

HubSpot AI That Actually Gets Work Done

# A Beginner's Guide to Breeze Agents: Features, Use Cases & Setup



## What Are AI Agents, Anyway?

AI agents are digital coworkers that extend your team by handling specific tasks from start to finish. Think of them as specialised team members that complete work rather than just helping with individual steps.

These AI-powered assistants range from simple to complex - they can understand and process different types of information, such as text, speech, images, and video, all at once. They can also hold conversations, learn from experience, and assist with complex tasks like managing business operations or coordinating with other AI agents to handle multi-step workflows.

## Meet Breeze Agents:

# AI Built Into HubSpot

Breeze Agents are part of HubSpot's suite of AI products, which automates manual tasks across your business functions. What makes our Agents truly powerful is that they don't just assist with tasks, they complete them, working with both structured and unstructured data across your business. They deliver immediate value without requiring specialised technical skills, automating manual tasks across your business functions and freeing your team to focus on what they do best: building relationships, thinking strategically, and driving growth.

## Core Value Props:

- **Do more with less**  
Handle repetitive tasks that take time out of your day, freeing your team to focus on more complex, strategic work.
- **Works right out of the box**  
No complicated set up or tech skills needed.
- **Feels like part of your team**  
They understand your business, can speak in your brand voice, and work with specific products and customers.

## Content Agent

Reach your audience with engaging podcasts

▶ 00:01 / 30:00  

✦ Generate episode

## Prospecting Agent

Total Emails 121 Already Sent 21

## Social Media Agent

How to form better habits



✦ Regenerate post

## Customer Agent

Hi! Ask me anything. ●

● What are your pricing options?

# What Are Breeze Agents For?

Breeze Agents are tailored for different teams across your organisation.

## Marketing Teams:

- Content creators needing to scale production
- Social media managers juggling multiple channels
- Marketing leaders focused on lead generation

## Sales Team:

- Sales representatives spending too much time on prospecting
- Sales managers struggling with pipeline visibility
- Business development teams looking to engage leads efficiently

## Service Teams:

- Customer support teams needing to scale response capabilities
- Service managers optimizing ticket resolution workflows
- Knowledge Base administrators maintaining up-to-date content
- Teams seeking to provide 24/7 customer support and self-service options

