

AI in content operations

Content has never
been **more important**
than in today's **AI era**





402 million TB

of data generated
every day

but

94%

of content generates zero backlinks

68%

of B2B buyers are skeptical of AI content

58%

of B2B marketers rate their strategy moderate

It feels like a content graveyard



**No, your website traffic is
not coming back**





**You are not in control
AI search is.**





The 95% problem



**Speed without strategy
is just automated noise**

content prerequisites in an AI context



Strategy [Human-led]



Creativity

[Human-owned]



Credibility &
EEAT

[Human-led]



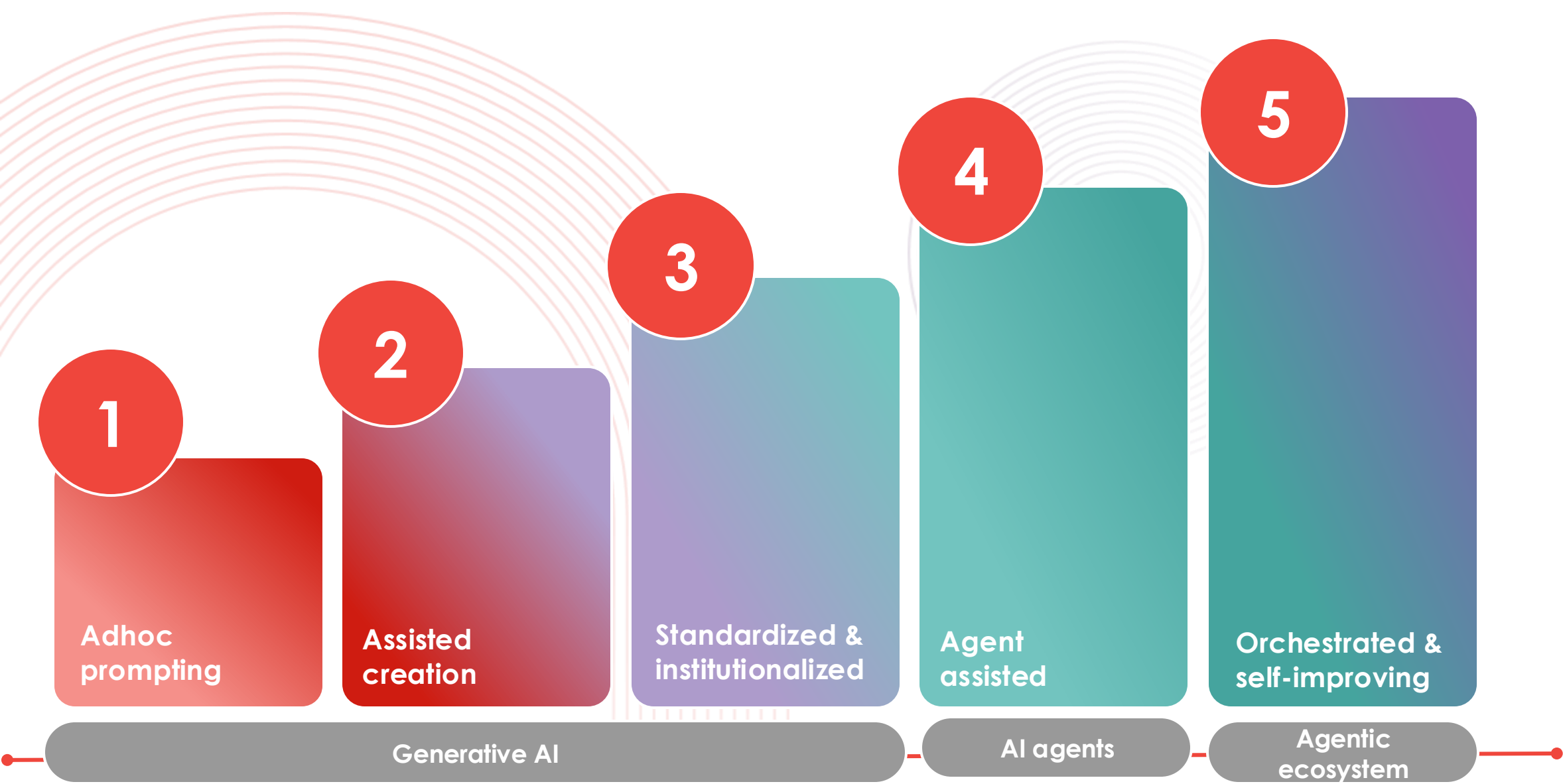
Structured and
interpretable

[AI supported]



Building up maturity





**LLMs cannot think.
They need context.**



Making LLMs work for you

Reusable prompts

Task definition

Good prompts don't have to be rewritten every time. Use framework like TAG, COSTAR, RACE... or build something that works for you



Instructions

Standardized rules

Create reusable context that can be saved, shared & applied consistently e.g. brand guidelines, tone of voice and spelling instructions, examples of what good looks like...



