

MARKETING AND SALES COMMAND CENTRE

HeadshotMarketing

One platform where
campaigns, the customer
record, the automation and
the reporting finally share
the same data.

CAMPAIGNS

CRM AND PIPELINE

SOCIAL AND ADS

CONTENT AND SEO

GOVERNED AI



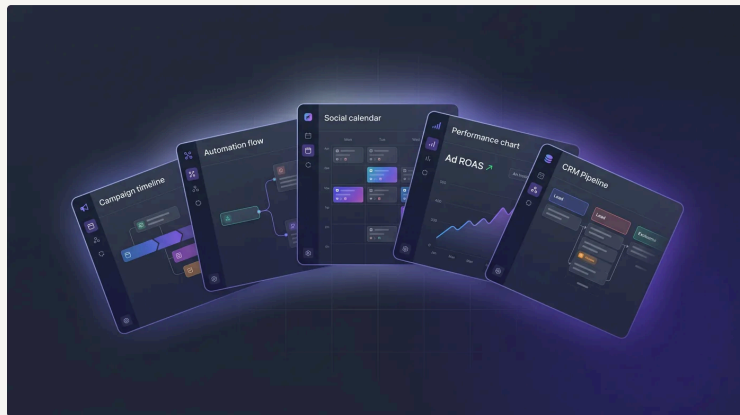
Pre-launch. Launching in 2026, in waitlist mode today. Everything here describes what the platform is built to do, with roadmap items marked as roadmap.

headshotmarketing.com

01 The short version

HeadshotMarketing is a single place to plan a campaign, reach people across every channel, keep track of who they are, and see what it did.

Most marketing teams do not have one marketing system. They have an email tool, a social scheduler, one ad manager per network, a customer database that talks to none of them, a spreadsheet for the content calendar, and a reporting dashboard nobody quite trusts. Every one of those tools holds a slightly different version of the same customer, and reconciling them is a job in itself.



THE PROMISE

**Stop reconciling your marketing stack.
Run it.**

01 One set of records

HeadshotMarketing puts the whole motion on one set of records. A campaign, the audience it targets, the emails and posts and adverts it sends, the landing page it points at, the contacts it creates, the deals those contacts become, and the numbers it all produced are the same data seen from different angles. Nothing is exported, re-keyed or synced overnight.

It is built for teams who have outgrown spreadsheets but cannot justify a six-figure suite, and for agencies who need each client kept entirely separate. Roles, approvals, audit trails and per-client isolation come as standard rather than as an enterprise upgrade, and an AI layer runs inside the same permissions and keeps a priced record of everything it produces.

01 In numbers

One

One customer record

Campaigns, CRM, social, ads, events, SEO and reporting read and write the same records, so a contact stays one contact everywhere.

9

Nine drafting formats

Subject lines, meta tags, captions, ad copy, outlines, alt text, repurposing, summaries and brand-voice rewrites, each returned in the shape that channel needs.

6

Six built-in roles

Marketing director, campaign manager, content strategist, channel manager, revenue manager and analyst, seeded into every workspace from day one.

2026

Launching in 2026

Pre-launch and in waitlist mode. This catalogue marks plainly what is live, what is partial and what is still planned.

02 Who it is for

Small and medium businesses

You have outgrown spreadsheets and a free email tool, but the enterprise suites want a five-figure commitment and a mandatory onboarding fee before you have sent a single campaign. You need the whole motion, priced for your size.

Marketing agencies

You run many clients and cannot risk one client's contacts, brand assets or campaigns leaking into another's. Each client gets its own isolated workspace with its own members, roles and reporting.

Mid-market marketing teams

You already own six tools and spend a meaningful part of every week gluing them together. Consolidation is the goal, and the blocker is usually that no single vendor covers campaigns, CRM, social, paid and content at once.

Revenue and sales operations

You spend too much time refereeing the argument between marketing's numbers and sales' numbers. When both read from one contact and one pipeline, the argument stops being about the data.

02 Who it is for, continued

Content and SEO leads

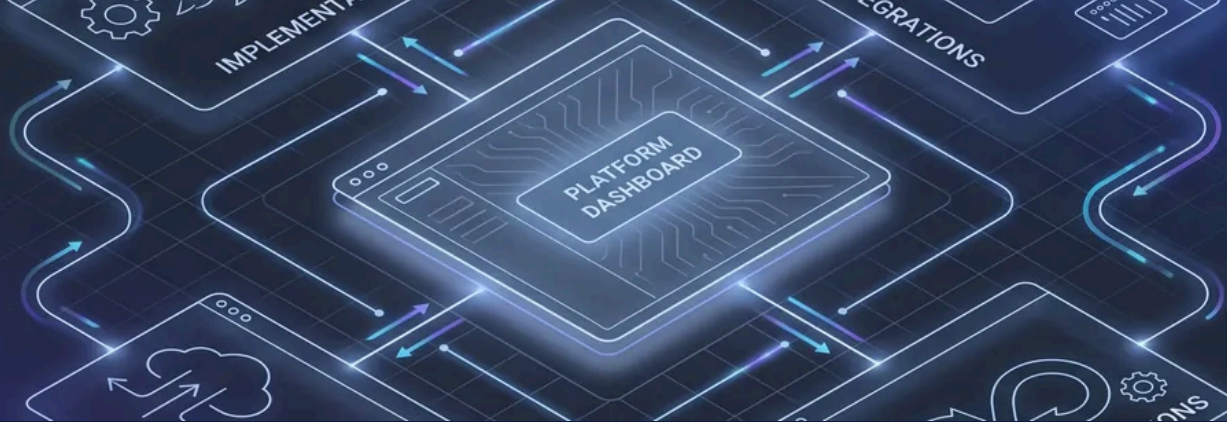
Your assets live in a dozen folders, your keyword tool does not know your content exists, and nothing connects a published page to the campaign that drove traffic to it. Here they are the same system.

