

SERVICES · EXPERT HANDS ON HEADSHOTMARKETING

Marketing Services & Consulting

HeadshotMarketing is a platform you can run yourself. But you do not have to do it alone.

CONSULTING

IMPLEMENTATION

MIGRATION

INTEGRATIONS

MANAGED OPERATIONS

GOVERNANCE

ENABLEMENT

TWO TRACKS

Improve your HeadshotMarketing

Consulting, implementation, migration, security, and training.

Powered by HeadshotMarketing

Done-for-you outcomes we deliver using the product.

01 Expert hands on HeadshotMarketing

HeadshotMarketing is a platform you can run yourself. But you do not have to do it alone. We help you adopt and get more from the platform — and we deliver done-for-you marketing operations powered by it: workspace builds, stack migrations, integrations, managed campaigns, governance, and enablement.

Comprehensive services across the HeadshotMarketing lifecycle — every one grounded in a real product capability. Engage one, or combine several into a program.

GROUNDED IN THE
PRODUCT

RBAC & AUDIT
THROUGHOUT

API-FIRST &
MEASURABLE

TRACK A

Improve your HeadshotMarketing

Consulting, implementation, migration, security, and training so your team gets the full value of the platform — faster, and with governance from day one.

TRACK B

Powered by HeadshotMarketing

Done-for-you outcomes we deliver using the product — workspace builds, integrations, and managed marketing operations — so you can focus on strategy.

02 What we do

Nine services across the HeadshotMarketing lifecycle, in two tracks.

IMPROVE YOUR HEADSHOTMARKETING

01	Marketing Strategy & Platform Consulting	p.4
02	Migration & Stack Consolidation	p.4
03	Marketing Operations Enablement	p.5
04	AI & Attribution Enablement	p.5
05	Security, RBAC & Governance	p.6
06	Training & Team Enablement	p.6

POWERED BY HEADSHOTMARKETING

07	Implementation & Workspace Setup	p.7
08	Integrations & API Enablement	p.7
09	Managed Marketing Operations	p.8

Plus two ways to work with us — *we build it with you*, or *hand us the plan* (p.8) — and a single engagement loop (p.9).

03 Improve your HeadshotMarketing

01 • IMPROVE YOUR HEADSHOTMARKETING

Marketing Strategy & Platform Consulting

We help you design the right marketing operating model on HeadshotMarketing — channel mix, automation strategy, CRM data model, lead scoring, and attribution — so your team runs modern, measurable marketing from day one.

DELIVERABLES

- Discovery of your current stack, channels, and marketing workflows
- Channel and campaign strategy mapped to the platform
- CRM data model, lead-scoring, and pipeline design
- Automation and customer-journey blueprint
- Attribution model and reporting framework design

02 • IMPROVE YOUR HEADSHOTMARKETING

Migration & Stack Consolidation

Moving off a sprawl of disconnected tools — separate CRM, email tool, social scheduler, and ad managers? We consolidate your contacts, content, and campaigns into HeadshotMarketing with minimal disruption.

DELIVERABLES

- Inventory of your current tools, data, and integrations
- Contact, content, and campaign migration with validation
- Data de-duplication and quality clean-up
- Parallel-run validation and a reversible rollout plan
- Team handover with runbooks for the consolidated workflow

03 Improve your HeadshotMarketing

03 • IMPROVE YOUR HEADSHOTMARKETING

Marketing Operations Enablement

We turn ad-hoc campaigns into a repeatable engine — plan, build, launch, measure, optimize — with the workflows, approval gates, and reporting cadence that keep a busy team or agency running at volume.

DELIVERABLES

- Campaign and content workflows configured for how you work
- Automation libraries and reusable journey templates
- Approval gates and roles for teams and client work
- Reporting cadence and dashboard standards
- Optimization loops grounded in attribution data

04 • IMPROVE YOUR HEADSHOTMARKETING

AI & Attribution Enablement

We help you put the platform's AI and attribution to work responsibly — predictive insights, automated optimization, the AI marketing agent, and multi-touch attribution — as a governed roadmap, without overstating what exists today.

DELIVERABLES

- AI-agent and content-generation playbooks for your team
- Predictive and optimization use cases scoped to your data
- Multi-touch attribution model setup and validation
- A/B testing and experimentation workflows
- Honest current-vs-roadmap framing so expectations stay accurate

03 Improve your HeadshotMarketing

05 • IMPROVE YOUR HEADSHOTMARKETING

Security, RBAC & Governance

We configure HeadshotMarketing to your compliance bar — least-privilege roles across creators, reviewers, and admins, audited actions, privacy controls, and governed multi-tenancy — inherited from the Burdenoff platform rather than re-invented.

