



Content Agent

Generates three LinkedIn post drafts per week based on industry news and your product updates.

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1 AT A GLANCE

AREA	Marketing
TRIGGER	Weekly, on a fixed day
RESULT	Three LinkedIn post drafts for your approval
INTEGRATIONS (EXAMPLES)	News sources / RSS Notion Email AI model

2 HOW THE WORKFLOW RUNS

- 1 Collect topics**
The agent reads industry news from selected sources and your own product updates.
- 2 Pick what matters**
An AI model picks the topics that are most relevant for your audience.
- 3 Write drafts**
This becomes three LinkedIn post drafts in your tone of voice, including a suggested hook.
- 4 Deliver**
The drafts are delivered to Notion or by email — at the same time every week.
- 5 Approve**
You edit the drafts as needed and approve them. Nothing is published without you.

These are drafts: nothing is published without your approval.

IDEAL FOR

- ✓ Founders and experts who want to be visible on LinkedIn
- ✓ SMEs without their own marketing team
- ✓ Anyone who regularly runs out of post ideas

CUSTOMISABLE

- ✓ Number, length and language of posts
- ✓ Topic focus and sources
- ✓ Weekday and destination of the drafts

WHAT YOU NEED

- ✓ A list of industry news sources
- ✓ A few example posts for your tone of voice
- ✓ A place for the drafts, e.g. Notion

PRIVACY & SECURITY

- ✓ Only public news and information you approve
- ✓ No customer data in the drafts
- ✓ Publishing only after your approval

YOUR CONTROL Every post is only published after you have reviewed and approved it.

This describes the typical process. Every workflow is adapted to your tools, processes and requirements during the project; details and pricing are agreed individually.

Interested in this workflow?

In a free intro call we look at how the workflow can be adapted to your tools.

Book an intro call