

Welcome!

✦ ✦

Quick Wins: The HubSpot Marketer's AI Playbo🏀k



August 21, 2025

Rules & Regulations



Your audio and video will be disabled throughout

Ask questions and share thoughts in the chat

The webinar will be recorded and shared, along with the slides,
within 24 hours of today's event

We will be sending you home with this Playbook and a helpful
AOTG Video for easy reference



Meet Your Team



Julie Lugten
Sr. Marketing Professor



Crystal King
Sr. AI Professor

Agenda

01	Welcome & Housekeeping
02	Marketing in the Age of AI
03	The Quick Win Playbook (+ demos!)
04	Q&A



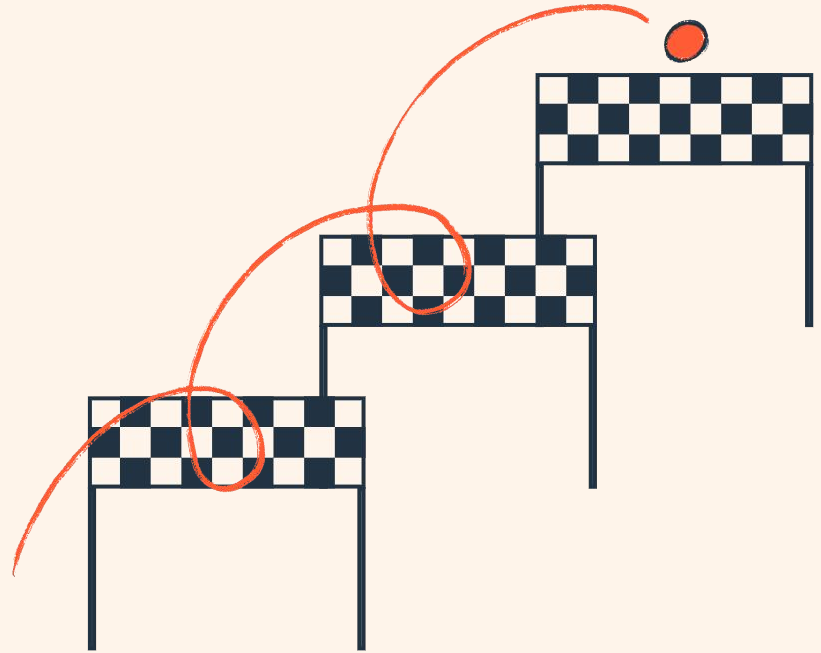
Let's get
started!



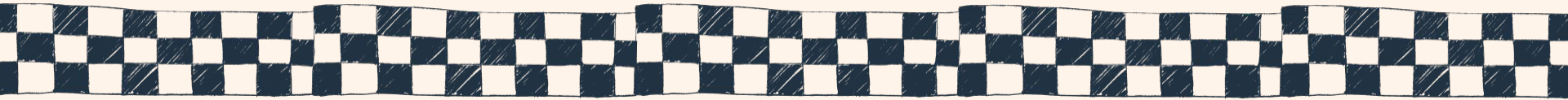
First up...