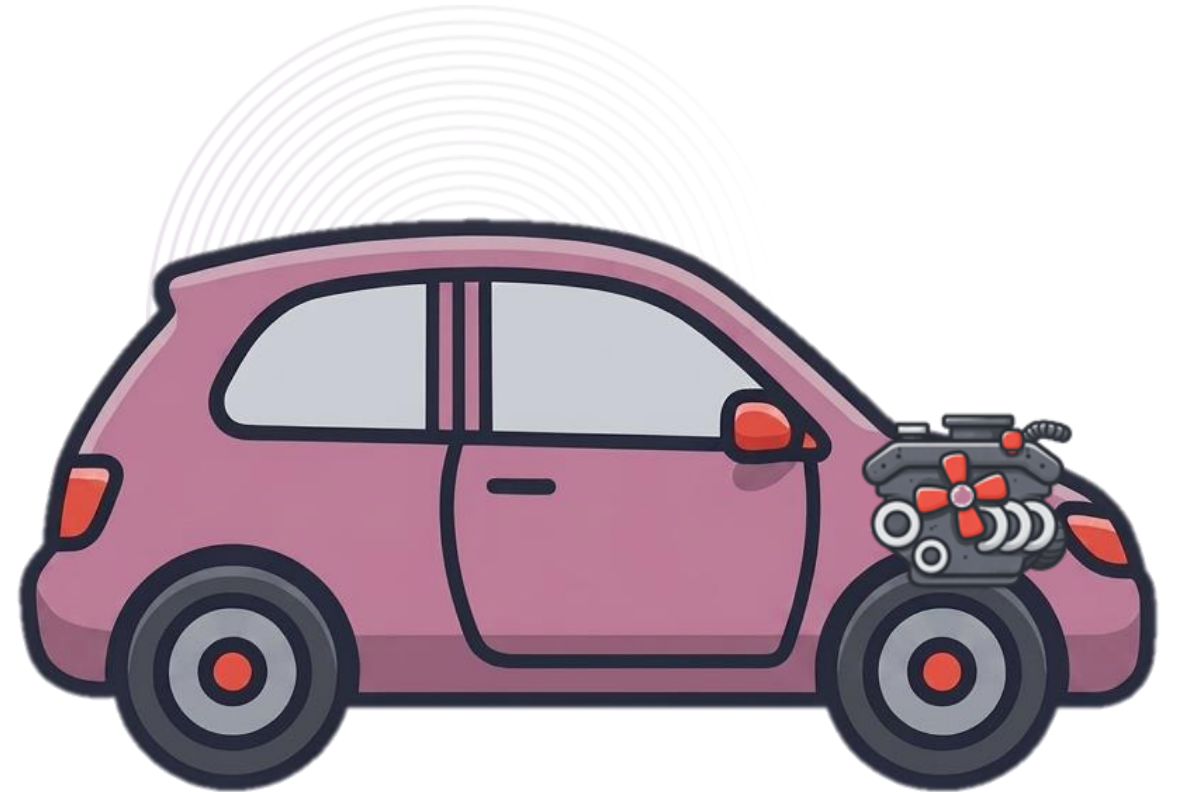
From prompt to agent



LLMs as the engine



From prompt
to agent

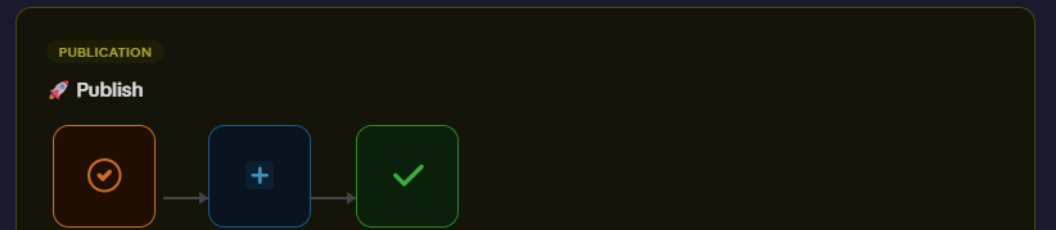
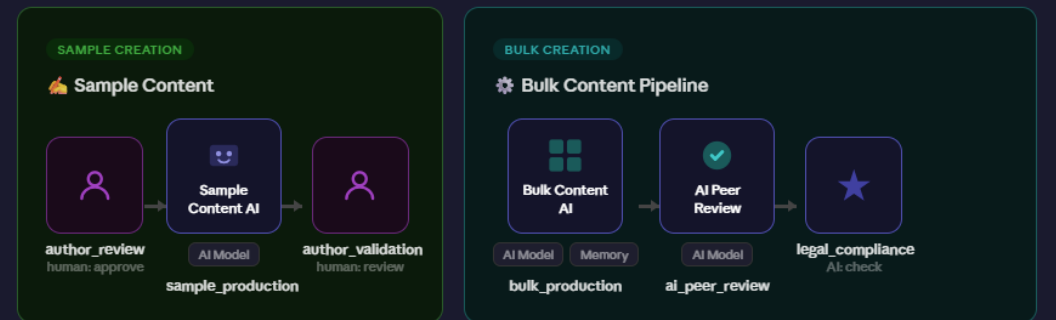
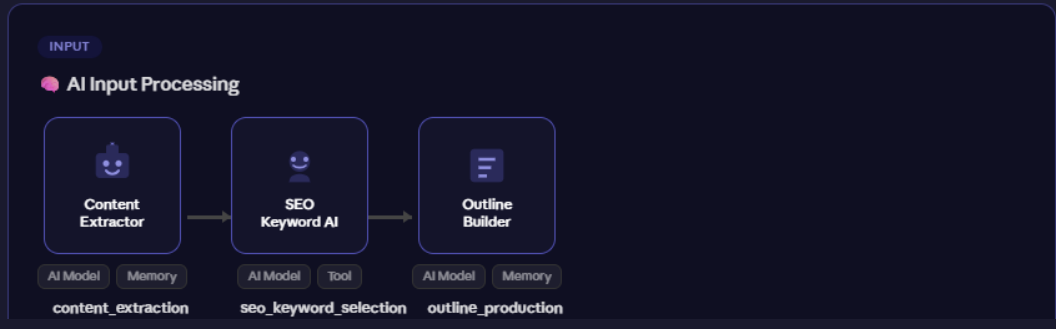
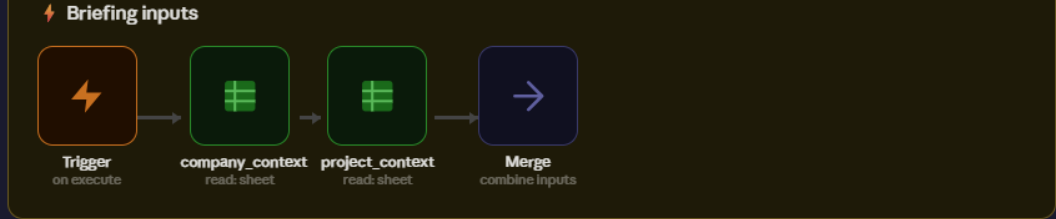


The entire car as an agent



Applied to delaware's
content factory





The content factory (beta)

by delaware

- Initial use case: bulk creation
- Combining AI & automation
- With clear human gates and intervention
- Content consolidation & extraction





Building blocks to build an agent

Context

Variables

Prompts

Tools

Workflows





← **Sebia** Validated

webinar - Created 12/15/2025 by system-seeder

Edit Project

- Overview
- Company Context
- Tone of Voice
- Flow Definition
- Reference Samples

