

USE CASE · MARKETING & CONTENT TEAMS

Drafted by agents. Approved by you.

How marketing teams run content in Neuphlo — a Marketing Manager agent that grounds posts in your real product facts, an approval gate nothing publishes without, and analytics flowing back into the same workspace.

§ AI content has a trust problem

Every marketing team has tried the AI-writing tab. The output sounds plausible, ships fast — and invents product details, drifts off voice, and occasionally publishes something nobody approved.

The fix isn't better prompts. It's structure: an agent that's **grounded** in your actual product knowledge, a workflow where drafts are **first-class objects** with statuses, and a hard rule that nothing reaches a customer-facing channel without a **human approval**. That structure is what Neuphlo's Posts module and Marketing Manager agent provide.

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posts published without approval

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source of truth — the draft row

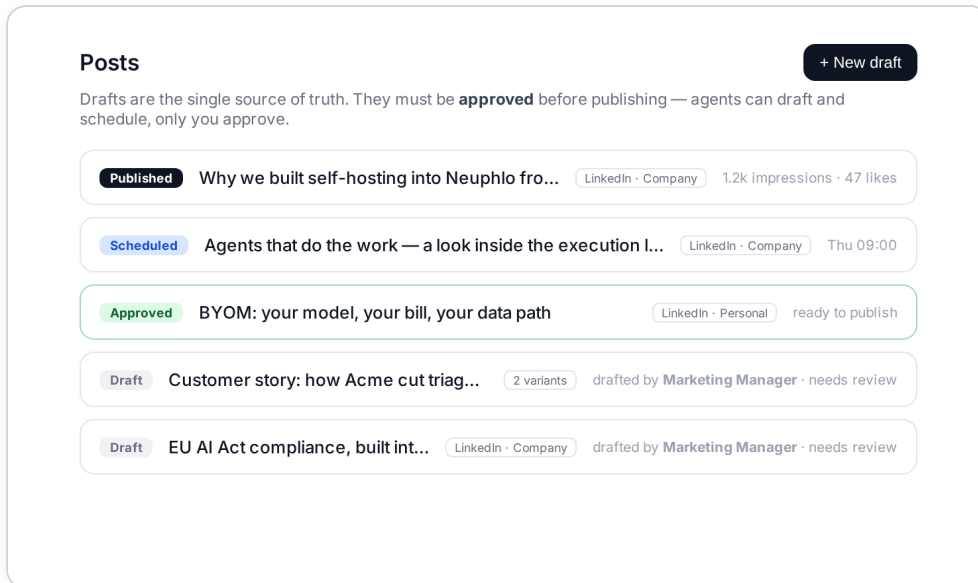
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marketing agent templates included

In this paper: the Posts pipeline from draft to published, the Marketing Manager agent's grounding rules, and the supporting cast — Content Strategist, Brand Voice Editor, Launch Campaign Planner. Screenshots are taken directly from the product.

§ Posts as a workflow, not a textbox

Every post is a row with a status — draft, approved, scheduled, published — and per-network variants. The pipeline is visible, auditable and shared.

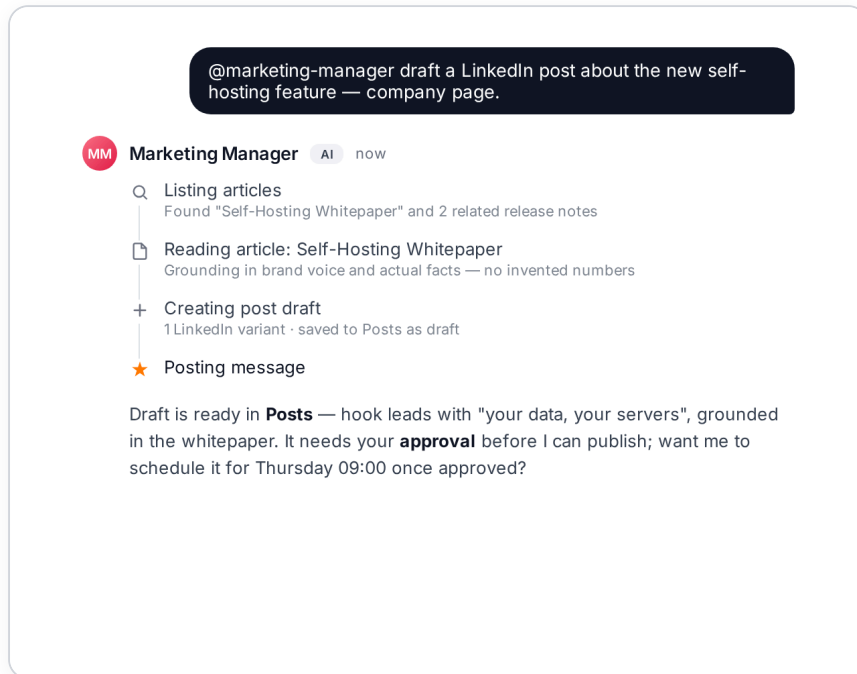


The Posts view. Agent-drafted posts wait in review; approved ones are ready to publish; published ones report impressions and likes back into the same row.

