

A FIELD STUDY IN SCALING CONTENT WITH AI

Scaling a global ABM content programme without losing the plot.

How I designed the Narrative Engine, an in-house content agent at S2W Media, to deliver consistent, on-strategy work to VP and C-suite buyers across enterprise SaaS, in multiple geographies, at full-funnel speed.



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01 THE CASE

AUDIENCE

VP & C-suite buyers in
Enterprise Tech SaaS (mainly)

REACH

Multiple geographies,
simultaneous markets

FUNNEL

Awareness · Consideration ·
Decision

TEAM

A small content function with
a global remit

02 THE PROBLEM

The challenge wasn't creativity. It was consistency, speed and strategic fit , at scale.

A demand-gen programme spanning the full funnel, plus event cycles running across markets simultaneously. Every piece needed to map to a marketing OKR, speak to its funnel stage, and, for our highest-value accounts, be personalised to individual members of the buying committee.

We couldn't do that manually and maintain quality. Something had to give, and it wasn't going to be the standard.





03 THE SOLUTION

I designed and built the Narrative Engine.

An in-house content agent built on Claude and Cowork, designed around four pillars, and a workflow that kept human judgement in the driver's seat.



THE FOUR PILLARS

I Tone of voice, encoded

Brand guidelines describe what a brand sounds like, they don't tell an AI how to behave. I translated our standards into specific, testable instructions: sentence

rhythm, phrases we never use, how we balance commercial confidence with client empathy.

II A curated knowledge base

Approved brand assets, our strongest past work, ICP profiles, global targeted accounts and their buying committees with personas and objections, campaign messaging frameworks, and sector-relevant SaaS thought leadership. Nothing unvetted entered it.

III An OKR-mapped framework

Quality defined by funnel stage, awareness to provoke and inform, consideration to build credibility, decision-stage to be precise and low-friction. Reach for awareness. MQL for consideration. Pipeline for decision.

IV A governed workflow

Monday.com & Notion anchored everything. Briefs, drafts and sign-off in one place, mapped to campaign phases, funnel stages and event timelines. Automation moved work through the pipeline; humans approved every gate.

V Video content, directed in-house

Video case studies from recent client work, directed by me end-to-end, from narrative and interview structure to edit direction. The same standards as the written work, applied to motion.

A CMO at a mid-market SaaS got a different message from a VP of Engineering at an enterprise.

Events ran as their own content arc, pre-event to drive registrations, live content for engagement, post-event follow-up personalised by what each attendee had experienced.

04 THE WORKFLOW

From brief to channel, tracked, automated, approved.

Step 01

Brief

Human strategy. OKR + funnel stage + persona.

Step 02

Draft

Agent produces structured first draft from brief.

Step 03

Review

Editorial pass, voice, accuracy, fit.

Step 04

Approval

Human sign-off. Non-negotiable.

Step 05

Schedule

Routed into Monday.com & Notion automation.

THE DISCIPLINE

Briefs and creative ideas came from humans. The agent accelerated, it never replaced.

All briefs and creative direction came from me and a freelance content creator. We shaped every narrative and made every editorial call. Every output was reviewed and approved by a human before reaching any channel.

That wasn't a formality. It was the point.

05 THE WIDER SYSTEM

One of six dedicated content agents.

A retention email and a cold paid ad are entirely different problems. Treating them the same would have been the mistake. Each agent had its own tone parameters, knowledge sources and quality standards.

01 Organic acquisition

02 Paid acquisition

03 Retention

04 UGC & employee advocacy

05 Leadership communications

06 Events & Field Marketing

06 BEYOND THE ENGINE

A centralised content hub, built at S2W Media in my first quarter.

In my first three months at S2W Media, I built an internal mini-website that became the company's main repository for both internal and external marketing materials, structured, easy to access, and built to make collaboration faster and brand consistency the default.

WHAT LIVED INSIDE

01 Company videos

02 Video case studies

03 RFPs

04 Sales pitches

05 Presentations

06 Whitepapers

07 One-pagers & case studies

08 Internal process docs

The goal: a single, structured resource that improved collaboration across teams, ensured brand consistency, and made marketing and sales materials readily available across the

business.

07 VIDEO & DIRECTION

Video content production and creative direction.

Over the last few years, I have also worked extensively on video content production and creative direction, developing concepts, scripting, coordinating shoots, managing external creatives and production teams, and overseeing delivery of brand, campaign and thought leadership video across multiple channels.

I particularly enjoy the storytelling side of video, creating content that feels both engaging and commercially effective.

AI made us *faster*.
Human judgement kept it *good*.

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END OF CASE STUDY

