

GoHighLevel Summer of AI Discount Promo Resumes July 13 With 50% Off on Starter, Unlimited, and Pro Plans

GoHighLevel's Summer of AI promotion resumes July 13 with 50% off the first three months on core plans, free AI tools, and Voice AI as July's spotlight feature.

TX, UNITED STATES, July 14, 2026 /EINPresswire.com/ -- GoHighLevel's Summer of AI promotion has resumed with a new limited-time platform discount, offering eligible new users 50% off the first three months of the platform's Starter, Unlimited, and Pro plans.

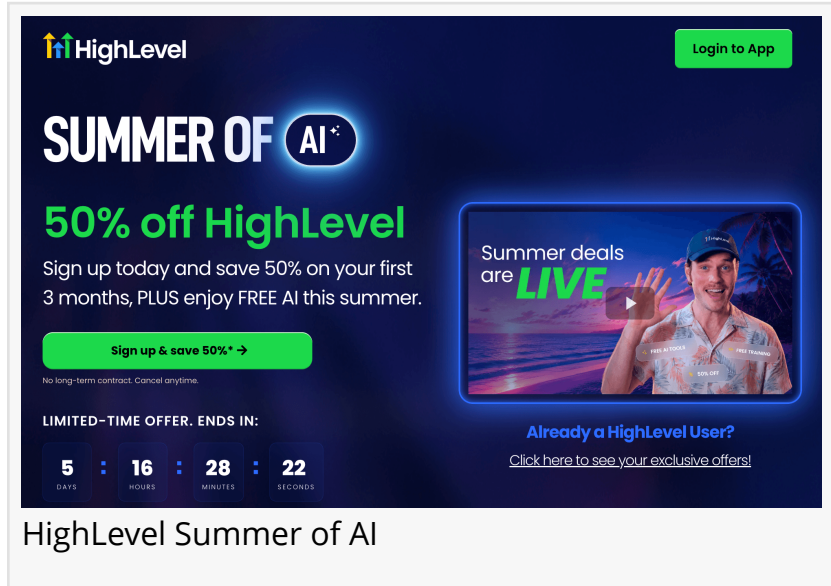
The current promotional window began on July 13, 2026, as part of HighLevel's broader Summer of AI campaign, which runs from June 1 through August 31, 2026.

==> [The Summer AI is available at: https://gohighlevel.com/summer-promo](https://gohighlevel.com/summer-promo)

The July promotional window combines temporary platform savings with HighLevel's summer-long AI initiative. According to HighLevel's current campaign page, new users can sign up for a core plan at 50% off for the first three months while also receiving access to free AI tools during the summer campaign period. HighLevel's public Summer of AI documentation states that the campaign provides free access to selected AI Assistants through August 31, 2026, including Ask AI, AI Studio, Workflow AI, Funnel AI, and Email AI.

The renewed July offer places particular emphasis on Voice AI, which is the campaign's spotlight feature for the month. Voice AI is positioned as an AI calling assistant designed to answer inbound calls, collect lead information, handle common questions, and update customer records inside HighLevel's CRM, subject to setup, account eligibility, usage rules, and applicable terms. Learn more at <https://getplatform.link/highlevel-summer-ai>

July 13 Promotion Reopens 50% Platform Savings



The promotional banner for HighLevel's Summer of AI campaign features a dark blue background with a glowing 'AI' logo. It prominently displays '50% off HighLevel' in green text, followed by the offer details: 'Sign up today and save 50% on your first 3 months, PLUS enjoy FREE AI this summer.' A green button with the text 'Sign up & save 50%*' is present. Below this, a countdown timer shows 'LIMITED-TIME OFFER. ENDS IN: 5 DAYS, 16 HOURS, 28 MINUTES, 22 SECONDS'. On the right, a video thumbnail shows a man with the text 'Summer deals are LIVE'. A 'Login to App' button is in the top right corner. At the bottom, it asks 'Already a HighLevel User?' and provides a link to see exclusive offers.

The July 13 window marks the return of HighLevel's 50% platform discount after earlier Summer of AI promotional periods in June. The July offer gives eligible new users access to discounted pricing for the first three months on HighLevel's primary platform plans.

The current offer page lists the following temporary monthly rates for the first three months:

Starter Plan: \$48.50 per month for three months, reduced from \$97 per month

Unlimited Plan: \$148.50 per month for three months, reduced from \$297 per month

Pro Plan: \$248.50 per month for three months, reduced from \$497 per month

The promotion requires a credit card, billing begins immediately at the discounted rate, and standard plan rates apply after the first three months unless the account is canceled or changed according to HighLevel's account settings and applicable terms. HighLevel's offer page states that there is no long-term contract and that users may cancel in account settings.