## Key Use Cases:

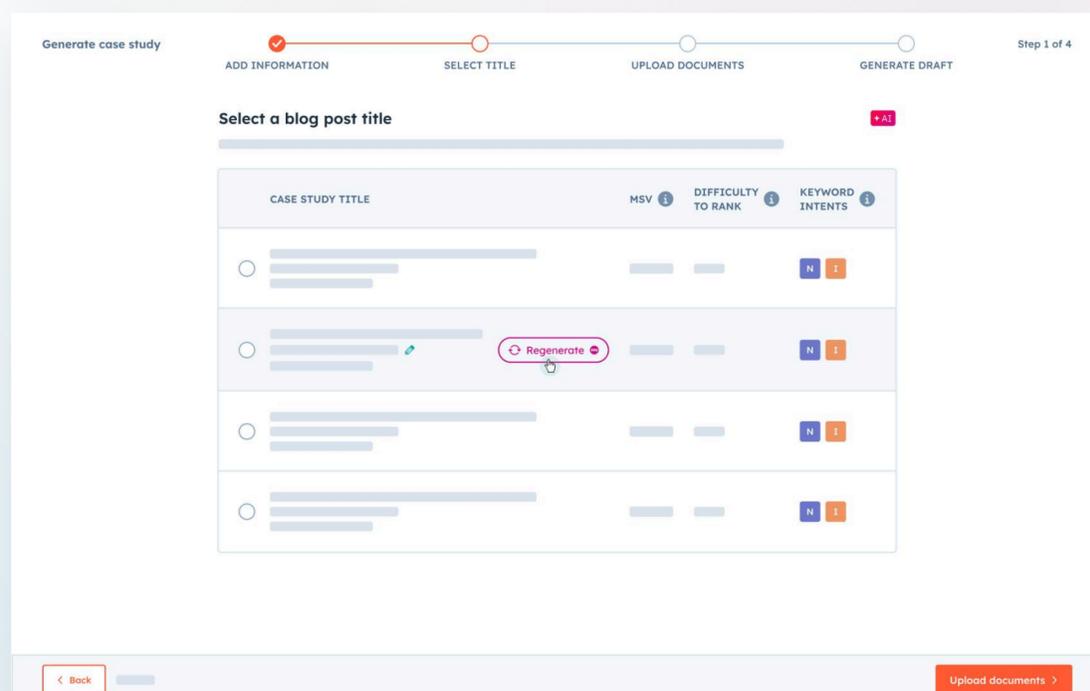
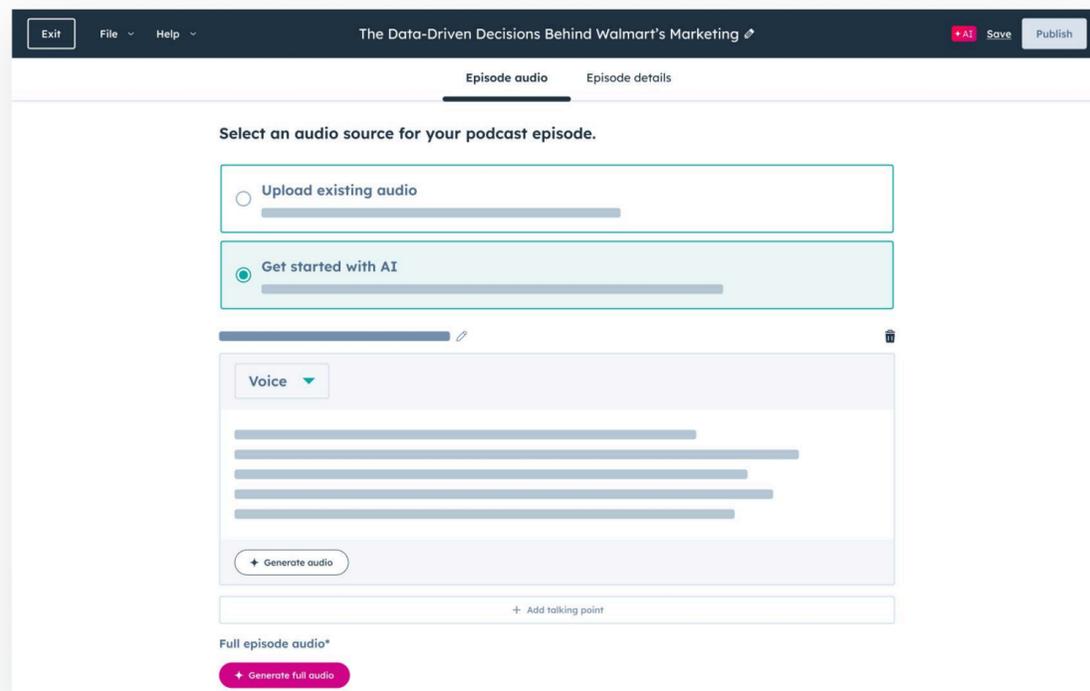
# What Each Breeze Agent Can Do

Available with Professional & Enterprise tier plans across Marketing Hub, Sales Hub, and Service Hub.

## Breeze Content Agent

For marketing teams scaling content production:

- Creates SEO-optimised blog posts
- Develops landing pages designed to convert
- Writes case studies that showcase your value
- Produces podcasts that engage audiences

