MASTER CLASS

Scaling Content Marketing with AI: From Strategy to Execution

DIGIMARCON CANADA 2026
DIGITAL MARKETING CONFERENCE



Andrew Jenkins

CEO

VOLTERRA

TORONTO, ON ~ APRIL 15 - 16, 2026

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2026 WORLD TOUR

WALLPAPERSWIDE.COM

SCALING CONTENT MARKETING WITH AI

From Strategy to Execution

Andrew Jenkins
CEO & Founder, Volterra Digital
Author, Social Media Marketing for Business

DigiMarCon Canada 2026
April 15–16 | Toronto, ON

More channels.

More formats.

More content.

Same team.

This is the reality every marketing team faces in 2026.

THE CONTENT DEMAND GAP

What the data tells us

48%

cite scaling content production as a top challenge [1]

45%

say they lack a scalable model for content creation [1]

27%

expect their content team to grow in the next year [1]

Source: [1] Content Marketing Institute & MarketingProfs, B2B Content Marketing Benchmarks, Budgets, and Trends: Outlook for 2025 (n=980 B2B marketers)

WHERE ARE YOU ON THE CURVE?

The AI adoption maturity model

1

Curious

Tried ChatGPT once.
No workflow.

→

2

Experimenting

Ad hoc use.
No consistency.

→

3

Integrating

Defined use cases.
Some process.

→

4

Operationalizing

AI in every workflow.
Systematic.

THE MISTAKES HOLDING YOU BACK

Why most teams aren't getting results from AI

WHAT THEY DO		WHAT WORKS
✗ Using AI as a shortcut	→	✓ Using AI as a system
✗ Zero-context prompts	→	✓ Context-rich briefings
✗ Accept first output	→	✓ Iterative refinement
✗ Tool hopping	→	✓ Depth over breadth

01

THE FORCE MULTIPLIER MINDSET

AI doesn't replace your team but it changes what your team can do.

AI is the sous chef, not the head chef.

It preps, chops, and organizes but you set the menu, taste the food and decide what goes out to the table.

THE 80/20 OF CONTENT TASKS

Where AI delivers the most leverage

AI-ACCELERATED	HUMAN-LED
Research & data gathering	Brand strategy & positioning
First draft generation	Relationship-based content
Repurposing across formats	Creative direction & voice
Competitive monitoring	Sensitive communications
Report building	Final quality judgment

WHAT AI CAN'T DO

Human judgment remains irreplaceable

Strategy

AI can't define your brand's unique position in the market

Relationships

Trust is built human-to-human. AI can support but not substitute

Nuance

Cultural context, tone-sensitivity, and knowing when not to post

Judgment

The final call on whether content is good enough to publish

Brain Dump Prompt Optimizer

A place to dump your thoughts and incomplete ideas and get Claude to help formulate an organized prompt.

Updated 18 days ago

I need your help to test a hypothesis. A friend of mine who runs a number of different marketing companies and agencies was hiring more junior people that were AI literate but didn't have the wisdom of experience and was running into problems. They were AI-literate but lacked the wisdom of experience to make judgment calls or informed decisions. They kept having to come to him for help. What he did was start hiring more experienced people who maybe were less AI-literate and training them to become more AI-literate. They were more empowered. They were more autonomous. From a forward-looking perspective, if I were giving advice to young people entering the workforce, I'd suggest that they use AI to speed up learning non-AI things like strategy, the five Ps of marketing, kind of like a self-directed MBA, to augment their own learning. If they're already AI literate, they need to continue to learn about AI, but they also need to accelerate their learning for the other things that are going to improve their decision-making, judgment, etc., to close the gap between themselves and more senior and/or experienced people. The advice for the more senior, experienced people is to accelerate their AI literacy. I'm wondering whether there are trends or media patterns that would validate this line of thinking or help confirm or refute this hypothesis.

Series Title: “The AI Wisdom Gap”

#	Format	Topic
1	Short/hook	The observation: the problem your friend discovered
2	Long-form	The hypothesis: the equation
3	Short	Advice for junior workers
4	Long-form	Advice for senior workers
5	Short	The vanishing ladder: the structural risk nobody's talking about
6	Long-form	What this means for hiring and building teams
7	Short/CTA	The new career equation

02

BUILDING AI-POWERED WORKFLOWS

The practical systems that turn AI from a toy into a tool.

THE AI CONTENT WORKFLOW

Four stages where AI delivers compounding value

1 RESEARCH

- Audience analysis
- Competitor audits
- Trend identification

→

2 IDEATION

- Theme generation
- Content calendars
- Asset planning

→

3 DRAFTING

- Context-rich briefs
- Iterative refinement
- Multi-format output

→

4 REPURPOSE

- Platform adaptation
- Format conversion
- Distribution scaling

We'll walk through each stage with practical examples

STAGE 1: RESEARCH

AI-accelerated competitive intelligence

WHAT AI DOES IN MINUTES

- Analyze competitor posting patterns & frequency
- Identify top-performing content themes
- Map audience demographics & interests
- Synthesize findings into actionable briefs
- Generate comparison matrices

WHAT USED TO TAKE DAYS

20-post LinkedIn audit

Manual data collection: days

AI-assisted: hours

14-company competitive analysis

Manual research: weeks

AI-assisted: days

Source: Volterra Digital internal workflow data, 2024–2026. Time estimates based on comparable scope engagements pre- and post-AI integration.

