Loop Marketing.

Guide to Pricing & Packaging Services

Help your clients implement, configure and execute Loop Marketing, helping them grow in the AI-era of marketing.

HubSpot

Disclaimer: The pricing and packaging information provided in this guide is for informational purposes only. The suggested price points and ranges are based on general, non-specific, secondary research and should not be interpreted as definitive, prescriptive, or as indicative of any specific results and outcomes. The points and ranges presented herein may not be suitable for your or your customers' business, industry, market, or region. Partners are solely responsible for conducting their own independent analysis, due diligence, and decision-making when determining pricing strategies for their business.

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The Evolution of Marketing Services

The marketing landscape has fundamentally shifted. Traditional linear marketing funnels are giving way to dynamic, AI-powered systems that continuously learn and adapt.

Clients no longer want campaigns that launch and hope for the best—they need marketing systems that evolve in real-time based on actual customer behavior and market feedback.

The Loop Marketing Playbook represents this new paradigm: a cyclical, data-driven approach that moves beyond static campaigns to create self-improving marketing systems.

Unlike traditional marketing frameworks that treat each campaign as a separate initiative, the Loop framework creates interconnected stages that feed insights back into the system, accelerating performance over time.

Why This Matters for Partners

As AI tools become more sophisticated and accessible, your clients are looking for partners who can do more than just implement technology—they need strategic guides who can transform their entire marketing approach. This presents both an opportunity and a challenge:

The Opportunity: Clients are likely willing to invest in marketing systems that deliver measurable, compounding results. They might be moving budgets from traditional advertising spend into strategic implementation and ongoing optimization.

The Challenge: The complexity of modern marketing systems and playbooks, in our opinion, requires new service models that can handle both strategic consulting and technical implementation, often simultaneously.

Service Packaging Philosophy

Technology-Strategy Integration: Each package combines strategic consulting with hands-on technical implementation, recognizing that modern marketing success requires both thinking and doing.

Modular Offerings: You can pick, choose and repackage based on your clients needs and your price points.

Work in Progress: It's still the early days. We're just introducing Loop Marketing, but we've proven it works. The services outlined are just a starting point and will evolve over time as we learn more about what the market is seeking. We highly recommend customizing and tailoring to your specific business, market segment, and clients.

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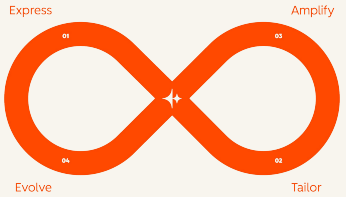
Loop Services Overview

We've broken down the services you might offer across each stage of the Loop. In the following sections, we'll outline what's included in each.



Express Stage Implementation: Help clients define their unique brand Style Guide with deep audience understanding using AI-powered customer analysis. Partners implement Breeze Assistant workflows that analyze CRM data to identify high-value customer patterns, then facilitate collaborative workshops to translate these insights into comprehensive brand style guides that inform all AI content generation.

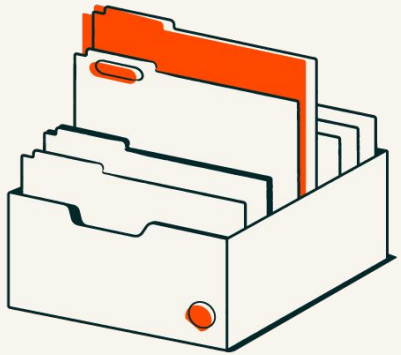
Tailor Stage Optimization: Deploy advanced personalization workflows that make messages feel genuinely personal rather than merely personalized. This includes implementing AI-powered contact enrichment, building intent-based segmentation strategies, and creating dynamic email personalization systems that adapt content based on individual prospect behaviors and characteristics.

Amplify Stage Diversification: Guide clients through channel diversification strategies that meet buyers where they actually are. Partners implement AI search optimization strategies, deploy Customer Agents on high-intent pages, identify and activate creator partnerships, and build integrated campaign systems that maintain message consistency across multiple channels.

Evolve Stage Acceleration: Create real-time optimization systems that learn and adapt continuously. Partners implement predictive campaign analysis tools, build rapid experimentation frameworks, and create AI-powered performance monitoring systems that provide actionable insights while campaigns are running rather than after they conclude.

Pricing & Packaging Services Guide

Data Readiness Foundations



Purpose: Prepare your clients data, so they can fully leverage Loop Marketing

Many SMBs have years of accumulated data that's inconsistent, incomplete, or poorly organized—making it impossible for AI tools to generate accurate insights or effective personalization. The Data Readiness Package creates a clean, organized, and AI-optimized data foundation that amplifies the effectiveness of every subsequent Loop Marketing stage.

Potential Services Included:

- Data Audit & Strategy
- Data Cleanup & Optimization
- Data Enrichment
- Data Integration
- Optional: Ongoing data management
- Optional: Advanced integration setup
- Optional: Data analytics setup

Tips to position to clients:

- “Before AI can be effective in your GTM, your CRM data needs to be clean and connected.”