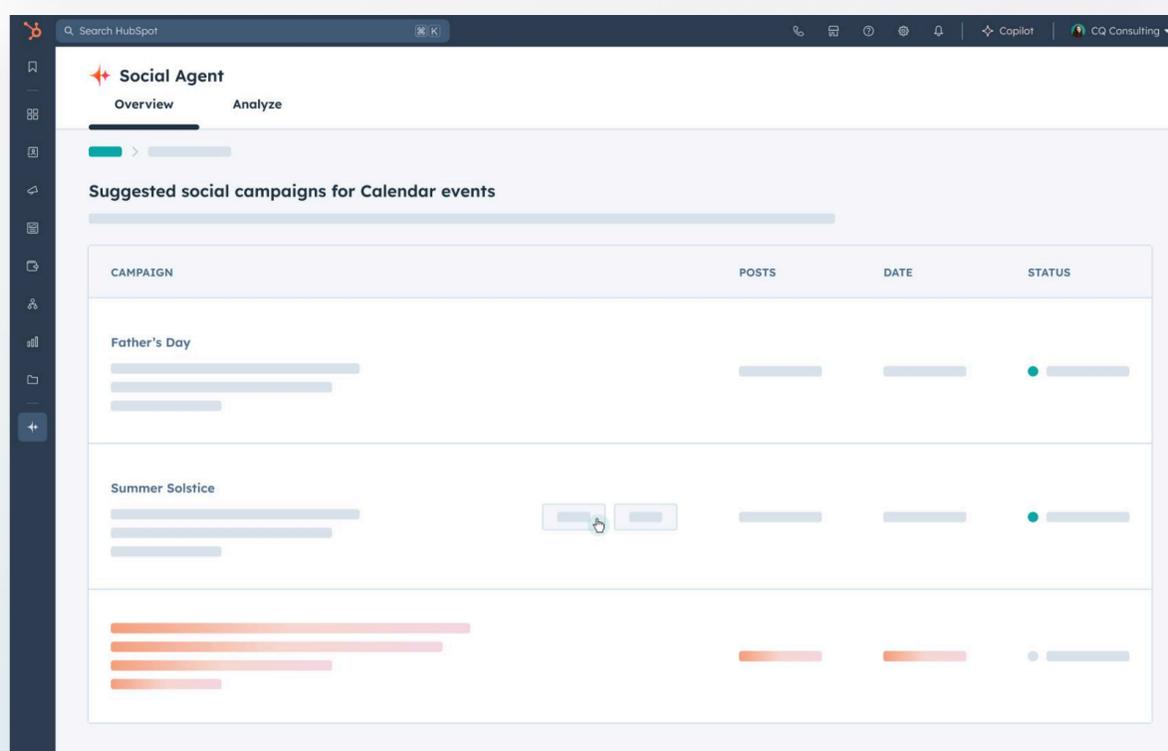
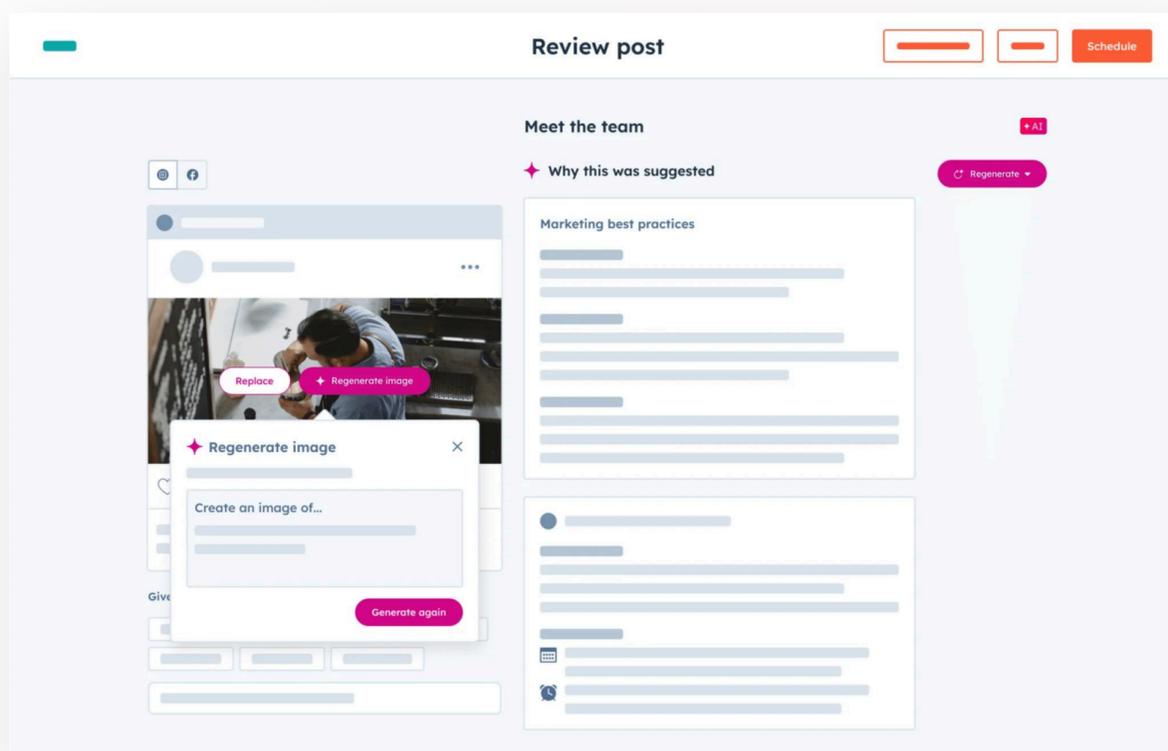


