

Welcome

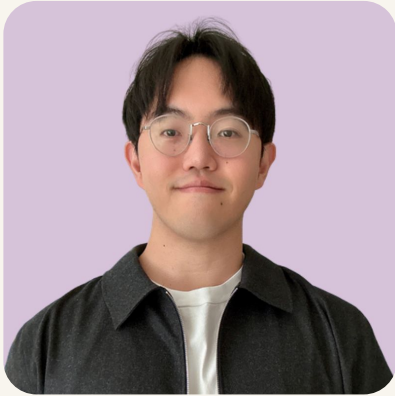
Loop Marketing Masterclass.

Amplify Your Reach

Thursday, November 13, 2025



Speakers



Isaac Min

Senior Product Marketer
Marketing Hub



Aja Frost

Senior Director, Global Growth
& Paid



Crystal King

Senior Professor
HubSpot Academy



Agenda

- 3 MIN Housekeeping & Intros
- 5 MIN Introduction to Loop Marketing & the Amplify Stage
- 20 MIN Fireside Chat with Aja Frost
- 20 MIN Product Education with Academy Professor
- 10 MIN Audience Q&A



Housekeeping



Your audio and video will be disabled throughout.

However, you can use the chat to share your reactions, thoughts, or hype.

Yes, we will send a recording.

You can expect the recording in your email inbox within 24 hours of the event. We'll also send you home with this slide deck for easy reference.



Q&A



We're excited to hear your questions, and will address as many as we can.

- Use the **Q&A tab**, not the chat, to ask your questions
- **Upvote** questions to help us prioritize
- Reference the **Product** or **Feature** you're inquiring about in your question

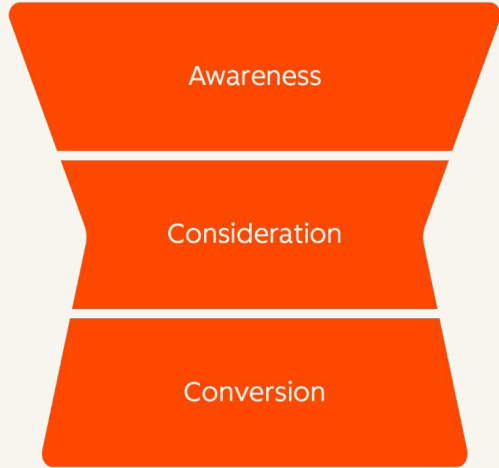


What is Loop Marketing?

Introduction to the framework and the
Amplify stage



Inbound marketing rules are changing.



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

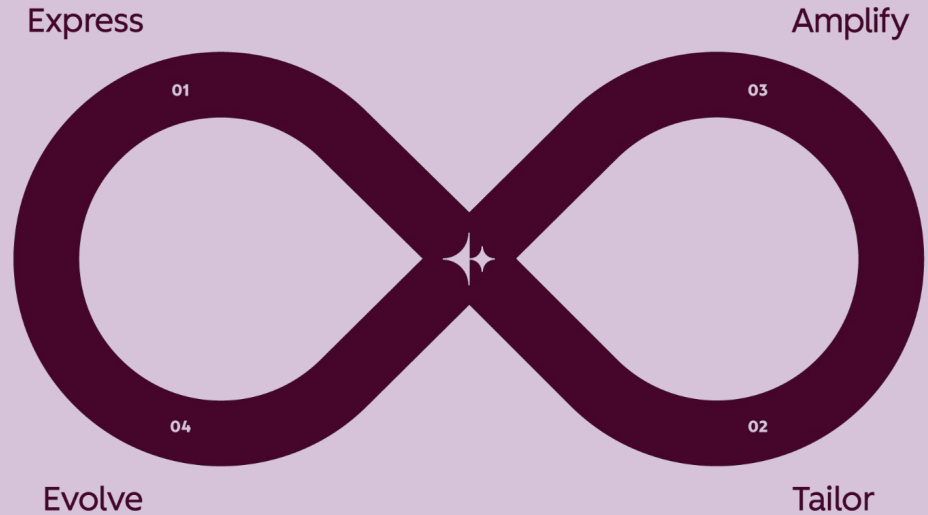
What used to be abundant — *website traffic* — is now shrinking.

