

SALES & PARTNER PLAYBOOK

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

PREPARED BY

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Ltd.

PRODUCT

headshotmarketing.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1



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How to use this playbook

Read the opportunity signals and the one-question test first: they tell you in a minute whether a conversation is worth pursuing. Use the persona hooks as your opening line, then pick the two or three use cases that match what the prospect actually complains about. Keep the capability table close, because its status column is what keeps you honest about what runs today. When the conversation gets real, send the introduction and hand it over rather than trying to close it yourself.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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01 Product Overview

HEADSHOTMARKETING.COM

HeadshotMarketing is a marketing and sales platform that runs multi-channel campaigns, holds the customer database, and reports on both from one place. Campaigns, contacts, leads, deals, content, social posts, paid ads, influencer relationships, events, SEO audits, landing pages and analytics all live on one shared data model, so a contact is one record everywhere rather than a copy in each tool. The name is misleading on purpose-free grounds: it has nothing to do with photography. Everything belongs to a workspace, which is what gives agencies a clean, isolated environment per client and gives everyone else roles, permissions and an audit trail without setting any of it up.

CATEGORY

End-to-end marketing and sales platform, aimed at small and mid-market marketing teams, agencies running many clients, and developer-led companies that want marketing to be scriptable.

WHERE IT STANDS TODAY

New and available. You can sign up today and the plans are published, including a free tier. Several headline capabilities are still being built: marketing-automation execution, email sending, live delivery to the social networks, live ad-network connections and multi-touch attribution are all committed roadmap rather than shipped. There are no public reference customers yet.

HOW CUSTOMERS GET IT

Cloud, multi-tenant, sign up from the website and start in the browser. Enterprise agreements can add dedicated tenancy, custom quotas and single sign-on. Regional pricing bands apply, so a customer in India or Latin America pays a local price rather than a converted one. There is no mandatory onboarding fee and no implementation consultant requirement.

Web app at app.headshotmarketing.com — campaigns, CRM, content, social, ads, influencer, events, SEO, page builder, analytics and admin

Marketing site and documentation at headshotmarketing.com and docs.headshotmarketing.com

GraphQL API covering every capability the app uses

Model Context Protocol server, so an AI agent can operate the platform as typed tools under the caller's own permissions

Command-line tool, Node and Python SDKs — in development, not yet published

Editor extension for VS Code and JetBrains, and a browser extension — in development

Mobile apps for iOS and Android — planned

02 One-Line Pitch

SAY EXACTLY THIS

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

SHORTER, FOR A CHAT MESSAGE

Campaigns, CRM, social, ads, influencer and reporting on one customer record.

THE CATEGORY SENTENCE

HeadshotMarketing is an end-to-end marketing and sales platform for small, mid-market and agency marketing teams that have outgrown a stack of point tools.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most marketing teams run five or six tools that do not talk to each other: an email tool, a scheduler, two ad managers, a separate CRM, and a spreadsheet holding it together. HeadshotMarketing puts campaigns, contacts, social, paid, influencer, events, SEO and reporting on one customer record in one workspace. You can audit a live page, draft the copy for it, publish the landing page and watch it roll up to the campaign, without exporting anything. The Business plan is 299 dollars a month, and there is no onboarding fee."

IF THEY ARE TECHNICAL

Every capability is exposed through one typed GraphQL API, and there is a Model Context Protocol server so your own AI agents can drive campaigns, contacts, content and reporting as typed tools. Access control, tenant isolation, single sign-on, quotas and the audit trail come from the shared platform layer, so every operation is permission-checked and logged rather than each module inventing its own rules. The marketing domain runs on one relational data model, which is why a contact stays one record across campaign, CRM, social, ads, events and analytics.

IF THEY ARE A BUSINESS BUYER

Your prospect is probably paying for a marketing suite, a social scheduler, an SEO tool, an events tool and a spreadsheet for creators, and still cannot answer what marketing returned. HeadshotMarketing consolidates that into one subscription priced on the size of the marketing audience rather than on seats, with no mandatory onboarding fee and a published free tier to start on. The comparable incumbent plan is roughly 890 dollars a month plus a 3,000 dollar onboarding charge.

04 Problem We Solve

These are the complaints that tell you a marketing team is ready to move. You will rarely hear them phrased as a software problem; you will hear them as frustration about reconciling numbers, chasing renewals, or nobody being able to answer a simple question about a customer.

One customer, five copies

Who feels it: Marketing operations, RevOps, and whoever ends up owning the spreadsheet

What it costs them: Lists are exported, re-imported and never quite agree. Sales works a lead marketing has already emailed four times. Hours a week disappear into reconciling records nobody trusts.

How HeadshotMarketing answers it: Contacts, leads, deals, pipelines, campaigns, social posts, ad campaigns, influencer partnerships, events and landing pages are stored against the same data model in one workspace. A contact is one record with one activity history, referenced by the campaign that touched it and the deal it became — there is no sync job to break.

Nobody trusts the attribution number

Who feels it: The marketing leader who has to answer to a board or an owner

What it costs them: Budget conversations run on the loudest opinion. Channels get cut because they cannot be defended, not because they failed.

How HeadshotMarketing answers it: Campaign and channel performance are recorded and rolled up in the platform itself, so every campaign is measured the same way rather than compared across four dashboards. Be straight with the prospect: the multi-touch attribution engine is roadmap. What exists today is the connected first-party journey it needs, plus consistent per-campaign and per-channel reporting.

Creator and influencer work lives in a spreadsheet

Who feels it: Brand, social and partnerships leads in e-commerce, lifestyle and consumer businesses

What it costs them: A separate influencer tool costs money and holds data the marketing suite cannot see, so creator activity never appears next to the campaign it supported.

How HeadshotMarketing answers it: Influencer profiles, tiers, niches, audience data, partnership campaigns and the relationship lifecycle are native records in the same workspace as the campaign. None of the four platforms these teams usually compare against carries influencer marketing natively at all.

The renewal quote went up again

Who feels it: The budget holder, usually with finance standing behind them

What it costs them: Seat growth and add-ons push a suite past what the team can justify, and the advanced reporting they actually wanted was gated behind the tier above.

How HeadshotMarketing answers it: Pricing is banded on marketing contacts rather than seats, published on the site, with a free tier and no mandatory onboarding fee. The Business plan carries 25 seats and 50,000 contacts at 299 dollars a month; the comparable incumbent plan is roughly 890 dollars a month with a 3,000 dollar onboarding charge on top.

SEO and landing pages mean two more vendors

Who feels it: Content and growth marketers at teams too small to run a web team

What it costs them: Page work waits on someone else, findings live in a console nobody reads, and none of it connects to the campaign driving the traffic.

How HeadshotMarketing answers it: Entering a URL fetches the live page and derives every finding from the returned HTML — title length, meta description, headings, canonical tag, images missing alt text, viewport, HTTPS, word count, response time and payload size — then ranks the fixes by severity. The landing-page builder assembles a page from reorderable sections, publishes it at its own address and links it to the campaign that drives traffic to it.

AI is being used and nobody can see it

Who feels it: Marketing operations, and the security or compliance reviewer standing behind them

What it costs them: Drafts come out of personal chat windows. There is no record of what was run, no cost attribution, and no way to tell later which published asset started as machine output.

How HeadshotMarketing answers it: AI tools are registered in the workspace and run as governed actions. Each run creates an execution record with input, output, token count, duration and computed cost, and a failed run is kept with its error rather than dropped. Drafts saved from a generation carry a tag identifying them as AI-originated along with the tool and model that produced them.

An agency runs a login per client

Who feels it: Agency founders and account leads carrying ten to thirty clients

What it costs them: Cross-client reporting is assembled by hand every month, onboarding a client means provisioning another vendor account, and one mis-click risks showing one client another's data.

How HeadshotMarketing answers it: Each client gets an isolated workspace with its own data, brand, campaigns, users and reporting under one account, with roles scoped so a person only sees the clients they work on. Client-facing reporting is on the roadmap — say so plainly, because agencies will ask.

05 Value Proposition

Five things a partner can defend in a room without needing us present. Each one is either shipped today or clearly flagged, so you are never left holding a claim you cannot support.

One data model, not a suite of stitched-together modules

Campaigns, CRM, content, social, ads, influencer, events, SEO, landing pages and analytics read and write the same underlying records. That is an architectural choice made at the start rather than the result of acquisitions, which is why there is no export step, no nightly sync and no reconciliation work between modules. It is also what makes the eventual attribution engine credible: the connected journey it needs already exists.

Evidence: Every channel object — social post, ad campaign, influencer campaign, event, landing page — carries a link back to its parent campaign, and contacts, leads and deals all reference the same contact record.

Channels the incumbents simply do not carry

Native influencer marketing, event marketing with speakers, registrations and attendee check-in, a real on-page SEO auditor and a sectioned landing-page builder all ship in the same workspace as campaigns and CRM. For a consumer or e-commerce brand, that is two or three separate subscriptions collapsing into one. These are also the capabilities where there is genuinely nothing equivalent in the tools they are comparing against.

Evidence: Influencer discovery, relationships and partnership campaigns, event registration and check-in, live URL fetch-and-analyse SEO audits, and publish or unpublish landing pages are all shipped and usable today.

Marketing your engineers and your agents can drive

One typed GraphQL API covers everything the interface does, and a Model Context Protocol server exposes campaigns, CRM, content, ads, influencers, SEO, events and analytics as tools an AI agent can call. The agent runs as the person who authorised it, so it inherits their role and can never reach anything they could not. None of the four platforms a prospect will name offers anything comparable.

Evidence: Roughly 172 typed tools grouped by entity, plus worked prompts for launching a campaign and running the pipeline, all routed through the same gateway and the same permission checks as the app.

Priced on audience, not on seats, with nothing gated for an enterprise tier

Plans are banded by marketing contacts, send capacity and channel breadth rather than headcount, so adding a colleague does not add a line to the invoice. Published tiers run from free through 49, 129 and 299 dollars a month, with Enterprise priced per contact. There is no mandatory onboarding fee, and the reporting and governance features that competitors reserve for their top tier are in the middle tiers here.

Evidence: The Business plan at 299 dollars a month carries 25 seats and 50,000 contacts; the closest incumbent plan is roughly 890 dollars a month for three seats and 2,000 contacts, plus a 3,000 dollar one-time onboarding charge.

Governance that came with the platform rather than being added later

Every operation carries a permission check enforced at the platform edge, not inside the feature. Workspaces are isolated tenants, single sign-on is available from the start, actions land on a searchable audit timeline, and quotas are enforced at the point of action rather than billed after the fact. Six pre-built roles ship with each workspace — director, campaign manager, content strategist, channel manager, revenue manager and analyst — so an analyst can report on performance without ever seeing customer personal data.

Evidence: Permission checks are declared on every query and mutation in the schema and evaluated at the gateway before a field runs; roles are seeded into every new workspace automatically.

You always know what is real

The product's own comparison pages mark automation, attribution, live social delivery, live ad-network connections and the conversational agent as roadmap, in public, on the website. That is unusual, and it is worth using: a partner who tells a prospect what is not built yet is trusted on everything else they say. Nothing in this playbook asks you to claim otherwise.

Evidence: The comparison and unique-selling-point pages on headshotmarketing.com carry a shipped, in-progress or roadmap status against every claim.

06 Ideal Customer Profile

A ten to fifty person company, or an agency with ten to thirty clients, currently paying for four or more marketing tools and unable to answer a simple question about a customer without opening three of them.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Small and mid-market in-house marketing teams	10–250 employees, marketing team of two to fifteen	They have outgrown an email tool and a spreadsheet but cannot absorb a suite that starts near 900 dollars a month before onboarding. Contact-based pricing and a free tier let them start where they are and grow without re-platforming.
Digital and marketing agencies	5–60 staff, ten to thirty active clients	Isolated workspaces per client remove the login sprawl and the risk of client data bleeding across accounts. The partner programme also gives the agency a commercial reason to standardise on one platform rather than inheriting whatever each client already bought.
E-commerce, consumer and lifestyle brands	10–200 employees, often a two to six person marketing team	Influencer and creator programmes are a real channel for them and currently live in a separate tool or a spreadsheet. Having influencer, social, paid and campaign reporting in one place removes a subscription and a reconciliation job at once.
Developer-led software companies	25–200 employees, technical marketers and growth engineers	They want marketing driven from code and agents rather than clicks. The typed API and the agent tool surface are uncontested here — no competitor in the set offers either.
Multi-brand or multi-region marketing organisations	250–2,000 employees, several brands or countries	Brand workspaces, roles, isolation, single sign-on and an audit timeline are available without an enterprise negotiation, and regional price bands make expansion into lower-cost markets straightforward.

GEOGRAPHIES

Sold worldwide with four regional price bands: Band A covers the US, EU, UK, Canada, Australia, Japan, Korea and Singapore; Band B the Gulf, Eastern Europe, Taiwan and Hong Kong; Band C Latin America, South East Asia, Turkey and South Africa; Band D India, Bangladesh, Pakistan, Nigeria, Kenya and Egypt. Support, documentation and the interface are in English, with multi-lingual interface support available. India and the wider Gulf region are the strongest near-term territories.

NOT A FIT – DO NOT CHASE

- Anyone who found the name and wants headshots, portrait photography or personal branding photos — it is a marketing platform and nothing to do with images of people
- A team whose entire requirement is high-volume email or SMS sending today; sending is not live yet, so the one thing they need most is the one thing to be honest about
- A business whose value depends on a deep, mature automation engine running complex branching journeys right now — the workflow builder is roadmap and a specialist tool will beat it on that axis
- Regulated buyers who require a completed third-party security attestation before signature; those audits are planned, not held, and a procurement team that treats this as a gate will stall
- Enterprises mid-way through a multi-year contract with an incumbent suite where the switching cost and the remaining term outweigh the saving
- A solo creator or newsletter author who wants a simple audience tool — the breadth here is overhead they will never use

07 Buyer Personas

Five roles you will actually meet, what each one cares about, and the sentence that gets them talking. The hook matters more than the feature list; lead with the thing that ruins their week.

