



CLIENT CASE STUDY:

Building a Localized Content Engine with AI

BACKGROUND

A construction company with a strong design-build reputation was expanding its presence in a new market. The leadership team, including a CEO with a mergers and acquisitions background, was eager to lean on AI to streamline content planning, generate campaign ideas, and make more confident marketing decisions.

They had already completed sessions on brand identity and customer personas, which revealed multiple client tiers. The team wanted to transform that clarity into consistent, persona-aligned content, and they needed a tool that could bridge strategic insight with day-to-day execution.

CHALLENGES

The CEO envisioned a marketing process where AI could serve as a strategist, content creator, and campaign planner. But typical content tools lacked two things:

1. **Localization** — Most AI tools couldn't generate ideas grounded in local communities, neighborhoods, or outreach channels.
2. **Persona Depth** — The team had a nuanced customer segmentation model, but generic prompts produced surface-level content that didn't speak to each tier's real triggers or goals.

They needed a solution that could work like a content manager with strategic tendencies, in addition to speak their local and operational language.

SOLUTION

Using the insights from their prior sessions, we built a custom version of the Content Planning & Writing Assistant designed exclusively for their team. The tool was:

- Programmed with their five service tiers and customer personas
- Embedded with region-specific outreach logic, ZIP codes, and neighborhood identifiers
- Trained to recommend both digital content and offline community engagement tactics
- Guardrailed to offer human strategist recommendations when prompts exceeded AI's limitations

We also equipped the team with a Campaign Starter Prompt, a prompt library spreadsheet, and a First Use Guide to ensure long-term, independent use.

RESULTS

During the guided session, the assistant helped the team:

- Craft messaging for a persona-driven campaign focused on storm restoration
- Identify strategic local touchpoints including HOA Safety Days, military retiree orgs, and county agencies
- Generate and refine captions, landing page copy, and cold call talking points
- Begin developing a system for prompt reuse and campaign planning cycles

While the session included hybrid format challenges, the assistant provided a flexible, repeatable framework the team could continue to evolve.

CLIENT REFLECTION

"We're building a brand in a market that's new to us. This tool gave us the starting point, now we know how to keep moving."