Marketing in the Age of AI

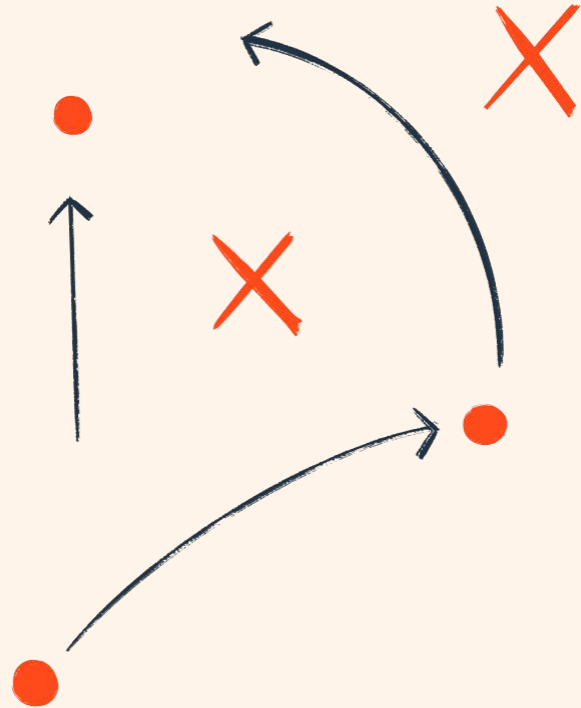
Challenges and Opportunities



AI is setting a **new pace** for marketers



The Inbound
Playbook
is being
rewritten



1.

The Marketing Funnel is being Flipped

Discovery, evaluation, and short-listing all happen in AI tools now

- SEO traffic is declining
- You're losing customers before you know they exist
- The old breadcrumbs are gone

2.

Experiments > Campaigns

The era of rinse and repeat campaigns is over

The balance between **execution excellence** and **execution agility** is hitting a tipping point—and in the AI era, agility wins.

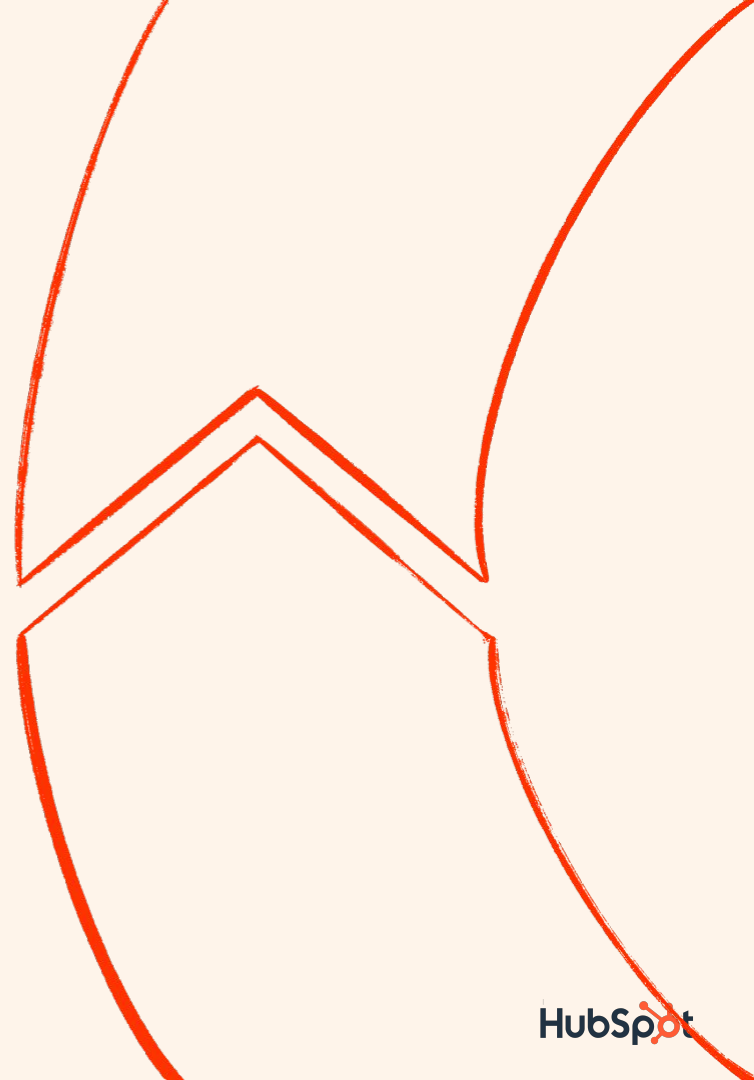
3.

Taste beats Tactics

Content Volume is dead.
Authenticity is the new currency.

