



HeadshotMarketing

One marketing command centre for teams tired of paying five vendors to keep one customer record in five different places.

Campaigns + CRM

Social, ads, influencer

SEO + landing pages

Governed AI

Agency workspaces

PARTNER

CHEAT SHEET

HEADSHOTMARKETING.COM

WHAT IT IS

Marketing and sales platform: campaigns, CRM, social, ads, influencer, events, SEO and reporting on one record.

30-SECOND PITCH

Teams pay five vendors to keep one customer record in five places. This puts campaigns, contacts, channels and reporting on one data model, priced on contacts not seats, from free to \$299.

PROBLEM WE SOLVE

- Five tools, one customer, five copies
- Nobody trusts the attribution number
- Influencer work lives in a spreadsheet
- Renewal quote climbs with every seat

VALUE PROPOSITION

- One data model, no sync jobs
- Priced on contacts, not seats
- Influencer, events, SEO included
- Governance and roles on every plan

IDEAL CUSTOMER

Teams or agencies paying for four or more marketing tools that do not talk

Not a fit: Photography buyers; email-sending-only needs; solo creators

WHO YOU ARE TALKING TO

Marketing lead — How many tools to answer one question?

Marketing ops — Is the whole product in the API?

Agency founder — How many logins per client report?

Content lead — Where does your calendar actually live?

TOP USE CASES

- One campaign across every channel
- One contact record, marketing and sales
- Influencer programmes without spreadsheets
- Live page audits with ranked fixes
- Metered AI drafting and cost

CAPABILITIES

- Campaign orchestration
- Unified CRM
- Pipelines and deals
- Social calendar
- Ad management
- Influencer marketing
- Event marketing
- SEO audits
- Landing pages
- Governed AI tools

PRICING

Free	\$0
Starter	\$49/mo or \$39/mo annual
Growth	\$129/mo or \$99/mo annual
Business	\$299/mo or \$239/mo annual
Enterprise	From \$0.40/contact/mo list; \$0.30/contact/mo annual at 100K+
Free to \$299/mo, contact-banded, no onboarding fee	

COMPETITIVE LANDSCAPE

HubSpot — A third of the price, native influencer

ActiveCampaign — Far broader; social, ads, SEO, events

Mailchimp — Real CRM, pipelines and paid channels

Brevo — Command centre, not just messaging

WHY US

- Native influencer marketing, uncontested
- Real page audit, reproducible findings
- Agent tool surface, inherited permissions
- Roadmap gaps published, not hidden

PROOF & CREDIBILITY

- Free tier proves the breadth yourself
- Permission checks on every operation
- Prices and quotas published openly

DEMO

Free tier at app.headshotmarketing.com, or book the calendar call

TALKING POINTS

- One record, every channel, no sync
- Contacts not seats, no onboarding fee
- Influencer, events, SEO, pages included
- Automation and sending are roadmap

OBJECTION HANDLING

"Why leave HubSpot?"

A third of the cost, plus channels they do not carry

"No customers yet"

Free tier, published roadmap status, exportable data

"Is automation as good?"

No. Workflow engine is roadmap; say so first

DISCOVERY QUESTIONS

- Which marketing tools do you pay for?
- How do you report marketing return?
- Where does the same person exist twice?
- What did your last renewal do?
- Where does influencer work live?

SPOT A GOOD OPPORTUNITY

- Four or more overlapping marketing tools
- Renewal quote jumped this year
- Influencer or events in spreadsheets
- Agency with manual monthly reporting
- Wants headshots or photography
- Certification required before signature

HOW TO INTRODUCE US

"Puts campaigns, CRM, social, ads and reporting in one place for a third of the price"

LEAD HANDOFF

Register first, then email company, contact, tools and pain to Vignesh

PARTNER COMMERCIALS

10-15% first year, up to 15% reseller margin

USEFUL LINKS

Product website headshotmarketing.com

Pricing headshotmarketing.com/pricing

Side-by-side comparisons headshotmarketing.com/vs

Use cases headshotmarketing.com/use-cases

Sign in or create an account

app.headshotmarketing.com

TALK TO US

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BOOK A 1-1 CALL

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