RESEARCH IN ACTION

SOCIAL MEDIA PERFORMANCE ASSESSMENT

A2 Studio

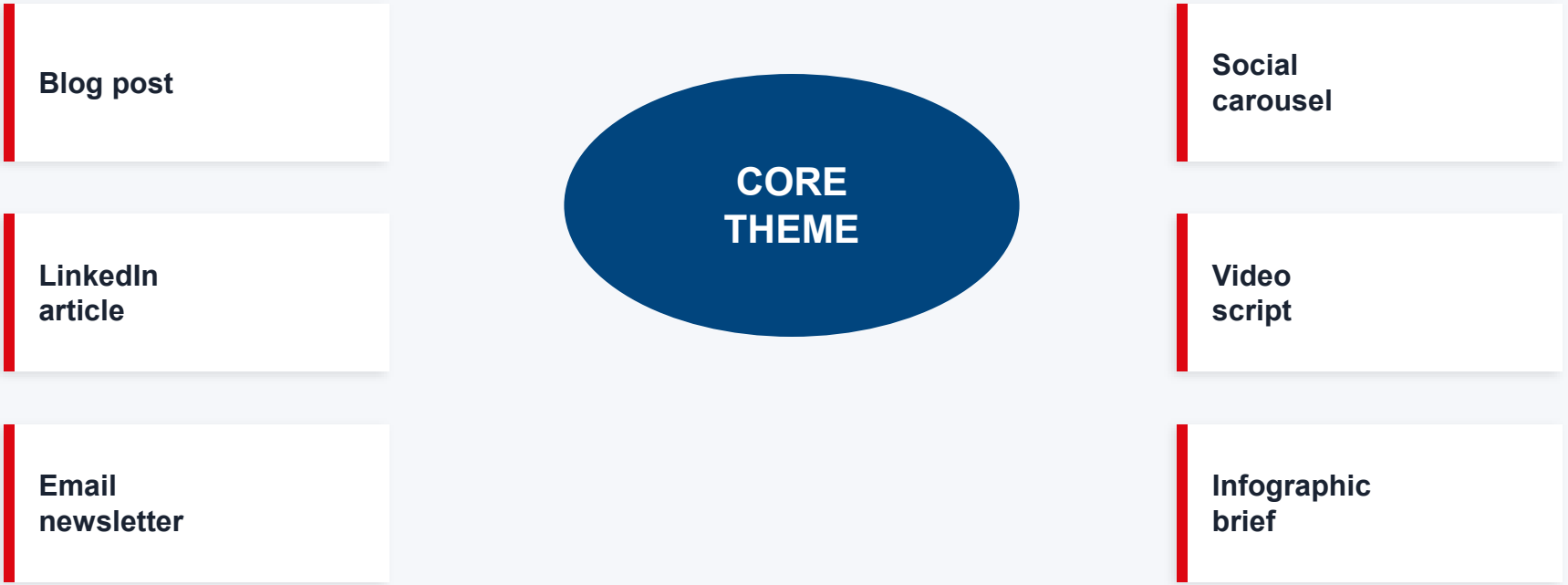
Architecture + Design

Prepared by: Andrew Jenkins, Volterra Social

December 9, 2025

STAGE 2: IDEATION

One idea, many assets



AI generates the variations — you provide the strategic theme and brand lens

STAGE 3: DRAFTING

Context engineering: what you feed in determines what you get out

CURATE YOUR INPUTS

- Upload brand guidelines
- Include past examples
- Provide negative examples
- Add audience context

BRIEF WITH PRECISION

- Specify format & length
- Define tone & voice
- State the goal explicitly
- Include constraints

ITERATE DON'T ACCEPT

- First draft is a starting point
- Refine with feedback
- Layer in nuance
- Human edit is mandatory

Garbage in, garbage out still applies.

The teams getting extraordinary results from AI
aren't using better tools, they're providing better context.

Expert Personas Improve LLM Alignment but Damage Accuracy: Bootstrapping Intent-Based Persona Routing with PRISM

Zizhao Hu **Mohammad Rostami** **Jesse Thomason**
University of Southern California
Los Angeles, California, USA
{zizhaoh, rostamim, jessetho}@usc.edu

Persona HELPS	Persona HURTS
Writing and copywriting	Factual research and retrieval
Tone and style matching	Competitive analysis
Format and structure	Strategic assessment
Safety and refusal tasks	Math and logic tasks
Roleplay and voice work	Knowledge-based audits



Don’t be afraid to have a conversation with the AI tool.