Project Defaults

Core configuration for this content project

Project Name

Sebia

> Advanced Configuration

Review Process

Peer Review

Human Review

Global Review

Compliance Configuration

Check Legal Claims

Enforce Citations

Banned Phrases

None specified

Stakeholders

Team members involved in this project

No stakeholders defined

Context

Variables

Prompts

Tools

Workflows



When your stack works

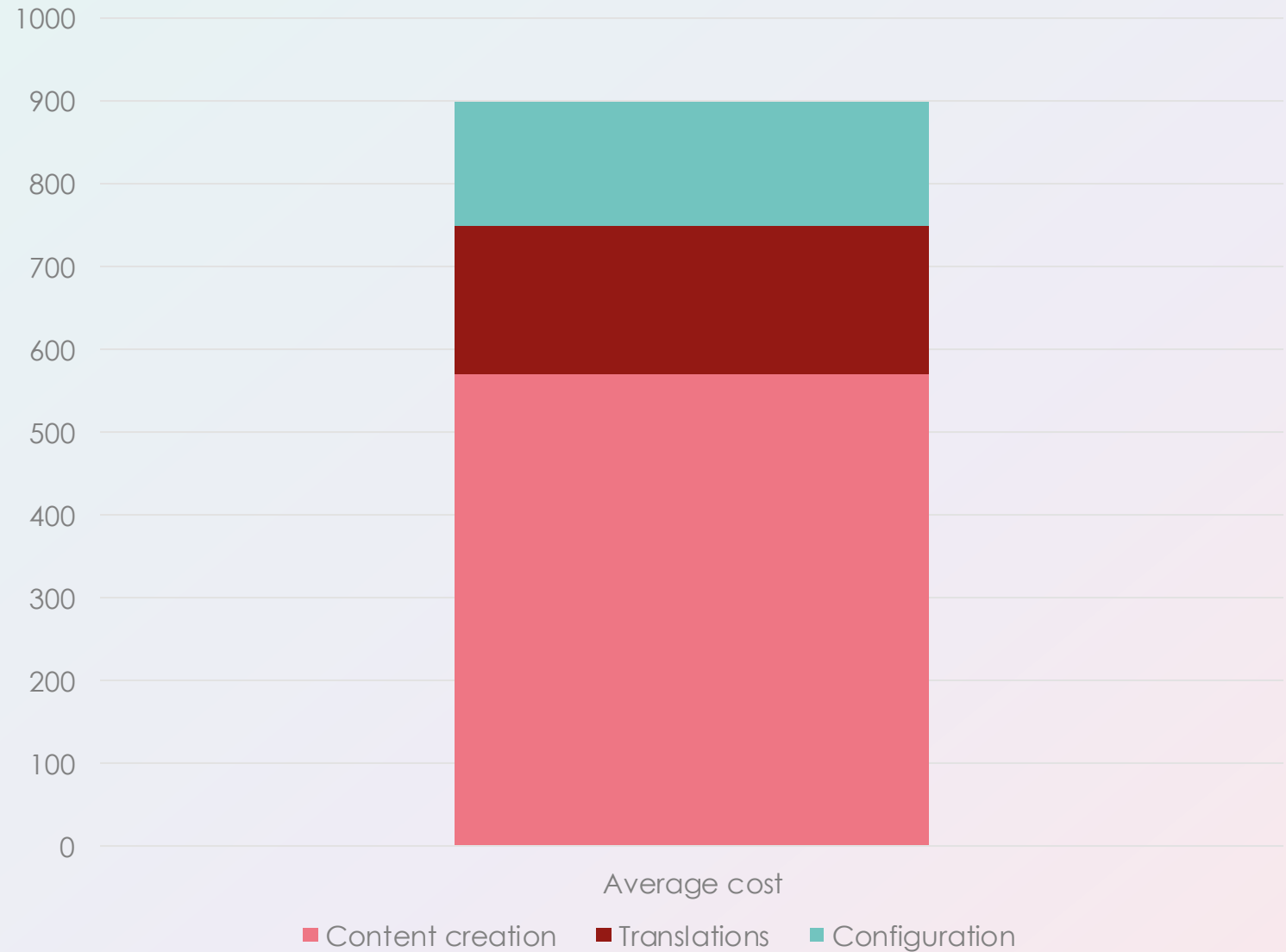
Currently: Creating SEO/GEO content for 1 article **costs** **€900** on average

In this calculation

- 300-word blog article
- 5 languages
- 0.40€/word (incl SEO)
- 0.15€/word translation
- 1h design / asset creation
- 2h briefing & approval process
- 1h configuration & publishing