Marketing leader or CMO

WHAT THEY WANT

Consolidate the stack, prove what marketing returned, get the renewal bill under control, and keep the team shipping campaigns rather than reconciling tools.

Open with: When someone asks what marketing returned last quarter, how many tools do you have to open before you can answer?

They will ask: What exactly can we switch off, and what does the first year actually cost including migration?

WHAT FRUSTRATES THEM

A suite renewal that keeps climbing, hours a week lost to switching between tools, and a board question about return on marketing spend they cannot answer with confidence.

Marketing operations lead or growth engineer

WHAT THEY WANT

Fewer integrations to maintain, one place the customer record actually lives, and the ability to script or automate the repetitive parts instead of clicking them.

Open with: If your best automation idea needs an engineer and a maintenance plan, is that the tool's fault or yours?

They will ask: Is the whole product available through the API, or only the parts the vendor decided to expose?

WHAT FRUSTRATES THEM

Every new tool means another integration they own. Marketing data does not reach the warehouse cleanly. Nothing is version-controllable and the APIs they are given are afterthoughts.

Agency founder or account lead

WHAT THEY WANT

Standardise every client on one platform, cut the manual reporting cycle, and take on more clients without adding proportional headcount.

Open with: How many separate logins does your team open to put one client's monthly report together?

They will ask: Can each client be truly isolated, can I put my brand on the reporting, and what do I earn on this?

WHAT FRUSTRATES THEM

A login per client, monthly reports assembled by hand, tool cost multiplying by client count, and clients asking for influencer work the current stack cannot do.

Content, social or brand manager

WHAT THEY WANT

Plan a month of content in one view, keep every asset on-brand and findable, and get pages and posts out without waiting on someone else.

Open with: Where does your content calendar actually live, and who else can see it without being asked?

They will ask: Does it actually publish to the networks, or does it just mark the post as scheduled?

WHAT FRUSTRATES THEM

Assets recreated in a dozen folders, a calendar in a spreadsheet, creator relationships tracked by memory, and SEO advice arriving from a console nobody reads.

Sales or revenue lead

WHAT THEY WANT

Work leads that are genuinely warm, keep the pipeline honest, and stop re-keying what marketing already knows about a person.

Open with: When a lead lands on your desk, can you see what marketing already said to them, or do you have to ask?

They will ask: Is this a real CRM with pipelines and deals, or a contact list with a nicer interface?

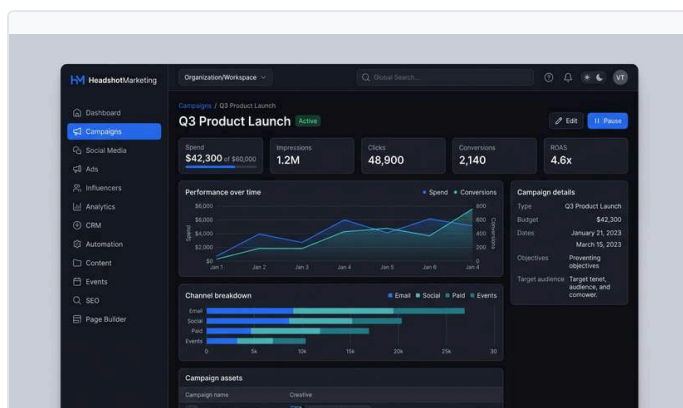
WHAT FRUSTRATES THEM

Leads arrive without context, the CRM and the marketing tool disagree about the same person, and the handover between the two functions is a spreadsheet.

08 Top Use Cases

14 SCENARIOS

Fourteen situations the platform is built for. Pick the two that match what your prospect complained about — walking through more than three loses the room. Each one names the role, the bind they are in, and what actually changes.



MARKETING MANAGER PLANNING A LAUNCH

Run one campaign across every channel instead of five disconnected ones

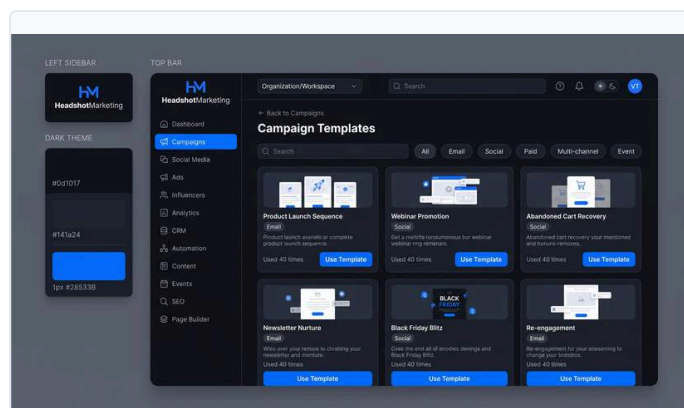
THE SITUATION

The launch has to land the same week by email, on social, in paid and at a webinar. Each channel lives in a different tool with its own audience export, so keeping the message and the timing aligned is a manual scramble that usually slips.

WHAT HAPPENS WITH HEADSHOTMARKETING

The campaign is one record with a goal, type, budget, schedule, tags and status. Social posts, ad campaigns, influencer partnerships, events and landing pages each link back to it, so the whole effort is planned, launched and read from one place. Spend and status update on the campaign itself.

One record to launch and one place to look, instead of five dashboards to reconcile afterwards.



CAMPAIGN MANAGER OR AGENCY ACCOUNT LEAD

Turn the launch that worked into a playbook the team can rerun

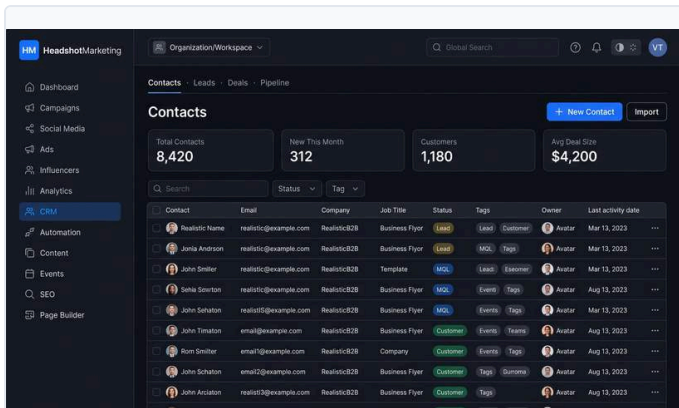
THE SITUATION

The one campaign that performed well exists as a memory and a folder of assets. Every repeat of it is rebuilt from scratch, slightly differently, by whoever is free.

WHAT HAPPENS WITH HEADSHOTMARKETING

Campaigns are saved as reusable templates and duplicated into new ones, so the structure, channel mix and creative approach carry over. An agency can run the same proven playbook across many clients without rebuilding it each time.

The best campaign becomes a standard rather than a story people tell.



REVOPS OR MARKETING OPERATIONS LEAD

Keep one customer record that marketing and sales both work from

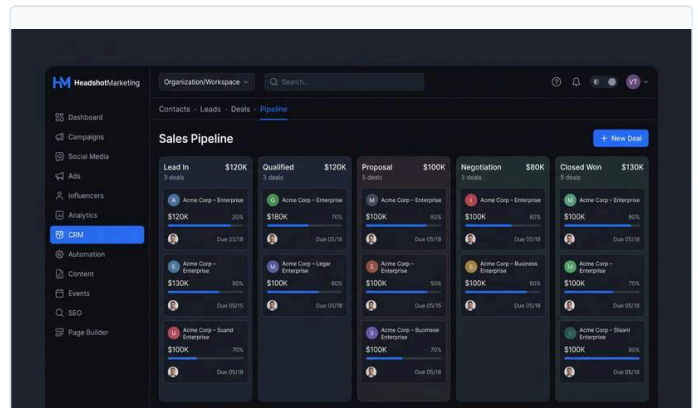
THE SITUATION

The same person is a contact in the email tool, a lead in the CRM and a row in a spreadsheet. None of the three agree, and the handover between marketing and sales is an export.

WHAT HAPPENS WITH HEADSHOTMARKETING

Contacts carry profile data, custom fields, tags, lifecycle stage, owner and an activity timeline on one record. That record is what leads and deals reference, so moving from marketing to sales is a state change rather than a re-key into another system.

One person, one record, one history — visible to both teams.



SALES OR REVENUE MANAGER

Work a pipeline that is fed by the campaigns you are already running

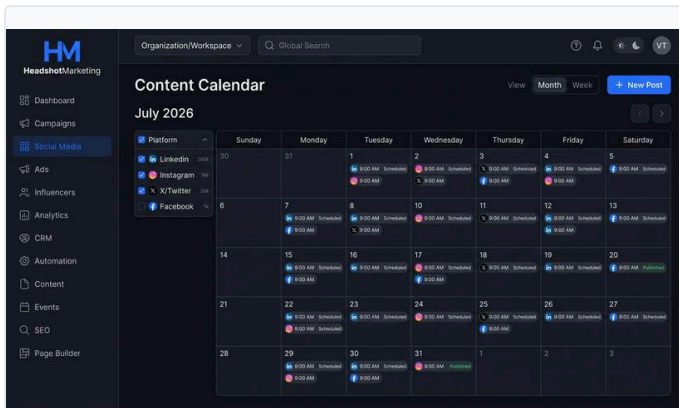
THE SITUATION

Pipeline lives in a separate CRM that knows nothing about which campaign produced the lead, so reps open with no context and marketing never learns which effort produced revenue.

WHAT HAPPENS WITH HEADSHOTMARKETING

Leads, deals and configurable pipelines with stages sit on the same data model as the campaigns and contacts. Leads convert into contacts and deals without leaving the platform, and the lead score travels with them through the conversion.

The handover carries its context instead of losing it.



SOCIAL MEDIA OR CONTENT MANAGER

Plan a month of social in one calendar the whole team can see

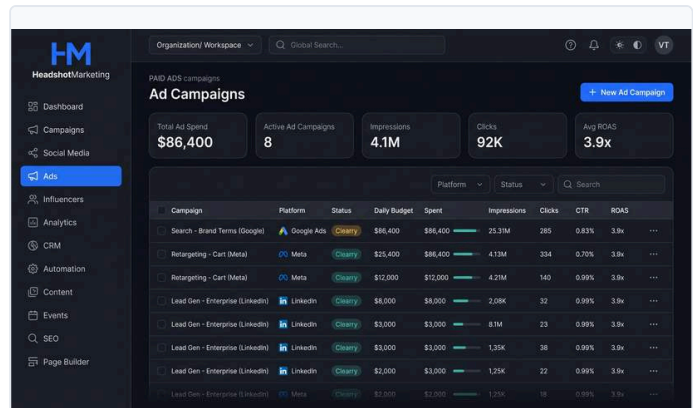
THE SITUATION

The content calendar is a spreadsheet, the scheduler is a separate subscription, and nobody outside the social team can see what is going out next week or which campaign it belongs to.

WHAT HAPPENS WITH HEADSHOTMARKETING

Posts are composed against a connected account, scheduled onto a shared visual calendar and tied to their campaign, with account and post-level metrics rolled up in one view. Be explicit with the prospect: delivery to the networks themselves is roadmap, so publishing marks a post ready rather than pushing it live today.

The plan is visible and campaign-linked; the delivery leg is honestly flagged as coming.



PERFORMANCE OR DIGITAL MARKETING SPECIALIST

Manage paid campaigns, creatives and audiences beside everything else

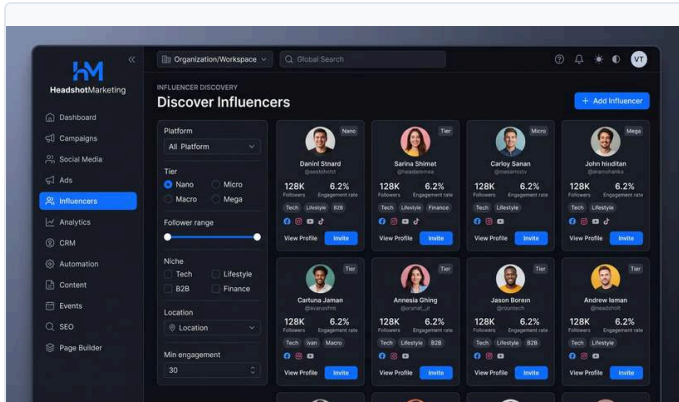
THE SITUATION

Paid sits in two or three network consoles. Budgets, creative variants and audience definitions live where nobody else can see them, and reporting is assembled by hand at month end.

WHAT HAPPENS WITH HEADSHOTMARKETING

Ad campaigns, creatives and reusable target audiences are records in the workspace with budgets attached and a consistent, rule-based reach estimate for each. Everything links to the parent campaign, so paid appears next to organic in the same reporting. Live connections to the ad networks are roadmap.

Paid planning stops being a private console and joins the rest of the plan.



BRAND, PARTNERSHIPS OR SOCIAL LEAD AT A CONSUMER BUSINESS

Run creator and influencer programmes without a separate tool

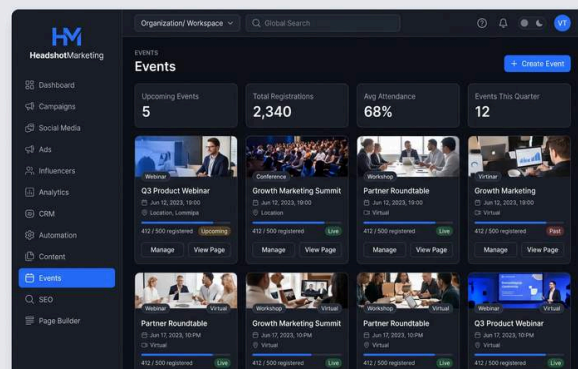
THE SITUATION

Creator relationships are tracked in a spreadsheet or in a point solution that costs money and shares nothing with the rest of marketing, so influencer activity never appears alongside the campaign it supported.

WHAT HAPPENS WITH HEADSHOTMARKETING

Influencer profiles carry tier, niches, follower counts, engagement rate, location and audience demographics. Partnership campaigns link to the parent campaign, and each relationship moves through an explicit status lifecycle. Filtered search runs across the roster you build.

