

AI-ENABLED AGENCY INTELLIGENCE

AI INSIGHT

Client context · content and voice · recommendations

AGENCY INTELLIGENCE

AI-ENABLED CLIENT INTELLIGENCE FOR PR TEAMS

Give smarter advice and free up more time for higher-level account work.

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CLIENT INTELLIGENCE

AGENCY ACTION

Timely ideas · stronger points of view · more capacity.



PRACTICAL ADVISORY

I help agencies give better advice.

SMARTER ADVICE. HIGHER-LEVEL ACCOUNT WORK.

Strategic Communications Advisory · Agency Practice Leadership

I've been working in the agency world for a long time, and over the past year or two have embraced AI to not only help with low-level tasks, but surface new ideas that help me bring more value to my clients.

I have recently started working with agencies to teach them what has worked for me. This can range from simple ideation to research to skills and tool creation.

I enjoy this work and also the sigh of relief that agencies feel when they know that they're not only not being left behind, but are more competitive than ever.

INDUSTRY REALITY

AI is already changing the pace of PR work.

75%

of PR professionals use AI

93%

say AI helps them finish
faster

78%

say it improves work quality

72%

use AI for first drafts

Source: Muck Rack, *State of AI in PR 2025* • Self-reported; does not establish causation.

STRATEGIC IMPERATIVE

The shift is already underway.

CLIENT INTELLIGENCE SYSTEM

Build a client intelligence system for every client.

Each client has its own intelligence system for the account team to use across the work.

01 BUSINESS
Client goals
Goals and priorities

02 CLIENT
Content & voice
Language, voice, and past content

03 MARKET
Market information
News, competitors, and opportunities

THE BRIDGE

CLIENT INTELLIGENCE

One shared system for every account.

Built to agency standards.

AGENCY STANDARDS

Client intelligence system

House style, review rules, and approved templates.

GOALS

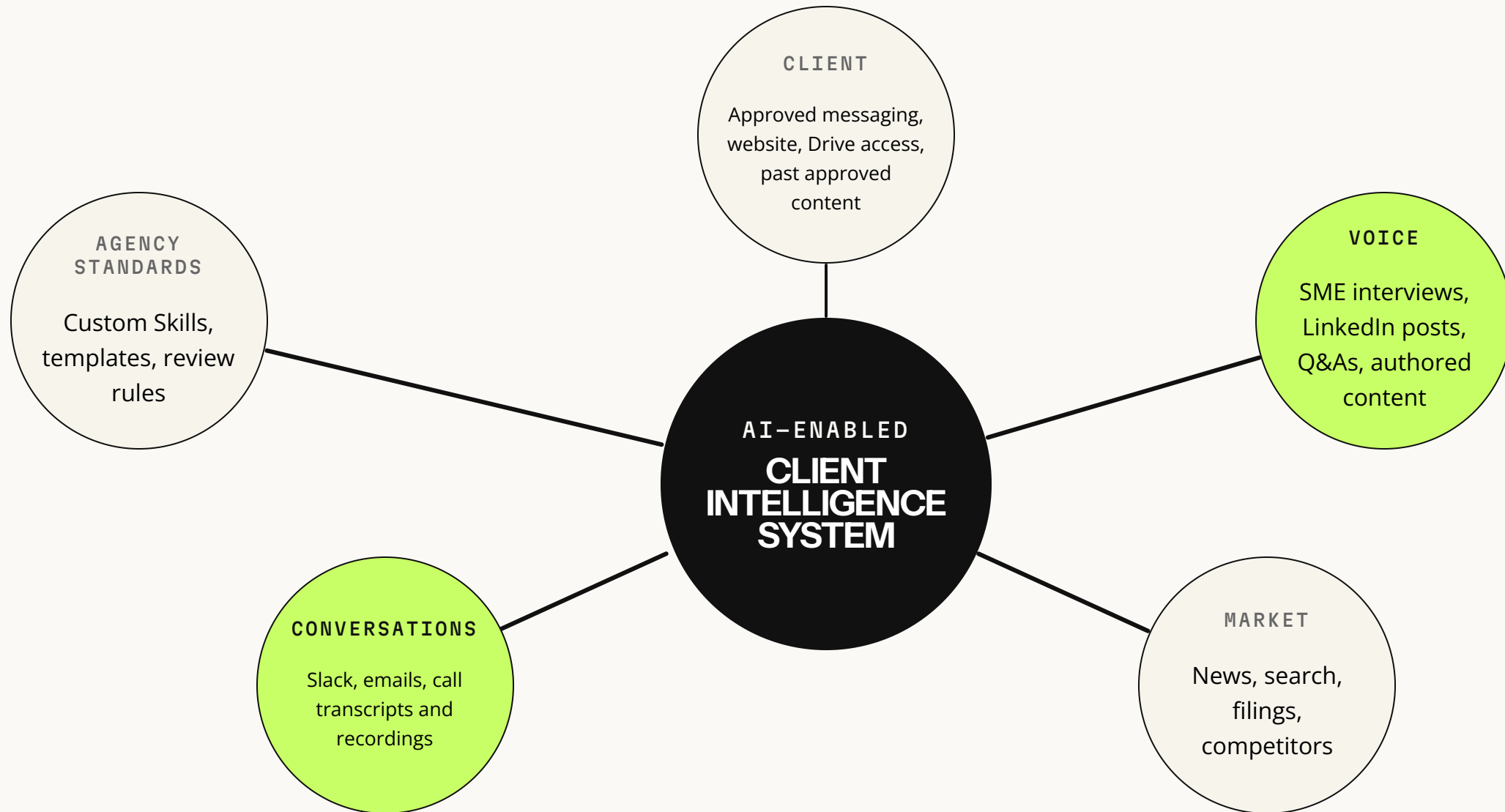
CONTENT

VOICE

MARKET

STANDARDS

One client intelligence system, informed from every angle.



From signals to channel-ready outputs.

Smarter advice. More time for higher-level account work.

STAGE 01 • GATHER

Signals

- Client news
- Market signals
- Competitors
- Client voice
- Expert input

STAGE 02 • SYNTHESIS

Synthesis

Signal: What changed.

Impact: Why it matters.

Opportunity: Where to contribute.

Response: What to do next.

STAGE 03 • EXECUTION

Channel outputs

THOUGHT LEADERSHIP

SOCIAL POSTS

NEWSLETTERS

PRESS RELEASES

BYLINES AND BLOGS

PRESENTATIONS

PLANS

PAYOFF & START

Smarter advice. More time for higher-level account work.

Helps teams give smarter advice and frees up more time for higher-level account work.

AGENCY FOUNDATION

\$2,000

Method, standards,
sources, and training

PER-CLIENT SETUP

\$1,500

First working version in
one month

Start with one account. Expand after the first month.

FOUNDATION

Methodology & Standards

Shared standards and sources.

DEPLOYMENT

One-Month Pilot

Start with one account and test the model.

GOVERNANCE

Human Review

Agency teams approve every output.

EXPANSION

Expand Across Accounts

Repeat what works across accounts.