London Agency Launches AI Marketing Tool for SMEs, Built by a Marketer, Priced From £19 a Month

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Lobo Digital App enters beta, giving founders and lean in-house teams specialist marketing output across ten channels, built on real agency methodology rather than generic AI prompting, and entering an AI marketing market valued at around $64bn in 2026.

London, 15/07/2026 Lobo Digital, a London-based digital marketing agency, today announced the beta launch of the Lobo Digital App (lobodigital.app), an AI-powered marketing assistant built specifically for UK small and medium-sized businesses, startup founders, and freelance marketing consultants. Unlike generic AI tools that treat every business the same, the app builds a detailed brand profile for each user and delivers expert, channel-specific marketing output across ten disciplines, from SEO and PPC to email, social media, public relations, and print.

The launch lands as the AI marketing category reaches significant scale. The global AI marketing market is projected to be worth approximately $64.6bn in 2026 and to grow at more than 30% a year toward an estimated $107.5bn by 2028. Yet that growth is uneven: roughly 75% of large enterprises now use AI in their marketing, compared with around 50% of mid-sized companies, leaving the UK's 5.7 million smaller businesses furthest behind.

THE PROBLEM: AI TOOLS BUILT BY ENGINEERS, NOT MARKETERS

The AI marketing tool category has grown rapidly, but most products were built from a technology perspective rather than a marketing one. The result is output that reads as generic, misses strategic nuance, and needs heavy human editing before it is usable. When a solo founder or a stretched in-house team turns to an AI tool for a Google Ad, a press release, or a 12-month strategy, they are not looking for a prompt assistant. They want the output a senior marketing consultant would produce.

Marcus Lobow, founder of Lobo Digital, spent seven years as a head of marketing across the facilities management and property sectors before building the app. The gap he identified was not a shortage of AI tools. It was a shortage of AI tools that understood how marketing actually works.

"Every AI marketing tool I tested was technically competent and strategically empty. It did not know the difference between a brand campaign and a conversion campaign, or how to write a PPC ad versus a PR pitch. That is not a technology problem, it is a marketing knowledge problem. So we built the tool with marketing methodology at the core, not as an afterthought."

Marcus Lobow, Founder, Lobo Digital

THE SOLUTION: BRAND INTELLIGENCE MEETS SPECIALIST METHODOLOGY

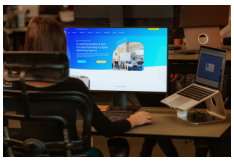
The Lobo Digital App opens with a brand profile builder that captures over 15 data points about a business: its industry, tone, target audience, USPs, competitors, and goals. Every output the app produces is informed by this profile, so users do not need to re-explain their business each time they generate content, and the output reflects their specific context rather than a generic template.

The app covers ten marketing channels, each built on the methodologies a practising consultant would apply: Marketing Strategy, SEO and Content, PPC and Ads, Social Media, Email, SMS, Print, Public Relations, Web Design, and an AI Consultant mode for open-ended strategy questions. Outputs include 12-month strategies, campaign briefs, press releases, Google Ads copy, email sequences, landing pages, and competitor analysis reports.

MAKING AGENCY-GRADE MARKETING ACCESSIBLE

UK marketing agency retainers typically start at £1,000 to £1,500 per month for a single channel, with full-service arrangements ranging from £3,500 to over £10,000 per month. For most UK SMEs, that is simply out of reach. The Lobo Digital App is priced from £19 per month at launch, with a seven-day free trial across all paid tiers and 20,000 free tokens on sign-up. For teams that adopt it, the productivity case is increasingly evidenced: marketers using AI report around 44% higher productivity, saving roughly 11 hours a week.

Media:









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AI Marketing Tool :: AI Marketing Tool UK :: AI Marketing For Small Business :: Marketing Software For SMEs :: AI Marketing Assistant :: Marketing Tool For Star ::

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A MARKET AT AN INFLECTION POINT

According to the British Chambers of Commerce, 35% of UK SMEs are now actively using AI, up from 25% in 2024. Yet research from Sharp Europe, published in December 2025, found that 55% of UK SME leaders still feel their business is not using AI as effectively as it could. The gap between AI availability and AI usefulness is precisely the problem the Lobo Digital App was built to close.

“35% of UK SMEs are now actively using AI, up from 25% in 2024. Yet 55% of leaders say their business is not using AI as effectively as it could.”

British Chambers of Commerce / Sharp Europe, 2025

The opportunity is substantial. The UK Government’s SME Digital Adoption Taskforce has estimated that UK SMEs could add £94bn annually to GDP through digital and AI adoption. For most businesses, the barrier is not awareness. It is access to tools that are genuinely fit for purpose.

AVAILABILITY AND PRICING

The Lobo Digital App is available now in beta at lobodigital.app. Pricing starts at £19 per month (Starter), with Growth (£49/month) and Agency (£149/month) tiers also available. All prices are locked in permanently for early subscribers ahead of the planned public launch. A seven-day free trial is available on all paid tiers.

ENDS

NOTES TO EDITORS

Lobo Digital was founded in London by Marcus Lobow, a former head of marketing across the facilities management and property sectors. The agency provides SEO, PPC, social media, web design, and branding services to UK SMEs.

High-resolution assets, product screenshots, and founder interview availability are available on request. For press enquiries, contact Marcus Lobow at marcus@lobodigital.ai or 020 7167 8465.

SOURCES

AI marketing market size ($64.6bn 2026, $107.5bn 2028): MarketsandMarkets AI in Marketing Forecast, 2026.

Enterprise vs mid-market AI adoption (75% vs ~50%); 44% productivity gain / 11 hours saved: industry AI marketing performance reports, Q1 2026.

5.7 million UK businesses, 99.85% SMEs: DBT Business Population Estimates for the UK and Regions 2025.

35% SME AI adoption, up from 25%: British Chambers of Commerce. 55% not using AI effectively: Sharp Europe, December 2025.

£94bn GDP opportunity: UK Government SME Digital Adoption Taskforce.

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Additional Assets:
Short video revealing the Lobo Digital App
https://lobodigital.ai/
https://lobodigital.app/
https://www.linkedin.com/company/lobodigitaluk/
The Lobo Digital July Press Release

Newsroom: Visit our Newsroom for all the latest stories:
https://www.lobodigital.pressat.co.uk