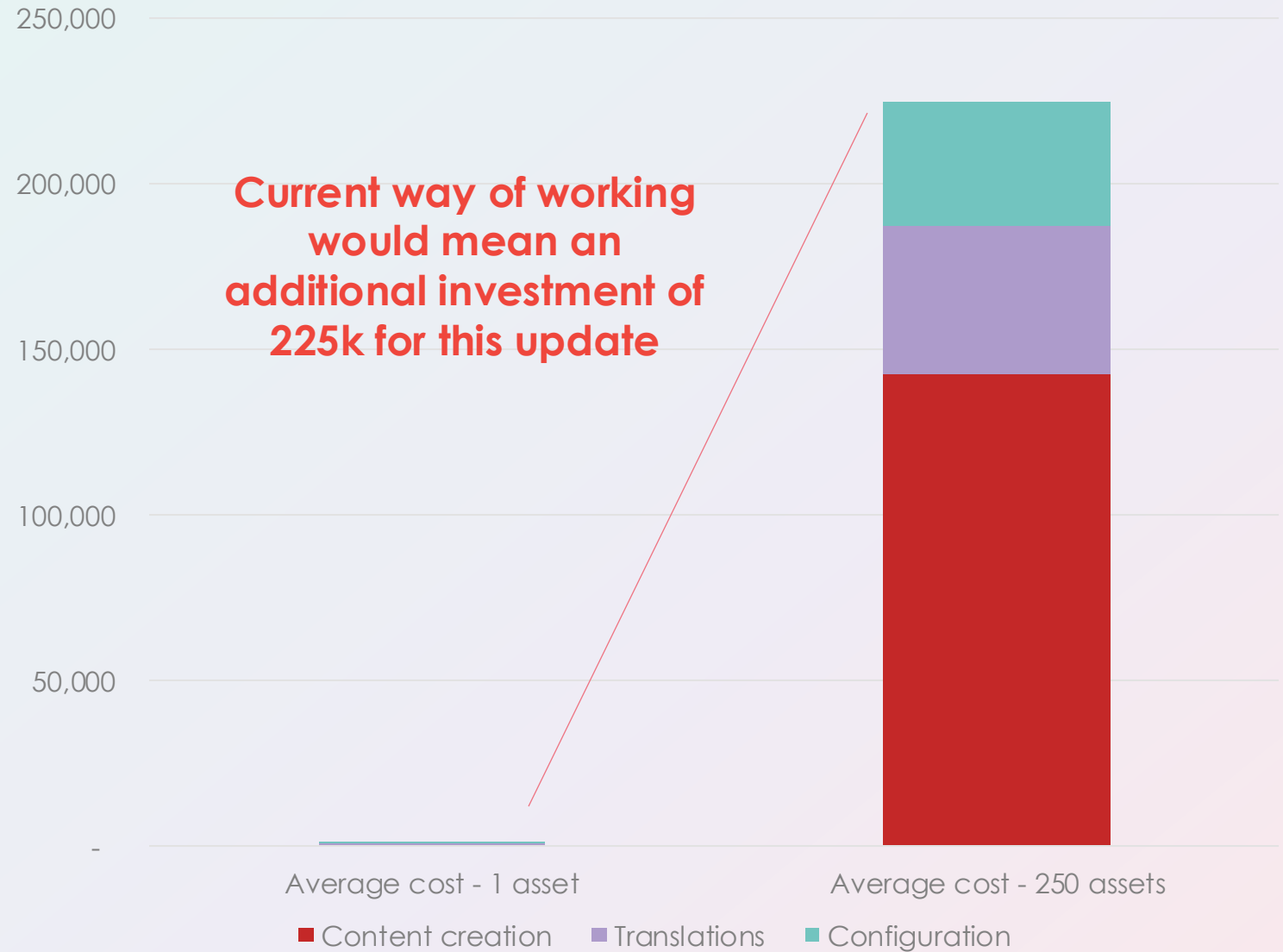
- No regionalization in content
- No regionalization in assets