The approval gate is enforced in the platform: a draft must reach **approved** before the publish call will accept it — an agent literally cannot skip the step. Publishing requires an explicit account choice from the LinkedIn accounts and company pages the workspace has authorised; X and Bluesky are planned, and the agent says so rather than faking it.

§ A Marketing Manager that reads before it writes

The agent's first instruction isn't "write" — it's "find source material." Posts are grounded in your knowledge base, so the facts are yours, not the model's.



Grounded drafting. The agent reads the relevant articles first, drafts as a Post row, and stops at the approval gate — explicitly asking before anything is scheduled.

Its working rules are written into the agent itself: never invent product details or numbers, always draft before any publish call, prefer three options a human can pick from over one half-baked push, and surface analytics only when asked. The voice is protected by temperament, not luck — "wary of hype, prefers concrete examples to slogans."

§ A content team of specialists

Publishing is the last step. The agent template library covers the work before it — strategy, voice, launches and discoverability.

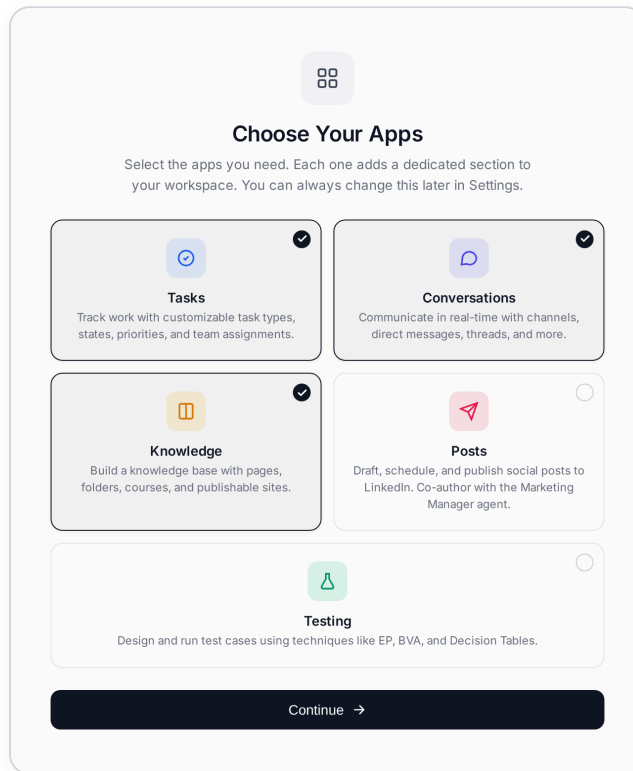
| AGENT | WHAT IT DOES |
|-----------------------------------|---|
| Content Strategist | Mines tasks, articles and customer language for proof points; shapes angles, hooks and briefs; drafts the first pass. |
| Brand Voice Editor | Spots bland, overclaiming or AI-sounding copy and rewrites it — explaining which voice principles mattered. |
| Launch Campaign Planner | Turns a launch into messaging, channel sequencing and executable rollout tasks with owners. |
| AI Discoverability Analyst | Finds content gaps for search <i>and</i> answer engines; drafts the missing comparison and FAQ coverage. |
| Release Notes Writer | Groups shipped work into themes and writes customer-facing notes, linked to the tasks. |

Because they share one workspace, they compose: the strategist shapes the angle, the writer drafts, the voice editor tightens, the Marketing Manager takes it to the approval gate — coordinated by Nova, visible in one thread.

§ Campaigns, content and proof in one place

Marketing work doesn't float free: campaign tasks, content drafts, brand guidelines and performance all live in the same workspace the rest of the company uses.

- **Campaign tasks on the board** — launch deliverables are real tasks with owners and states, created by the planner agent when the plan firms up.
- **Brand knowledge in the KB** — voice guidelines, positioning and proof points are articles agents actually read before writing.
- **Analytics in the row** — impressions and likes attach to the published post, so the weekly report is a question to the agent, not a spreadsheet evening.
- **Product truth nearby** — when the product team ships in the same workspace, "what's actually new" is a search away, which is why grounded drafting works.



Posts is a module. Enable it alongside Tasks and Knowledge during onboarding — or later in Settings — and it becomes a section of the workspace.

§ Safe enough for the company account

- **The gate is structural.** Publishing requires an approved draft and an explicitly chosen account — enforced by the platform, not the prompt.
- **Disclosure built in.** Agent-authored messages carry an AI byline inside the workspace, and every run is a reviewable timeline.
- **BYOM.** Your unreleased product plans are processed by the model provider you choose — or kept entirely local on self-host.

§ Getting started

Enable the **Posts** app, authorise your LinkedIn account or company page, and add the Marketing Manager from the agent template library. Put your brand voice and key proof points into a few knowledge articles — that's what makes the drafts sound like you — then ask for three options on your next announcement.

In short: Neuphlo gives marketing the speed of AI drafting with the safety of a real pipeline — grounded in your facts, gated by your approval, measured in the same place it was made.