Developer-led and technical teams

You want marketing that behaves like infrastructure: a typed API for everything the interface can do, webhooks for the rest, and an agent surface so your own automation can drive it.

Enterprise and multi-brand organisations

You need role separation that actually withholds access, per-brand isolation, an audit trail with an actor on every action, and deployment options beyond shared multi-tenant hosting.



03 What breaks today

None of these are exotic problems. They are the ordinary, daily friction of running marketing across tools that were never designed to know about each other, and they compound quietly until nobody can answer a simple question about what worked.

03 The friction, and the fix

The same customer exists five times

The email tool, the ad manager, the social scheduler and the CRM each hold their own version of a person. Nobody knows which one is current, deduplication is manual, and every report starts with an argument about the denominator.

- One contact record, written and read by every module. A campaign targets it, an automation acts on it, a deal attaches to it and a report counts it — all the same row.

A launch has to be assembled five times

The email, the social posts, the paid adverts and the event invite all say slightly different things because each was built in a different tool from a different audience export, and the timing slips by days.

- One campaign carries the goal, the audience, the schedule and the creative across every channel, so coordination is the default rather than a manual reconciliation.

Nobody trusts the attribution

Last-click flatters whatever ran most recently, each tool reports its own success, and the quarterly review turns into a defence of vanity metrics rather than a decision about budget.

- Campaign and channel performance are recorded and rolled up against the same records for every channel, so comparisons are like for like. Full multi-touch attribution is on the roadmap, and the connected journey it needs already exists.

The good campaign cannot be repeated

The launch that worked lives in one person's memory. The next one starts from a blank form and gets reassembled slightly differently, so results are never comparable and quality depends on who happens to be available.

- Save a working campaign as a template with its type, configuration and tags, then start the next launch from it — or duplicate a proven campaign outright. Stale templates can be retired so the picker stays clean.

03 Governance, access and access to code

AI usage is invisible and unpriced

Drafting happens in personal chat windows. There is no workspace record of what was run, no cost per generation, no way to attribute output to a person or a campaign, and no way to find the prompt that actually worked.

- Every AI run is a stored record with its status, input, output, token count, duration and computed cost, and saved output carries a tag naming the tool and model that produced it.

Everyone has the same access

The copywriter can see customer phone numbers, the analyst can see deal values, and the freelancer who left last quarter still has a login somewhere. Governance is a policy document rather than a control.

- Six roles ship in every workspace with deliberate withholding: contacts, deals and influencer records are not readable at view-only level, and only the accountable owner can delete them.

Agency clients are not really separate

Client data sits in one account behind naming conventions and good intentions. One mis-scoped filter or one wrong login and a client sees another client's audience.

- Each client gets a genuinely isolated workspace with its own members, roles, brand assets and reporting. Isolation is enforced in storage and in every lookup, not by convention.

Marketing tooling fights technical teams

Everything is a dashboard. Campaign configuration cannot be reviewed, versioned or scripted, and integrating with the rest of the stack means brittle exports on a schedule.

- Every capability the interface uses is available over the same typed API, with webhooks for events and an agent surface so your own automation can read and act under the caller's own permissions.

04 What you get

The platform is one system with several faces. Each block below is a first-class part of the same data model rather than a bolted-on module, which is why a change in one is visible in the others without a sync step.

CAMPAIGNS

Multi-channel campaign designer

Lay a campaign out with a lane per channel, schedule every touch against one timeline, pull creative from the shared library, and track performance in one view. Save the shape as a template or duplicate a proven campaign to branch from.

CRM

Contacts, leads, deals and pipelines

One customer database with an interaction history per record, a lead score field that drives tiering and sorting, configurable pipelines with stages, and conversion tracking. Consent capture, deduplication and privacy tooling are on the roadmap.

AUDIENCES

Reusable criteria-based segments

Define a segment once as structured targeting rules with tags and an estimated size, run a reach estimate against a daily budget before committing spend, then point ads and campaigns at the same segment. Edit it in one place and every reference follows.

What you get, continued

AUTOMATION

Journeys and workflow builder

Trigger-based, multi-step journeys with branching logic, delays and cross-channel actions. An early builder interface exists; the engine that executes the workflows is the clearest remaining gap and is committed roadmap work.

CONTENT

Library, assets and page builder

A central content library with status controls, shared file storage and workspace-wide tags, plus a sectioned landing-page builder with reorderable sections, slug management and a real publish and unpublish lifecycle.

CHANNELS

Social publishing and paid advertising

Compose and schedule posts on a shared calendar per connected account, and manage ad campaigns, creatives and audiences with budgets in one console. Direct delivery to the live social and ad-network interfaces is on the roadmap.

What you get, continued

RELATIONSHIPS

Influencer and event marketing

Influencer profiles, collaborations and standing relationship records with contract terms, plus marketing events with speakers, registrations and attendee check-in — both treated as channels a campaign can include, not side tools.

SEARCH

SEO keywords and live page audits

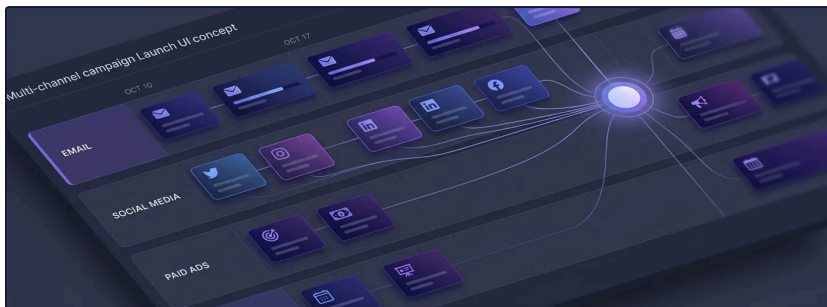
Track target keywords as records you maintain, and run a real audit that loads a page you name and grades what came back — title, description, canonical, headings, alt text, mobile tag, transport, speed and page weight — with findings ranked and a fix attached to each.