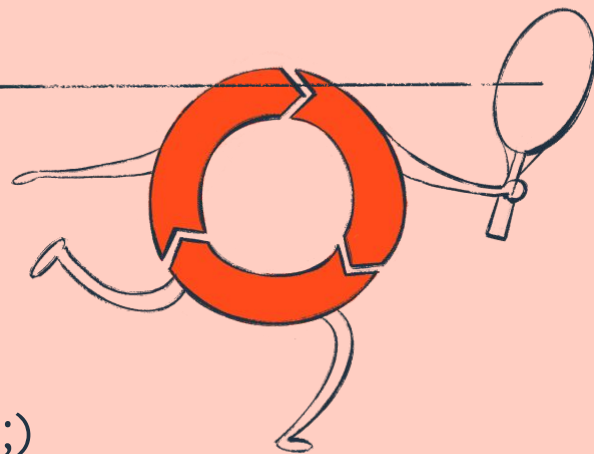
It's no longer about volume of content, but about who can create the most genuine audience connection.

These are not
temporary shifts



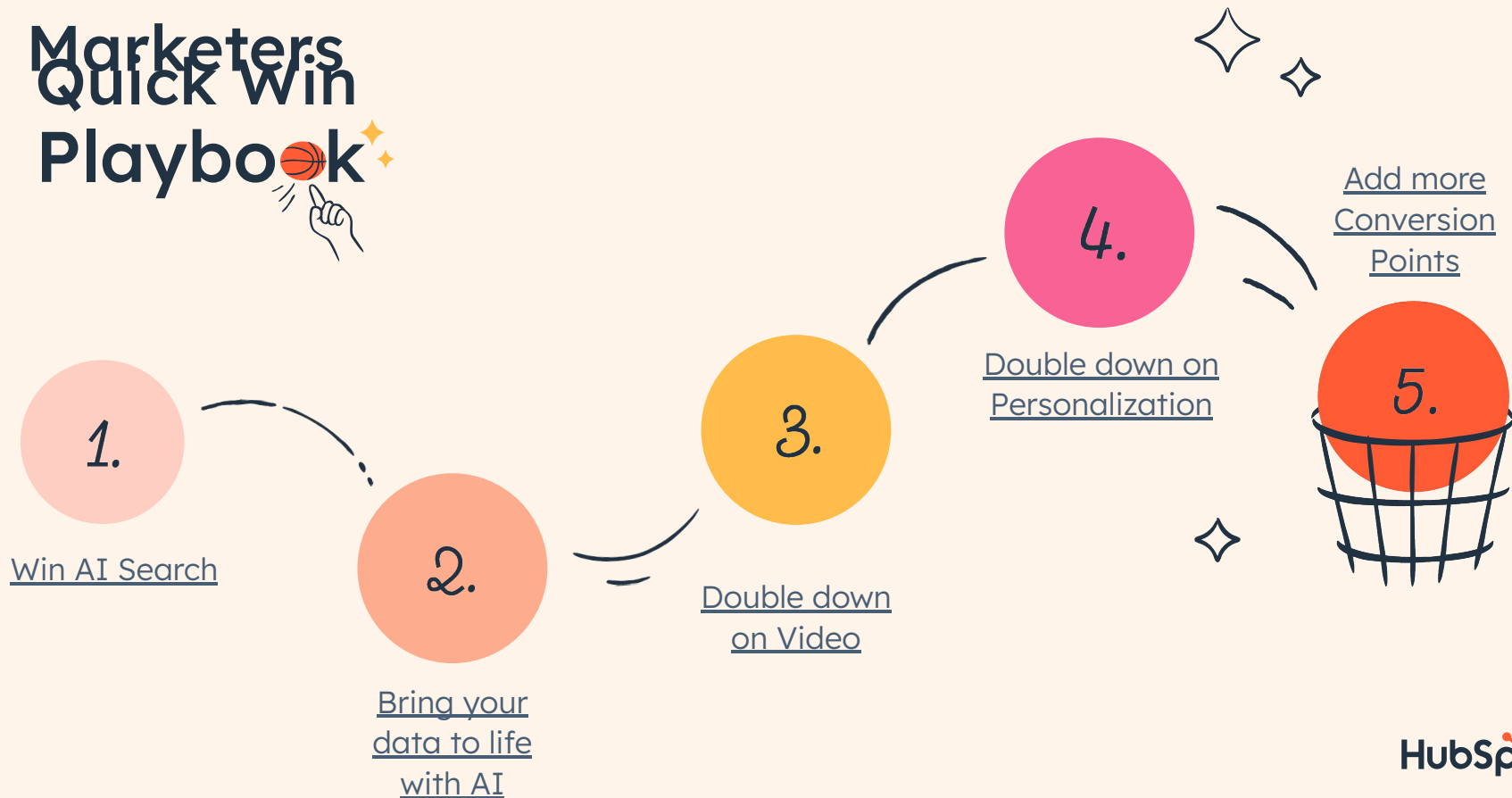
The good news?