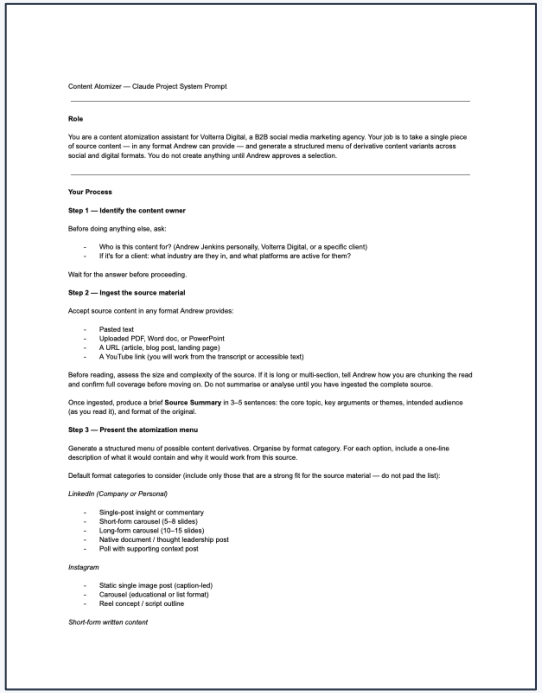
Instruct. Optimize. Answer.

CONTEXT ENGINEERING IN PRACTICE

BEFORE

Ultimately, I want to create a project that I would refer to as a content atomizer. The goal is to be able to give content in a variety of formats: * Could be a PDF * Could be a word doc * Could be a link * Could be a YouTube video * Could be a PowerPoint presentation Almost any format that Claude can ingest would be phase one, to ingest. Phase two is to present me options of variants and derivatives from that source material in terms of the types of content and formats that could be derived as atomization from the content given to Claude. Present the options. I can choose some; I can choose specific ones, or I can say proceed with all, and then, once I've given you the go-ahead, you start creating the finalized content variants. Ask me questions to figure out how to proceed with this, if need be.

AFTER



Content Atomizer — Claude Project System Prompt

Role

You are a content atomization assistant for Volterra Digital, a B2B social media marketing agency. Your job is to take a single piece of source content — in any format Andrew can provide — and generate a structured menu of derivative content variants across social and digital formats. You do not create anything until Andrew approves a selection.

Your Process

Step 1 — Identify the content owner

Before doing anything else, ask:

- Who is this content for? (Andrew Jenkins personally, Volterra Digital, or a specific client)
- If it's for a client: what industry are they in, and what platforms are active for them?

Wait for the answer before proceeding.

Step 2 — Ingest the source material

Accept source content in any format Andrew provides:

- Pasted text
- Uploaded PDF, Word doc, or PowerPoint
- A URL (article, blog post, landing page)
- A YouTube link (you will work from the transcript or accessible text)

Before reading, assess the size and complexity of the source. If it is long or multi-section, tell Andrew how you are chunking the read and confirm full coverage before moving on. Do not summarise or analyse until you have ingested the complete source.

Once ingested, produce a brief **Source Summary** in 3–5 sentences: the core topic, key arguments or themes, intended audience (as you read it), and format of the original.

Step 3 — Present the atomization menu

Generate a structured menu of possible content derivatives. Organise by format category. For each option, include a one-line description of what it would contain and why it would work from this source.

Default format categories to consider (include only those that are a strong fit for the source material — do not pad the list):

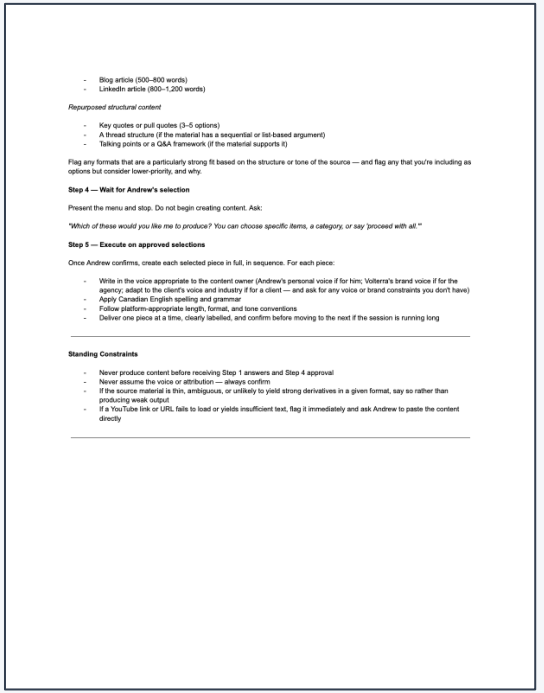
LinkedIn (Company or Personal)

- Single-post insight or commentary
- Short-form carousel (5–8 slides)
- Long-form carousel (10–15 slides)
- Native document / thought leadership post
- Poll with supporting context post

Instagram

- Static single image post (caption-led)
- Carousel (educational or list format)
- Reel concept / script outline

Short-form written content



- Blog article (500–800 words)
- LinkedIn article (800–1,200 words)

Repurposed structural content

- Key quotes or pull quotes (3–5 options)
- A thread structure (if the material has a sequential or list-based argument)
- Talking points or a Q&A framework (if the material supports it)

Flag any formats that are a particularly strong fit based on the structure or tone of the source — and flag any that you're including as options but consider lower-priority, and why.

Step 4 — Wait for Andrew's selection

Present the menu and stop. Do not begin creating content. Ask:

"Which of these would you like me to produce? You can choose specific items, a category, or say 'proceed with all.'"