REPORTING

Campaign and channel analytics

Recorded and rolled-up performance per campaign and per channel over date ranges, feeding dashboards across paid, social and organic. Multi-touch attribution, lifetime value and budget-allocation guidance are roadmap and depend on it.

05 Put to work



MARKETING MANAGER

Launch across every channel from one canvas

The campaign is laid out on a visual canvas with a lane per channel. Every touch is scheduled against one timeline, creative comes from the shared library, and the audience is a segment from the customer database rather than a spreadsheet upload. Performance rolls up to a single view instead of five dashboards.

- One launch, one audience, one timeline — planned, shipped and measured without leaving the platform.



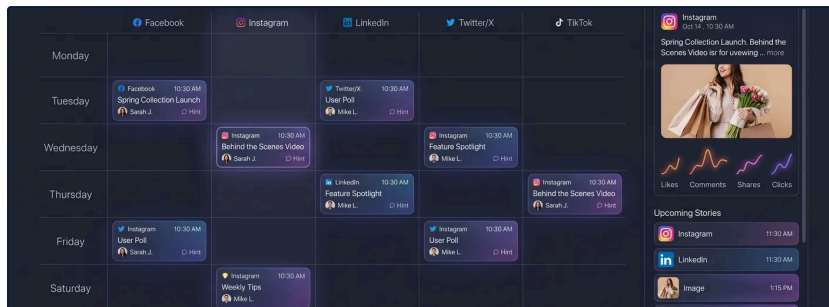
DEMAND GENERATION LEAD

Turn follow-up into something that runs itself

A journey starts from a trigger — a form fill, a page visit, a score change — then branches on conditions, waits where waiting helps, and fires actions across email, messaging, social and the web, personalised from each contact's own record. The builder interface is in place; the execution engine behind it is the platform's most significant open item.

- Nurture that scales with the list rather than with headcount, once the automation engine lands.

05 Put to work, continued

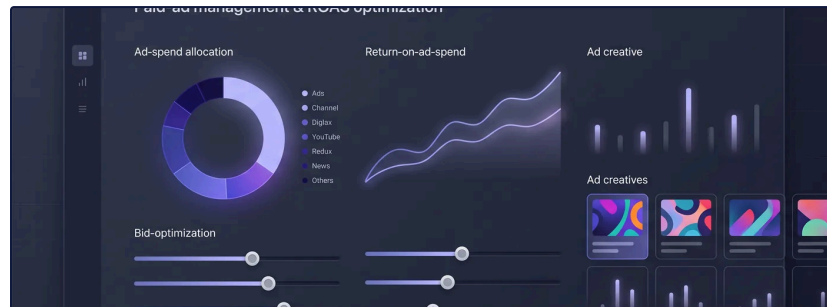


SOCIAL MEDIA MANAGER

Plan a month of social in one calendar

Posts are composed against connected accounts and scheduled on one shared calendar, each tied to the campaign it belongs to, with account and post-level engagement rolled up in a single view. Today publishing marks a post ready rather than pushing it to the network; delivery straight to each network is committed roadmap work.

- One calendar the whole team can see, with each post traceable to the campaign that asked for it.



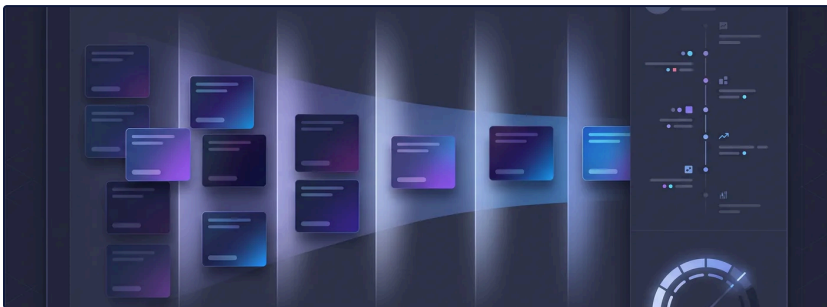
PERFORMANCE MARKETER

Run paid from one console, against real audiences

Ad campaigns, creatives and audiences are records in the same workspace as everything else, with budgets and schedules attached and a consistent rule-based reach estimate per audience. Because spend sits next to the contacts and deals, it can be read against pipeline rather than against clicks. Live connections to the ad networks are on the roadmap.

- Paid planning that shares its audience definitions and its reporting with the rest of marketing.

05 Put to work, continued

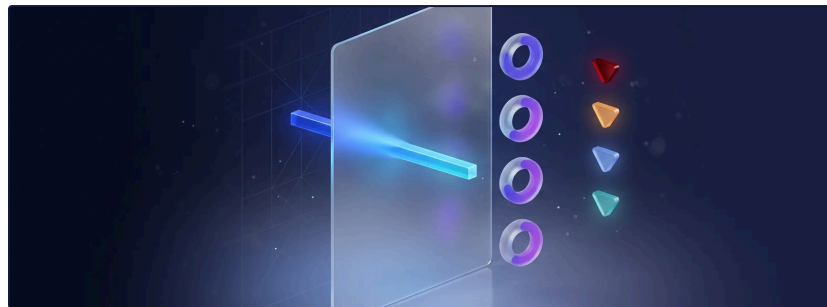


REVENUE OPERATIONS LEAD

Put marketing and sales on one record

Contacts carry their interaction history and a lead score; leads convert into contacts and deals without losing the score; deals move through configurable pipeline stages with conversion tracking. Marketing and sales are two views of one dataset, so a handover is a state change rather than a re-key.