You own HubSpot.



Or maybe you will soon ;)

The Marketers Quick Win Playbook



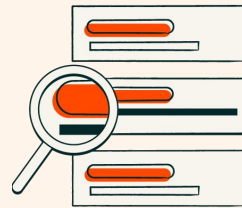
Play 1

Win AI **Search**

Own the queries that convert.

The State of SEO

- ❑ 58.5% of Google searches now end without a click (the "zero-click reality"), up from prior years ([ClickForest](#)).
- ❑ 61% of influential AI responses draw from editorially-reviewed sources, making reputation and authority more important ([ClickForest](#)).
- ❑ AEO-focused businesses have reported an average 47% increase in organic traffic versus those using SEO alone ([LinkedIn](#)).
- ❑ 99% of URLs shown in AI Mode result pages are already in Google's top 20 organic listings ([CyberAgent](#)).



Shift to two distinct optimization strategies

- AI Engine Optimization (AEO)
- Generative Engine Optimization (GEO)



While AEO is about **becoming the go-to source** when someone asks an AI assistant directly, GEO is about **being cited** when AI enhances traditional search results. Both represent the same fundamental shift: we're moving from *getting found* to **being the answer**.

Optimize for AI, not just humans

1. **Language matters more:** Think rich, conversational content
2. **Structure for agents & LLMs:** Ordered lists, definitions, and guides
3. **Third-party validation:** More than 90% of LLM responses to non-branded queries come from third-party sources
4. **Unique points of view:** Think authentic voices that resonate with specific communities

Quick wins

1. **Make a Content Action Plan:** Identify the content you need to optimize for AI search.

- Learn which content is most at risk of being easily replicated by AI using ✨ **HubSpot's AI Search grader (Free)**

2. **Optimize your Content for AI readability:** Make sure LLMs can easily scan and contextualize your content.

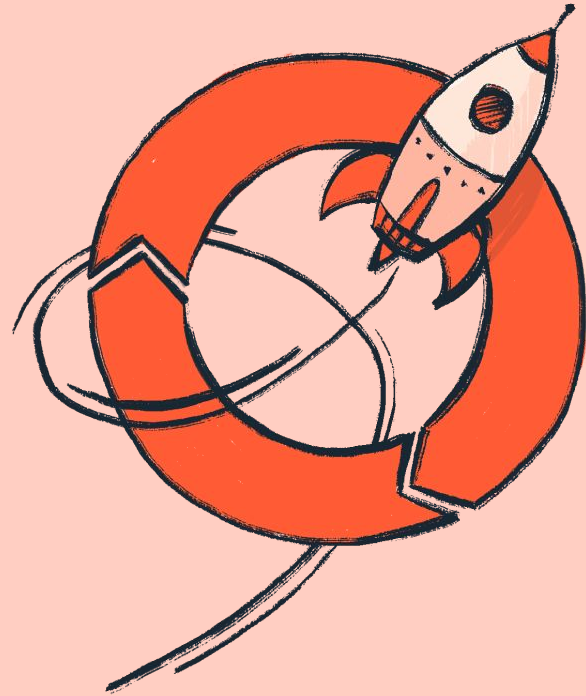
- Use ✨ **Breeze Copilot (Free)** to help you quickly generate clear meta descriptions