Creator work becomes a managed channel rather than a side spreadsheet.



EVENT MARKETER OR FIELD MARKETING LEAD

Treat an event as part of the campaign, not a separate product

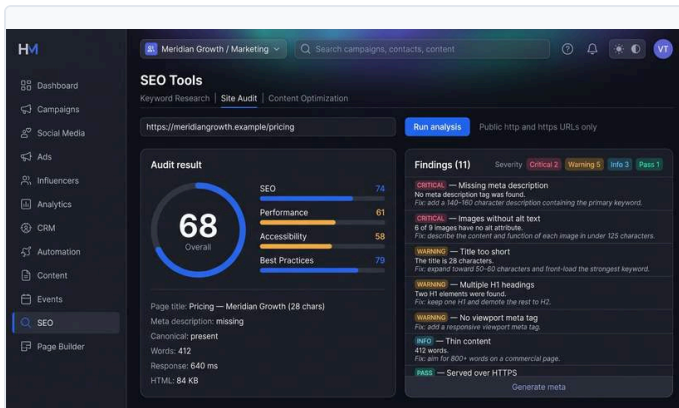
THE SITUATION

The event tool holds registrations, the marketing tool holds the promotion, and the attendee list arrives afterwards as a spreadsheet that somebody has to import and de-duplicate.

WHAT HAPPENS WITH HEADSHOTMARKETING

Marketing events are created and linked to their campaign, with speakers attached, registrations accepted, cancellations handled and attendees checked in on the day. Registrations sit next to the contacts and leads the same workspace already holds.

The event and the campaign promoting it are one effort with one record.



GROWTH OR CONTENT MARKETER WITH NO DEDICATED SEO VENDOR

Audit a live page and get the ranked fix list, with the reason attached

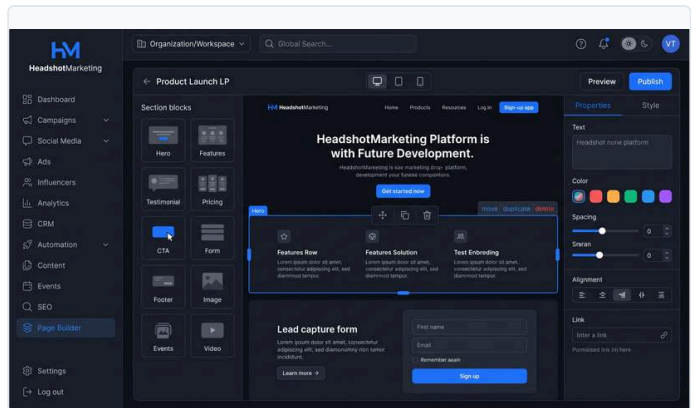
THE SITUATION

SEO advice arrives as a score with no provenance from a tool nobody opens, and the fixes never make it back into the page because the page lives somewhere else entirely.

WHAT HAPPENS WITH HEADSHOTMARKETING

Entering a URL fetches the live page and derives every finding from the HTML that came back: title and its length, meta description, canonical tag, heading structure, images missing alt text, viewport, HTTPS, word count, response time and payload size. Findings are ordered by severity, each naming the rule, the element and the recommendation. The auditor refuses private and internal addresses by design.

Two runs on an unchanged page agree, and every finding tells you what to change.



GROWTH MARKETER WAITING ON A BUSY WEB TEAM

Build and publish a landing page that belongs to the campaign

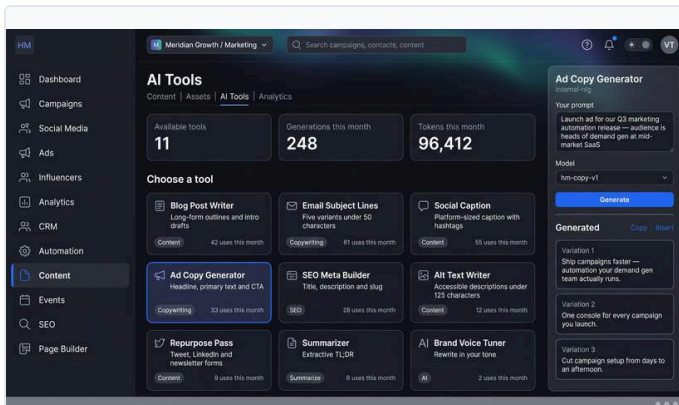
THE SITUATION

A page is needed for tomorrow, the web team is booked, and the standalone page tool knows nothing about the campaign driving traffic to it.

WHAT HAPPENS WITH HEADSHOTMARKETING

Pages are assembled from reorderable sections, given a clean address, published or unpublished on demand, and linked to the campaign that drives to them. Public hosting on a content network and page A/B variants are roadmap.

The page ships the same day and reports through the campaign it belongs to.



CONTENT LEAD RUNNING A SMALL TEAM

Draft every marketing format from one console instead of nine chat windows

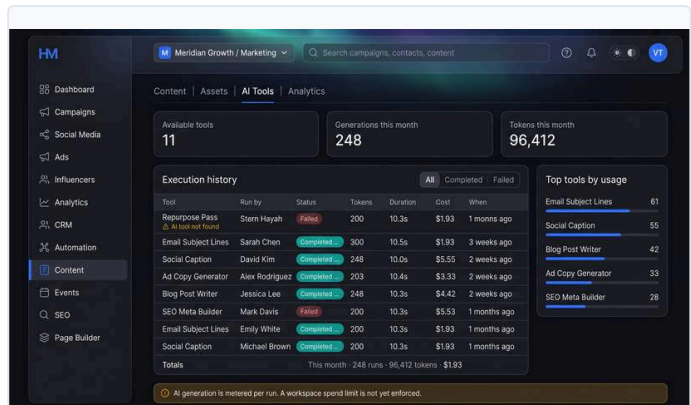
THE SITUATION

AI drafting happens in personal chat windows. Output shape is wrong for the channel, the prompt that worked is lost, and nothing is reusable by anyone else.

WHAT HAPPENS WITH HEADSHOTMARKETING

Reusable AI tools are registered in the workspace, and the tool you pick determines the shape you get: subject-line variants for email, meta title, description and slug for SEO, a platform-sized caption with hashtags for social, headline plus primary text plus call to action for ads, an outline for long-form. Each run returns the keywords it drew on and format-specific suggestions, and output can be saved straight into the content library.

Drafting becomes a shared, repeatable recipe instead of nine private habits.



MARKETING OPERATIONS OR THE PERSON WHO OWNS THE BUDGET

Answer what the AI actually cost and what it produced

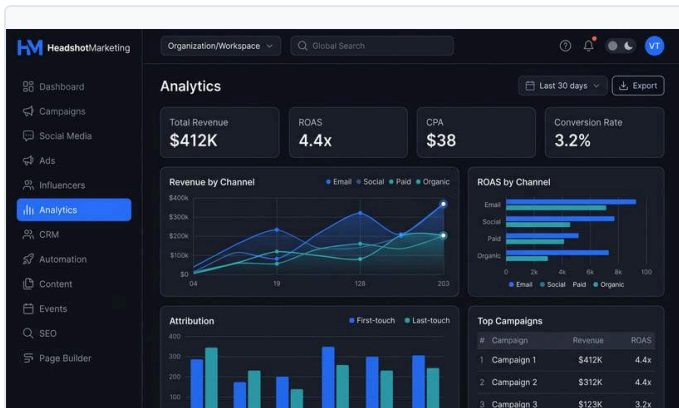
THE SITUATION

AI spend is invisible. Nobody can say what was run, by whom, for which campaign, or which published asset started as machine output.

WHAT HAPPENS WITH HEADSHOTMARKETING

Every run creates an execution record before the work starts and stores input, output, token count, duration and computed cost — including failed runs with their error. Month-scoped counters show tools available, generations this month and tokens this month, and saved drafts carry a tag naming the tool and model that produced them.

AI usage is a line you can read rather than a habit you discover on an invoice.



MARKETING LEADER OR ANALYST PREPARING THE MONTHLY REVIEW

Report on every campaign and channel the same way

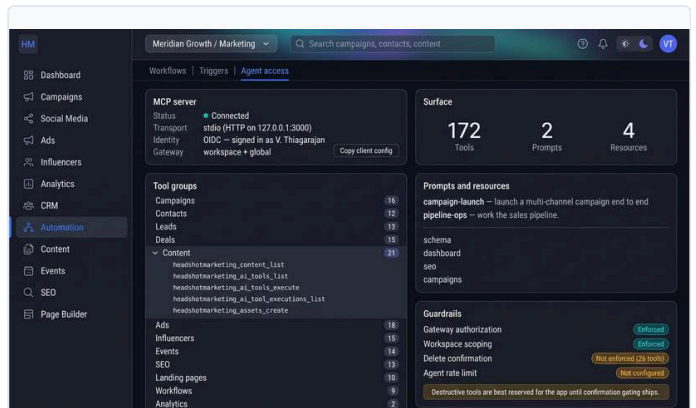
THE SITUATION

Each tool reports in its own shape, so the monthly review is a spreadsheet assembled by hand and the comparison between channels is never quite like for like.

WHAT HAPPENS WITH HEADSHOTMARKETING

Campaign and channel performance are recorded and rolled up in the platform, with saved report and dashboard configurations for the views a team returns to. An analyst role can read all of it without access to customer personal data. Multi-touch attribution is roadmap and should be described that way.

One consistent measurement across every campaign, ready without a rebuild each month.



MARKETING OPERATIONS ENGINEER AT A TECHNICAL COMPANY

Point your own AI agent at the marketing stack

THE SITUATION

The most useful automation a team wants — pull last month's campaigns, summarise the channel mix, draft the write-up — is never a workflow node. It needs a general agent with real, governed access.

WHAT HAPPENS WITH HEADSHOTMARKETING

A Model Context Protocol server exposes campaigns, templates, contacts, leads, deals, pipelines, content, AI tools, social, ads, influencers, events, SEO, landing pages and analytics as roughly 172 typed tools, with worked prompts for launching a campaign and running the pipeline. Everything routes through the same gateway and the same permissions, so the agent can never exceed its user. One honest caveat: destructive tools are not yet behind a confirmation gate, so point agents at read and create paths and leave deletions to people.

Marketing operations becomes scriptable by the agent the team already uses.

09 Product Capabilities

What exists today, group by group, with an honest status against each item. The status column is the most useful thing in this playbook: it is what lets you answer a hard question in the room without guessing.

Campaign orchestration

The campaign is the central record; every other channel object hangs off it.

Campaign records with budget, schedule and status

Create, list, filter, update, duplicate and archive campaigns carrying goal, type, budget, spend, dates, tags and status.

Templates and playbooks

Save a campaign structure as a reusable template and launch new campaigns from it, or duplicate an existing campaign wholesale.

Cross-channel linking

Social posts, ad campaigns, influencer campaigns, events and landing pages each reference their parent campaign, so coordination is structural rather than manual.

Email sending and dispatch planned

Send capacity appears on every plan, but the sending engine and provider integration are not live yet. Plan allowances describe what each tier will carry when sending ships.

Marketing-automation workflow execution planned

Trigger-based, branching, multi-step journeys across channels are designed and represented in the interface, but the engine that runs them is not built. This is the clearest gap against a specialist automation tool.

CRM, leads and pipeline

A real customer database on the same data model as the campaigns, not a contact list bolted on.

Unified contact records

Profile, email, phone, custom fields, tags, lifecycle stage and owner, with soft delete and a per-contact activity timeline.

Leads, deals and configurable pipelines

Leads convert into contacts and deals; pipelines carry stages each team configures to its own sales process, so the sales side of the same record is worked in-platform.

Lead score as a first-class field

Scores are stored on the lead, sortable and filterable, charted as a distribution, and carried through conversion. The score is maintained by the team today.

Behavioural scoring engine with explanations planned

Deriving a score from campaign engagement, content views, form submissions and record completeness — with a per-signal explanation and threshold-triggered routing — is designed but not built.

Consent capture, de-duplication and privacy tooling planned

Data-quality, duplicate merging and consent state management for privacy regimes are committed roadmap rather than shipped capability.

Channels: social, paid, influencer and events

Four distribution channels in one workspace; two of them are channels the usual alternatives do not carry at all.

Social composing, scheduling and calendar

Compose posts against connected accounts, schedule them onto a shared visual calendar tied to a campaign, and see account and post-level metrics rolled up.

Delivery to the social networks planned

Publishing currently marks a post ready rather than pushing it to the network. Real network delivery and a scheduler that dispatches on time are roadmap.

Ad campaigns, creatives and audiences

Manage paid campaigns with budgets, creative variants and reusable target audiences, with a consistent rule-based reach estimate per campaign.

Live ad-network connections planned

Direct integration with the ad platforms, so budgets and results sync both ways, is roadmap.

Influencer marketing

Influencer profiles with tier, niches, reach, engagement and audience demographics; partnership campaigns linked to the parent campaign; and a relationship lifecycle with explicit status transitions.

Event marketing

Create marketing events against a campaign, attach speakers, accept and cancel registrations, and check attendees in.

Content, AI tooling and SEO

The raw material layer: assets, generated drafts, page audits and the pages themselves.

Content library and asset management

Reusable content items and creative assets with status controls, workspace-wide tags and shared storage, reused across campaigns rather than recreated per channel.

Registered AI tools with metered execution

Register a reusable AI tool in the workspace and run it against an input. Each run is an execution record with status, tokens, duration and cost, and increments the tool's usage count.

Format-aware generation in progress

Output shape follows the tool chosen — subject-line variants, meta title and description and slug, sized social captions, ad headline and copy and call to action, long-form outlines, alt text under 125 characters. The engine is deterministic and runs in-product; a governed live model call is the planned upgrade.

On-page SEO audits

Fetch a live public URL and score it four ways from the real HTML, with severity-ranked findings that each name the rule, the element and the fix. Private and internal addresses are refused.

Keyword tracking

Track target keywords and their status in the workspace, with a rollup of keyword and audit health. Live rank tracking against search engines is roadmap.