- A clean handover and one set of numbers both teams can point at.



DIGITAL MARKETING SPECIALIST

Audit a live page and get the ranked fix list

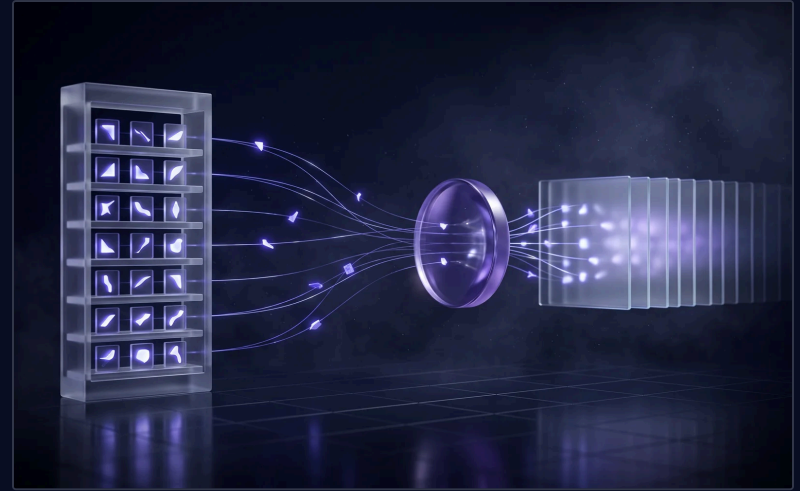
You give it an address; it loads the live page and grades what came back — title and its length, meta description, canonical, heading structure, images missing alt text, viewport tag, secure transport, word count, response time and payload size. It returns an overall score plus SEO, performance, accessibility and best-practice sub-scores, and findings ranked critical, warning, info or pass, each naming the rule, the element and the fix. Only public addresses are fetched; loopback, private-range and internal hosts are refused.

- A score you can re-run after a change and a fix list you can actually work through.

06 Built AI-native

Marketing AI that leaves a receipt for every draft it writes

Most marketing suites bolt a chat box onto the side of an existing product. Here the unit of AI is a workspace record, not a conversation. A tool carries its purpose, its model setting and its configuration, and it is shared with the team — so the recipe that worked is reusable by everyone rather than stuck in one person's chat history. Running one produces a stored execution, and saving the result writes a real draft into the content library your writers already edit.

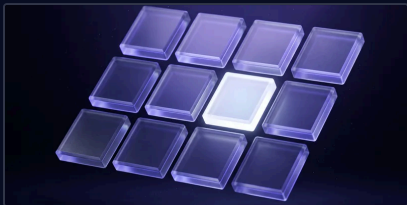


06 What makes it accountable

That design decision is what makes the AI accountable. Every run creates its record before the work starts and finishes it when the output lands, storing the input, the output, the token count derived from the actual text, the wall-clock duration, the computed cost and who ran it. Failures are kept too, with their error message and the time they burned. The tool's own use counter climbs on success, so the registry doubles as a picture of what the team actually reaches for. Drafts saved from a run carry an AI-made tag plus the tool and model, so months later you can still tell which assets started as machine output.

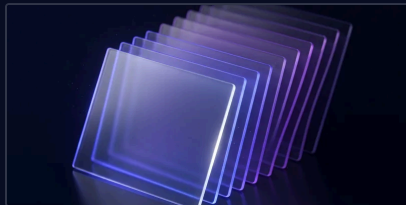
It is also bounded by exactly the same rules as everything else. The writing console, the in-app assistant and any outside agent all pass through one permission check, so an agent can never reach what the person behind it could not. The one place the product reaches out to the open web — the page auditor — refuses loopback, private-range, link-local and internal hosts before it fetches anything, because a feature that loads an address a user typed is a request-forgery risk by default.

06 Four decisions that hold it together



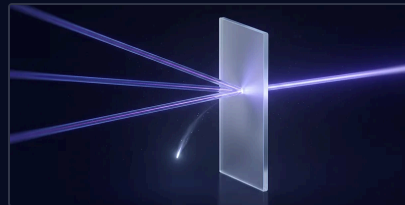
A shared tool library, not private prompts

Each tool is a record with a purpose, a model setting and configuration, created, edited, switched off and listed like anything else in the workspace. The team picks from one grid instead of retyping a prompt from memory.



Every run is saved, priced and searchable

A generation records its status, input, output, tokens, duration, cost and actor. Failures are kept with their error and elapsed time, so nothing happens off the books and a good result can be found and re-run.



The AI sees only what you can see

Console, assistant and outside agents all pass the same permission checks as the screens. There is no privileged shortcut into your data and no second authorisation path to keep in step.



It works on your real campaigns

Campaigns, content, contacts, ads, influencers, events and SEO sit on one data model, so a generated caption becomes a real draft, and an audit becomes a real report attached to the page it graded.

06 What the AI can actually do

Shared AI tool library

Reusable tools with a purpose, model setting and configuration, created and curated in the workspace and picked from one grid.

Live today. A recipe that works becomes a shared asset rather than nine private prompts.

Priced execution record

Status, input, output, token count, duration in milliseconds, computed cost, any error and the actor — created before the work starts, finished when the output lands.

Live today. This is what makes AI spend answerable rather than anecdotal.