3. **Create Unique Content:** Deprioritize "how to" content that's easily replicated by AI.

- Set up an ✨ **Ideal Customer Profile** in HubSpot to help Breeze Co-pilot and the agents personalize the content even more for your customers
- Set up ✨ **Brand Voice (All Hubs Pro+)** to keep content aligned with your tone of voice
- Create new blog posts that showcases subject matter expertise using ✨ **Content Agent (CHP+)** or ✨ **Breeze Co-Pilot (Free)**

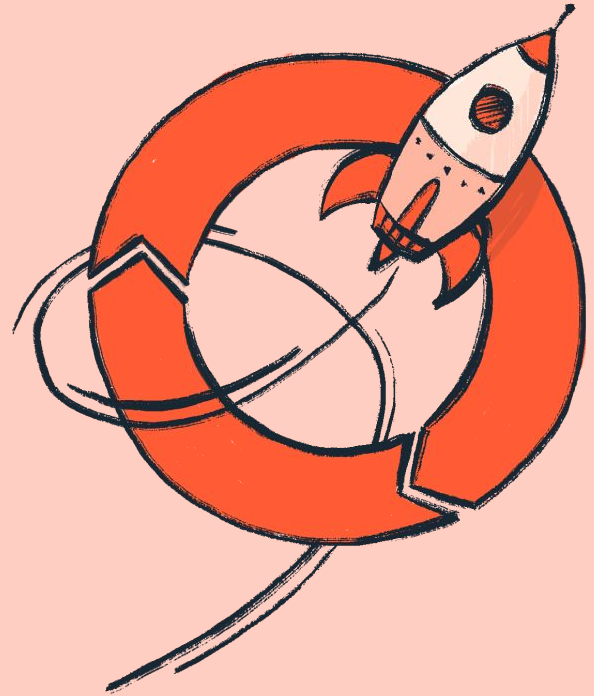
Demo time!

Explore the AI Search Grader.



Demo time!

Your Ideal Customer Profile



Play 2

Bring your **Data** to life with AI

Turn insights into action instantly with Deep Research

Shift from asking "Will this work?" to "Is this working?"

This means:

- Shorter testing cycles
- Rapid iteration based on real time data
- Willingness to kill campaigns that aren't working
- Continuous optimization rather than set-and-forget approaches

Moving from campaign mentality to continuous learning mentality.

Quick Wins

Ask, Analyze, Act.

HubSpot is the first CRM to launch a [deep research connector](#) with Open AI and with Claude giving you instant insights and actions based on your customer data.

- ❑ Set up the [HubSpot deep research connector for ChatGPT](#) ✨
- ❑ OR, set up the [HubSpot deep research connector for Claude](#) ✨
- ❑ Start trying out our ready made prompts 🙌