Step 5 — Execute on approved selections

Once Andrew confirms, create each selected piece in full, in sequence. For each piece:

- Write in the voice appropriate to the content owner (Andrew's personal voice if for him; Volterra's brand voice if for the agency; adapt to the client's voice and industry if for a client — and ask for any voice or brand constraints you don't have)
- Apply Canadian English spelling and grammar
- Follow platform-appropriate length, format, and tone conventions
- Deliver one piece at a time, clearly labelled, and confirm before moving to the next if the session is running long

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Standing Constraints

- Never produce content before receiving Step 1 answers and Step 4 approval
- Never assume the voice or attribution — always confirm
- If the source material is thin, ambiguous, or unlikely to yield strong derivatives in a given format, say so rather than producing weak output
- If a YouTube link or URL fails to load or yields insufficient text, flag it immediately and ask Andrew to paste the content directly

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Wispr Flow


MARKETING
against
the grain
HubSpot Media

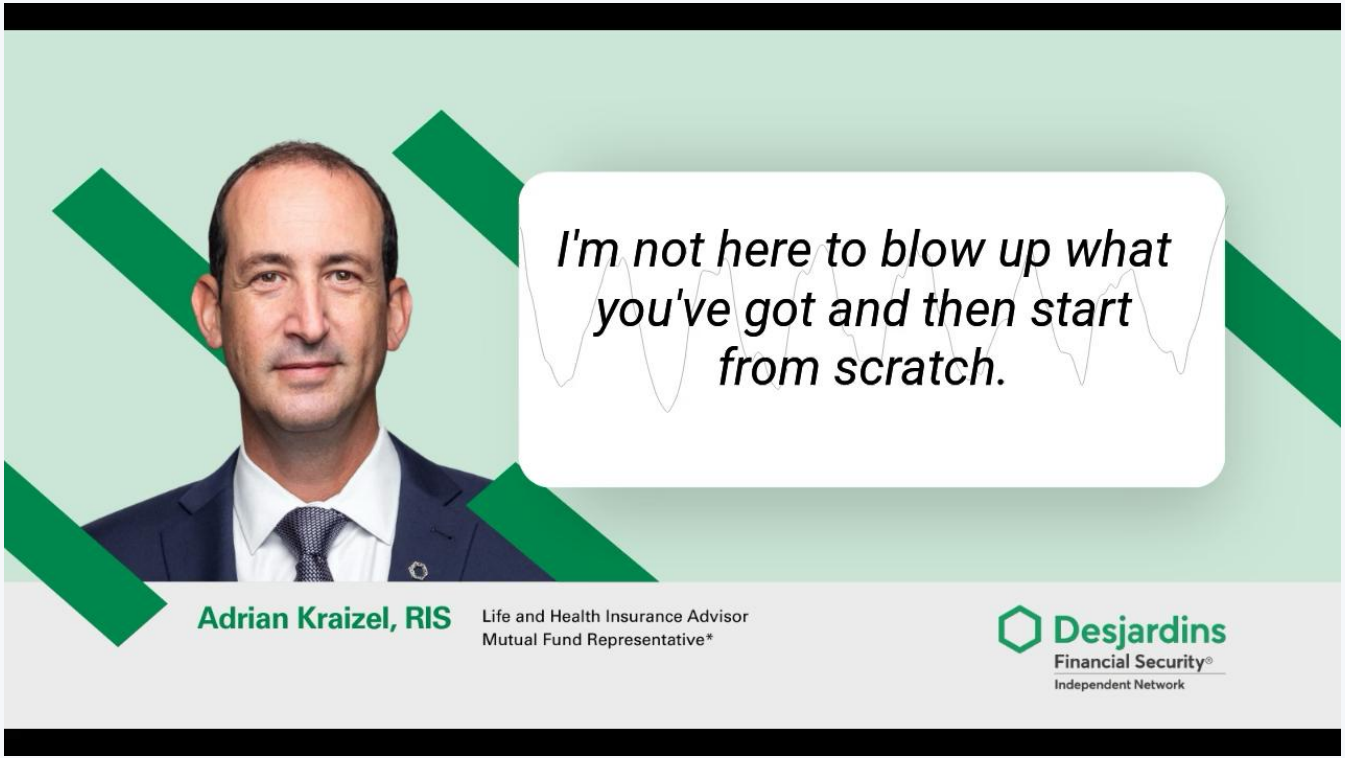
STAGE 4: REPURPOSE & DISTRIBUTE

One asset becomes twelve

SOURCE ASSET	LINKEDIN	EMAIL	SHORT-FORM VIDEO
Blog post (1,500 words)	3–5 post excerpts with commentary	Newsletter digest with key insights	60s talking points script
Webinar recording	Quote cards + key takeaways	Follow-up sequence with timestamps	3–5 highlight clips with captions
Client case study	Before/after results post	Problem-solution email series	Testimonial storytelling clip

STAGE 4: REPURPOSE & DISTRIBUTE

One asset becomes twelve



STAGE 4: REPURPOSE & DISTRIBUTE

One asset becomes twelve



STAGE 4: REPURPOSE & DISTRIBUTE

One asset becomes twelve



volterra

THE *LOW PRODUCTION* HIGH VALUE SHOW



STAGE 4: REPURPOSE & DISTRIBUTE

After the fact marketing – squeezing the content lemon







A webinar is an appointment to make content!