Landing-page builder

Assemble a page from reorderable sections, manage its address, publish and unpublish, and link it to a campaign. Public hosting on a content network and page variants for A/B testing are roadmap.

Analytics and reporting

Consistent measurement across every campaign and channel, with the attribution engine still to come.

Campaign and channel performance rollups

Impressions, clicks, spend, conversions and revenue recorded and rolled up per campaign and per channel over date ranges, so campaigns are compared like for like.

Dashboards and saved report configurations

Performance dashboards plus saved custom report and dashboard configurations for the views a team returns to each month.

Analyst access without personal data

A dedicated analyst role reports across every marketing surface with no access to customer, influencer or attendee personal data.

Multi-touch attribution planned

Credit across the whole customer journey, revenue rather than lead attribution, and budget-allocation guidance. The connected first-party journey it needs exists; the models do not.

Predictive forecasting and autonomous optimisation

planned

A scheduled pass that reads performance and proposes ranked budget reallocations for a human to approve is designed, with the human approval gate built into the design rather than optional.

Governance, security and administration

Inherited from the platform the product is built on, which is why it is available from day one rather than at the top tier.

Permission checks on every operation

Every query and mutation carries an access-control declaration evaluated at the platform edge before the operation runs. The product service never re-implements authorisation.

Six seeded workspace roles

Marketing director, campaign manager, content strategist, channel manager, revenue manager and analyst are created in every workspace automatically, matching how marketing teams and agencies actually split work.

Tenant isolation and agency client workspaces

Every record belongs to a workspace. Agencies run an isolated workspace per client with separate data, brand, users and reporting under one account.

Single sign-on and audited activity

Standards-based single sign-on, plus a searchable, exportable timeline recording actor, target and result for every action.

Quotas enforced at the point of action

Contacts, active campaigns, connected social accounts and landing pages are checked against the plan when created, with a warning at 80 per cent and a block at 100 rather than silent overage billing.

Compliance attestations planned

Privacy readiness work is under way and card data never touches the platform. Formal third-party attestations are planned rather than held; there is no certification to claim today.

Developer and agent surfaces

The uncontested part of the story: no comparable platform offers a typed API plus an agent tool surface.

Typed GraphQL API

Every capability the interface uses is available over the same governed API, so campaigns, contacts, content and reporting can be driven programmatically.

Agent tool surface

A Model Context Protocol server exposing roughly 172 typed tools across every module, plus worked prompts and read-only orientation resources. Agents inherit the calling user's permissions.

Confirmation gate on destructive agent tools planned

Delete-class tools do not yet require an explicit confirmation argument. Until that lands, point agents at read and create paths and keep deletions with people.

Command-line tool and Node and Python SDKs in progress

Built against the same API and rolling out; the published packages are not available for download yet.

Editor and browser extensions in progress

An extension for VS Code and JetBrains and a browser extension for capture and quick actions are in development.

Mobile apps planned

iOS and Android apps for monitoring and approvals on the move are planned.

10 Pricing & Plans

Pricing is banded on marketing contacts rather than seats, so team growth does not change the bill. Free, Starter, Growth and Business are flat monthly or annual fees; Enterprise is quoted per contact and contracted annually. Four regional bands apply purchasing-power pricing, so a customer's billing market sets their normal price rather than a converted one. There is no mandatory onboarding fee.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 No card required; every major feature family is available and gated by quota rather than removed	A solo marketer or someone evaluating the platform properly rather than through a demo	1,000 marketing contacts; 1 user seat, 1 brand workspace; 2 active campaigns; 1 connected social account, 1 landing page; 25 SEO keywords, 25 influencer records; 1 GB shared storage; Community support
Starter	\$49/mo or \$39/mo annual Band A price; India equivalent ₹1,999/mo or ₹1,599/mo annual	A small business or solo founder running real campaigns	2,500 marketing contacts; 3 user seats, 1 brand workspace; 10 active campaigns; 5 connected social accounts, 10 landing pages; 250 SEO keywords, 250 influencer records; 25 GB shared storage; Email support under 48 hours
Growth	\$129/mo or \$99/mo annual Band A price; India equivalent ₹4,999/mo or ₹3,999/mo annual	A scaling in-house team or a small agency running several brands	10,000 marketing contacts; 10 user seats, 3 brand workspaces; 50 active campaigns; 25 connected social accounts, 100 landing pages; 2,500 SEO keywords, 2,500 influencer records; 100 GB shared storage; Priority support under 24 hours, 99.5% service level
Business	\$299/mo or \$239/mo annual Band A price; India equivalent ₹11,999/mo or ₹9,599/mo annual. This is the tier to compare against an incumbent's professional plan	An established marketing organisation or a mid-size agency	50,000 marketing contacts; 25 user seats, 10 brand workspaces; Unlimited active campaigns under fair use; 100 connected social accounts, 1,000 landing pages; 25,000 SEO keywords, 25,000 influencer records; 1 TB shared storage; Priority support under 8 hours, 99.9% service level
Enterprise	From \$0.40/contact/mo list; \$0.30/contact/mo annual at 100K+ Quoted and contracted annually; regional bands apply and the contracting entity's country sets the default band	A large, regulated or multi-brand organisation, or a large agency	Custom contact and campaign volumes; Unlimited seats and multi-brand workspaces; Custom send, social, keyword and influencer allowances; Dedicated tenancy available; Dedicated service level

Add-ons

ADD-ON	PRICE
Extra contacts, +5,000	\$29/month
Extra active campaigns, +10	\$29/month
Extra sends, +50,000/month	\$29/month
Extra SEO keywords, +1,000	\$49/month

ADD-ON	PRICE
Extra storage, +50 GB	\$15/month
AI Pro, +2,500 operations/day	\$79/month
Analytics Pro, 730-day retention	\$99/month
Support hours, 5-hour block	\$750 one-time

WHAT TO TELL A PROSPECT ABOUT PRICE

- Send allowances appear on every plan, but email sending is not live yet. Describe those numbers as the capacity each tier will carry when sending ships, never as something the prospect can use today.
- Regional bands B, C and D are set by the customer's verified billing market and are not a discount. Band D examples: Starter \$18/mo, Growth \$45/mo, Business \$85/mo annual.
- Prices exclude local sales taxes. Indian business customers must supply a tax registration number.
- Upgrades take effect immediately and are prorated; downgrades take effect at the end of the current period, and data above the new quota becomes read-only rather than being deleted.
- There is a 30-day money-back window on a first purchase of Starter, Growth or Business. Enterprise terms are contractual.
- Never quote a price you have not read here or on the pricing page. If a prospect needs something outside the published plans, bring us in rather than inventing a number.

11 Competitive Landscape

These are the names a prospect will raise. Concede what is genuinely better about each one before you say anything else — the concession is what makes the rest of your answer credible.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
HubSpot Marketing Hub	The best-known all-in-one marketing and customer platform, spanning marketing, sales, service, content and data as separate product lines.	Genuinely broader and far more mature. Thousands of marketplace integrations, years of reference customers, a proven automation engine, mature attribution and a brand that never gets a buyer questioned for choosing it. If the prospect's priority is safety and ecosystem depth, they should probably buy it.	Cost and shape. Their professional plan is roughly \$890 a month for three seats and 2,000 contacts, plus a mandatory \$3,000 onboarding fee; Business here is \$299 a month for 25 seats and 50,000 contacts with no onboarding charge. Capability is not split across separate product lines, influencer marketing is native where they have none, and there is a typed API and an agent tool surface they do not offer.
ActiveCampaign	A marketing automation platform built around email, CRM and deep multi-step behavioural workflows, strong in the small and mid-market segment.	Their visual automation builder is years-refined and better than anything here today — our workflow engine is roadmap, and you should say so before they do. They also have deliverability history and a large integration library.	Breadth. Social orchestration, paid advertising, on-page SEO, landing pages, events and influencer marketing are all outside what they do, and all present here. Add the developer and agent surfaces they have nothing comparable to.
Mailchimp	The default first marketing tool for small businesses: email, basic automation, landing pages, some social scheduling and ads.	Brand recognition and ease of entry are unmatched, the interface is famously approachable, and their e-commerce integrations are deeper. A very small business with a simple list is well served by staying put.	The graduation case. Where they are audience-first with a light CRM, this has real contacts, leads, deals and pipelines, plus social, paid, SEO, events, influencer and consistent reporting. Their pricing also charges for unsubscribed contacts, which penalises exactly the list growth marketing is trying to produce.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Brevo	A multi-channel messaging platform covering email, SMS, WhatsApp and push, with a strong free tier and European privacy positioning.	Cheaper at the entry point, better deliverability track record, native SMS and WhatsApp we do not have, and a European base that reassures privacy-sensitive buyers.	They are a messaging platform, not a command centre. CRM depth, social orchestration, paid advertising, SEO, events, influencer marketing and agency workspace isolation are all lighter or absent, and there is no developer or agent surface.
Klaviyo	A customer-data and messaging platform built for e-commerce, dominant in the online-store ecosystem for email, SMS and push.	Their e-commerce data model, predictive lifetime-value and churn signals, and store integrations are better than anything here, and they hold a completed third-party security attestation we do not. For a store whose whole motion is retention messaging, they are the right answer.	Everything outside messaging. Native social publishing, paid advertising, SEO, events, influencer marketing and a business-to-business pipeline are limited or absent, and their pricing climbs steeply with contacts and message volume.
Kit, formerly ConvertKit	A creator-first email and audience platform for newsletters, landing pages, paid products and simple automations.	Simplicity and price for a single creator, a generous free tier, and built-in monetisation through paid newsletters and digital products that has no equivalent here.	Scope, and only where scope is needed. There is no CRM or pipeline, no social or paid management, no SEO, no events, no influencer programme and no team or agency structure. If your prospect is one person with a list, walk away rather than selling them breadth they will not use.

THE POSITIONING LINE TO HOLD

The incumbents are broader and better known; HeadshotMarketing is one data model with channels they do not carry, at roughly a third of the price and with nothing held back for an enterprise tier.

12 Why Us / Differentiators

If a prospect remembers six things, make them these. The first three are shipped and uncontested; the last three are about how the product is shaped and sold.

Native influencer marketing inside the campaign

Influencer profiles, partnership campaigns and relationship lifecycle are first-class records in the same workspace as email, social and paid. None of the platforms a prospect will name carries this natively; brands normally buy a separate creator tool and reconcile it by hand. For consumer and e-commerce buyers this alone removes a subscription.

A real page auditor, not a checklist someone types into

The auditor fetches the live page and derives every score and finding from the HTML that came back, so two runs on an unchanged page agree and every finding names the rule, the element and the recommendation. It refuses private and internal addresses by design, which is the kind of detail that tells a technical buyer the thing was actually built rather than mocked up.

A marketing platform an AI agent can operate safely

The agent tool surface covers every module and routes through the same gateway and permission checks as the app, so an agent inherits the role of whoever authorised it. That is a different proposition from a chat assistant bolted onto a product — and the confirmation gate on destructive tools is the one honest gap to name before anyone asks.

Governance available at every tier, not sold as the top one

Permission checks on every operation, tenant isolation, single sign-on, an audit timeline, seeded roles and quota enforcement come from the shared platform layer. Competitors typically reserve this depth for an enterprise contract; here it is simply how the product works, including on the free tier.

Contact-based pricing with regional bands and no onboarding tax

Growth in headcount does not change the invoice, the mid tiers carry the reporting and governance that others gate, and a customer in India, Latin America or South East Asia pays a local price rather than a converted one. There is no mandatory implementation fee, which for a smaller buyer can otherwise exceed the first year of software.

A published, honest status against every claim

The product's own comparison pages mark automation, attribution, live social delivery, live ad connections and the conversational agent as roadmap, publicly. That is rare, it survives a technical evaluation, and it means a partner is never left defending something the prospect discovers to be untrue in the trial.

13 Customer Proof & Credibility

There are no reference customers to point at, so credibility has to come from what a prospect can verify for themselves: depth of the product, the governance model, the published status of every claim, and the fact that the free tier lets them check the whole thing without talking to anyone.

DEPTH YOU CAN VERIFY IN AN AFTERNOON

Eleven functional areas — campaigns, CRM, content and AI tools, social, ads, influencer, events, SEO, landing pages, analytics and templates — are usable on the free tier without a sales conversation. That is the strongest available substitute for a reference call.

GOVERNANCE BUILT INTO EVERY OPERATION

Access control is declared on every query and mutation and evaluated at the platform edge, with six pre-built roles seeded into each workspace, tenant isolation, single sign-on and a searchable audit timeline. Security-minded buyers can be shown how it works rather than told that it exists.

PUBLISHED, DATED COMPETITIVE COMPARISON

The site publishes side-by-side comparisons against HubSpot, ActiveCampaign, Mailchimp and Brevo, including cases where the competitor wins and where our own capability is marked roadmap.

TRANSPARENT PRICING AND QUOTAS

Plan prices, contact and send bands, seat counts, add-on prices and regional bands are published rather than quoted case by case, with a warning at 80 per cent of quota and a block at 100 rather than silent overage billing.

PRIVACY POSTURE STATED OPENLY

A public security page, published subprocessor list, encryption in transit and at rest, and card data never touching the platform because payment processing is handled by the payment providers.

A PLATFORM THE PRODUCT DID NOT HAVE TO BUILD

Identity, roles, tenancy, billing, files, tagging, notifications, audit, interface translation and accessibility come from the shared platform the product sits on. That is why a new product ships with enterprise plumbing rather than promising it later.

Be straight about this. HeadshotMarketing is new. You can sign up today and the plans are published, but there are no public reference customers, no usage numbers, no revenue figures and no third-party security attestation yet — those audits are planned, not held. Several headline capabilities are still roadmap: marketing-automation execution, email sending, delivery to the social networks, live ad-network connections, multi-touch attribution, client-facing agency reporting and the conversational agent. Never present any of those as shipped. What a prospect should weigh instead is what they can check themselves on the free tier, the breadth already usable, the governance model, and whether the price difference against their current suite is large enough to be worth adopting a young product. If they need a completed attestation before signature or a mature automation engine this quarter, tell them so and keep the relationship.

