



Apply strategic thinking to your web and campaign content at enterprise scale.

The challenge

While marketers and editors may understand organisational objectives, they're rarely front of mind when creating or editing web and campaign content. This leads to a misalignment between the purpose of your digital channel and the investment you're making in content.

The solution

One agent that creates a concise, Opal-friendly version of your objectives and strategy that can be centrally held. Then another to rapidly review any content against that standard and highlight misalignments and opportunities to connect content to key outcomes.

How it works

The VMOS (Vision, Mission, Objectives, and Strategies) Architect agent identifies and analyses visible public content to define a concise set of objective and strategy statements for an organisation. This one-time automated process allows easy refinement, and the resulting structured reference is stored centrally so that anyone using agents can refer to it when creating or editing content. This 'North Star' standard can then be used to evaluate how effectively any piece of content within your digital channels supports that.

Enter the VMOS Content Alignment Auditor agent, which independently performs a deep-dive comparison between a target URL and the VMOS reference in order to identify any misalignments and especially how it supports specific digital strategy pillars. It scores the page performance in terms of purpose and organisational alignment, and identifies gaps and missed opportunities in order to suggest recommended page improvements.

In Opal, this can operate as a standalone process called from the chat interface, or be baked into your content process and called from workflow.

The output

The VMOS Architect creates a highly structured markdown file (.md) that can be stored directly within Opal or downloaded to store in a repository for editors or workflow to reference. The VMOS Content Alignment Auditor create a structured report within an Opal canvas that provides a RAG status, summary, alignment breakdown against strategic pillars, gap analysis, and actionable recommendations to improve performance.

It also prompts the logical next step of mocking up how the strategic pillars could be better supported by this content.

Ideal use cases

- Periodic content review
- Evolving business strategy
- Ongoing optimisation

To see how these agents can impact your content performance, get in touch.