Format-aware generation

The tool you choose decides the output shape: subject-line variants, meta title and description, a sized caption with hashtags, ad headline plus body and call to action, or an outline with an intro draft.

Live today. Nine formats, so an advert comes back as an advert rather than a paragraph to cut down.

Live page audit

Loads the page you name and grades what came back across SEO, performance, accessibility and best practice, ranking findings from critical to pass with the element and the fix on each.

Live today. Two runs against an unchanged page agree, so a re-run after a change is a fair comparison.

Save straight to the library

Keeping a result writes a real draft into the content library, typed from the tool and tagged as AI-made with the tool and model recorded.

Live today. One click moves output into the workflow, with a label saying where it came from.

Agent tool surface

Around 172 individually described tools across thirteen groups covering campaigns and templates, contacts, leads, deals and pipelines, content and assets, social, ads, influencers, events, SEO, landing pages and analytics.

Live today. Point your own agent at it and it can do what you could do, through the same checks.

06 And what keeps it in bounds

Workspace data boundary

Tools, runs, drafts and audits belong to a workspace and are kept apart in storage as well as in every lookup. Reaching across workspaces returns nothing found rather than a permission error.

Permissions checked once, centrally

Every AI action declares its resource, action and scope, and that is evaluated at the edge before the operation runs — not re-implemented inside each feature where the two could drift.

No privileged AI path

The console, the assistant and outside agents inherit the caller's role. There is no second authorisation route and no service identity that can see more than the person behind it.

AI-originated content is labelled

Drafts saved from a generation carry an AI-made tag with the tool, provider and model in their metadata, so the origin of an asset in the library is still answerable later.

The AI proposes, a person approves

Nothing in the console touches budgets, and the designed optimisation loop is structural about this: an agent may propose a reallocation and may never apply one, because the approval belongs to the person accountable for the money.

Metering is not yet enforcement

Stated plainly: AI execution does not yet carry a platform quota, so there is no edge-enforced ceiling on AI spend the way there is on active campaigns, contacts, landing pages and connected accounts.

06 Stated plainly

The single most important thing on this page: today's drafts do not come from a frontier model. Generation runs on a fast built-in engine that is deterministic, private and repeatable, with real token and cost accounting — and it is not a language-model call. Swapping in an approved provider is the next step, and it is deliberately a single seam so nothing else in the flow changes when it lands. Alongside that: AI spend is measured but not capped; the assistant knows which product you are in but not which campaign is open; delete tools on the agent surface take no confirmation; there is no evaluation set proving copy quality; and cultural adaptation is an aspiration, not a feature. Each of those is committed work rather than a shipped claim.

IN NUMBERS

- Around 172 individually described agent tools, grouped across thirteen entity areas
- Two shipped agent prompts and four read-only orientation resources
- Nine output formats, each returned in the shape its channel needs
- Four sub-scores on every page audit: SEO, performance, accessibility and best practice
- Four finding severities per audit: critical, warning, info and pass
- Meta titles checked to 60 characters, meta descriptions to a 140 to 160 window, alt text to 125

07 Who does what

Six roles are seeded into every workspace automatically, and what each one is denied matters as much as what it is granted. Records carrying personal, financial or contractual data are deliberately not readable at view-only level, and deletion of those records stays with the accountable owner.

Marketing director

Owns the marketing and revenue motion, the budgets and the client relationship

The single accountable owner of everything in the workspace — campaigns, channels, customer records, influencer agreements and reporting. The only role that can delete customer, deal, influencer and event records or rotate a connected channel account.

Campaign manager

Owns the campaign and event programme end to end

Plans and runs multi-channel campaigns and events, curates the template library and audiences, and maintains the marketing contact database. Deliberately kept out of the sales pipeline and the standing influencer contracts.

Content strategist

Supplies the raw material every campaign draws on

Creates and edits content items, ad creative, landing pages and SEO keywords and audits, and runs the workspace AI content tools. Holds no access to customer records, ad budgets or channel credentials, so creative production never carries personal-data or spend authority.

Who does what, continued

Channel manager

Owns everything that leaves the platform

Manages connected social accounts and publishing, paid campaigns, creatives and audiences, and influencer partnerships including their terms. Given full control of connected accounts because reconnecting them is the job — and kept out of the CRM entirely.

Revenue manager

Works the sales side of the same data model

Takes contacts, leads, deals and pipelines through to closed revenue and manages event registrations. Can create and progress records but cannot delete customer, deal or event history — that authority stays with the director.

Marketing analyst

Reports on what worked without touching personal data

Reads campaign, paid, social, content, landing-page, SEO and pipeline-structure performance across the workspace and changes nothing. Deliberately granted no access to contacts, leads, deals, influencers or event registrations, so reporting never becomes a route to personal data.

Organisation and billing administrator

Owns the account rather than the marketing

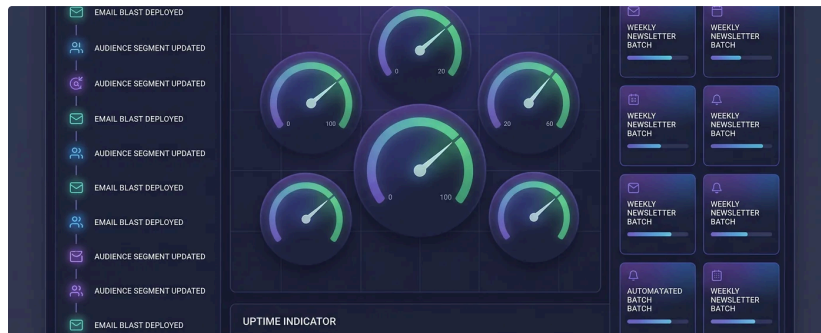
Separate presets seeded at organisation and billing scope cover brand ownership, operations administration, read-only oversight and billing management, so commercial administration stays distinct from campaign work.

