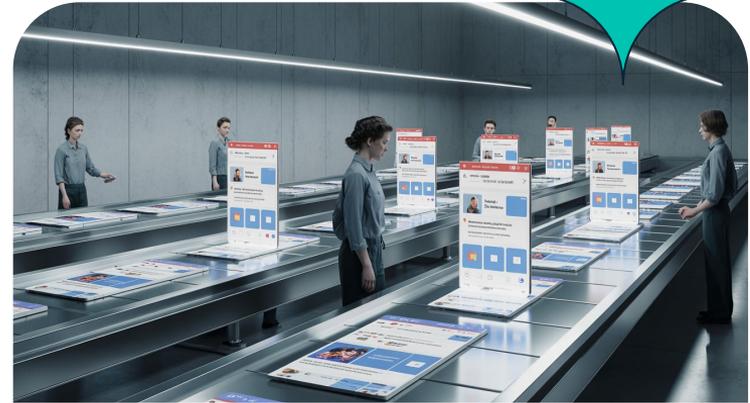# Scaling Content and Content Publishing in the AI Era

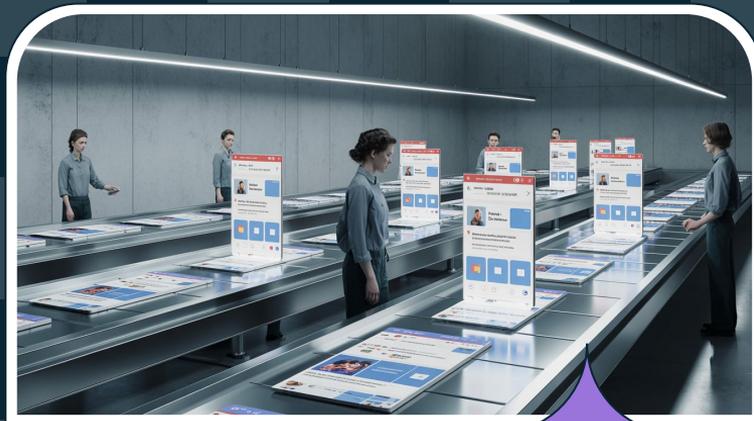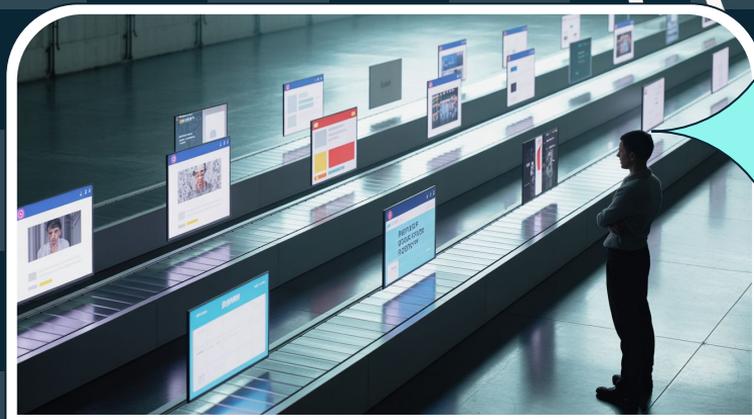# Scaling and automating content

The modern mantra

Everyone promises complex strategic and operational work reduced to simplicity and speed.

Misconception #1

Content scaling means producing more posts, videos, and landing pages faster.

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Misconception #2

AI makes content repurposing easy and fast.

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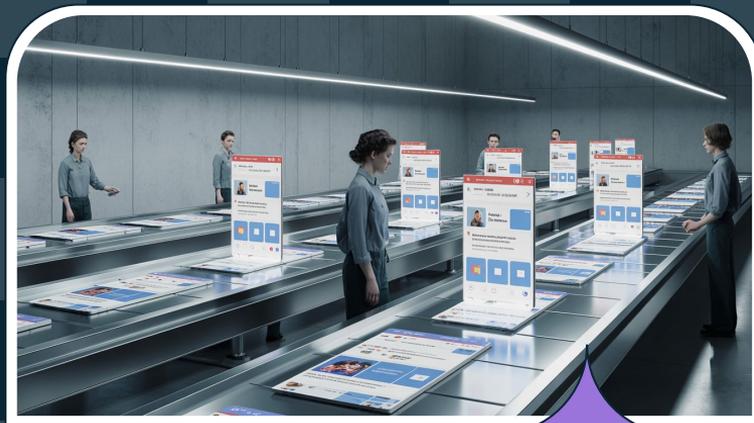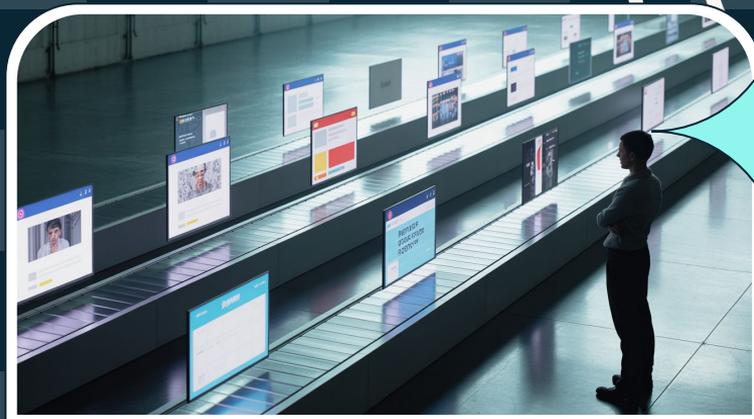
What true scaling means?