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

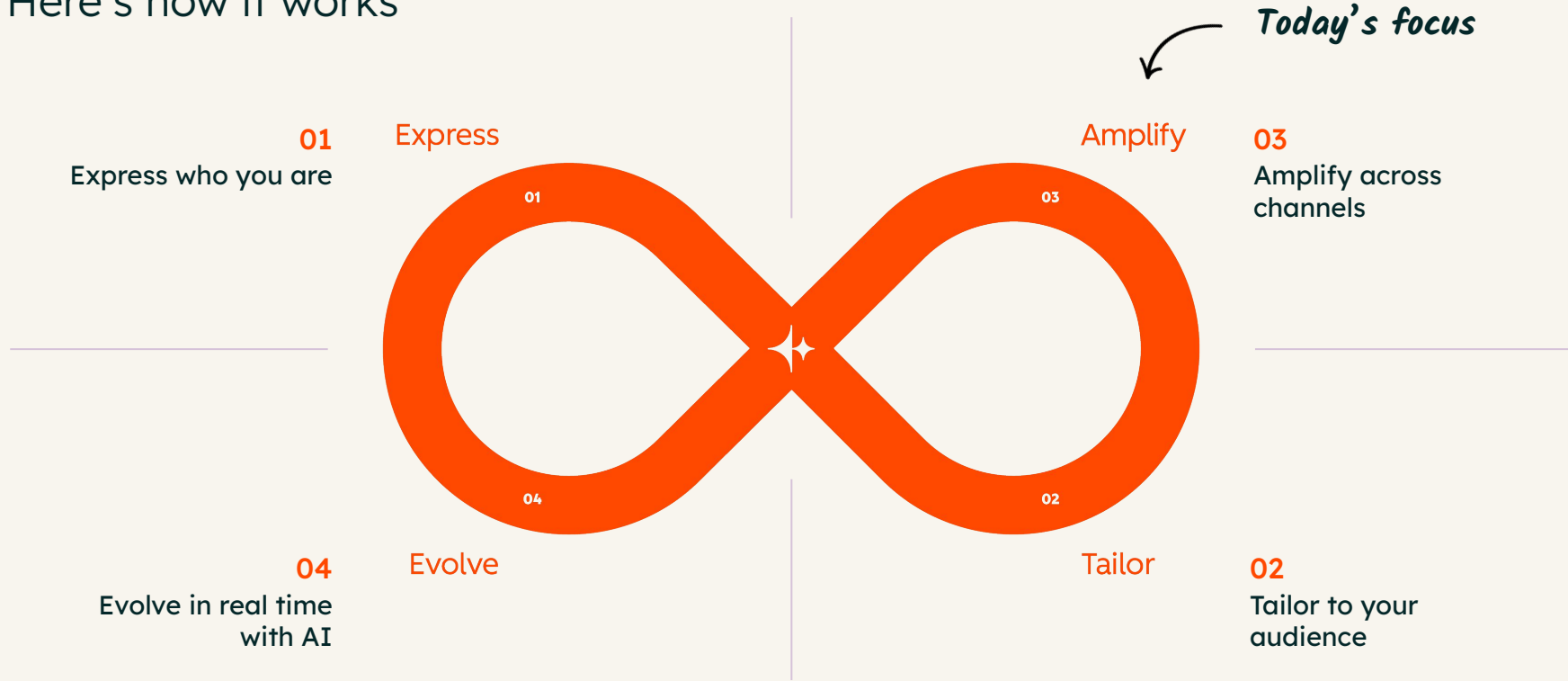


Loop Marketing

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.



Here's how it works



Amplify

Move from **owning** the conversation to **joining** it.

The goal isn't just to rank anymore—it's to be recommended by the people and sources your prospects already trust.