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# Breeze Social Agent

For marketing teams building social media presence:

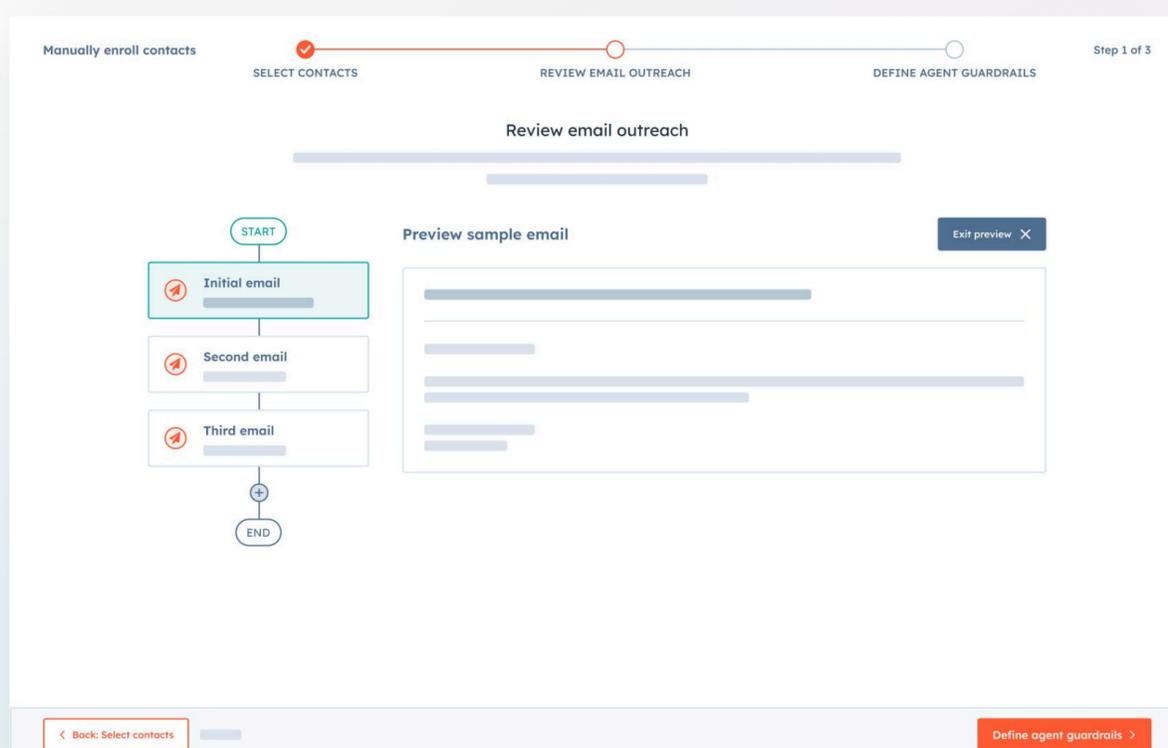
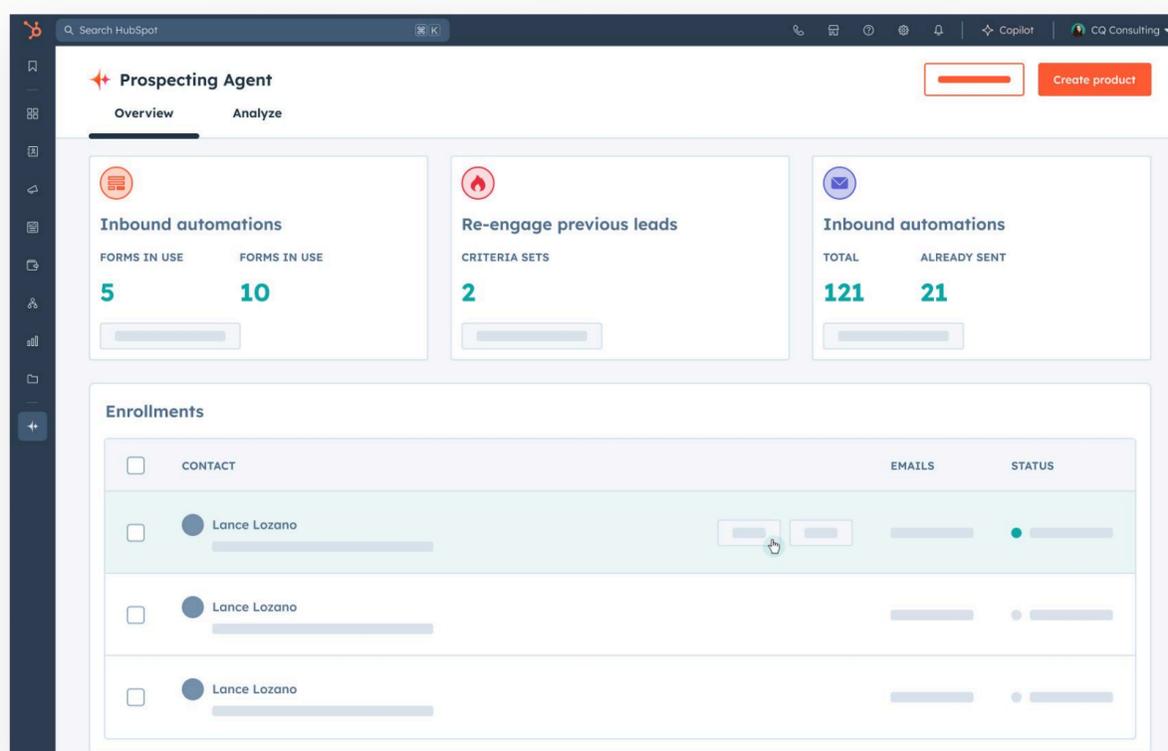
- Generates social posts based on your brand voice—just review & approve
- Drives consistent engagement through data-driven insights