Building leverage — by repeating what works, experimenting with what's next, and mastering where it spreads.

The 5 layers of content scaling

More content

Double down on what works: proven formats, channels, and campaigns that already drive results.

New content

Experiment with formats you couldn't produce before — short video, interactive assets, explore content for a new channel.

Repurposing

Repurpose with purpose: start from a strong core idea, but adapt it natively for each platform.

AI tools

From SEO-focused editors to multi-channel scaling platforms, AI tools can amplify every layer, if used with strategy.

Distribution

Test new channels. Create platform-first content. Test, refine, and scale through SEO and AEO.

A Sample Content Scale Map

Channel / Content Formats	Do More	Improve	Test New
Owned Content	Blog / Resource Hub	Website AEO pages	Interactive tools
Social Platforms	LinkedIn	Instagram / Threads	YouTube Shorts / TikTok
Email & Nurture	Newsletter	Automated sequences	Personalized journeys
Thought Leadership	LinkedIn articles / Podcasts	Guest contributions	Strong POVs in newsletter
Video Content	Product demos / Explainers	Long-form YouTube	YouTube Shorts
Campaign Assets	Landing pages / Case studies	Paid ad creatives	Dynamic content (A/B tests)

Where AI fits?

AI doesn't lead. It layers.

It sits on top of a working strategy and accelerates it.

5 top AI content writing & scaling tools

AI Tool	Key Features	Best For	Pricing
Jasper	Full scale content creation and automation for teams	Marketing teams managing multi-channel content	From $59/month
Surfer AI	SEO-first writing, real-time SEO score, SERP tone, multilingual	Anyone optimizing for rankings	From $79/month
ChatGPT	Custom GPTs, full brand voice control, deep research, flexible workflows, simple automation tasks	marketers & small teams wanting the most adaptable writing system	From €23/month
Writesonic	AI writing + GEO (AI-search visibility), WordPress/Zapier integrations	Marketers & teams needing content and AI-search visibility tracking in one tool	From $39/month
Rytr	Simple writing UI, 20+ tones, 30+ languages, broad templates	Solo creators & small budgets needing fast, basic drafts	Free plan + $9/month

My full breakdown (pros, cons, pricing, test results) is in this article: https://shorturl.at/iK9no

A universal approach

1. Analyze 5 great examples (landing pages, posts, video scripts).

2. Extract what makes them great — tone, flow, structure, emotional beats.

3. Turn it into a blueprint

4. Use that blueprint to create new content combined with your own ideas.

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B2B MARKETING IS
DISTRIBUTION

The future of marketing will be decided
not by those with the best ideas, but

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The process

The text

1. Transcribed Eugene video with Descript

2. ChatGPT prompt#1: "Analyze the tone and structure of this video script"

3. ChatGPT prompt#2: "Write a similar video script in the same intellectual, cinematic style based on this article <URL>. Don't force elements from the original video — only use whatever narrative, tone or structure feel relevant and fits mine. For the intellectual foundation, lean on Peter Thiel's idea that "distribution is everything."

4. Iterate as many times as needed until you're happy with the results.

The process

The visuals

1. I took 4 screenshots from Eugene's videos.
2. ChatGPT prompt#1: "Analyze the stylistic approach in these screenshots from several videos of the same creator."
3. Fed ChatGPT the text for each scene from my video script and asked it to create a prompt for a visual that illustrates my scene.
4. Pasted the prompt in Ideogram and iterated between ChatGPT and Ideogram until happy with the results.
5. Added titles to the visuals in Canva.
6. Recorded the speaking head and edited the video in Descript.

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