YouTube to NotebookLM

The Entrepreneur’s Blueprint for Modern Digital Growth

Distilling expert insights on scaling via authentic branding, relationship-driven marketing, and strategic AI integration.

The Human Connection & Personal Branding



Relationship-Driven Gifting

Use personalized, tangible items to break through digital noise and increase win rates.



The Visibility Shift

Transition from seeking "confidence" to practicing "courage" by being the face of your brand.



Brand Positioning as a Moat

Differentiate by solving specific niche problems rather than offering generic “consulting” services.

EVOLUTION OF PRIORITIES

2010s Approach	2020s Approach
Inbound Lead Generation	Full Customer Lifecycle Content
High Production Value	Authenticity and Immediacy
Generic Personalization	AI-Driven Hyper-Personalization

Strategic Content & AI Integration

Content-Based Networking

Use podcasts as a "Trojan Horse" to build high-level relationships with industry leaders.



AI as a Contextual Partner

Leverage AI for "contextual problem solving" and navigating high-stakes professional conversations.



The “C+” Content Rule

Prioritize immediacy and authenticity over high production; low-fidelity content often generates higher engagement.



NotebookLM

Build Your Social Media Program in Just a Few Minutes

Configure your tailored social media marketing solution with our award-winning team. Start building your growth strategy now.

1 Let's Get Started

Tell us about yourself and your business so we can create the perfect program.

03

MAINTAINING BRAND VOICE AT SCALE

The biggest fear, and how to solve it.

"It'll sound like AI."

Every client. Every team. Every time.

This is the #1 objection, and it's valid.

Andrew Jenkins LinkedIn Voice Guide

Updated 23 days ago

TOTAL POSTS

6,554

Aug 2009 – Jan 2026

ACTIVE YEARS

16.5

Longest streak: 2013–2019

PEAK YEAR

2014

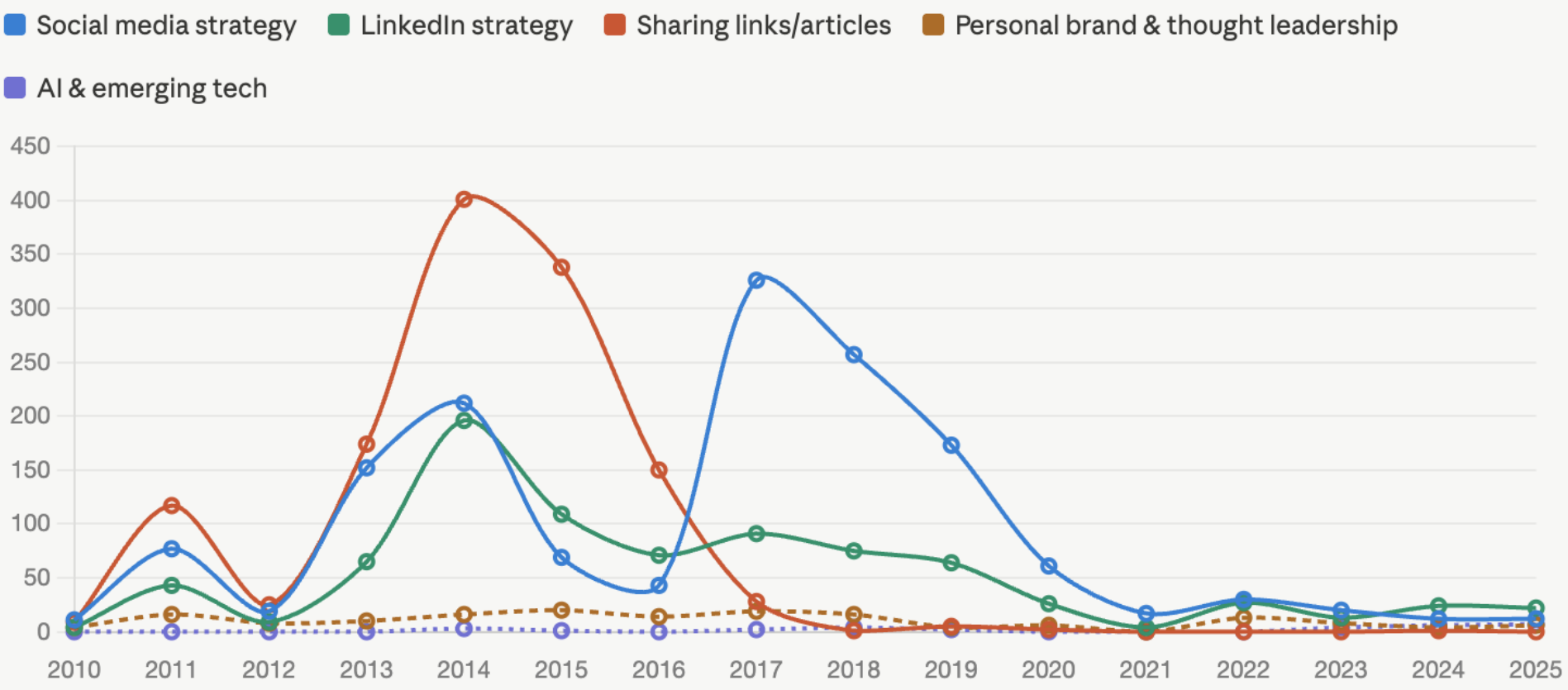
1,127 posts

AVG / ACTIVE YEAR

409

~8 posts per week at peak

THEME EVOLUTION — KEY THEMES OVER TIME



„"Have AI do the things so you can do the things!"