14 Demo Information

Do not attempt a full product tour. Show the shape of the platform in ten minutes, prove one thing the incumbent cannot do, and hand over. The point of your demo is to earn the second conversation, not to close.

HOW TO GET A DEMO

Anyone can create an account on the free tier from the website and explore the real product — that is the most persuasive access there is, and it needs nothing from us. For a guided walkthrough, an enterprise question or anything involving a quote, book the call on the calendar link and we will run it with you on the line.

Runs about Ten to fifteen minutes for the shape of it. Thirty to forty-five for a guided session with us present.

WHERE TO LOOK

- **Product website** — <https://headshotmarketing.com>
- **Sign in or create an account** — <https://app.headshotmarketing.com>
- **Documentation** — <https://docs.headshotmarketing.com>
- **Side-by-side comparisons** — <https://headshotmarketing.com/vs>
- **Book a walkthrough with Vignesh** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

- 1 The campaign record, with its linked social posts, ad campaigns, event and landing page**
Everything you are about to see hangs off this one record. That is the whole argument: one campaign, one audience, one place to look afterwards.
- 2 A contact, its activity timeline, and the lead and deal that reference it**
This is the same person marketing emailed and sales is now working. There is no export between those two views because there are not two systems.
- 3 The social calendar with a month of posts tied to their campaigns**
Planning and scheduling are here today. Pushing the post to the network itself is still being built, so let me be straight about that before you find it yourself.
- 4 The influencer roster, a partnership campaign and a relationship status**
This is the one your current tool almost certainly does not have at all. Most brands run this in a spreadsheet or pay a second vendor for it.
- 5 An SEO audit run against a live URL, with the ranked findings**
That fetched the actual page and read the real markup. Each finding names the rule, the element and what to change — and you can fix it in the page builder next door.
- 6 The AI console generating a subject line set, then the usage ledger**
Every run is recorded with tokens, duration and cost, and the draft is tagged as AI-originated when you save it. You can answer what AI cost you this month, which most stacks cannot.
- 7 Campaign and channel performance, then the analyst role's view of it**
Every campaign is measured the same way. An analyst can read all of this without ever seeing a customer's personal details.
- 8 The pricing page next to the incumbent's**
Twenty-five seats and fifty thousand contacts at 299 dollars, no onboarding fee. Compare that to what your renewal quote says and tell me whether it is worth a trial.

15 Sales Talking Points

Eight lines that hold up under pressure, with the reason each one works. Say them in your own words; the reasoning matters more than the phrasing.

One customer record, referenced by every channel, with no sync between them.

This is the architectural claim everything else rests on, and it is the one a prospect can verify in five minutes. It also explains why the eventual attribution work will be credible rather than another dashboard.

Priced on your audience, not your headcount — and there is no onboarding fee.

Seat-based escalation and a mandatory implementation charge are the two things buyers complain about most in this category. Naming both before they do positions you as someone who knows the market.

Influencer, events, on-page SEO and landing pages are in the same subscription.

These are the four capabilities the usual alternatives do not carry. For a consumer brand it is two or three subscriptions collapsing, which turns a software comparison into a budget conversation.

The audit reads the live page, so the findings are reproducible rather than estimated.

It is a small thing that signals the product is genuinely built. Technical evaluators respond to it more strongly than to any feature list.

Your own AI agent can operate the platform, inheriting the permissions of whoever authorised it.

No competitor in the set offers this. It also reframes the AI conversation away from 'does it write copy' towards governance, which is where a serious buyer actually lives.

Every AI run is recorded with its tokens, duration and cost.

Most teams cannot answer what their AI usage costs. Being able to is a concrete, checkable advantage that lands with finance as well as with marketing.

Roles, isolation, single sign-on and audit are there on every plan, including the free one.

Competitors normally gate this behind an enterprise contract. For an agency or a security-conscious buyer it removes an objection before it forms.

Automation, sending, attribution and live social delivery are roadmap, and the website says so.

Volunteering the gaps is the fastest route to being believed on everything else. It also stops a prospect discovering them in a trial and losing trust in you personally.

The objections below are in the prospect's own words, including the ones that are hard to answer. Where the honest answer is a concession, concede it — a partner who bluffs and gets caught costs more than the deal was worth.

"We already use HubSpot. Why would we move?"

Most teams should not move for features — they should move for cost shape and for the channels it does not carry. Their professional plan is roughly \$890 a month for three seats and 2,000 contacts with a \$3,000 onboarding fee; Business here is \$299 for 25 seats and 50,000 contacts with no onboarding charge. Add native influencer marketing, events and on-page SEO, which they do not have at all. If their automation depth is what the team lives in every day, that is a genuine reason to stay, and I would rather you knew that from me.

PROOF · Both price sets are published; the side-by-side comparison on the site includes the rows where they win.

"You are pre-launch with no customers. Why would we be your test case?"

You would not be a test case, but you would be early, and that is a real risk to weigh rather than talk away. What reduces it: the free tier lets you evaluate the whole product before spending anything, every claim on the site carries a shipped or roadmap status, and the governance layer comes from a platform running across other products rather than being written from scratch. If you need a vendor with a long reference list, wait — that is a fair decision.

PROOF · Sign-up is open on the free tier and the roadmap status of every capability is published on the comparison and unique-selling-point pages.

"Our automation is the heart of what we do. Is your workflow builder as good?"

No. The workflow engine is not built yet — journeys are designed and represented in the interface, but the engine that executes them is roadmap, and a specialist automation tool will beat us on that axis today. If nurture automation is the centre of your operation, either stay where you are or run this alongside for the channels your current tool does not cover.

PROOF · The site's own comparison marks marketing automation as roadmap rather than shipped.

"Does it actually send our email and publish our social posts?"

Not yet, and this is the most important thing to be clear about. Sending is not live, and publishing a social post marks it ready rather than pushing it to the network. Composition, scheduling, the shared calendar and metrics are real; the delivery leg is roadmap. Send allowances on the plans describe the capacity each tier will carry when it ships, not something you can use today.

PROOF · Send capacity is listed on every plan as future capacity, and the delivery gap is stated on the comparison pages.

"It is cheap. What is the catch?"

Two things, both structural rather than hidden. Capability is not split across separate product lines, so there is no second and third subscription to make the economics work. And it is priced on marketing contacts rather than seats, which means the growth that usually inflates a renewal quote does not inflate this one. What you give up is maturity, not capability — the product is younger than what you are comparing it to.

PROOF · All plans, quotas, add-on prices and regional bands are published rather than negotiated case by case.

"Why not just build this ourselves on top of the tools we have?"

Teams try, and what they build is the integration layer, not the product. That means owning contact de-duplication, the reporting rollups, permissions across five vendors' APIs, and a maintenance burden that grows with every tool the business adds. Here the API is the product rather than an afterthought, so the parts you would want to build — scripted campaigns, agent-driven operations, custom reporting — you can build, on top of one data model instead of five.

PROOF · Every capability the app uses is available over the same typed API, with an agent tool surface across every module.

"How do I get my data out if this does not work?"

The same way you get it in: the API covers every entity — contacts, leads, deals, campaigns, content, social, ads, influencers, events, SEO and analytics — so a full export is a script rather than a support ticket. Activity and audit timelines are exportable. Nothing is held in a format only the vendor can read, and there is a 30-day money-back window on a first paid purchase.

PROOF · The published API and the exportable activity timeline; the refund window is stated in the billing terms.

"We need SOC 2 before we can sign anything."

Then we are not ready for you yet, and I would rather say so than waste your procurement team's time. There is no completed third-party attestation today; those audits are planned rather than held. What exists is a published security page, a subprocessor list, encryption in transit and at rest, permission checks on every operation, tenant isolation and an audit timeline. If your requirement is a hard gate, let us keep in touch for when it lands.

PROOF · The public security page states the position openly and makes no certification claim.

"You are a small company. What happens if you disappear?"

A fair question that no amount of enthusiasm answers. Two things that help: the product runs on a shared platform used across a portfolio of products rather than a single-product company, and your data stays exportable over the API throughout. Start on the free tier or monthly billing rather than an annual commitment, and let the product earn the longer term. I would rather you started small than took a risk you cannot justify.

PROOF · The wider product portfolio is listed at burdenoff.com/products; monthly billing and a free tier are both published.

"Who supports us, and how quickly?"

Support level goes with the plan: community on Free, email under 48 hours on Starter, priority under 24 hours with a 99.5 per cent service level on Growth, priority under 8 hours with 99.9 per cent on Business, and a dedicated service level on Enterprise. Additional hours can be bought as a block. For anything commercial or complex, you have a direct line to Vignesh rather than a queue.

PROOF · Support tiers and service levels are published against each plan, and support hour blocks are a listed add-on.

"Our team will never adopt another tool. The last migration was painful."

Then do not migrate first. Start with the thing your current stack cannot do at all — influencer, events, or SEO and landing pages — on the free tier, with one person, alongside what you have. If that earns its place, the consolidation conversation happens later on evidence rather than on a promise. Adoption failures usually come from switching everything at once.

PROOF · The free tier carries every feature family, so a single-channel trial needs no commitment or procurement step.

"Is this a photography product? The name suggests headshots."

No, and you are not the first to ask. It is a marketing and sales platform with nothing to do with photography — the name is just a brand name. The site says so directly in the questions section, which tells you how often it comes up.

PROOF · The clarification is the second entry in the published questions on the website.

17 Discovery / Qualification Questions

Ten questions that surface whether there is a real opportunity here. Ask four or five, not all ten, and listen for the specific answers noted rather than agreement.

ASK THIS	LISTEN FOR
Which tools does your marketing budget currently pay for, and what does each one do?	Four or more subscriptions, or any admission that two of them overlap. If they cannot list them without checking, the consolidation case is already made for you.
When your leadership asks what marketing returned last quarter, how do you answer?	A pause, a spreadsheet, or an answer that starts with 'we estimate'. If they answer confidently from one dashboard, they may not have the pain this solves.
Where does the same person exist more than once across your tools?	Contacts in the email tool and leads in the CRM that do not reconcile, or a de-duplication job somebody owns manually every month.
What did your last renewal quote do compared with the year before?	A double-digit increase, seat-driven growth, or a mention of an onboarding or implementation fee. This is often the real trigger behind the conversation.
Do you work with creators or influencers, and where does that live today?	A spreadsheet, an agency doing it for them, or a separate tool nobody else can see. This is where the strongest uncontested case sits.

ASK THIS

LISTEN FOR

Who builds your landing pages, and how long does one take?

A queue behind a web team, or a separate page tool that knows nothing about the campaign. Days rather than hours means the pain is real.

Is anyone on the team using AI for marketing copy, and can you see what it cost?

Personal chat windows, no workspace record, and no idea of spend. Interest from finance or compliance here is a strong buying signal.

How much of your marketing would you want driven from code or from an AI agent?

Any mention of scripts, warehouses, agents or version control. If this lands, you are talking to a technical buyer and the API story is your lead.

If you run clients or brands, how are they kept separate today?

One login per client, shared accounts, or manual monthly reporting. Ask how long the reporting cycle takes — the number is usually your business case.

What would have to be true for you to trial something new this quarter?

A named trigger — a renewal date, a budget review, a new brand launch. No trigger usually means no timeline, however positive the conversation feels.

Does anything need to be in place before you could sign — a security review, procurement, a certification?

A hard requirement for a completed third-party attestation. Better to find that out in the first conversation than in month three.

How central is automated nurture to how you run marketing today?

If complex branching journeys are the heart of their operation, say plainly that the workflow engine is roadmap. That answer saves everyone time.

18 How to Identify a Good Opportunity

Use these to decide where to spend your time. Green means bring it to us now; amber means keep talking but do not promise anything; red means say so and move on, which is worth as much to us as a lead.

STRONG SIGNAL — PURSUE

- They can name four or more marketing tools they pay for and admit two of them overlap
- A renewal quote just went up, or an onboarding or implementation fee has appeared on one
- They run influencer or creator work, or marketing events, in a spreadsheet or a separate subscription
- It is an agency with more than ten clients and a manual monthly reporting cycle
- There is a technical marketer or growth engineer who wants marketing driven from code or from an agent
- Nobody can answer what marketing returned without opening three tools
- They are in India, the Gulf, South East Asia or Latin America, where the regional price band is a large part of the case

Introduce us straight away.

WORTH A CONVERSATION

- Deeply invested in an incumbent suite with a contract term still to run — worth a conversation, not a push
- Automation-heavy operation where complex branching journeys are the daily work; position alongside rather than as a replacement
- High-volume email or SMS sending is the core requirement; sending is not live, so lead with the channels that are
- A security review is expected but no attestation is a hard gate — worth checking the procurement threshold early
- Interested but with no trigger date; keep it warm rather than registering it now
- A single-person team where the breadth may be more than they will ever use

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- They want headshots, portrait photography or personal branding images — wrong product entirely
- Procurement requires a completed third-party security attestation before signature
- The entire requirement is high-volume sending or transactional messaging today
- A solo creator or newsletter author who needs a simple audience tool, not a platform
- Already mid-implementation on a competing suite with a consultant engaged

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

How many separate tools do you open to answer one question about a single customer? If the honest answer is three or more, there is an opportunity here. If it is one, there probably is not.

19 How to Introduce Us

Keep the introduction short and honest. You are not selling the product, you are saying why this particular person should spend twenty minutes with us. Name the specific pain you heard rather than describing the platform.

IN CONVERSATION

"Say something like: 'You mentioned you are paying for five marketing tools and still cannot answer what marketing returned. There is a platform I know that puts campaigns, the customer record, social, paid, influencer and reporting in one place — and it is around 299 dollars a month rather than the 900 you are paying now. It is new, and they are upfront about what is still being built. Worth twenty minutes with the person who runs it?' Then send the introduction while it is fresh."

