

XEN create

Beautiful design for companies
who use HubSpot

What we create for you

Strategic design deliverables built to support Stages 1 to 3 of the **Loop Marketing Design Framework**



Stage 1: Express

A focus on: **Messaging**

- ✓ Logos
- ✓ Style guide
- ✓ Brand guide
- ✓ eBooks & PDFs
- ✓ Brochures & Flyers
- ✓ Zoom/Teams backgrounds
- ✓ Business cards
- ✓ Videos



Stage 2: Tailor

A focus on: **Content**

- ✓ Websites
- ✓ Landing pages
- ✓ Smart content
- ✓ Email signatures
- ✓ CTAs
- ✓ Videos
- ✓ Social profile banners



Stage 3: Amplify

A focus on: **Promotion**

- ✓ Email templates
- ✓ Newsletters
- ✓ Social posts
- ✓ Ad banners
- ✓ Trade show booths
- ✓ Blog images
- ✓ Merchandise & swag
- ✓ Infographics
- ✓ Videos

∞ Loop Marketing

Optimised for Loop Marketing

The **Loop Marketing Playbook** helps marketing teams create continuous growth cycles by focusing on messaging, content, promotion, and improvement.

Our **Loop Marketing Design Framework** brings this strategy to life in HubSpot with structured, scalable design systems that align with every stage of the loop.

The XEN Create 5-Step Website Design Process

From sleek one-pagers to full business websites, we design and build sites that look great and support your goals. With more than 10 years of experience across 100s of sites, our proven process ensures every site is functional, polished, and purpose-driven.



Why XEN Create is different

Speak to your designer

Skip the tickets. Talk to your designer directly and get it done faster.

Rapid response

Need a tweak today? We move at your speed. Same-day when possible.

Plan all your outcomes at once

Batch your design tasks. We'll help you plan so nothing stalls.

Never use a stock image again

We craft original AI visuals (Midjourney) tailored to your brand, with full rights.

HubSpot expertise

We design and implement, directly in your portal, from pages to posts.

Check out our **Showcase page** to see our design solutions in action



Experience the XEN Create difference, where every design challenge is met with smart, tailored solutions.

Get Started xencreate.com →





Tailor consulting to get the most out of HubSpot

Connect marketing, sales, and service into one clear platform so leads move smoothly, teams know their next step, and leaders see what's working.



Optimising Your Set Up in HubSpot



CRM and Sales Hub

- Clean, reliable contact and company data
- Clear ownership of deals, tasks, and follow-ups
- Simple dashboards teams actually use



Marketing Hub

- Traffic via SEO, ads, social, and content
- Lead capture via forms, email, and automation
- Testing and optimisation to improve results



Service Hub

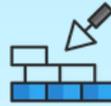
- Ticketing, inboxes, and chat set up for real support workflows
- NPS and surveys
- Analytics for performance and visibility



AI that's useful

- Appropriate integration of AI in processes
- Guidance on the updates that actually matter

The XEN 5-Stage HubSpot Framework



Stage 1

Foundations

Build a clean, logical setup **from day one**. Aligning CRM structure, pipelines, lifecycle stages, and permissions.



Stage 2

Track Everything

Ensure all key interactions live in **one place**, from website activity and forms to emails, ads, sales, and support.



Stage 3

Automation

Replace manual work with **smart automation**. lead routing, follow-ups, notifications, and handovers run smoothly on their own.



Stage 4

Attribution

See what's **actually driving results**. Channels and campaigns are clearly tied to outcomes.



Stage 5

Continuous Improvement

Let HubSpot **evolve** with your business. We provide ongoing guidance to keep performance improving.

How XEN work with your Team

Every business needs different outcomes from HubSpot at different stages. Some teams need targeted fixes. Others want ongoing ownership without hiring internally. We offer flexible engagement models that adapt as your needs change.



HubSpot On-Demand

Ad-hoc fixes, projects, and specialist support



Virtual HubSpot Manager

Proactive, ongoing management of your HubSpot portal



HubSpot Training

Practical training to help teams work confidently in HubSpot



AI Activation

Guidance on HubSpot AI tools and features that provide value

Why Businesses Choose XEN

- HubSpot feels messy → **We bring clean structure**
- Leads fall through → **Automation closes the gaps**
- Unclear performance → **Attribution brings clarity**
- Too much manual work → **Processes are streamlined**

XEN focuses on making HubSpot reliable, understandable, and usable at scale.

Contact us xen.com.au →