DELIVERABLES

- Workspace RBAC role design and least-privilege access reviews
- Multi-tenant and client-isolation setup for agencies
- Audit-log review, retention configuration, and evidence workflows
- GDPR/CCPA and consent-handling alignment
- Data-protection and subprocessor alignment for your jurisdiction

06 • IMPROVE YOUR HEADSHOTMARKETING

Training & Team Enablement

We get your marketers, RevOps, and engineers genuinely productive — not just logged in. Role-based sessions and golden-path playbooks so a new marketer runs campaigns, and a new developer drives the API, in hours.

DELIVERABLES

- Hands-on workshops for marketers, RevOps, and platform teams
- Golden-path playbooks for campaigns, automations, and reporting
- API, CLI, MCP, and SDK enablement for engineering teams
- Admin and governance training for workspace operators
- Onboarding checklists and curated learning paths

04 Powered by HeadshotMarketing

07 • POWERED BY HEADSHOTMARKETING

Implementation & Workspace Setup

Our team stands up your HeadshotMarketing workspace end to end — CRM, campaigns, automations, channels, and dashboards — so you go live with a working marketing engine, not a half-configured tool.

DELIVERABLES

- Workspace, CRM, and pipeline configuration
- Channel connections for email, social, and ads
- Starter campaigns, templates, and automation workflows
- Dashboards and attribution reporting wired up
- A validated first campaign so day one actually ships

08 • POWERED BY HEADSHOTMARKETING

Integrations & API Enablement

HeadshotMarketing is API-first. We help you connect it to the rest of your stack — CRM systems, e-commerce, analytics, ad platforms, and communication tools — through the documented API, webhooks, and integrations via the FluidGrids automation platform, so data flows where it's needed instead of being re-keyed by hand.

DELIVERABLES

- CRM, e-commerce, and data-warehouse integration
- Ad-platform and analytics wiring for closed-loop reporting
- Webhooks and event-driven integrations for downstream systems
- API and SDK setup so your own products, portals, and partner apps connect through the documented API
- FluidGrids integrations for long-tail business tools

04 Powered by HeadshotMarketing

09 • POWERED BY HEADSHOTMARKETING

Managed Marketing Operations

Prefer to focus on strategy, not the tooling? We run your HeadshotMarketing engine for you — executing campaigns, maintaining automations, managing channels, and reporting back on what drove results.

DELIVERABLES

- Campaign build and execution across channels
- Automation, CRM, and audience upkeep
- Social and ad management on your behalf
- Scheduled performance reviews and reporting
- Optimization recommendations grounded in attribution

TWO WAYS TO WORK • 1

We build it with you — CRM, campaigns, automations, and integrations

Our team works alongside yours to stand up your marketing engine on HeadshotMarketing, configured and validated end to end — before your first real campaign ships.

- CRM, pipeline, and campaign workflows configured for your team
- Email, social, ad-platform, and analytics integrations
- A validated first campaign so day-one output is real

TWO WAYS TO WORK • 2

Or hand us the plan — managed marketing operations

When you would rather focus on strategy, we run the marketing engine for you, with performance reporting for your team.

- Campaigns executed across email, social, and ads
- Automation, CRM, and audience upkeep
- RBAC-scoped, fully audited operations — never shared logins

05 A clear path from intent to impact

The same loop whether it is a one-week workspace stand-up or a multi-quarter marketing program — scoped, reviewable, and audited at every step.

01

Discover

We map your stack, channels, data, and goals — and agree on what “done” looks like before any work starts.

02

Plan

A scoped, reviewable plan: CRM model, automation strategy, integrations, attribution, RBAC, and rollout sequence — with checkpoints where it matters.

03

Build

We configure the workspace, migrate data, wire integrations, and validate the engine end to end — shipping in increments you can see.

04

Operate

We hand over with docs and enablement, or stay on to run the marketing engine — monitored, audited, and reporting from the first day.

HOW WE ENGAGE Engage one service, or combine several into a program. Pricing: contact us.

06 **We leave your team able to run it without us**

Every engagement ships documentation, golden-path playbooks, and hands-on enablement. Whether you keep us on to run the marketing engine or take the keys yourself, your marketers, RevOps, and engineers understand the platform — not just the dashboard.

- Role-based workshops for marketers, RevOps, and engineering teams
- API, CLI, MCP, and SDK enablement so teams extend it themselves
- Onboarding checklists and curated learning paths

SUPPORT & SLAs

We keep your marketing engine running

From standard support to priority response with defined SLAs — incident response, upgrade guidance, and a named point of contact for enterprise engagements. Tiers are scoped to your plan and operational needs.

HOW TO START

Let's scope what you need

Tell us about your team, your stack, and your goals. We will recommend the right mix of consulting, implementation, operations, and enablement — and a plan to get there.

[Talk to our team →](#)

TALK TO OUR TEAM

headshotmarketing.com/contact

EMAIL

contact@headshotmarketing.com

SERVICES

headshotmarketing.com/services

EXPLORE THE PRODUCT

headshotmarketing.com/features

PRICING

[Contact us](#)