[Sign up or upgrade at https://www.gohighlevel.com/summer-promo](https://www.gohighlevel.com/summer-promo)

How the July Offer Fits Into the Summer of AI Campaign

The July promotion is part of HighLevel's larger Summer of AI campaign, which is designed to introduce users to practical AI tools inside the platform. Campaign materials describe Summer of AI as a three-month initiative organized around monthly AI use cases: Conversation AI in June, Voice AI in July, and AI Studio in August.

HighLevel's public help center confirms that the Summer of AI campaign gives all HighLevel sub-accounts free access to selected AI Assistants from June 1 through August 31, 2026. The tools listed in the help documentation are Ask AI, AI Studio, Workflow AI, Funnel AI, and Email AI. The same documentation describes this free access as available without separate activation for those included tools, allowing customers to begin using them during the campaign period.

The July offer is distinct because it combines the broader AI access with a renewed platform discount. HighLevel's current campaign page states that users can save 50% on the first three months and receive free AI access this summer. It also notes that the 50% promotion and free AI offer are available together during active promotional windows, while other promotional combinations may be restricted unless HighLevel expressly states otherwise. Learn more at <https://getplatform.link/highlevel-summer-ai>

Starter Plan: Reduced to \$48.50 Per Month for Three Months

HighLevel's Starter Plan is listed during the promotion at \$48.50 per month for the first three months, compared with the standard \$97 monthly price shown on the campaign page. The plan is described as suitable for solo marketers and small agencies that want to consolidate tools and begin using HighLevel's core platform features.

The current campaign page lists Starter as including:

- Three sub-accounts
- Unlimited contacts
- Unlimited users
- 24/7 support
- Core platform features

The Starter Plan may be relevant for users evaluating HighLevel for a limited number of brands, projects, or client accounts. Because the plan includes three sub-accounts, it may allow a small agency or service provider to test the platform across more than one business or client environment without moving immediately to an unlimited account structure.

At the same time, users should consider whether three sub-accounts are sufficient for their planned use. Agencies managing several clients, multiple brands, or broader client-service operations may need to compare Starter with the Unlimited or Pro plans before choosing a subscription level.

Unlimited Plan: Reduced to \$148.50 Per Month for Three Months

The Unlimited Plan is listed as the “most popular” option on the July offer page and is discounted to \$148.50 per month for the first three months, compared with the standard \$297 monthly price shown on the same page.

The current campaign page describes Unlimited as suitable for growing businesses managing multiple brands or client accounts. Listed features include everything in Starter, plus:

- Unlimited sub-accounts
- User and agent reporting
- Ability to rebill phone and email without markup
- Basic API access

The Unlimited Plan may be relevant for agencies, consultants, and businesses that need to manage multiple client accounts or separate internal brands. The ability to create unlimited sub-accounts is one of the main differences between Starter and Unlimited.

For agencies, this plan level may provide a broader testing environment during the promotional period. Users can evaluate client account structure, CRM workflows, lead capture, follow-up systems, reporting, and AI-enabled tools across multiple business contexts.

However, platform pricing is only one part of the evaluation. Users should also review email, phone, messaging, and other pass-through or usage-based fees, since communication-related

costs may not be included in the base platform subscription. Learn more at <https://getplatform.link/highlevel-summer-ai>

Pro Plan: Reduced to \$248.50 Per Month for Three Months

The Pro Plan is listed during the July promotion at \$248.50 per month for the first three months, compared with the standard \$497 monthly price shown on the campaign page. The plan is positioned for businesses that want to productize services and build recurring SaaS-style revenue using HighLevel's platform capabilities.

The campaign page describes Pro as including everything in Unlimited, plus:

SaaS Mode

- White-label platform capabilities

- Automated sub-account creation

- Ability to rebill phone and email with markup

- Advanced API access

The Pro Plan is the plan most closely connected to HighLevel's SaaS Mode positioning. Agencies and service businesses may use SaaS Mode to package client-facing accounts, configure onboarding flows, and manage recurring platform-style offers. This use case may be relevant for agencies that want to move beyond one-off implementation work and into ongoing subscription-based client services.

Because Pro includes more advanced account and billing capabilities, prospective users should evaluate whether they are prepared to configure, support, and maintain a SaaS-style offering. The discounted first-three-month rate may reduce initial testing cost, but it does not remove the operational requirements involved in productizing a service.

July Spotlight Feature: Voice AI

Voice AI is the primary July spotlight feature in HighLevel's Summer of AI campaign. The current campaign page frames Voice AI around the issue of missed calls, noting that potential customers may hang up and contact another provider if a business does not answer.