What Marketers Are Asking with

HubSpot

x

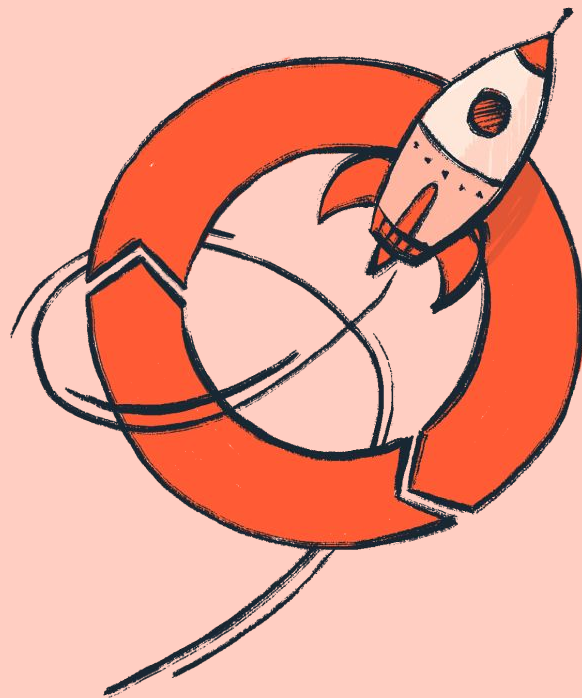
OpenAI

Claude

Use Case	Prompt	Action in HubSpot
Nurture optimization	“Find the highest-converting persona among recent contacts and generate a tailored three-email nurture sequence to boost engagement.”	Send the sequence in HubSpot to accelerate conversions.
Identify top performing persona	“Segment contacts created in the past 90 days by persona. Identify the persona with the highest conversion to “Customer” and draft a targeted nurture sequence.”	Launch sequence in HubSpot to improve funnel performance.
Build new audiences	“Identify personas that converted fastest from lead to customer in the last 90 days. Recommend key attributes to target in future campaigns.”	Create a  Lookalike List (MHE) to engage or launch a persona-based sequence.
Surface hottest leads	“Find companies where marketing emails were opened more than 5 times by associated contacts but have no contact owner assigned. Recommend warm outreach messaging.”	Assign owners and trigger welcome sequence.
Funnel analysis	“Compare lifecycle stage transitions across all contacts from Q1 and Q2. Identify the stages with the biggest drop-offs and suggest interventions.”	Refine lead scoring and automation triggers.

Demo time!

Explore the Claude deep research connector.



Play 3



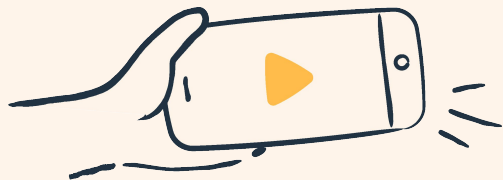
Double down on **video**

Video ≠ optional

Quick wins

In 2025, all algorithms prioritize video.

Short form video and podcasts will help amplify your message, stand out from the noise and ultimately connect with your audience.



1. **Create more videos—today:** Think video first when creating new content for any channel.
 - Use AI to take existing brand videos, webinars or even customer calls and create multiple shorter videos to use across your social channels using ✨ **Content Remix (CHP+)**.
 - Edit, add branding, captions, backgrounds and create even more tailored clips for social, your website or even emails, using the ✨ **Video Clip editor (CHP+)** and start understanding your video performance to see what's working best
 - Use AI to auto generate video meta descriptions and chapters using ✨ **Video Clip editor (CHP+)**.
2. **Experiment with podcasts:** Feeling like you've got video dialed? Go a step further and start trying podcasts.
 - Turn one of your best existing decks, webinars or whitepapers into a podcast that you can share out instantly using ✨ **Content Agent (CHP+)**.

Build once Publish Fast!