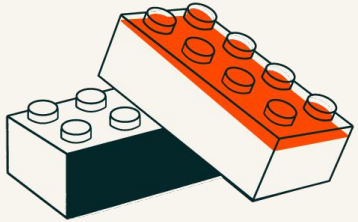
Potential Packaging

- One-Time Setup: $4,500 - $12,000 but can range up to $20,000+
- Pricing variables: database size, number of integrations, complexity of properties, historical data cleanup requirements, market segment.

Related HubSpot Products:

- Data Enrichment
- Data Hub (formerly operations hub)
- HubSpot Smart CRM
- Marketing Hub
- Data Agent

Brand Foundation Package (Express Stage)



Purpose: Build the strategic backbone for AI-assisted content and campaigns.

Potential Services Included:

- ICP Research & Persona Development (via CRM + AI tools like HubSpot Connector for Claude, ChatGPT, and Gemini, along with Breeze)
- AI-assisted Voice of the Customer (VoC) Extraction (from transcripts, deal notes, etc.)
- Brand Style Guide Development Workshop
- Campaign Narrative & Positioning Framework
- Campaign Brief Creation (upload-ready for HubSpot Marketing Studio)

Ideal For: New brands, brand refresh, or before launching AI tools.

Potential Packaging

- 1-time project (3–4 weeks)

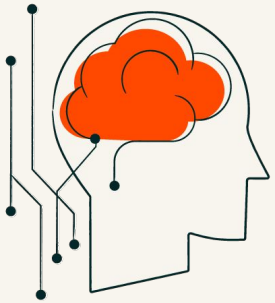
Potential Pricing:

$6,000–$20,000 (varies based on depth of research, number of personas, and the market segment you serve)

Related HubSpot Products:

- Breeze Assistant
- HubSpot connectors for ChatGPT or Claude
- Brand Identify and Voice
- Marketing Studio
- Content Hub Professional+

AI-Personalization Engine Setup (Tailor Stage)



Purpose: Turn CRM data into conversion-optimized personalization at scale.

Potential Services Included:

- CRM Segmentation & Enrichment (intent signals, behavioral triggers)
- Smart Lists + Lifecycle/ICP Fit Modeling
- Smart Content & Dynamic CTAs Setup
- Email Personalization Campaign Setup (with AI Dynamic Email Personalization)
- Landing Page Variants (Personalization Agent enabled)

Positioning the 'tailor stage' package:

- Position as an upsell after the initial setup stage, moving them more into a retainer engagement.

Potential Packaging

- Implementation + Optional Retainer

Potential Pricing:

- **Setup:** $5,000–$20,000 (2–3 weeks)
- **Retainer:** $2,000–$6,000/month for campaign management and optimization

Related HubSpot Products:

- Data Enrichment
- Data Agent
- Data Studio
- AI Powered Segmentation
- Personalization Agent
- AI Powered Email

Channel Amplification & Creator Strategy (Amplify Stage)

Purpose: Drive visibility and trust across diversified channels.

Potential Services Included:

- AI Search Optimization (grading & content tuning for AIO/LLM visibility)
- Creator/Influencer Strategy (AI-researched partnerships)
- Social Video Repurposing Strategy (via Video Clip Agent)
- Cross-Channel Campaign Asset Development (via Marketing Studio)
- UGC and Community Distribution Playbook
- Google PMax & Paid Campaign Setup (with AI-Generated Ads)

Potential Packaging

- Monthly retainer or 6-week sprint

Potential Pricing:

- **Sprint**: $7,000–$12,000
- **Ongoing**: $3,000–$6,000/month (includes distribution + light creative)

Related HubSpot Products:

- AEO Grader
- AEO Strategy Tool
- Customer Agent
- HubSpot connectors for ChatGPT or Claude
- Video Clip Search Agent
- Marketing Studio
- Google PMax Integration
- AI Powered Ad Builder

Campaign Velocity & Insights Package (Evolve Stage)

Purpose: Help clients move from static campaigns to high-velocity experiments.

Potential Services Included:

- Campaign Experiment Design & Management (4–6 tests/month)
- AI Campaign Simulation & Performance Prediction Setup
- Live Analytics Dashboard Buildout (HubSpot custom reports + Smart Digest setup)
- Conversion Path Optimization (via Pathfinder insights)
- Learnings-to-Next-Loop Briefs

Potential Packaging

- Retainer or Monthly Service

Potential Pricing:

- $3,500–$5,500/month
- *Often bundled with Amplify or Tailor retainers.*

Related HubSpot Products:

- Email Engagement Optimization
- ChatGPT Deep Research Connector
- Smart Digest
- Column Insights
- Pathfinder
- Breeze Assistant
- Custom Reports

Optional Add-On Services

While some of these are optional, we highly recommend embedding them into your offerings.

