

● AI ADVISORY

AI-Powered Content *Creation.*

AI-augmented content production that lifts volume while senior editors hold the quality bar exactly where it was.

INSIDE THIS BRIEF

The problem on your desk • *Our thesis* • *How we work* • *What's included* •
What you walk away with



AI-Powered Content *Creation.*

Senior editors set direction and own review; AI accelerates the production in between. For B2B teams that need volume and quality, not volume versus quality.

THE PROBLEM ON YOUR DESK

The failure mode is predictable: turn the model loose, publish the output, watch engagement fall. Most AI content reads like AI content. The teams getting real value are not replacing their writers; they are giving senior editors AI leverage and holding the quality bar where it was. The thinking has to stay human.

OUR THESIS

Most AI content reads like AI content.
Yours shouldn't.

How the work runs

01 · HUMAN-LED, AI-ACCELERATED, HUMAN-OWNED

01

Editorial direction first

Senior editors set the brief, the angle, and the standard before a single draft is generated. The model never decides what is worth saying.

02

AI accelerates production

AI does the heavy lifting on research, first drafts, and repurposing, so the team produces far more without the volume-versus-quality trade.

03

A senior editor owns output

Every piece passes through a human editor accountable for accuracy, voice, and judgment. The standard the work ships at is your standard.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ Finished, on-voice pieces on a scoped cadence
- ✓ A full human editorial pass for accuracy and voice
- ✓ The same senior editors on your account, month over month
- ✓ A senior editorial brief and angle on every piece
- ✓ Work built from your voice guide, or one built with you
- ✓ A rolling editorial calendar tied to demand

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

- | | | | |
|------------------------|------------------------------|--------------------------|---|
| 01 | 02 | 03 | 04 |
| Publish <i>faster.</i> | Keep the <i>brand voice.</i> | Scale <i>what works.</i> | Velocity, <i>without the quality tax.</i> |

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The volume went up. The quality didn't move. That was the whole ask.

HEAD OF CONTENT · B2B TECHNOLOGY

Lift volume *without the quality tax.*

Book a content sprint and see eight finished, on-voice pieces in a month.

Book a session →

demandspring.com/contact