Avg. cost
per word **3€**



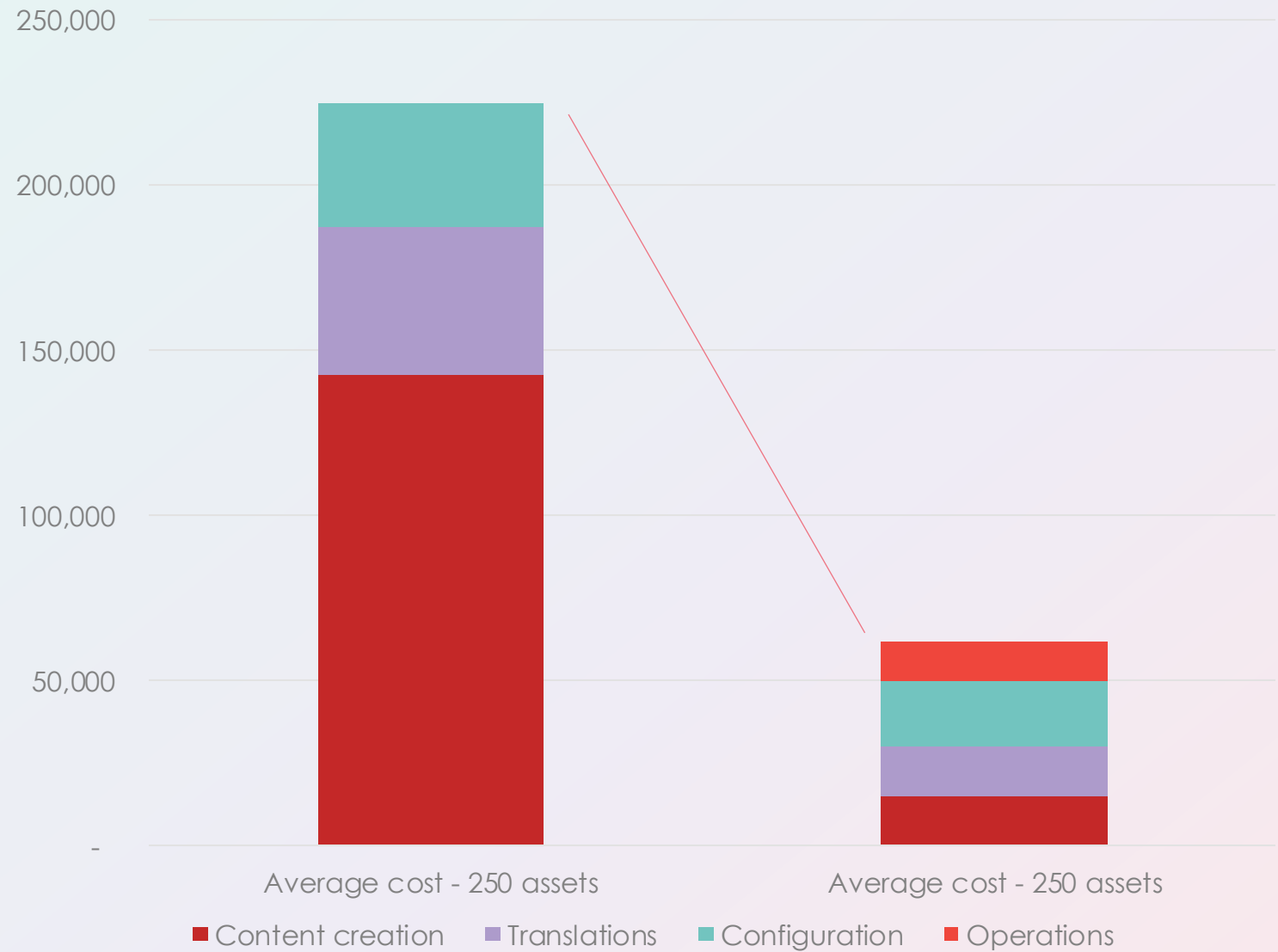
Considering the need for additional **fresh/SEO/GEO** content

The current model is **not capable to scale** from 1 content asset to 250 updated content assets



With AI & automation, cost is largely reduced

Estimated effort with the Content Factory



90 days to make it work

From prompt to agent

**Days 1–30:
Lock the foundation**

1. Use case
2. Strategy & context
3. KPIs

**Days 31–60:
Build the agent**

1. Building blocks
2. Human gates
3. Test

**Days 61–90:
Use it, prove it, scale it**

1. Monitor quality
2. Report on the KPIs
3. Expand the model

It doesn't have to be perfect to start experimenting



Agentic AI drives fast. Very fast.
Strategy is your GPS. Without it,
it drives **in the wrong direction.**

Get in touch to make your content scale



Laurence Vandelanotte

Experienced consultant in
Digital strategy, Customer Exp...