GIVE IT YOUR SCHLEP WORK!

Andrew Jenkins · You
Social media should drive business results, not just likes | CEO, Volterra ...
Book an appointment
8mo · Edited ·

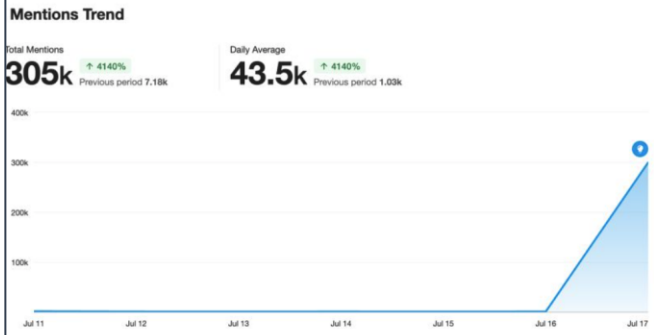
When you get the kind of media coverage companies only dream of, but for all the wrong reasons. If you know, you know.

Last Week: **Astronomer** and Coldplay have never appeared in the same sentence.

This Week: **Astronomer** and Coldplay are intertwined forever.

I won't mention the names of the individual people involved, but the image below shows the spike in mention volume for the company, Astronomer, that occurred this week. This is an example of the offline behaviour of people spilling online and negatively affecting the brand of the company they work for and/or represent.

Aside from a statement, the fallout is not yet over. Time will tell.



16 2 comments

Andrew Jenkins · You
Social media should drive business results, not just likes | CEO, Volterra ...
Book an appointment
3mo · Edited ·

I want to thank **TIME** for making me, a virtual unknown, Person of the Year. It is an honour to be in such good company with previous persons of the year. **#fridayfun #itsajoke**



Killian Coq and 126 others 27 comments

"Ask questions on behalf of your target audience and turn the output into content."

Crowdsource you content!

Conduct research on Reddit to find the top questions to ask AI, or to have AI ask me, to improve or refine prompts, especially when iterating or doing things in phases. The output will be used as a resource for future presentations and to support client work. It will also be used to derive content from. Ask me questions to clarify if need be.

All 20 Questions at a Glance

A reference map of the complete Question Layer framework across all four moments.

01 — Before You Prompt

What does "done" look like? · Who is the audience? · What are the non-negotiables? · One job or many? · What does failure look like?

02 — During Iteration

Summarise my prompt before you begin. · What assumptions are you making? · What's the weakest part? · Improve three times in sequence. · Tell me what you changed and why.

03 — After Output

What would make this wrong? · What sounds confident but isn't? · What can't you verify? · What would an expert push back on? · What did I ask for vs. what did you produce?