EMAIL – SUBJECT: THE MARKETING TOOL SPRAWL YOU MENTIONED

Hi [Name],

You mentioned you are paying for [tool 1], [tool 2] and a couple of others, and that pulling one number together still takes half a day.

I came across HeadshotMarketing, which puts campaigns, the customer record, social, paid ads, influencer work, events, SEO and reporting on one data model, in one subscription. Two things I thought you would care about: it is priced on contacts rather than seats, and there is no onboarding fee. It is a young product and they publish exactly what is not built yet, which is why I am comfortable passing it on.

There is a free tier if you want to poke at it first: headshotmarketing.com

If it is worth a proper look, Vignesh who runs it is at vignesh@burdenoff.com or +91-7358445777, and his calendar is at <https://calendly.com/vignesh-burdenoff/1-1>. Happy to introduce you directly.

Best,
[Your name]

SHORT MESSAGE / LINKEDIN

Short version for a message: 'You mentioned the tool sprawl — HeadshotMarketing puts campaigns, CRM, social, paid, influencer and reporting on one record, priced on contacts rather than seats. New product, and they are open about what is still roadmap. Free tier at headshotmarketing.com if you want a look, or I can introduce you to Vignesh who runs it.'

WARM THREE-WAY INTRODUCTION

Best of all: put us in one email together. 'Vignesh, meet [Name] at [Company] — they run marketing across [channels] and are paying for [number] tools to do it. [Name], Vignesh built HeadshotMarketing and is the right person to tell you honestly whether it fits.' Copy vignesh@burdenoff.com and let the two of them take it from there. Tell us what you have already said so we do not repeat it or contradict you.

Please do not: Do not claim customers, results, usage numbers or named references — there are none, and a prospect who finds that out stops believing you on everything else; Do not promise automation, email sending, live social publishing, live ad-network connections, attribution or client-facing agency reporting; every one of those is roadmap. HeadshotMarketing is sold only under its own name, so never offer it as a white-label product; Do not quote a price you have not read on the pricing page or in this playbook, and never invent a discount; Do not claim any security certification — there is no completed third-party attestation today; Do not push a prospect who fails the one-question test; telling us it is not a fit is genuinely useful and costs you nothing

20 Lead Handoff Process

Once a prospect is interested, hand over rather than trying to carry the commercial conversation alone. Register the opportunity first — registration is what protects your

commission, and it has to happen before we are already talking to them.

1 Register the opportunity before you introduce

Email vignesh@burdenoff.com with the company, the contact, what you have discussed and the expected timing. Approved registration is protected for 90 days, with one 90-day extension possible where there is active progress. There is no retroactive registration, so do this first.

2 Send the introduction

A single email with both parties on it works best. Say what you heard from them, name the specific pain, and let us take the product conversation from there. Copy yourself so you can follow the thread.

3 We qualify within two working days

We come back to you with a view on fit, and either book the call or tell you plainly that it is not right. You will always hear the outcome, including when the answer is no.

4 Discovery and walkthrough with the prospect

Usually one call of thirty to forty-five minutes, run by Vignesh, with you welcome to join. A prospect who has already tried the free tier makes this call much shorter and much better.

5 Trial, quote and close

Most buyers self-serve on the free tier and upgrade themselves. Enterprise and agency arrangements are quoted; all quotes and any discounting are approved by us before they reach the customer.

6 Commission on collected revenue

Commission is paid on collected net revenue, 15 days after the revenue is realised. Refunds, credits and chargebacks reduce or reverse it, and multi-year deals pay as the cash is collected rather than on total contract value.

SEND US THIS — IT IS ALL WE NEED

- Company name, website and rough size of the marketing team
- The name, role and contact details of the person you spoke to
- What they are using today and what it costs them, if they told you
- The specific pain they described in their own words — this is the single most useful thing you can pass on
- Any timing or trigger you know about: a renewal date, a budget cycle, a brand launch
- Anything you have already told them about capability or price, so we neither repeat nor contradict you
- Whether there is a procurement, security or certification requirement in the way

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registration within one working day and come back with a qualification view within two. If a prospect asks for a call, we aim to have it in the diary within five working days. You hear the outcome either way — you should never have to chase us to find out what happened to your introduction.

Deal registration: Register before you introduce. An approved registration is protected for 90 days, extendable once by another 90 where there is active progress. If we already had an active opportunity with that account, commission does not apply unless you bring a new buying centre or materially expand the scope. Where two partners claim the same deal, the first approved registration with real contribution takes priority, and any split needs written approval.

21 Partner / Referral Commercials

Partners are paid on collected net revenue rather than list price, so a customer on a regional band pays their local price and the commission follows that amount. Five programme types cover everything from a simple introduction to a full reseller relationship, and you can move between them as your involvement grows.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net software subscription	0% unless separately approved · 3% on first-year collected net add-ons, capped at \$10,000
Marketing Consulting Partner	Introduction plus support through the customer's evaluation	12% of first-year collected net software subscription	0–3% where the partner is active in the success plan · 3% on first-year collected net add-ons, capped at \$15,000
Implementation Partner	Introduction plus rollout, migration, integration or training delivery	15% of first-year collected net software subscription	3–5% where the partner is active in the renewal success plan · 5% on first-year collected net add-ons, capped at \$25,000
Authorised Reseller	Approved resale with first-line commercial ownership in a territory or account	Up to 15% reseller margin on the approved quote	Up to 8% where the account stays active and supported · Up to 5% on dedicated tenancy or managed services, where approved
Managed Service or Strategic Partner	Operates HeadshotMarketing for end customers under the HeadshotMarketing name, or brings a bundled offering	Custom wholesale or managed-service terms	Custom · Custom

THE RULES THAT MATTER

- Register the opportunity before the introduction. There is no retroactive registration, and registration is protected for 90 days with one possible 90-day extension.
- Commission is calculated on collected net revenue only — excluding taxes, refunds, chargebacks, credits, payment fees and any pass-through costs. Regional band pricing is a normal market price, not a discount, so it does not reduce eligibility.
- Larger deals carry an extra incentive on first-year net subscription: 1% on \$100,000–\$249,999 capped at \$2,500, 2% on \$250,000–\$499,999 capped at \$7,500, and 3% above \$500,000 capped at \$25,000 — all requiring registration before procurement.
- We approve every quote, all discounting and all contract terms. Do not promise a price, a discount, a feature or a timeline in writing without our approval.
- Partner commission and affiliate rewards do not stack on the same customer, and heavy customer discounting can reduce the commissionable amount.
- Dedicated tenancy, self-hosted arrangements, premium support and managed services carry lower, quote-approved rates because of the delivery effort involved.
- Services you contract directly with the customer — migration, training, campaign delivery — are yours to keep and price, as long as they do not conflict with our agreement with that customer.
- Marketplace and content-publisher revenue is not partner-commissionable; it follows a separate publisher programme.

GETTING PAID

Commission is paid 15 days after the revenue is realised, once settlement, refund, cancellation, fraud, tax and payout-document checks clear. Payment is in the currency stated in your partner agreement, converted at the payment processor's or accountant's rate where the customer paid in another currency. Multi-year contracts pay as the cash is collected rather than on total contract value. Refunds, credits and chargebacks reduce or reverse commission. You are responsible for your own invoicing and local tax compliance; we withhold and report where the law requires it.

These are the standard programme terms as published and are shown for guidance. The terms that actually apply are those in your signed partner agreement and in the quote issued to the customer. Rates, caps and eligibility can differ by deal, and every quote requires our approval before it reaches a customer.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If HeadshotMarketing is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
Product website	https://headshotmarketing.com	The public story, features, comparisons and pricing. Start here and send this first.

ASSET	WHERE	WHAT IT IS FOR
Pricing	https://headshotmarketing.com/pricing	Published plans, quotas and add-ons. Quote from this page, never from memory.
Side-by-side comparisons	https://headshotmarketing.com/vs	Honest comparisons against HubSpot, ActiveCampaign, Mailchimp and Brevo, including where they win.
Use cases	https://headshotmarketing.com/use-cases	Full scenario write-ups. Useful to send after a first conversation, matched to the prospect's role.
Sign in or create an account	https://app.headshotmarketing.com	The product itself. The free tier is the most persuasive thing you can point a prospect at.
Documentation	https://docs.headshotmarketing.com	Product overview, key features and the growing guides and API reference for technical evaluators.
Security and privacy	https://headshotmarketing.com/security	The published security position and subprocessor list. Send this when a security review comes up.
Questions and answers	https://headshotmarketing.com/faq	Covers the common questions, including the one about the name and photography.
Book a call with Vignesh	https://calendly.com/vignesh-burdenoff/1-1	Direct diary link for a walkthrough, an enterprise question or anything commercial.
Email Vignesh T.V.	mailto:vignesh@burdenoff.com	Register opportunities and send introductions here. Phone: +91-7358445777.
The wider product portfolio	https://burdenoff.com/products	Useful when a prospect asks who is behind the product or what else might fit them.

WHAT YOU CAN SHARE, AND WITH WHOM

- Share freely: anything published on headshotmarketing.com — the product story, features, use cases, comparison pages, pricing, security page and documentation. It is public and already sanitised.
- Prospects only: this playbook, the cheat sheet, the demo flow and the objection handling. Send them to a named individual at a qualified account, never post them publicly or attach them to a mass mailing.
- Never share: the commission tables, deal-registration terms and any margin or discount detail. Those are between you and us, not for a customer's eyes.
- Needs our sign-off before it goes out: any comparison you write yourself, any customer-facing claim about a roadmap capability, any quote or discount, and any use of the brand name or logo in your own marketing.
- Never invent: customers, results, usage figures, security certifications or delivery dates. If you need something to say and this playbook does not have it, ask us rather than filling the gap.

24 Product Mockups — Complete Visual Appendix

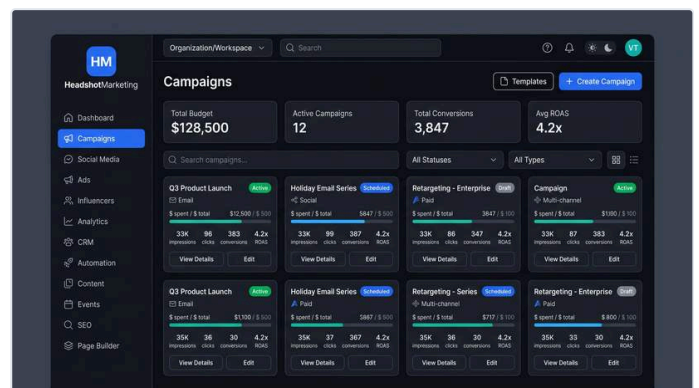
40 SCREENS

Every screen in the HeadshotMarketing design set — 40 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

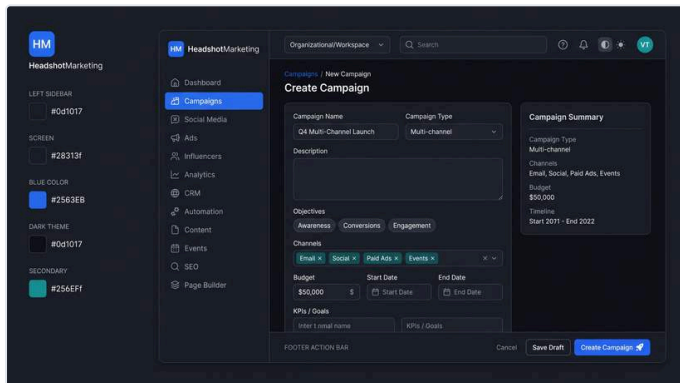
PRODUCT SCREENS • 36 SCREENS



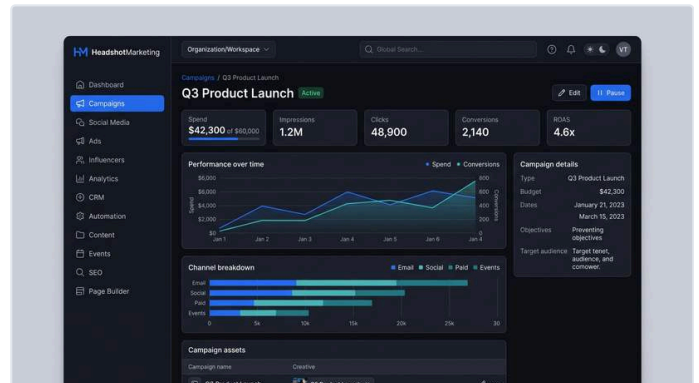
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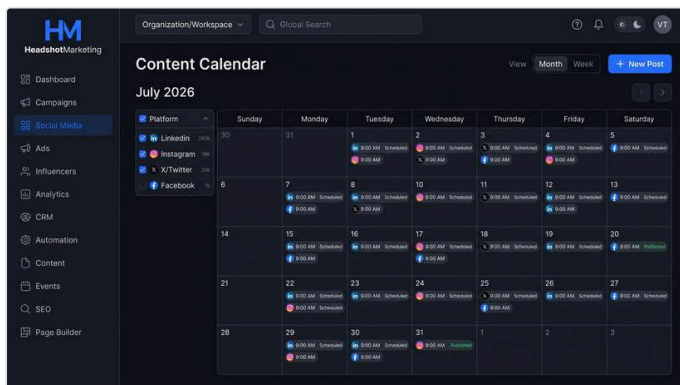
002 Campaigns List