08 Under the hood

HeadshotMarketing is one product built on a shared platform rather than a standalone application. Identity, tenancy, access control, billing, file storage, tagging, notifications, audit and internationalisation come from that platform as shared services, which is why every release ships with those capabilities intact rather than acquiring them tier by tier. The product team's job is the part that is actually specific to marketing.

The whole product is API-first in the strict sense: the interface has no privileged route. Every capability the screens use is exposed on the same typed, federated GraphQL API that third parties build on, with a REST surface, signed webhooks and an authenticated Model Context Protocol server alongside it. That is what makes editor extensions, command-line tooling, language SDKs and outside agents possible without a separate integration layer.

Product state lives on one relational data model with a graph layer for the relationships that matter — the campaign to channel to contact edges a future attribution engine has to walk. Modules communicate over an event stream rather than reaching into each other, so a change in one part of the system reaches the others without a nightly job, and adding a new surface does not require re-plumbing the ones already there.



THE SPLIT THAT MATTERS

Authentication and authorisation are enforced at the API edge, once, from a declaration attached to every operation. The product service itself never validates a token and never re-checks a permission — it receives a pre-authorised request and uses the caller's identity only for audit trails and owner filtering. That split is why the interface, the assistant and an outside agent cannot drift apart in what they are allowed to do.

08 Capability by area

API surface

One typed, federated GraphQL API covering every capability, plus REST, signed webhooks and a Model Context Protocol server. No capability is interface-only.

Access control

Every query and mutation carries a declaration of resource, action and scope — 155 of them across the product API — evaluated centrally at the edge before the operation runs.

Data model

Campaigns, templates, audiences, contacts, leads, deals, pipelines, content, assets, AI tools and runs, social accounts and posts, ad campaigns, creatives, influencers, events, keywords, audits, pages and analytics on one model with a graph layer for relationships.

Tenancy and isolation

Workspace-scoped storage and lookups by default, with dedicated tenancy and isolated per-client workspaces available. Cross-workspace reads return nothing found.

Events and integration

Modules publish and consume over an event stream rather than calling each other directly, so downstream systems can subscribe to the same signals through webhooks without special handling.

Internationalisation and accessibility

Multi-language interface with per-user language selection, locale-aware formatting, keyboard navigation and a command palette, screen-reader semantics, focus management and a high-contrast theme.

08 Standards and integrations

OPEN STANDARDS IT SPEAKS

- GraphQL, as a federated schema across the whole platform
- REST over HTTPS for conventional integration
- OpenID Connect for single sign-on
- OAuth 2.0 authorisation-code, device-code and client-credentials flows
- Signed webhooks for outbound events
- Model Context Protocol for AI agents and assistants
- SCIM directory provisioning for enterprise user lifecycle
- WCAG-aligned keyboard, focus and screen-reader semantics
- Unicode and locale-aware formatting across languages and regions
- CSV export for audit trails, activity timelines and analytics

PLUGS INTO

- Email delivery providers for campaign sending
- Major social networks for account connection and publishing
- Paid advertising networks for campaigns, creatives and audiences
- E-commerce platforms for order and customer signals
- Incumbent CRM systems, for migration and parallel running
- Web and product analytics tools
- Data warehouses for downstream reporting
- The FluidGrids integration platform for long-tail business connectors
- The EventfullyManaged events platform for registration and attendee sync
- Anything else, through signed webhooks and the public API

08 How it deploys

Managed multi-tenant

The default. Shared managed hosting with strict per-workspace isolation, with backups and recovery handled for you.

Dedicated tenant

An isolated environment for organisations that need separation at the infrastructure level rather than the record level. Enterprise.

Self-hosted

Deployment inside your own estate for organisations whose policy requires it. Enterprise, and scoped per engagement.

Regional data residency

Data held in a nominated region for regulatory or contractual reasons. Enterprise.

Agency client workspaces

One isolated workspace per client under a single account, each with its own members, roles, brand assets and reporting.

Evaluation workspace

A no-card free tier with real limits rather than a countdown, so an evaluation can run at its own pace.

09 Security & trust

Security and governance are inherited from the shared platform, which means they behave identically across every product in the same workspace and are not a tier you upgrade into. Below is what is actually enforced, followed by an honest statement of what is not yet certified.

Single sign-on

OpenID Connect single sign-on, with OAuth flows for terminal, programmatic and integration clients and API keys for automation. Production single sign-on and SCIM provisioning are Enterprise options.

Authorisation on every operation

Every query and mutation carries a declaration of resource, action and scope — 155 across the product API — evaluated at the edge before the operation runs. The product service never re-implements the check.

Roles that genuinely withhold

Six workspace roles ship seeded, and omission is the control: a resource a role does not declare grants nothing at all. Data is classified by sensitivity against the actual fields that hold it, and personal, financial and contractual records are not readable at view-only level as a result.

Delete reserved to the owner

Contacts, deals, influencer profiles, collaborations and relationship records can only be deleted by the accountable owner role, not by the editors who work them daily.

Multi-tenant isolation

Workspace-scoped storage and lookups by default, with dedicated tenancy available and isolated per-client workspaces for agencies. A cross-workspace read returns nothing found.

Encryption in transit and at rest

Industry-standard transport encryption for all communication and encryption at rest for stored customer and campaign data.

09 What is enforced, and what is not

End-to-end audit and activity

Every campaign, send, approval and change is recorded with actor, target and result on a searchable, exportable timeline. Retention controls are available and streaming to an external security information system is roadmap.