How to Unlock Stage 3 of Loop Marketing:

1. **Optimize your channel mix**
2. **Engage buyers in real time**
3. **Activate trusted creators**
4. **Scale content production with AI**



Fireside Chat with Aja Frost

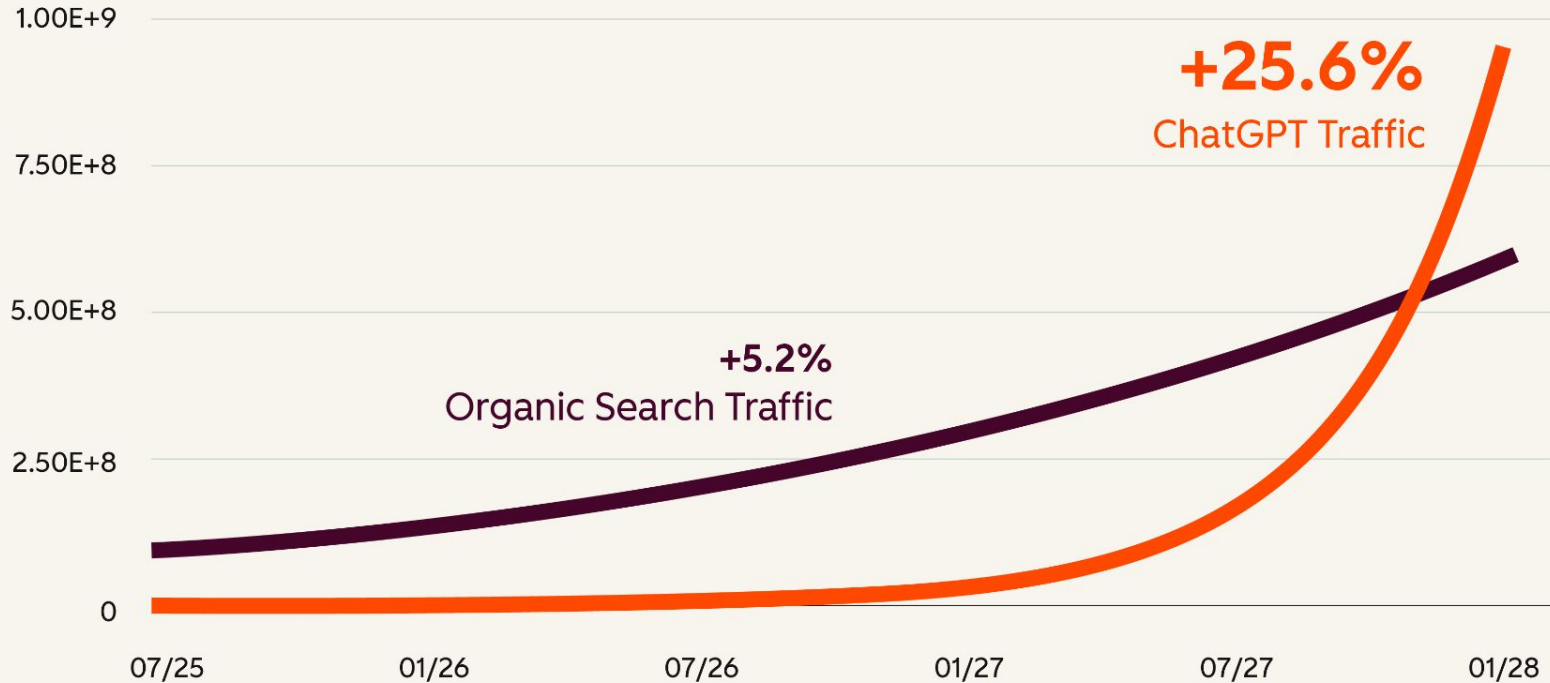
Senior Director, Global Growth & Paid





How should marketers think about reallocating budget from declining channels (like traditional search) to emerging channels (like answer engine optimization)?

In 2028, ChatGPT traffic overtakes organic search



Source: Siege Media



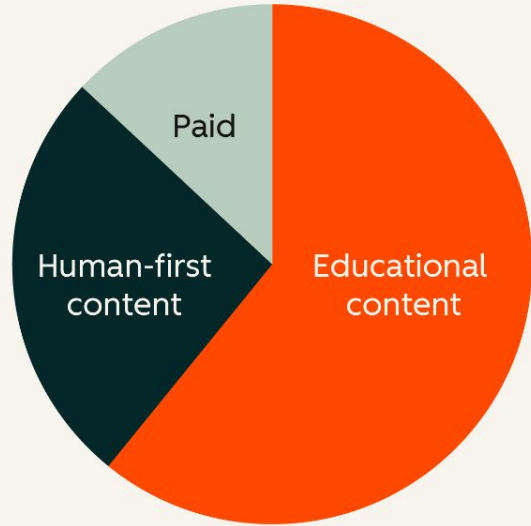
You've seen the data — can you share what you're seeing in terms of conversion rates from AI-referred traffic versus traditional search?