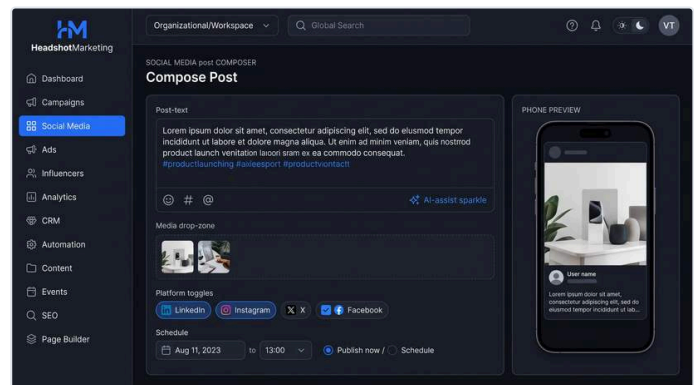
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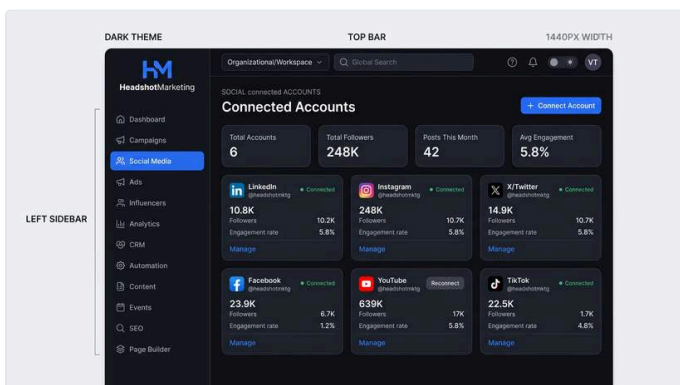
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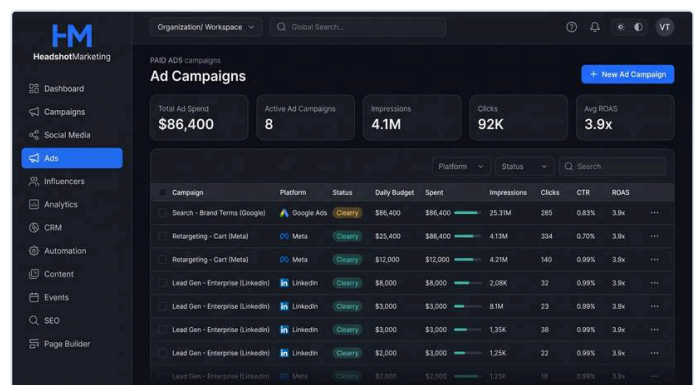
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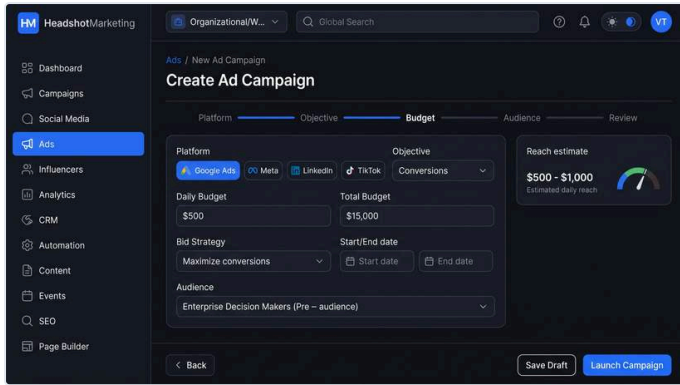
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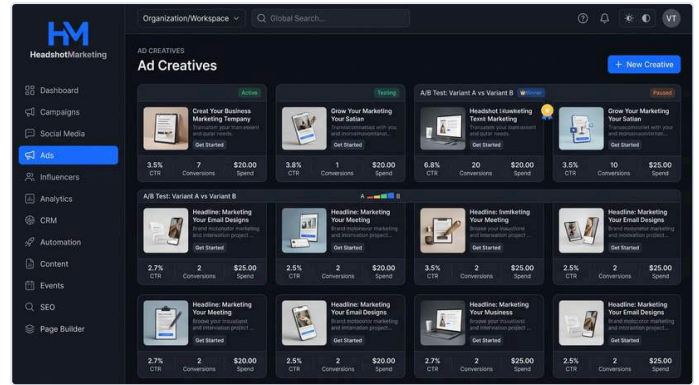
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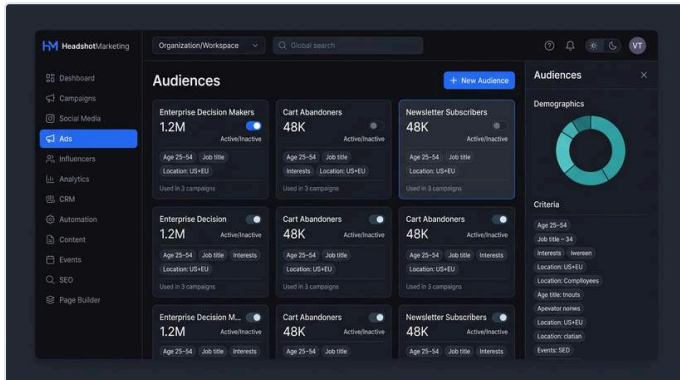
008 Ads Campaigns



009 Ad Create



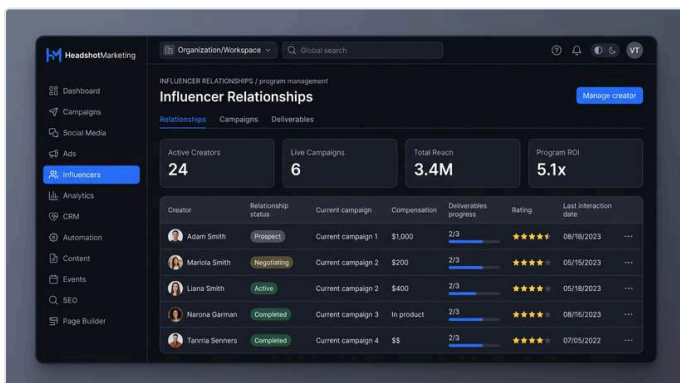
010 Ad Creatives



011 Ad Audiences



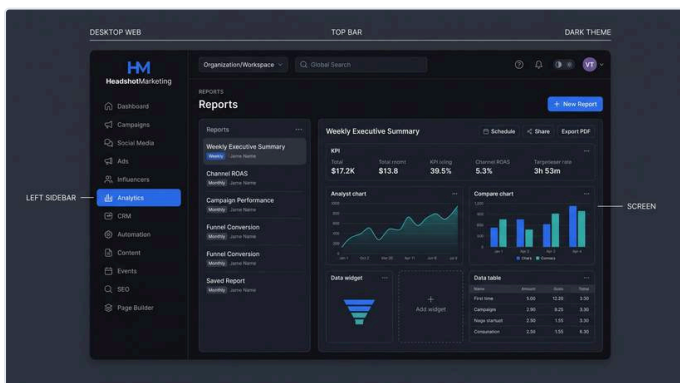
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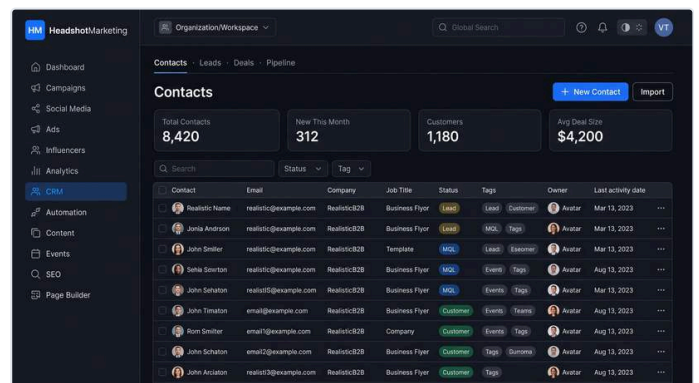
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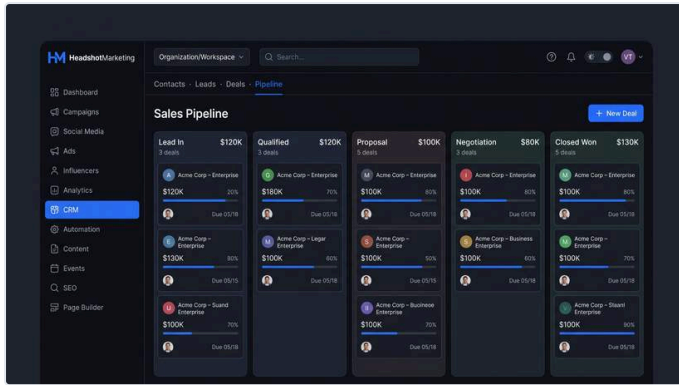
014 Analytics Dashboard



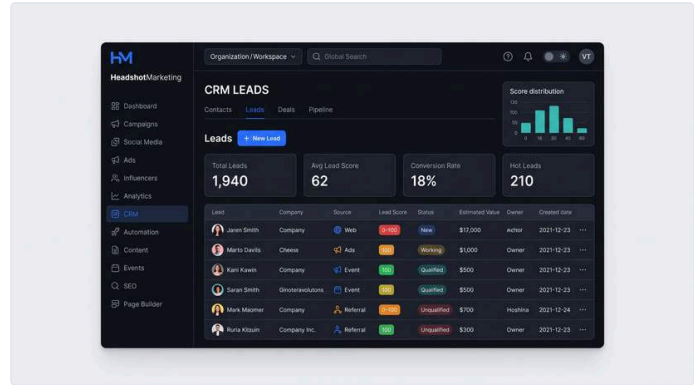
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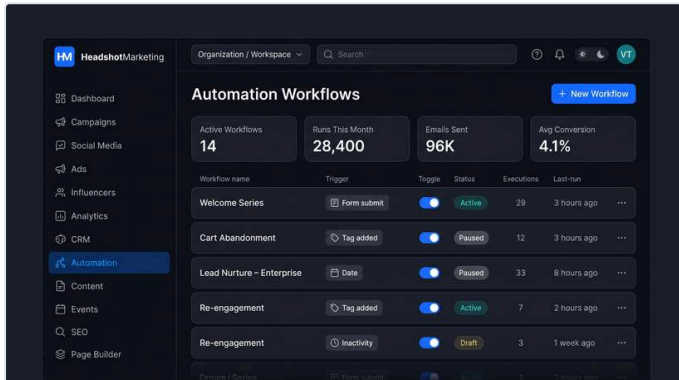
016 CRM Contacts