Quota enforcement at the action layer

Limits on active campaigns, contacts, landing pages and connected accounts are enforced when the action is attempted, so overage is refused rather than billed after the fact. AI spend is not yet inside this ceiling.

Approval workflows

Draft, review, approve and launch gates so a campaign can require sign-off before it reaches an audience, with the approval itself recorded on the audit trail.

Build-time scanning

Dependency, secret and container image scanning run as part of every build, and a dependency remediation review was completed in July 2026.

Governed AI

AI acts under the same roles, audit and boundaries as any human actor, with every run stored and priced. The AI proposes; policy still applies.

Responsible disclosure

A published private disclosure route with an undertaking to acknowledge valid reports and keep reporters updated. A formal bug-bounty programme is planned around launch.

09 Stated plainly

HeadshotMarketing is pre-launch and claims no third-party attestations. There is no SOC 2 report, no ISO 27001 certificate and no completed independent penetration test — a dedicated penetration test before general availability is on the hardening backlog, as is a security review of the social-network authorisation flows once real network delivery ships. The controls above describe the platform the product is built on and the governance model it is committed to, not audited findings. Three specific gaps are worth naming rather than burying: consent capture, deduplication and privacy tooling in the CRM are roadmap, so GDPR and CCPA alignment today is a design commitment rather than a shipped feature set; audit streaming to an external security information system is roadmap; and per-product rate limiting and query complexity limits at the API edge are platform work still outstanding. If any of these is a procurement blocker, it should be raised before an evaluation rather than after it.

10 One product, many front doors

The web application is the main door, not the only one. Some of these are live today, some are in progress, and each is labelled — because a catalogue that lists a planned client next to a shipped one without saying which is which is not much use to a buyer.

Web application

The full product — campaigns, CRM, automation, content, social, ads, influencer, events, SEO, the page builder, analytics and admin. Available.

Product application shell

The product composed into the shared workspace shell, so it sits alongside the other products a team already uses under one identity and one context switcher. Available.

Marketing website

Product story, features, use cases, comparison pages, services, pricing and the waitlist at headshotmarketing.com. Available.

Documentation site

Product overview, key features and FAQ, with guides and API reference growing toward launch. In progress.

Public API

The same typed GraphQL surface the product uses, plus REST and signed webhooks, for driving campaigns, contacts and automation programmatically. In progress.

Model Context Protocol server

An authenticated server exposing the marketing side as around 172 typed tools with two worked prompts and read-only orientation resources, so your own agent can work the stack through your own permissions.

More front doors

Editor extension

Campaigns, contacts, deals, leads and social posts in a sidebar inside your code editor, for teams whose day is spent there. In progress.

Browser extension

Capture content, look up a lead and fire quick actions from any tab, with multi-account support for agencies juggling clients. In progress.

Conversational assistant

An in-product assistant for strategy, drafting, segmenting and reading your numbers, reachable from every signed-in screen. In progress; it does not yet know which campaign you have open.

Desktop application

A native build of the command centre for macOS, Linux and Windows, auto-updating with each release. Coming soon.

Command line and SDKs

A terminal client plus TypeScript and Python SDKs with token refresh and retry handling, for scripting, pipelines and notebooks. Coming soon.

Mobile applications

iOS and Android for monitoring campaigns, approving content and checking the pipeline away from a desk. In active development.

11 Plans

Plans are banded by the size of the marketing you manage rather than by how many people log in, and every plan includes the whole product — campaigns, content, CRM, social, ads, SEO, influencer and automation. The prices below are the planned launch configuration for a pre-launch product and are being finalised ahead of the 2026 launch.

FREE

\$0

Trying the platform properly, with no card and no countdown.

- 2 user seats, 1 workspace
- 1 live active campaign
- 1 connected social account
- 25 AI content operations a day
- 2 integrations, 30 days of analytics history
- Community support plus one ticket a month

STARTER

\$49/mo or \$39/mo annual

Small businesses running a few campaigns a month.

- 5 user seats, 1 workspace
- 3 live active campaigns
- 5 connected social accounts
- 250 AI content operations a day
- 10 integrations, 90 days of analytics history
- Email support under 48 hours
- Data-processing agreement on request

GROWTH

\$129/mo or \$99/mo annual

Scaling companies campaigning at volume across several channels.

- 15 user seats, 3 workspaces
- 15 live active campaigns
- 25 connected social accounts
- 2,500 AI content operations a day
- 50 integrations, 365 days of analytics history
- Priority support under 24 hours, 99.5% uptime commitment
- 14-day trial available

11 Plans, continued

BUSINESS

\$299/mo or \$239/mo annual

Established companies needing full control and a service level.

- 50 user seats, 10 workspaces
- Unlimited live active campaigns under fair use
- 100 connected social accounts
- 25,000 AI content operations a day
- 250 integrations, 730 days of analytics history
- Priority support under 8 hours, 99.9% uptime commitment

ENTERPRISE

From \$0.40/contact/mo, or \$0.30/contact/mo annual at 100K+

Larger, multi-brand or regulated organisations, on an annual contract.

- Custom limits and multi-entity structures
- Production single sign-on and SCIM provisioning
- Audit streaming to your security information system
- Data residency in a nominated region
- Dedicated tenant or self-hosted deployment
- Dedicated support options and custom compliance support

11 How the pricing behaves

Add-ons instead of a forced upgrade

Capacity packs raise a single limit without changing plan — more contacts, more live campaigns, more storage, more API volume, more integrations, more seats. Feature add-ons cover extended analytics history with custom dashboards and scheduled reports, longer audit history with export, and a higher AI throughput tier. Add-ons require a paid plan; the free tier upgrades first.