**Visitors from AI engines
convert at 3x the rate in
much less time and generate
a lot more revenue.**

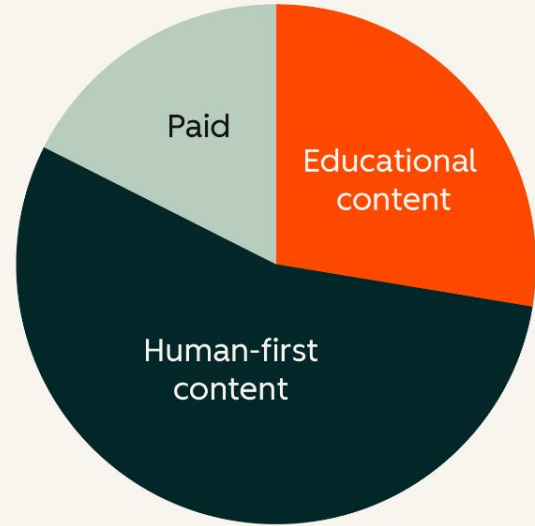


How has the role of paid media fundamentally changed in the Loop Marketing era compared to traditional inbound marketing?

What's changing:



2022



2025



What's an example of a recent experiment your team ran that succeeded—and what did you learn?



The AEO Page Checklist

1. Put the answer first
2. Then go a click deeper
3. Reference original data throughout
4. Include an FAQ
5. Format with bullet points, tables, and clear headers
6. Make sure each section can stand on its own

Since launching our AEO strategy...



The highest visibility
& SoV in our space

↑ **433%**

Citations have
improved

↑ **1850%**

Demand has
increased

The Loop in Action

Product Education with HubSpot Academy

Professor Crystal King

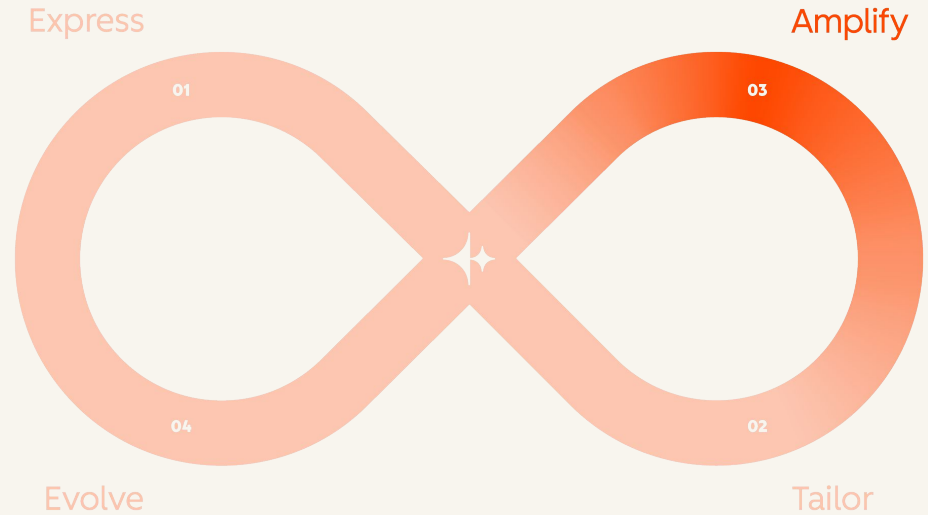


Amplify your reach in HubSpot, with...

AEO Grader

AEO Strategy Tool

Customer Agent



Amplify

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.



