

Graphic Design

Specifically for HubSpot Customers

Elevate your brand with stunning visuals that communicate your message and resonate with your audience

What do you need created?

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.



Full details
and pricing

XEN
create
xencreate.com

Loop Marketing Design Framework

Implement a 4-stage plan to optimise your HubSpot portal with best practices for marketing success

Visit xencreate.com/framework

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	Loop Marketing Design Framework			
	Stage 1: Express	Stage 2: Tailor	Stage 3: Amplify	Stage 4: Evolve
Focus	A focus on Messaging	A focus on Content	A focus on Promotion	A focus on Improvement
In a nutshell	What problem you solve Who you solve it for	How you talk about it	Where you talk about it	What worked Test & Measure
Strategy	☐ ICP ☐ Brand Identity ☐ Brand Voice	☐ Markets ☐ Buyer Intent ☐ AEO (GEO)	☐ Marketing Studio	☐ Campaign Reporting ☐ AEO (GEO)
Data	☐ Data cleanup	☐ Data cleanup ☐ Data enrichment ☐ Segments (Lists)	☐ Data cleanup	☐ Data cleanup ☐ Segments (Lists)
Design	☐ Logos ☐ Style Guide ☐ Brand Guide ☐ Ebooks & PDFs ☐ Slide decks ☐ Brochures & Flyers ☐ Zoom/Teams/Meet backgrounds ☐ Business cards ☐ Videos	☐ Websites ☐ Landing pages ☐ Smart Content ☐ Email signatures ☐ CTAs ☐ Videos ☐ Social profile banners	☐ Email templates, newsletters ☐ Social posts ☐ Ad banners ☐ Trade show booths ☐ Blog images ☐ Merchandise & Swag ☐ Infographics ☐ Videos	☐ A/B testing
Implementation	☐ Data audit	☐ Workflows ☐ Segments (Lists) ☐ Forms	☐ Channel implementation	☐ Reports ☐ Audiences pushed to ad platforms
AI Available	☐ Breeze Assistant ☐ Marketing Studio	☐ AI Segments	☐ Customer Agent ☐ Chat Flow ☐ Prospecting Agent	☐ Journey Mapping ☐ Breeze Assistant ☐ AEO Grader ☐ AI Connectors (ChatGPT, Claude)
AI Future	☐ Brand Identity	☐ AI Powered Email ☐ Personalisation Agent ☐ AI Landing Page Builder	☐ AI Ad Builders	☐ Journey Mapping (Pathfinder) ☐ Email Engagement Optimisation
Content	☐ Collateral (Sales and Marketing)	☐ Marketing Content (Owned) ☐ Pages ☐ Emails ☐ Blogs, Articles, KBs	☐ Channel ☐ Ads ☐ Booths ☐ Social Posts ☐ Buses ☐ Billboards	☐ Thought Leadership ☐ Reflections ☐ Restrospectives ☐ Insights
Training	☐ Design Workshop	☐ Design Workshop ☐ Content Hub Training	☐ Marketing Hub Training	☐ Website Growth Optimisation



Get access to the
Framework

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