HighLevel's campaign page describes Voice AI as able to:

- Answer inbound calls, including after hours

- Qualify leads

- Handle frequently asked questions

- Book appointments automatically

- Capture opportunities inside the CRM

This feature may be relevant for appointment-based businesses, local service providers, agencies, healthcare-adjacent service providers, home services, consultants, and other organizations that depend on inbound calls. For agencies, Voice AI may also be positioned as a client-service opportunity when paired with CRM setup, calendars, workflows, and reporting.

The feature should still be evaluated carefully. AI call handling may require scripting, testing, monitoring, consent review, and industry-specific compliance awareness. Businesses should make sure Voice AI aligns with customer expectations and any applicable call recording, telephony, consumer protection, healthcare, financial, or regional communication rules. Learn more at <https://getplatform.link/highlevel-summer-ai>

Free AI Access During the Summer Campaign

HighLevel's Summer of AI campaign includes free access to selected AI tools during the summer period. The public help center lists five AI Assistants included in the free-access period:

- Ask AI
- AI Studio
- Workflow AI
- Funnel AI
- Email AI

This free AI access runs from June 1 through August 31, 2026, according to HighLevel's Summer of AI documentation.

In addition, HighLevel's July offer page states that accounts that have not activated AI agents may receive 30 days free on Conversation AI, Voice AI, and AI agents, with the trial clock beginning on first activation. The page also states that users who claim the 50% platform offer may receive up to 60 days of free AI Agents, including Voice AI, subject to terms and eligibility.

Because the campaign includes several AI-related components, users should distinguish between:

- Free summer access to selected AI tools
- Trial access for AI agents
- Voice AI as July's spotlight feature
- Platform subscription discounts
- Any usage-based or communication-related charges

The availability, duration, and billing treatment of these components may depend on account status, prior activation, plan selection, and campaign terms.

New Users, Existing Users, and Upgrade Offers

The July campaign page states that the 50% platform offer is valid for new users only. It also includes a separate prompt for existing HighLevel users to review exclusive offers.

This distinction matters because new-customer platform discounts and existing-user upgrade offers may not be identical. Current HighLevel users should not assume that the same new-user checkout pricing applies to their accounts. Instead, existing users should review their dashboard, official account notices, or HighLevel's designated upgrade offer pages to confirm whether their account qualifies for any upgrade-related discounts.

The campaign FAQ notes that, when a user upgrades during a 50% promo window, promotional pricing may apply to the new plan rate, with billing resetting at the time of upgrade and credit applied for unused time on the previous subscription. Users should verify the final billing details directly inside the account flow before completing an upgrade.

How the July 13 Window Differs From Earlier Summer Promotions

HighLevel's Summer of AI campaign began on June 1, 2026, with earlier 50% platform savings windows in June. The July 13 window is a renewed promotional period aligned with the July Voice AI theme. Affiliate campaign materials identified July 13–19, 2026 as the Voice AI promo window in the broader Summer of AI schedule.

The current July window differs from the general summer-long AI access in one important way: the free AI tools remain part of the Summer of AI campaign through August 31, while the 50% platform discount is available only during specific promotional windows.

That timing distinction is important for users comparing the Summer of AI campaign with the platform savings offer. A user may still have access to free AI tools during the summer campaign but miss the temporary 50% platform discount if not subscribing or upgrading during an active promo window.

==> [To Get The Summer Deal, Please Click Here to Sign up & Save](#)

Practical Use Cases for Agencies and Businesses

The July promotion may be relevant for agencies and businesses evaluating HighLevel for operational consolidation, client management, or AI-assisted communication.

For agencies, the platform can be evaluated around:

- Client sub-account structure

- Lead capture and follow-up systems

- White-label or SaaS Mode options

Voice AI and Conversation AI as client-service opportunities
AI Studio, Funnel AI, and Workflow AI for faster campaign creation
Reporting and account management across multiple clients

For businesses, the platform can be evaluated around:

Inbound call handling
Lead response speed
CRM organization
Follow-up automation
Website and funnel creation
Appointment booking
Email and messaging workflows

These use cases are descriptive and not guaranteed outcomes. Actual results depend on setup quality, offer strength, traffic source, implementation, industry, customer behavior, and ongoing management.

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About HighLevel

HighLevel is a sales and marketing platform used by agencies, marketers, and businesses to manage CRM activity, funnels, websites, communications, automations, calendars, payments, reputation management, and related digital business workflows. The platform includes AI-supported tools for messaging, calls, content creation, workflows, funnel creation, and customer engagement.

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