MANAGE CONTENT

Private Beta

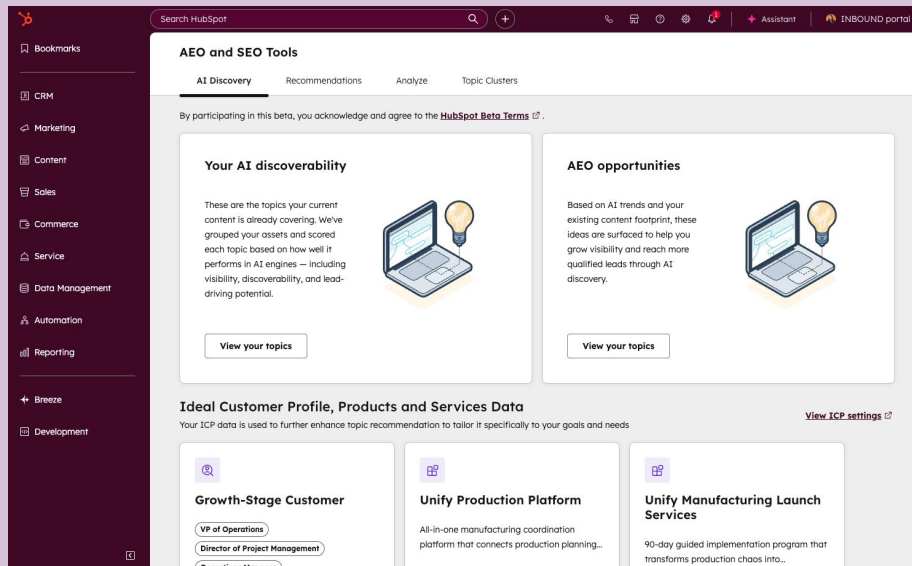
AEO Strategy

01 Optimize existing and new content for AI engines with specific, actionable recommendations

02 Track your brand mentions and performance across AI platforms compared to competitors

03 Get AEO recommendations based on your business context and goals

*HubSpot Customer Research



Content Hub customers see a **124% increase** in inbound leads after 6 months*



Amplify

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.

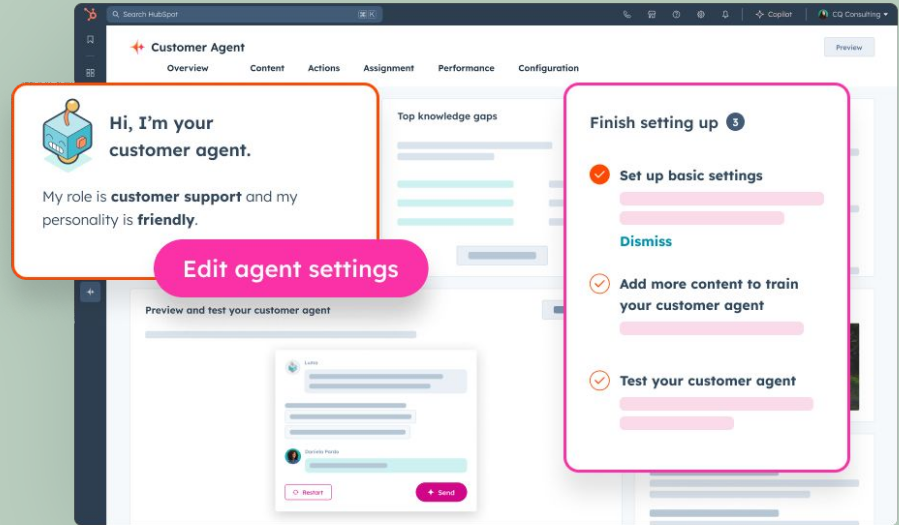


GENERATE LEADS

Customer Agent

- 01 Engage website visitors 24/7 with instant, personalized responses that guide them to relevant marketing content
- 02 Convert prospects faster by answering product and pricing questions immediately, preventing them from leaving for competitors
- 03 Drive higher engagement with your marketing content by intelligently directing visitors to blogs, landing pages, and events