Potential Services Included:

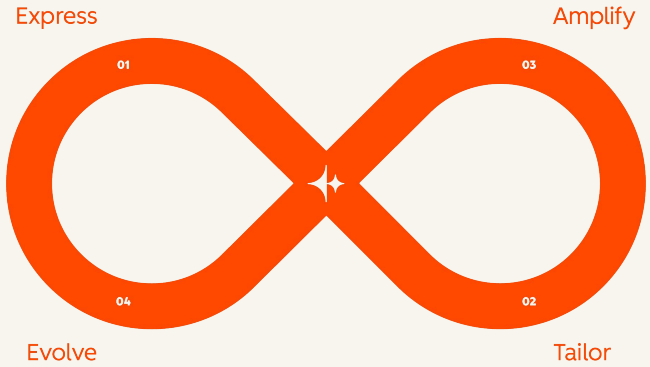
- **AI Enablement Workshop for Marketing Teams:**
  - $2,500–$5,000
- **HubSpot AI Feature Implementation (Brand Identity, Breeze, Studio):**
  - $1,500–$3,500
- **LLM SEO Audit + Content Rewrite Sprint:**
  - $3,000–$6,000
- **Creator Activation Campaign:**
  - $4,000–$8,000

All-in-One Loop Marketing Retainer

Full-Service Retainer combining all four Loop stages

Potential Services Included:

- Quarterly Style Guide Refresh & ICP Review
- Monthly Content + Campaign Launch (Express + Tailor)
- Distribution & Channel Strategy Execution (Amplify)
- Weekly Experimentation + Real-Time Optimization (Evolve)



Potential Packaging

- Ongoing Retainer, but beware of scope creep.

Potential Pricing:

- Price Tiers (based on client complexity):
  - **Lite**: $4,500/month (SMBs with 1–2 ICPs, lean assets)
  - **Standard**: $9,000/month (includes 2–3 campaigns/mo, smart CTAs, basic ads)
  - **Pro**: $12,000+/month (multi-channel, advanced segmentation, video, creators)

Guidance on Positioning Loop Marketing and Your Services to Clients

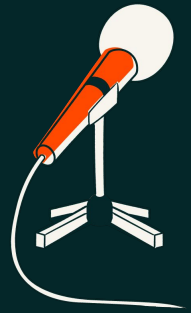
Opening Positioning:

“Inbound marketing changed the way companies attract and convert customers. Loop Marketing is the evolution—built for an AI-driven buyer’s journey where personalization, speed, and adaptability are non-negotiable. Without it, your competitors will outpace you in reach, relevance, and revenue.”

Then, frame the urgency:

1. **The market shift:**
    a. Buyers are no longer just searching Google—they’re asking ChatGPT-level assistants, Agents that help them scale and YouTube creators.
    b. Attention spans are shorter, buying committees are more complex, and expectations for personalization are higher than ever.
    c. AI is raising the bar: your competitors can now create content, campaigns, and insights faster and at lower cost.

2. **The risk of inaction:**
    a. Your existing inbound playbook (personas, blogs, email blasts) won’t cut it when every company is publishing 10x more personalized content.
    b. Without clean data, personalization, and continuous optimization, you’re invisible in AI search results and irrelevant to modern buyers.



Soundbite:

“Standing still with traditional inbound is like still buying print ads in the 2000s.”

Positioning Loop as the Solution

Loop is not a buzzword. It's a framework that ensures your marketing stays effective in the AI era.

- **Data Readiness (Foundations):**
  - Fixes the plumbing. Without clean, connected data, none of the above is possible. Loop makes your CRM and systems "AI-ready."
- **Express (Foundation):**
  - Reframes strategy work. Instead of guessing personas, Loop uses AI + CRM insights to build a living style guide and messaging backbone that adapts with your market.
- **Tailor (Personalization):**
  - Modernizes automation. Where inbound had workflows, Loop personalizes every touchpoint with AI, making every buyer interaction feel one-to-one.
- **Amplify (Distribution):**
  - Expands reach beyond blogs and emails. Loop ensures you show up in AI search results, leverage social video, run AI-powered ads, and even tap creators your buyers trust. Meeting buyers where they are.
- **Evolve (Optimization):**
  - Drives compounding ROI. Loop sets up continuous testing and AI-powered performance insights, so you don't wait months to find out what's working—you know in real time.

Connecting Your Services

- **For the Client:**
  - *“Loop makes sure your marketing stays effective in an AI-first world.”*

- **For the Partner:**
  - *“As your HubSpot partner, we implement Loop using HubSpot tools and re-engineering your GTM systems, teams and tactics with AI. We’ve been doing inbound for years; now we’re modernizing it so you stay ahead. We’ll handle the data readiness, campaigns, and optimization so your team gets results—not just more content.”*

- **Closing Pitch:**
  - *“Loop Marketing isn’t a ‘nice-to-have.’ It’s the only way to ensure your marketing continues to generate pipeline and revenue in an AI-driven buyer’s journey. With our team as your partner, you’ll not just keep pace with competitors—you’ll set the pace.”*