



## Fall 2025

# Project Overview: AI-Powered Marketing Campaign Creation

### Project Description

Students will use HubSpot's Loop Marketing framework and the latest AI tools, like Marketing Studio and Breeze Agents, to launch an AI-powered marketing campaign for your business. The project will include configuring brand identities, building campaign roadmaps, and creating various marketing assets that are ready to launch.

### Important Reminders:

- The primary objective of this program is for students to use their skills to demonstrate the value of HubSpot's AI Tools and to contribute to their client's digital marketing initiatives.
- Customers should be prepared to publish the campaign assets developed by their student during or by the end of the program. Publishing the content allows students to make appropriate updates and receive feedback on the impact of their work.
- Projects must be completed during the project period. Students should spend roughly 20-30 hours on project work and will receive a stipend for the successful completion of their projects, paid for by our program partners. There is **no cost to clients/ businesses participating**.
- A representative from the client must be identified in the project application and available to participate in the program for the full duration. This program will require a commitment of at least 2 hours/week over 6 weeks.

### Client Requirements:

- Clients **MUST** already have a content offer, product, or service in mind that will be the focus of the marketing campaign and be able to articulate the assets to be created.



- Clients **MUST** have some previously published content (blog articles, newsletters, product landing pages, etc.) available for students to utilize within HubSpot's Brand Voice tools.
- Clients **MUST** attend a kickoff call, a final presentation call, and be able to meet with their assigned student for at least 1 hour per week for the duration of the program.
- An existing brand book or style guide for your student to review is helpful, but not required.

## Project Description

### Objective:

The client project provides students with an opportunity to gain hands-on experience implementing marketing strategies and using AI-powered tools to design marketing campaign assets that drive results. Students will create AI-enabled and non-AI-enabled marketing content using HubSpot's AI tools. Students are expected to:

- Gain experience creating real-world business value for their clients
- Use HubSpot's AI tools to create and launch assets for an end-to-end marketing campaign
- Demonstrate strong communication & problem-solving skills in client engagements
- Deliver finalized marketing campaign assets & client handoff materials
- Track performance data & marketing campaign execution metrics
- Receive and take action on constructive feedback to support project progress

### Key Deliverables:

**AI Tooling Setup:** Students are expected to help ensure AI tools are set up to the best of their ability for their use in their clients portals. This includes:

- Setting up the [Brand Voice Tool](#)
- Setting up one [Ideal Customer Profile](#)
- Setting up Breeze Agents where Applicable
- Ensure the client has [opted into required AI Betas](#)
  - **Tip:** Filter by "In beta" on the left, and Add Content Hub Pro/ Enterprise + Marketing Hub Pro/ Enterprise + Smart CRM Pro/ Enterprise under the "Product" Filter on the top of the screen. Sign up for every beta available.



### **Campaign Assets and Insights:**

Students will utilize the Marketing Studio and Breeze Agents to create marketing campaign assets (emails, social posts, blog posts) that support a current product, service, or offer. The student will work with their client to launch their campaign and offer insights on how to best analyze and monitor the campaign for success in the future and in developing new campaigns.

**Asset Library:** This library of marketing materials will be used to launch a marketing campaign based on the client's marketing priorities. Students will be able to create AI-enabled:

- Blog Posts (5-8)
- Marketing Emails (3-5)
- Social Media Posts (5-8)

### **Final Presentation:**

This presentation will include an overview of the work completed with key learnings, reflections, and recommendations for continuing to utilize HubSpot's AI tools in future marketing campaigns based on current campaign results. You will be able to access all assets the student creates using the Campaigns Tool in your portal.