*HubSpot ROI Report



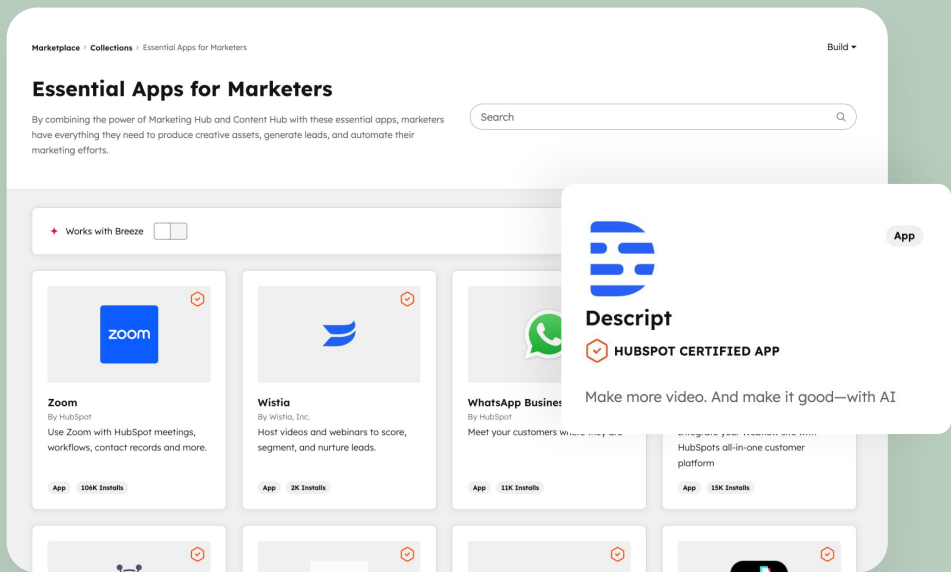
Marketing Hub customers see
3x inbound leads after just 6 months*



Essential Apps for Marketers

- 01 Extend the value of Marketing Hub and Content Hub with this curated collection of essential apps for marketers.
- 02 Scale video and podcast editing with AI and text based editing thanks to the new Describe app for HubSpot.
- 03 Send HubSpot video files directly to Describe for editing, and export the video back to HubSpot for distribution and amplification.

*HubSpot ROI Report



8x more deals closed for HubSpot customers with integrations.*



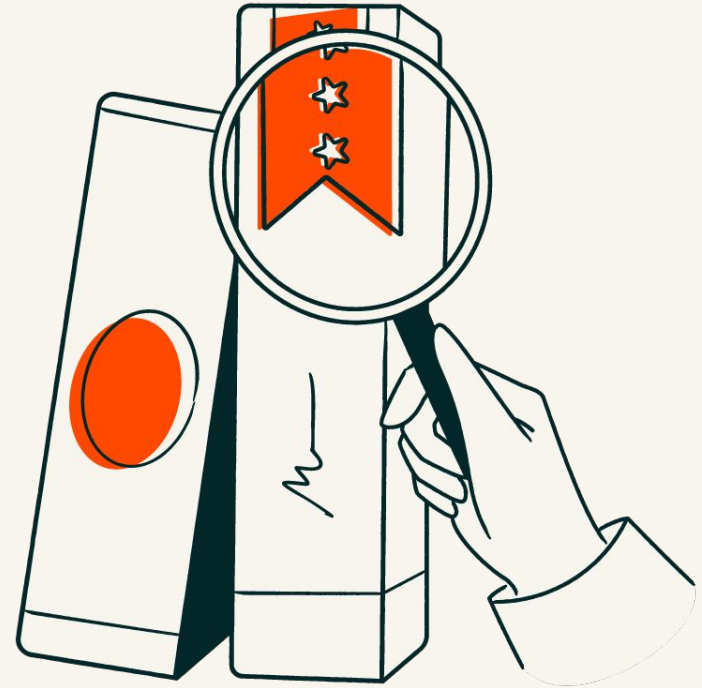
Follow-Up Resources & Next Steps

**[Webinar Loop Marketing
Masterclass: Evolve Your Strategy →](#)**

Thursday, November 20, 1-2 PM ET

**[HubSpot Academy Course Building
an AI Leading Organization →](#)**

**[HubSpot Academy Playlist Your
Guide to Loop Marketing →](#)**



Live Q&A

Please head to the Q&A tab and upvote existing questions.



Thank You