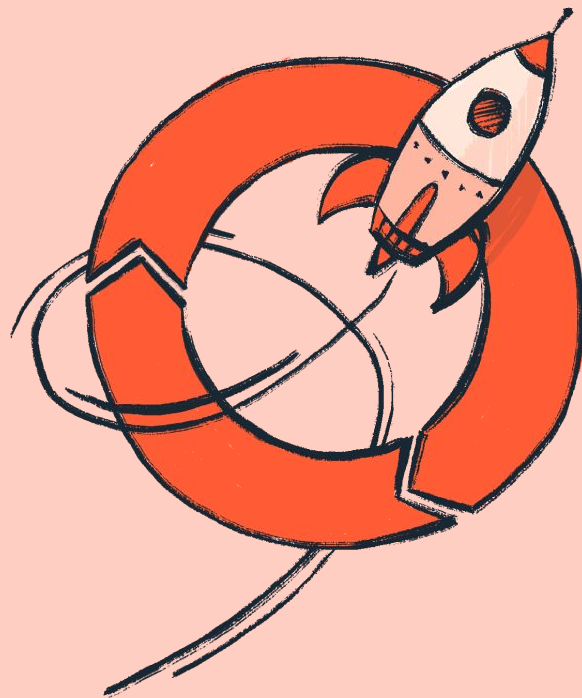
Experiment with these new mediums risk free by letting AI do the work for you.



Your Content Type	Hubspot Tool	Quick Win Use case
Brand or Product Video	Video Clip Editor	Create 2-3 shorter videos for YouTube, edit and publish with auto generated meta descriptions and branded captions in HubSpot
Web Page	Content Remix	Repurpose FAQs into several LinkedIn posts
Webinar	Video Remix	Turn demo webinar into 3 LinkedIn videos
Presentation or Slides	Podcast	Convert keynote deck into “founder story” Podcast

Demo time!

Explore Content Remix and the Content Agent.



Play 4



Double Down on personalization

Retire batch blasts, go 1:1

Play 4

Create a 1:1 buying experience for the demand you're generating.

Use AI to increase personalization throughout the funnel to maximize conversions.

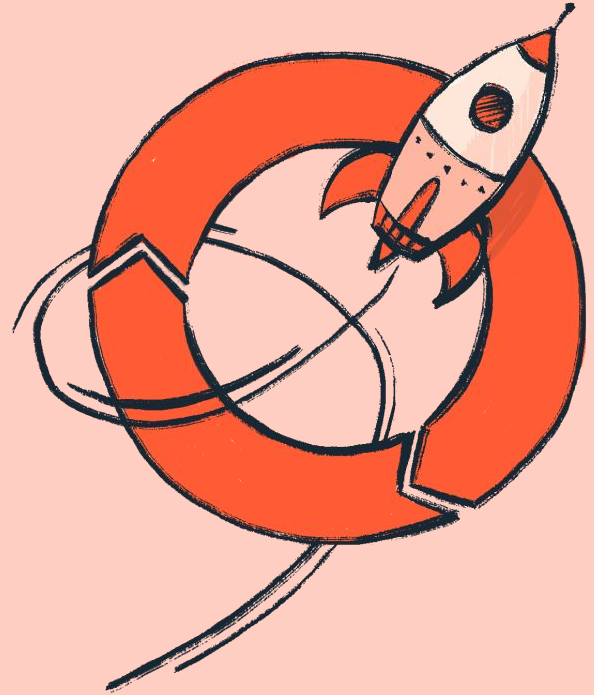


Quick wins

1. **Personalize email:** The days of “Dear {First Name}” are gone.
 - ❑ Use Breeze to help you draft email copy with ✨ **Personalization tokens (All Hubs)** to show content to contacts based on their CRM Data
2. **Personalized Landing Pages:** Buyers bounce when copy feels canned, they lean in when copy and CTA match their context.
 - ❑ Build a personalized landing page, delivering different content based on a visitor’s location, device, lifecycle stage, or contact detail stored in your CRM using HubSpot’s ✨ **AI Landing page builder (CHP+)**.
3. **Customize web experiences:** HubSpot [customers who use Smart Content see 89% increase in inbound leads after 12 months](#)
 - ❑ Personalize modules on your website (hero, banner, CTA, pricing table) based on simple logic: list membership, lifecycle stage, device or referral source by setting up ✨ **Smart Content (MH/CH Pro+)**.
 - ❑ Use ✨ **Breeze** to suggest alternative copy or images inside each variant via the “Write with AI” and “Generate image” buttons. (Click the Sparkle!!)