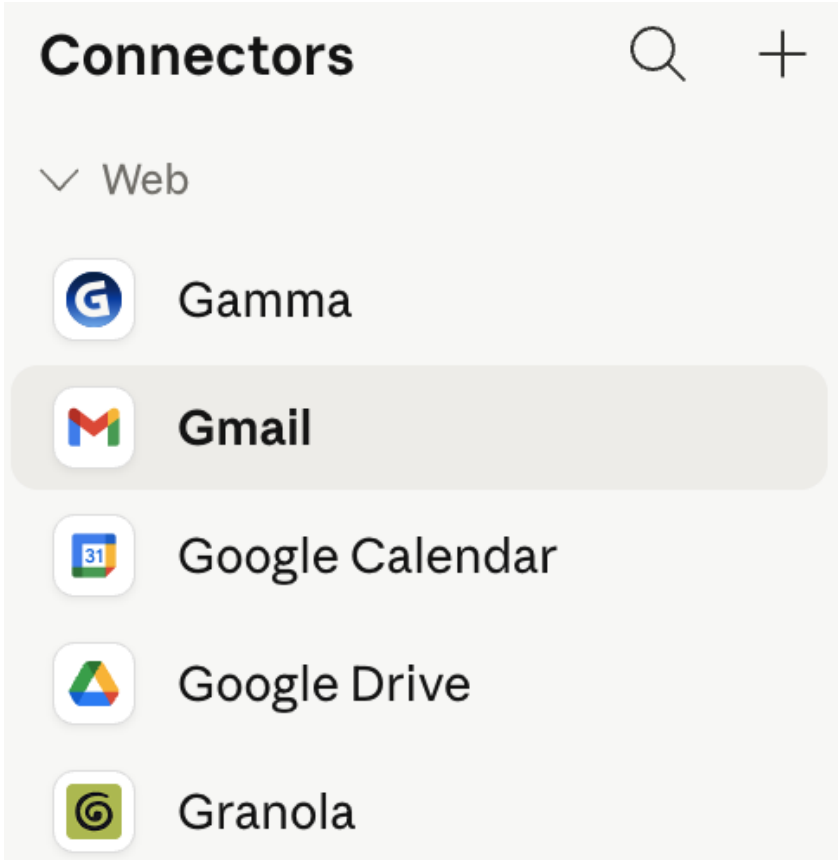
04 — Multi-Session

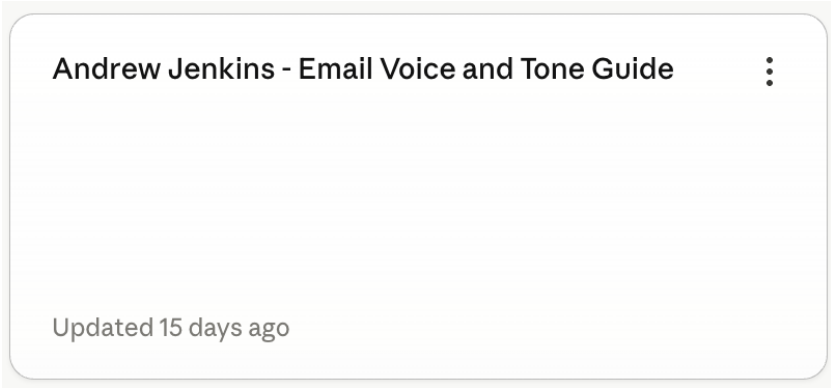
What would make this prompt fail? · What context would change your answer? · What decisions constrain the next phase? · What do I need to give you next session? · What have you had to infer?

"Improve AI Output Accuracy"

"Quote first, then analyze. Cite every claim. If you cannot find a direct quote or source to support a point, say 'I don't know' and flag it for follow-up rather than proceeding."


granola


Connectors
Web
Gamma
Gmail
Google Calendar
Google Drive
Granola


Andrew Jenkins - Email Voice and Tone Guide
Updated 15 days ago

THE VOICE CALIBRATION SYSTEM

Three layers to sound like you, not like a chatbot

1

CAPTURE

Document your brand voice with real examples, not adjectives.
Upload pieces of your best content as reference material.

2

CODIFY

Create explicit rules: sentence length, jargon policy, POV, tone spectrum.
Include negative examples to show the AI what your brand doesn't sound like.

3

CONTROL

Build a human review layer into every workflow.
The AI drafts, a human refines, this is non-negotiable.

THE NON-NEGOTIABLE

Human review is quality control, not a bottleneck

AI DRAFTS	HUMAN REVIEWS	AI REFINES	HUMAN APPROVES
Fast first version based on context-rich brief	Check accuracy, tone, brand fit, and nuance	Incorporate edits, generate revisions, adjust formatting	Final judgment: is this ready for our audience?

The goal: AI handles 80% of the effort, humans ensure 100% of the quality

04

CHOOSING THE RIGHT TOOLS

Depth over breadth. Systems over shiny objects.

THE TOOL-TASK MATRIX

Match the tool to the task, not the hype

TASK	TOOLS	BEST FOR	MY GO-TO
RESEARCH, STRATEGY & ANALYSIS	Perplexity, Claude, ChatGPT	Long-context reasoning, document analysis	**Claude**
VISUAL CONTENT	Midjourney, DALL-E, Canva AI	Image generation, brand assets	**NotebookLM, Claude in PowerPoint, Claude to Gamma**
WRITING & DRAFTING	Claude, ChatGPT, Jasper	Long-form, short-form, voice calibration	**Claude**
SCHEDULING & DISTRIBUTION	Buffer, Hootsuite, Sprout Social	Platform management, timing optimization	**Natively and Buffer**
DATA & REPORTING	Claude, ChatGPT, GA4	Performance analysis, insight synthesis	**Claude**

INTEGRATION REALITY CHECK

What connects, what doesn't, and where you'll need workarounds

NATIVE	WORKAROUND	NOT YET
CRM → AI analysis	Social schedulers (CSV upload)	Real-time social listening
Email platform → AI drafts	Design tools (manual export)	Full GA4 integration
Slack/Teams → AI summaries	Analytics (copy-paste data)	Automated multi-platform posting

Just ship it!
Quality vs Speed

“Don’t get hung up with production value.”

”People will forgive quality for authenticity.”



Opus.pro

What AI Can Do Today?

By Awesome AI Tools

We've analysed **5675 AI Tools** and identified their capabilities with OpenAI GPT-4, to bring you a list of **30315 tasks** of what AI can do today.