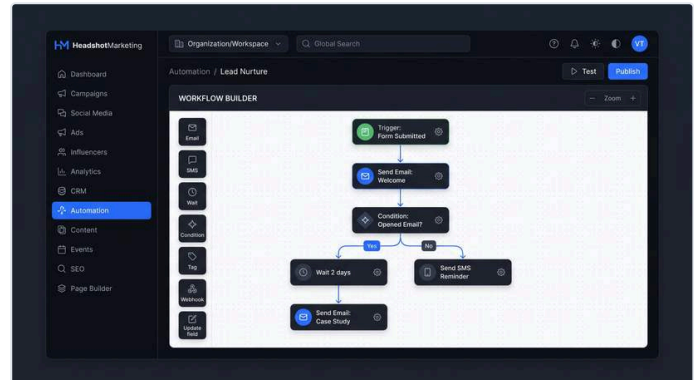
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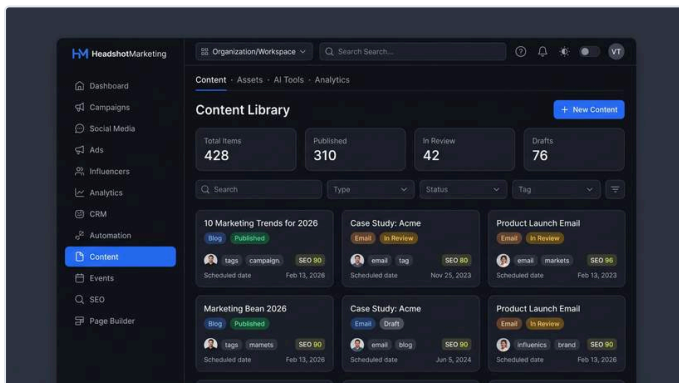
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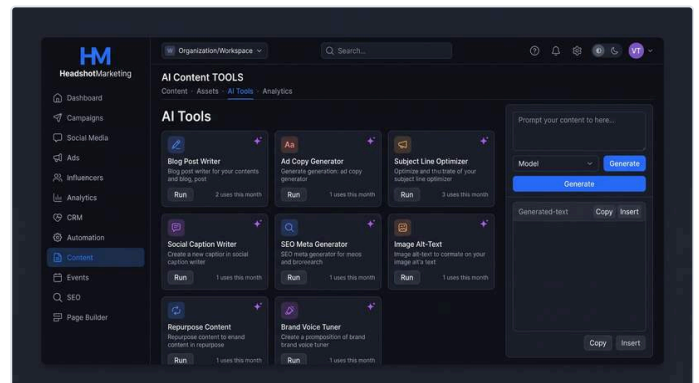
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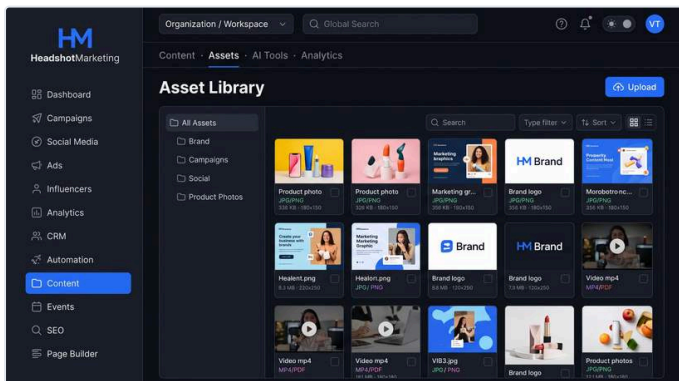
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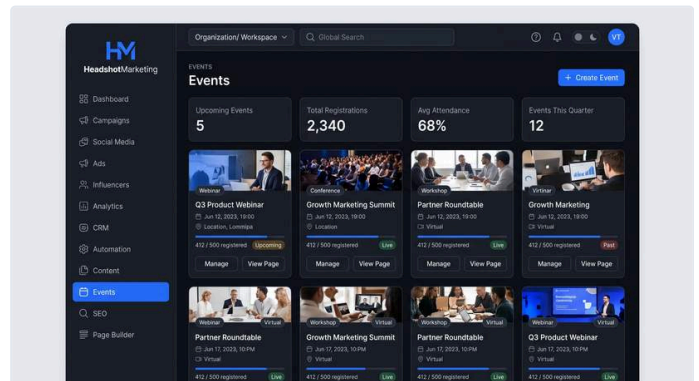
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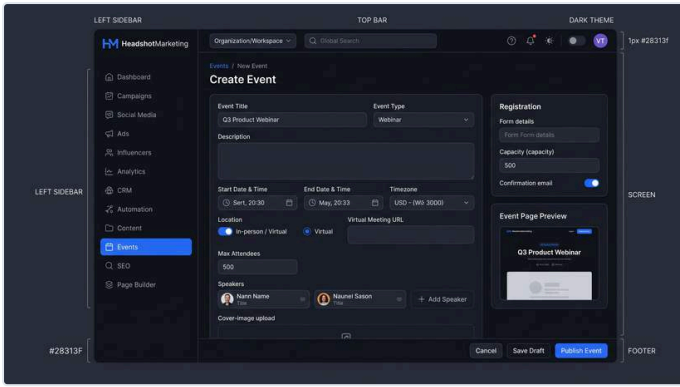
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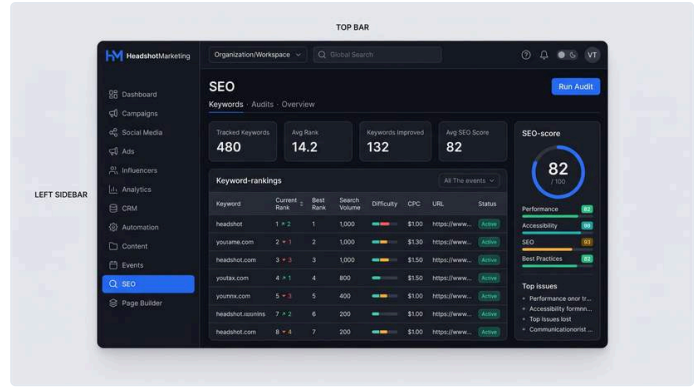
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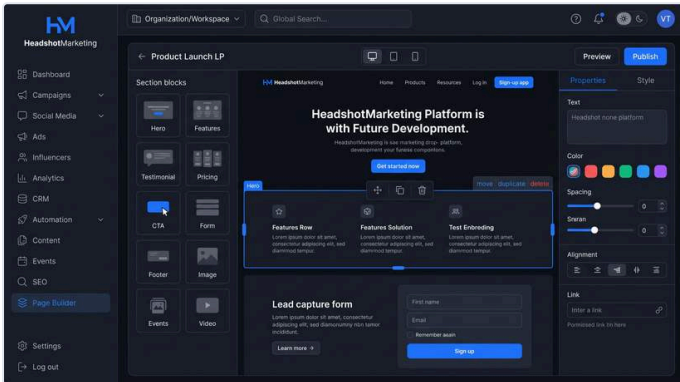
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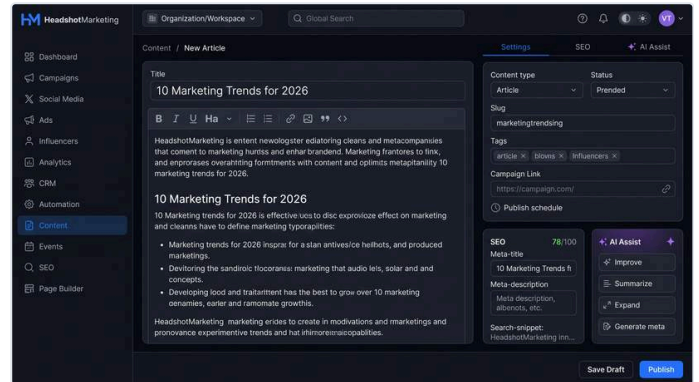
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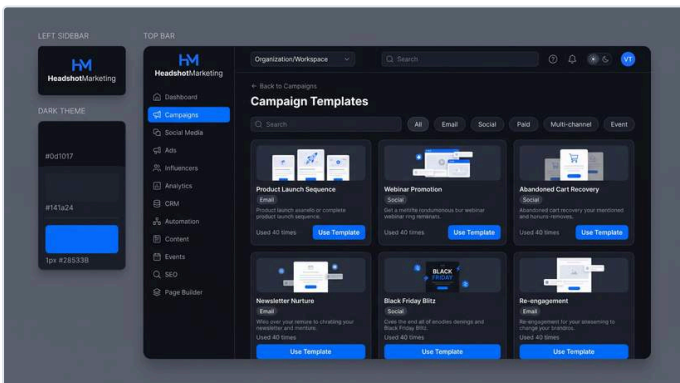
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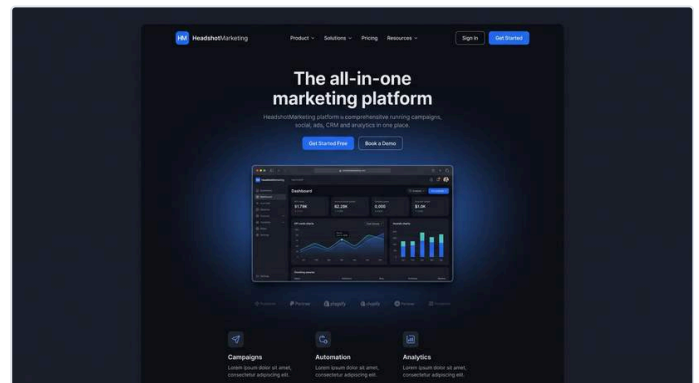
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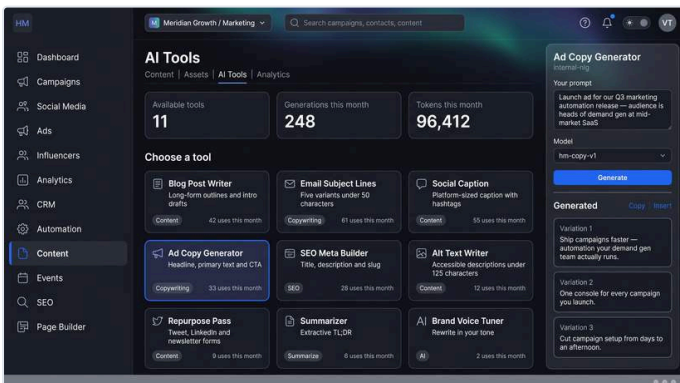
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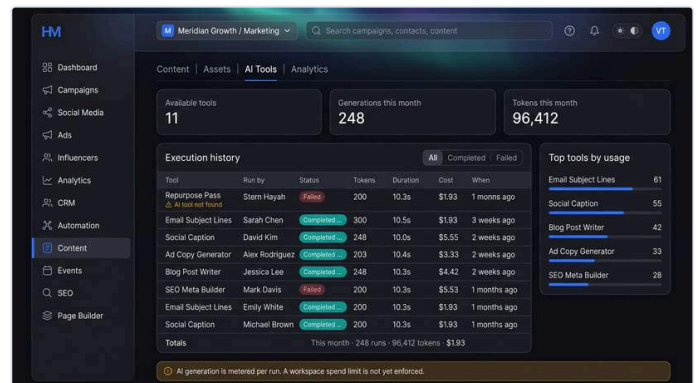
029 Campaign Templates



030 Landing Page



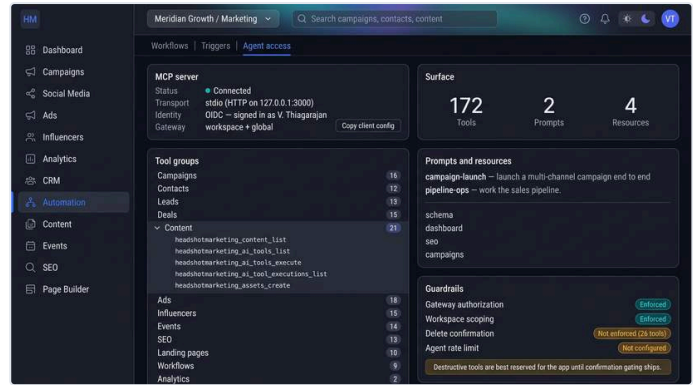
031 AI Console Generation



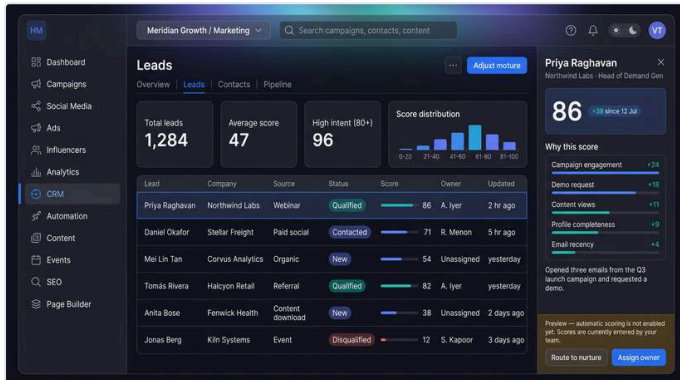
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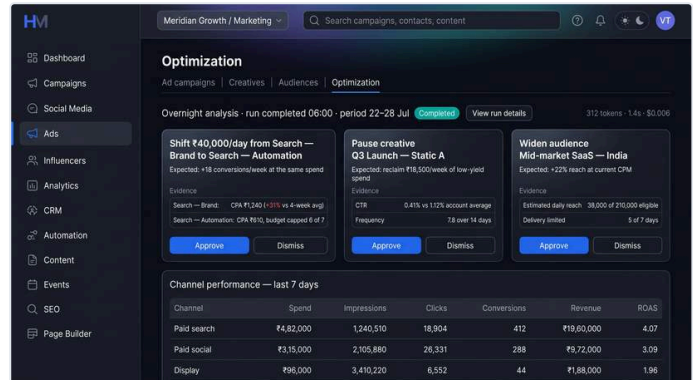
033 SEO Audit Findings



034 MCP Agent Tools

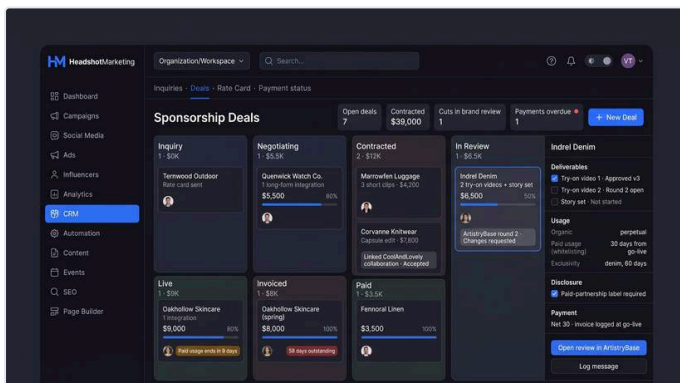


035 Lead Scoring Explained



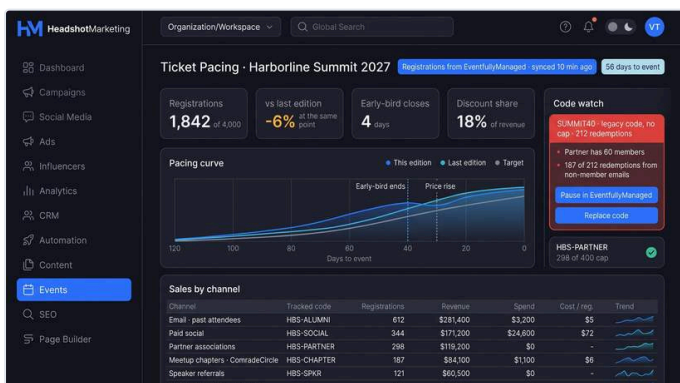
036 AI Optimization Proposals

CREATOR ECONOMY · 1 SCREENS

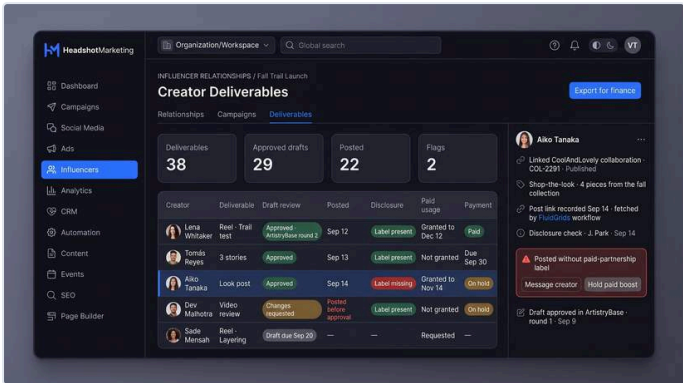


037 Creator Sponsorship Deal Desk 1 Sponsorship Deal Board

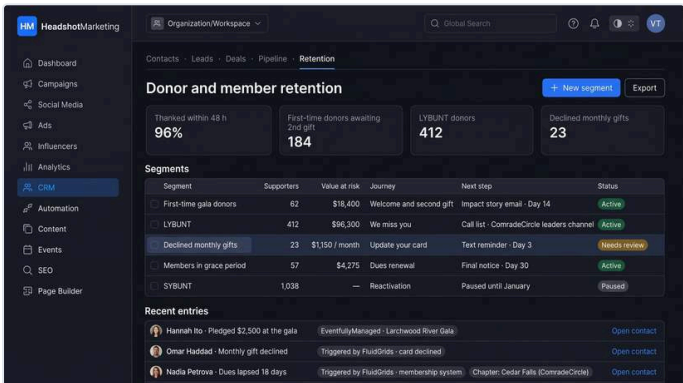
EVENTS · 1 SCREENS



038 Event Ticket Sales Pacing By Channel 1 Ticket Pacing Board



039 Influencer Deliverables And Disclosure Tracker 1 Creator Deliverables Tra



040 Donor Retention And Renewal Journeys 1 Retention Segments



Found someone who needs HeadshotMarketing?

You are not being asked to sell software. You are being asked to notice a marketing team drowning in tools and make one introduction, honestly framed. Do that well and the rest is ours to carry.

EMAIL OR CALL

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

ALL BURDENOFF PRODUCTS

<https://burdenoff.com/products>



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