Demo time!

Explore the AI landing page builder.



Play 5



Add more **Conversion** points

Accelerate the leads that make it through

Quick wins

A three-second chat response beats a five-day nurture every time.

Start using AI agents to greet, qualify and proactively nurture leads by driving traffic to relevant marketing materials across email, WhatsApp, chat, or Facebook Messenger.



1. **Accelerate conversions** where interest is highest:

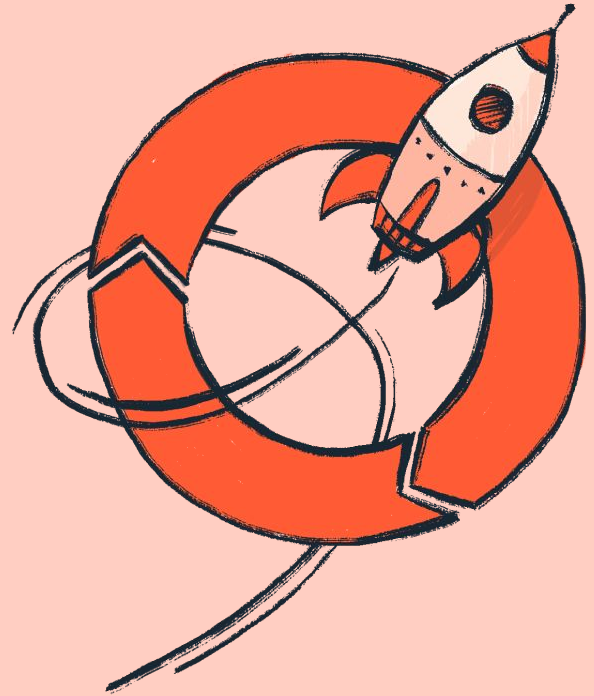
- ❑ Set up ✨ **Customer Agent (Pro+)** on a high intent part of your website, such as the pricing page or comparison pages, to answer detailed questions that help convert visitors

2. **Promote your Content**

- ❑ Have ✨ **Customer Agent (Pro+)** answer questions about upcoming webinars, events, or other promotional moments, providing detailed information and links instantly.
- ❑ Deploy ✨ **Customer Agent (Pro+)** on blog pages to help visitors find related content, increasing time on site and content engagement

Demo time!

Explore the Customer Agent.





Final Takeaways

1)

Optimize for AI Agents, not just humans

Expect Lower raw volume,
but higher qualified volume
if you optimize for AI search
& video.

2)

Run Experiments, not just campaigns

Leverage AI to get faster,
more efficient and smarter
insights you can act on.

3)

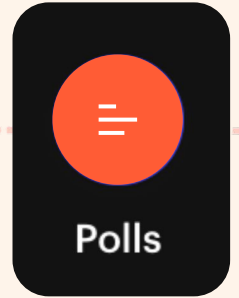
Develop Taste, Not just Tactics

Lean into your competitive
advantage - start curating
and communicating with
authenticity.



Let's Chat!

Fill out the poll in the right-hand sidebar to **get in touch with our team** and chat through your specific use case for Marketing Hub and Content Hub.



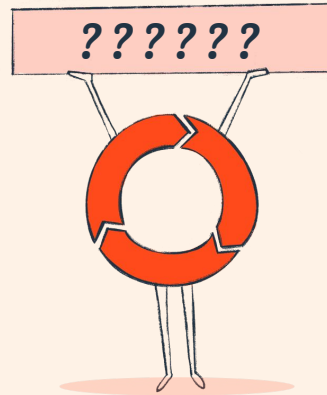


Further Resources

- **Continue your learning** with Crystal's AOTG Playlist: SEO in the Age of AI. [Watch Now >>>](#)
- **Deepen your investment** with an Academy Bootcamp. [RSVP >>>](#)

Q&A

With Julie, Crystal, and our PMM Team



Thank You!