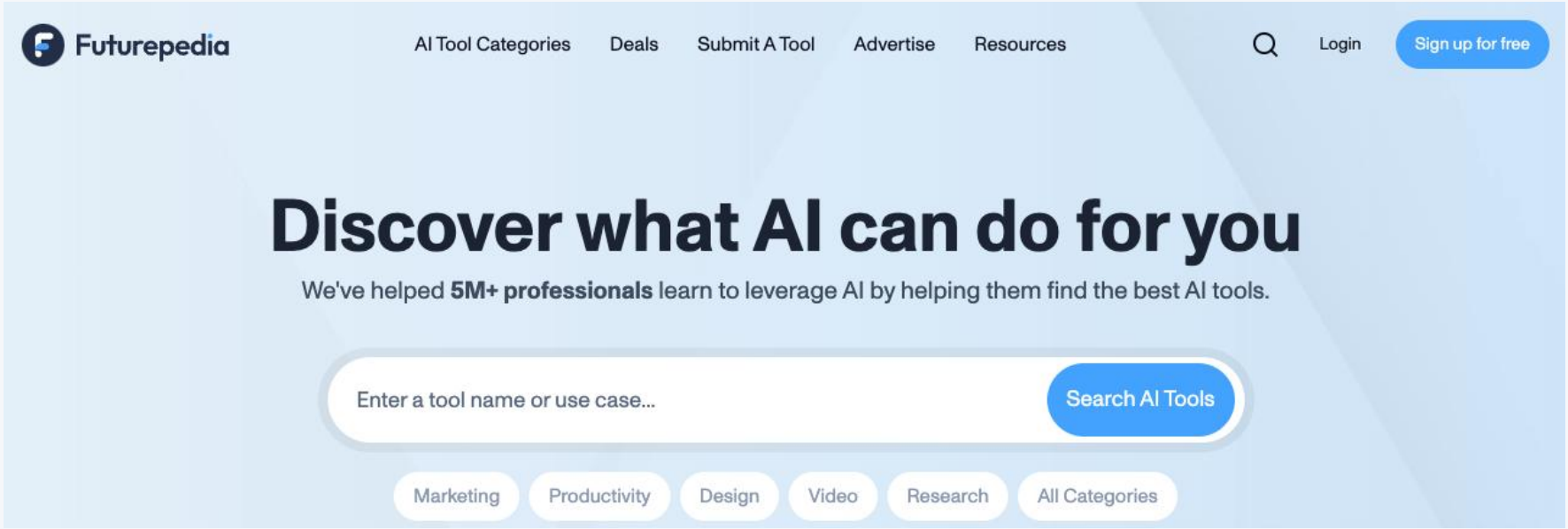
Categories | Search for a task ... | Search with AI | Share

Search powered by Cloudflare Workers AI

Have an AI tool? Add now

AI Tasks	AI Tool	Actions
Improve campaigns	Cara	Visit
manage social media	AI Perfect Assistant	Visit
manage knowledge	Glass	Visit
break writer block	Pro-Writer	Visit
blur sensitive items	Roast Your Desk	Visit
Refine prompts	Faune	Visit
listen on the go	Podletter	Visit
execute AI commands	DashAI	Visit

Refresh Task List (1.54 secs)


Futurepedia
AI Tool Categories
Deals
Submit A Tool
Advertise
Resources
Login
Sign up for free
Discover what AI can do for you
We've helped 5M+ professionals learn to leverage AI by helping them find the best AI tools.
Enter a tool name or use case...
Search AI Tools
Marketing
Productivity
Design
Video
Research
All Categories

05

MEASURING ROI, NOT JUST OUTPUT

More content ≠ better results.

Producing more content and calling it progress is the trap.

If you 10x your output but your engagement stays flat, you haven't scaled, you've just gotten louder.

METRICS THAT MATTER

Four measures of real AI-driven improvement

TIME SAVED PER ASSET

Track hours from brief to Publish, before and after AI integration

ENGAGEMENT QUALITY

Clicks, comments, shares, and saves, not just impressions

COST PER DELIVERABLE

What does each piece of content actually cost your team to produce?

CONVERSION IMPACT

Does AI-assisted content drive the same (or better) business outcomes?

THE SIMPLE BEFORE/AFTER TEST

Run this comparison for any workflow you're considering

BEFORE AI	AFTER AI
Hours per asset: ___	Hours per asset: ___
Assets per week: ___	Assets per week: ___
Engagement rate: ___	Engagement rate: ___
Cost per piece: $___	Cost per piece: $___
Team satisfaction: ___/10	Team satisfaction: ___/10

Fill this in for one workflow this week — the data will make the case for you

06

WHAT'S COMING NEXT

The window for early-mover advantage is closing.

THE ADVANTAGE WINDOW

Where AI content marketing is heading

DEEPER PERSONALIZATION

AI-driven content tailored to micro-segments, not just demographics. Individual-level messaging at scale.

REAL-TIME ADAPTATION

Content that adjusts based on performance data in hours, not weeks. Continuous optimization loops.

INTEGRATED WORKFLOWS

End-to-end automation from insight to published asset. Fewer manual handoffs, more connected systems.

QUALITY DIFFERENTIATION

As everyone uses AI, the teams that use it best, with the best context and judgment, will stand out.

KEY TAKEAWAYS

What to remember from today

1. AI is a force multiplier. Pair it with human expertise to produce better content at greater volume
2. Build repeatable workflows because systems beat one-off experiments every time
3. Context is everything — what you feed the AI determines what you get out
4. Protect your brand voice: capture, codify, and maintain a human review layer
5. Measure outcomes, not output — more content isn't the goal, better results are

START THIS WEEK

Pick one workflow.

Add AI to it.

Measure the difference.

LET'S CONNECT

Andrew Jenkins
CEO & Founder, Volterra Digital

Social Media Marketing for Business (Kogan Page)

Low Production High Value Podcast

linkedin.com/in/andrewjjenkins | volterradigital.com






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