Regional pricing is the real price

Price follows the billing country or legal entity across four bands, so markets including India, Southeast Asia, Latin America, the Middle East and Eastern Europe pay a lower list price rather than a temporary discount. India examples: ₹1,999, ₹4,999 and ₹11,999 a month for Starter, Growth and Business. Taxes are added where required.

Shared pools across products

Storage and API request limits are shared across every product on the same account, so subscribing to more of them raises the pool rather than fragmenting it. Enterprise is priced per contact rather than as a flat band.

What happens at a limit

You are warned before most limits. At the limit, new usage may be blocked until you upgrade, add capacity or reduce usage — existing data stays accessible. On downgrade, data above the new limit becomes read-only, and consent and compliance records you are legally required to keep are always retained and exportable. Paid plans carry a 30-day money-back guarantee on a first purchase.

12 Why teams choose it

Influencer marketing is in the product

Creator discovery, relationship and contract records, and collaboration campaigns are native rather than a separate subscription. The large incumbent suites have none of this and expect you to buy a specialist tool and reconcile it by hand.

AI you can price and audit

Every generation is a stored record with tokens, duration, cost and actor, and saved output is tagged with the tool and model that made it. Most suites give you a chat box and no ledger.

One data model, not a set of purchasable modules

Campaign, CRM, social, ads, SEO, events, influencer, content, landing pages and analytics read and write the same records. The alternative pattern — a separate hub per function, each priced separately, each with its own copy of the contact — is exactly the fragmentation this replaces.

An agent surface no incumbent offers

An authenticated Model Context Protocol server exposes the whole marketing side as around 172 typed tools, routed through the same permission checks as the screens, so your own agent can operate the stack without scraping it.

A real page audit, not a checklist

The auditor loads the page you name and grades what actually came back, with four sub-scores and severity-ranked findings that each carry the element and the fix. Two of the major automation suites have no native search tooling at all.

Priced against the size of your marketing

Bands follow contact volume, not seat count, so adding a colleague to the console does not raise the bill within a tier — and there is no mandatory onboarding fee before you send your first campaign.

12 Honest answers to hard questions

You are pre-launch. Why would I bet on you?

You should not bet blind, which is why the limitations here are as specific as the capabilities. The honest case is this: the data model, the access control, the reporting rollups and the API surface are built and consistent, and the gaps — the automation engine, network delivery, attribution, live model drafting — are named individually rather than hidden behind a launch date. If any single one of them is load-bearing for you, wait for it. If the consolidation itself is the value, the foundation is there now.

The automation engine is not built. Is this really a marketing automation platform?

Not yet, and that is the clearest gap against the automation specialists. The builder interface exists and the triggers, journeys and data it would act on are modelled, but the engine that executes a workflow is not shipped. If trigger-based nurture is the reason you are shopping, this is the item to hold us to.

You say AI-native but the copy is not written by a language model.

Right, and we say so on the public site too. Drafting runs on a built-in engine that shapes output to the tool you picked and counts real tokens and cost — fast, private and repeatable, and not a frontier model. What is genuinely AI-native is the architecture around it: the tool registry, the priced run ledger, the single permission path, the tagged drafts and the agent surface. Swapping in an approved provider changes one seam, not your workflow.

Our security team will ask for SOC 2.

We do not have it, and we are not going to imply otherwise. There is no third-party attestation and no completed independent penetration test — a dedicated test before general availability is on the backlog. What we can show is the enforced control set: edge-enforced authorisation on every operation, roles that withhold personal data by default, tenant isolation, encryption in transit and at rest, secrets held outside source, and a complete actor-level audit trail.

Where it sits against the alternatives

VS ALL-IN-ONE INBOUND MARKETING AND CRM SUITES

They win on brand, ecosystem depth and the confidence of a long track record, and their automation engine is shipped where ours is not. We win on one unified data model instead of separately priced hubs, on native influencer marketing and an agent surface neither offers, and on price — the published comparison is roughly \$299 a month against \$890 a month plus a mandatory onboarding fee at professional tier, on the incumbent's July 2026 list pricing.

VS EMAIL AND AUTOMATION SPECIALISTS

Their automation engine is mature and battle-tested; ours is the clearest gap in this catalogue and we will not pretend otherwise. What they do not have is native search tooling, influencer marketing, a landing-page builder tied to campaigns, or a typed API and agent surface across the whole marketing estate. If trigger-based nurture is the whole job, choose them today.

VS SOCIAL MEDIA MANAGEMENT TOOLS

They publish to the networks and we do not yet — that is a genuine, current disadvantage, and their listening, inbox and community tooling is real product we have not built. What we offer is social as one channel of a campaign that also carries email, paid and events, planned on a calendar that knows about the contacts and the reporting.

VS A STACK OF BEST-OF-BREED POINT TOOLS

Each individual tool in a well-chosen stack is better at its one job than any suite, and swapping one out is easier. The cost is the seams: a contact copied five ways, five definitions of a segment, and a reporting layer that spends its life reconciling. We are the trade in the other direction, and it is only worth making if the seams are what actually hurt.

START TODAY

See whether it fits before it launches

HeadshotMarketing is in waitlist mode ahead of a 2026 launch. The most useful next step is a specific conversation about the gaps that matter to you.

- Join the waitlist for early access and founding-customer pricing
- Read the feature set and the use cases, each labelled with its real status
- Bring your blocker — automation, network delivery, attribution or compliance — and get a straight answer on timing
- Scope a migration from your current stack, or a workspace setup, with the services team

JOIN THE WAITLIST

headshotmarketing.com/waitlist

FEATURES

headshotmarketing.com/features

USE CASES

headshotmarketing.com/use-cases

HOW THE AI WORKS

headshotmarketing.com/ai

TALK TO US

contact@headshotmarketing.com
