02

Engage buyers in real time where intent is highest

Give the prospects who land on your website a seamless experience

- Set up **Customer Agent** on your highest intent pages (e.g. pricing & comparison pages) to answer questions fast and increase likelihood of conversion.

*This product is in beta.
**This product is in private beta. Join the waitlist here.

Amplify

03

Activate Trusted Creators

Partner with voices your audience already follows and trusts

- Use the **HubSpot connectors for ChatGPT, Claude, or Gemini*** to identify high-intent, high-engagement partners within your industry that would be good fit collaborators.

  > **Starter Prompt:** "Which distribution channels and creator types are best aligned to reach growth-stage B2B SaaS marketers looking for AI tools?"

04

Scale Content Production with AI

Use AI for video creation, personalized ads, and more

- Use **Video Clip Agent**** to find relevant clips from your existing video library based on trending topics; then use Clip Editor to convert longer videos into short-form clips optimized for social platform

- Use **Marketing Studio*** to easily create campaign assets for all channels from one core asset.

This product is in closed alpha. Join the waitlist here.

Amplify

05

Launch Next-Gen Advertising

Run more targeted, AI-generated video ads

- Create Ad campaigns using **Google PMax Integration** and **AI-Powered Ad Builder** for smart distribution across search, social, and display.

  Starter Prompt: *"Create a Google PMax campaign using this B2B SaaS productivity message. Optimize for demo signups over 14 days."*

Evolve

Optimize in real time and restart smarter

The Evolve stage is where you learn fast and act faster.

The new era of marketing doesn't wait for your quarterly review — and neither do your customers.

Use AI to spot early trends, run rapid experiments, and continuously refine your strategy based on live data. You're not just collecting metrics, you're turning every interaction into intelligence that makes the next loop smarter.

Unlock Stage 4 of Loop Marketing:

1. **Simulate Campaign Outcomes:** Use AI to predict which customers and creative are most likely to convert, and identify weak spots before you go live.
2. **Monitor Real-Time Performance:** Track engagement and conversion signals as they happen with AI.
3. **Run Rapid Experiments:** Test, iterate and refine fast.
4. **Keep Optimizing:** Apply learnings immediately to your next Loop.

Evolve

01

Simulate Campaign Outcomes

Use AI to predict results before launching

- Use **Email Engagement Optimization*** to predict which recipients are most likely to engage, optimizing your send lists for maximum performance before you hit send.

02

Monitor in Real-Time

Track engagement and conversion signals as they happen

- Use **Smart Digest*** to spot early trends—opens, clicks, engagement drop-offs—and act fast, without manual monitoring.

- Review **Column Insights*** to quickly interpret trends in CRM data for more confident decision making.

- Use **Pathfinder*** to analyze customer journey paths between key touchpoints. Identify where prospects drop off and which paths lead to conversions, then apply these insights to optimize your next Loop iteration.

This product is in beta.

Evolve

03

Run Rapid Experiments

Test and iterate much faster than traditional cycles

- Set up **Smart Digest*** to get proactive, AI-powered insights delivered directly to your inbox with a summary of data you care most about most when the test is complete.

  Starter Prompt: *"Which hook version resulted in the highest conversion rate for B2B SaaS buyers in Segment A? Include analysis of form fills, time on page, and email click-throughs."*

04

Refine Strategy Continuously

Apply learnings immediately to the next loop iteration

- Use **Breeze Assistant** to analyze performance of your last campaign and make recommendations on what to change moving forward.

- Complement this with **custom reports** to track performance across assets, segments, and channels. Apply these learnings to refine your strategy for the next loop cycle.

  Prompt Example: *"Analyze the performance of our last campaign using the data from [specific timeframe]. Compare their performance across key metrics and recommend which approach to continue or update for better results."*

*This product is in beta.

AEO

What is Answer Engine Optimization?

AEO

What is it and how do I do it?

AEO is answer engine optimization - how you increase your company's visibility in the answers AI delivers.

| SEO	AEO
SEO is about ranking; you've got to be part of top 5 links.	AEO is about being part of the answer.
In SEO you used keywords, backlinks and meta tags to rank.	In AEO you use stats, quotes, high authority sources.
SEO rewarded reputation.	AEO rewards repetition — your content appearing across multiple trusted sources.
And with SEO, volume was the goal.	With AEO, conversion is the game.

Effective prompting has become an essential skill and will maximize the impact of Loop Marketing.

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Download our guide to 100+ expert AI prompts to help you unlock new customer and creative growth.

Access the beta features

The Product Updates page in your account displays what's new in HubSpot product features and releases. This includes current betas, recently added, updated, or in-development features, and sunsets. If you're a Super Admin, you can browse available beta features and opt your account into features you want to try. Learn more <u>here</u>.
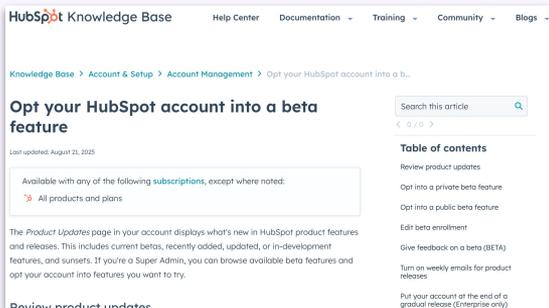
Join the private beta waitlist

AEO Strategy (new!)

→ <u>Join the waitlist</u>

Personalization (improved!)

→ <u>Join the waitlist</u>

AI Dynamic Email Personalization (improved!)

→ <u>Join the waitlist</u>

Video Clip Agent (new!)

→ <u>Join the waitlist</u>

Thank You