# Breeze Prospecting Agent

For sales teams building pipeline:

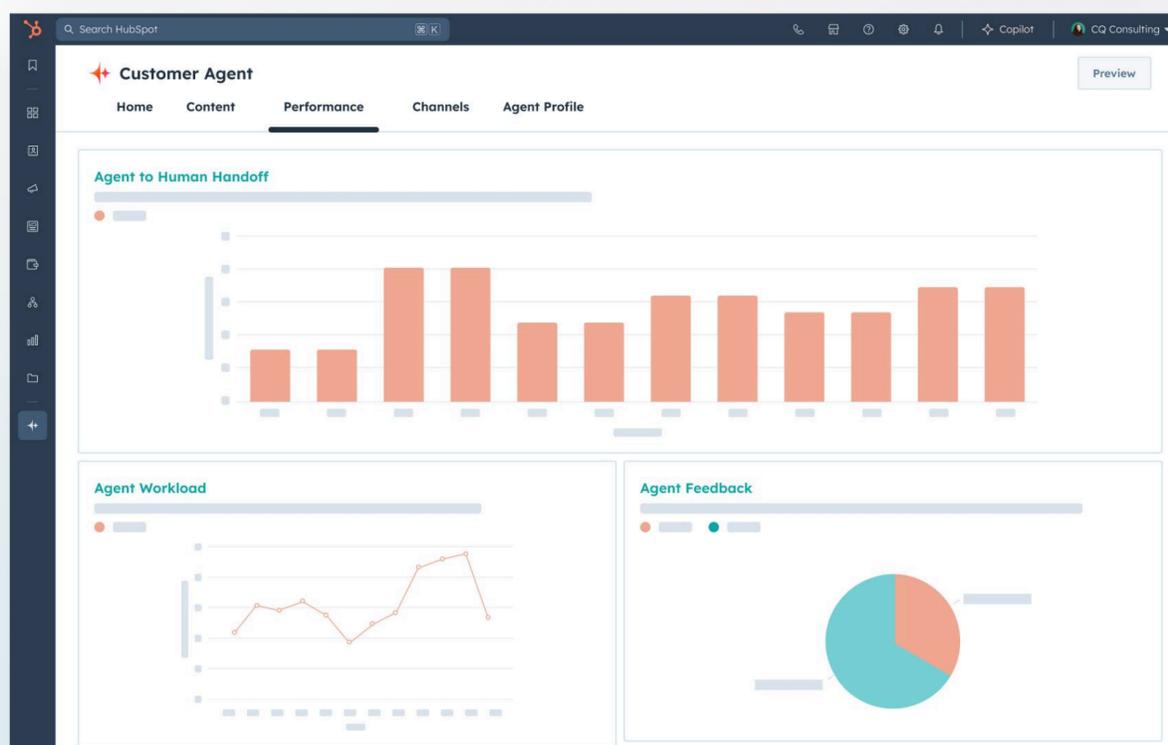
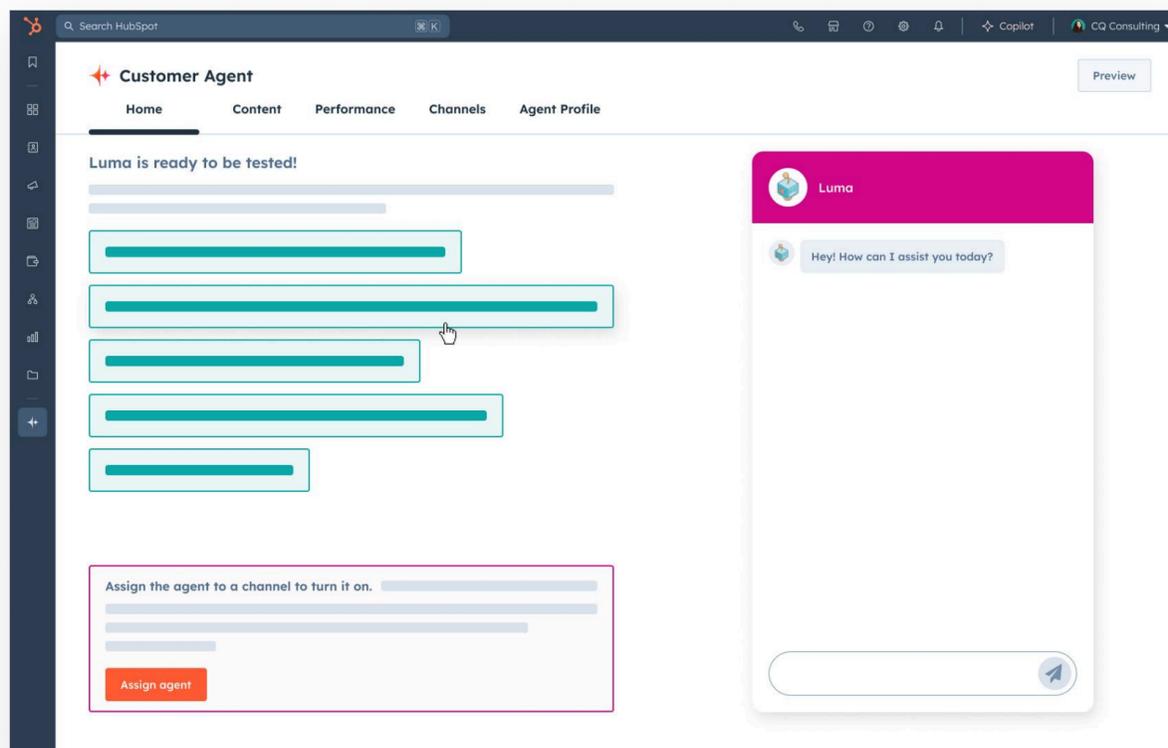
- Automate prospect research across multiple target accounts in minutes
- Focus on contacts that match your target persona
- Personalise messaging for different products and audiences
- Scale engagement with flexible automation controls



# Breeze Customer Agent

For service teams scaling support capabilities:

- Offers instant setup and immediate deployment
- Trains on your business knowledge and approved content
- Provides seamless handoffs to human agents when needed
- Delivers data-driven insights on customer interactions
- Instantly resolves routine customer questions



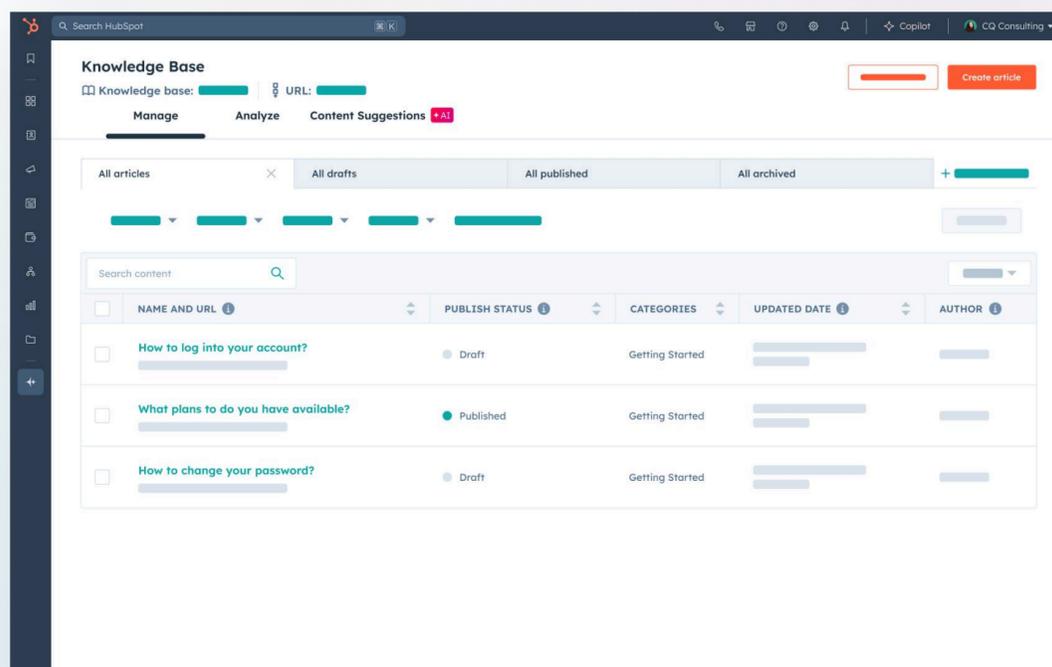
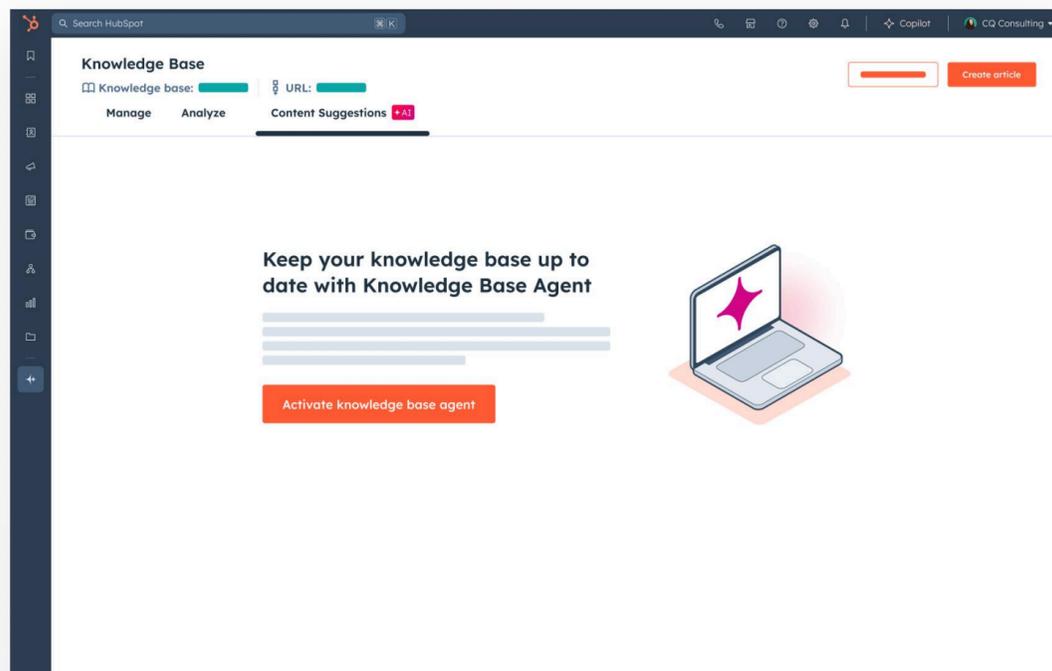
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# Breeze Knowledge Base Agent

For service teams enhancing self-service support:

- Automatically identifies gaps in your knowledge base
- Analyses support tickets to find relevant answers
- Drafts new knowledge base articles using ticket data
- Enables customers to self-serve with comprehensive FAQs
- Works with Customer Agent to continuously improve content

*Note: Knowledge Base Agent requires Customer Agent to be set up first and is available with Service Hub Professional & Enterprise plans*



# Getting Started with Breeze Agents

Breeze Agents are available with HubSpot's Professional and Enterprise tier plans across Marketing, Sales, and Service Hubs. To learn more, visit: [HubSpot.com/Breeze](https://HubSpot.com/Breeze)

Or, if you want to chat about how to make Breeze work for your business?

[Book a quick strategy session with our team](#)

[Learn More →](#)