# Marketing Agent Pipeline — Context-Engineered Prompts (v1)

A modular, multi-agent system for end‑to‑end marketing. Designed for orchestration (e.g., Synapse.OS), with explicit artifacts, guardrails, and evaluation loops. Use this as a production blueprint and customize per brand.

## 0) Concepts & Conventions

* **Artifact** = a typed output (JSON/Markdown) saved to the repo. Every agent reads/writes artifacts.
* **Gate** = an evaluation rubric that must pass before handoff.
* **Context Pack** = scoped facts: brand, audience, competitors, tone, legal.
* **Tool** = external connector (search, ads APIs, analytics, CMS, design).

**Global Constraints**

* Optimize for clarity, evidence, and actionability.
* Always produce a succinct *Executive Summary* + *Appendix*.
* Include assumptions + confidence scores for any inference.

## 1) Data Contracts (Artifacts)

Store as JSON/Markdown; version with timestamps and provenance.

### 1.1 Brand Brief (brand\_brief.json)

{  
 "brand\_name": "",  
 "category": "",  
 "mission": "",  
 "vision": "",  
 "values": [""],  
 "positioning\_goal": "",  
 "target\_markets": [""],  
 "pricing\_model": "",  
 "proof\_points": [""],  
 "constraints": {"legal": [""], "tone": [""], "banned\_claims": [""], "competitors\_to\_avoid": [""]},  
 "kpis": {"north\_star": "", "primary": [""], "secondary": [""]}  
}

### 1.2 Research Pack (research\_pack.md)

* Market size & growth
* Category map & whitespace
* Competitor matrix (value props, pricing, channels)
* Voice of customer (top pains, jobs-to-be-done, language)
* Sources with links + evidence table

### 1.3 Persona Set (personas.json)

[  
 {  
 "name": "Archetype",  
 "segment": "",  
 "company\_size": "",  
 "industry": "",  
 "jobs\_to\_be\_done": [""],  
 "pains": [""],  
 "desired\_outcomes": [""],  
 "buying\_triggers": [""],  
 "objections": [""],  
 "preferred\_channels": [""],  
 "keywords": [""],  
 "tone\_guidance": ""  
 }  
]

### 1.4 Positioning Map (positioning.md)

* Category → Subcategory choice
* Competitive frame of reference
* For [audience], [brand] is the [unique] that [benefit], unlike [alt]
* RTBs (reasons to believe)
* One-liners & elevator pitch

### 1.5 GTM Plan (gtm\_plan.md)

* ICP prioritization & TAM/SAM/SOM
* Channel mix & budget envelope
* Offer strategy (core, wedge, expansion)
* Launch roadmap & success criteria

### 1.6 Editorial & SEO Plan (content\_plan.json)

{  
 "themes": [""],  
 "pillar\_pages": [""],  
 "supporting\_articles": [{"title":"","intent":"","primary\_kw":"","secondary\_kws":[""]}],  
 "content\_calendar": [{"date":"","asset\_type":"","title":"","owner":""}]  
}

### 1.7 Ad & Email Assets (creative\_bank/)

* Ad variants (copy + angles + hooks) in JSON
* Email sequences (welcome, onboarding, retargeting)
* Landing page sections (hero, proof, offer, CTA)

### 1.8 Experiment Specs (experiments.json)

[  
 {  
 "name": "",  
 "hypothesis": "",  
 "metric": "",  
 "variant\_count": 2,  
 "traffic\_split": {"A":50, "B":50},  
 "min\_detectable\_effect": "",  
 "runtime\_estimate\_days": 14,  
 "stopping\_rule": "",  
 "dependencies": [""],  
 "owner": ""  
 }  
]

### 1.9 Analytics Brief (analytics\_brief.json)

{  
 "business\_questions": [""],  
 "data\_sources": ["GA4","CRM","Ads APIs"],  
 "dashboards": [{"name":"","metrics":[""]}],  
 "alert\_thresholds": {"cpa\_warn": 20, "conv\_rate\_warn": 0.02}  
}

## 2) Agents & Core Prompts

Each agent has: Inputs → Process → Outputs → Gate. Keep prompts short, structured, and reference artifacts by path.

### 2.1 Research Agent (Market & Competitive)

**Inputs:** brand\_brief.json

**System Prompt (template):**

You are Research Agent. Task: produce `research\_pack.md` grounded in cited, reputable sources.  
1) Map category, market size/growth. 2) Build competitor matrix (value prop, pricing, channels, messaging). 3) Extract VoC from reviews/forums.  
Constraints: provide links, avoid speculation, add confidence scores. Deliver an Executive Summary first.

**Gate:** Source quality ≥ B, Evidence completeness ≥ 80%.

### 2.2 Positioning Agent

**Inputs:** brand\_brief.json, research\_pack.md

**System Prompt:**

You are Positioning Agent. Synthesize a crisp positioning statement and `positioning.md`.  
Must include: frame of reference, point of difference, RTBs, 3 one-liners (value, credibility, emotion), and 30-sec pitch.  
Produce 3 options ranked by defensibility and distinctiveness.

**Gate:** Clarity, distinctiveness, proof alignment (scorecard ≥ 4/5 each).

### 2.3 Persona Agent

**Inputs:** research\_pack.md

**System Prompt:**

You are Persona Agent. Create `personas.json` (3–5 personas) using JTBD.  
For each: pains, desired outcomes, triggers, objections, preferred channels, keywords, tone.  
Include anti-persona.

**Gate:** Coverage of primary segments ≥ 90% of TAM; Objections/Triggers grounded in evidence.

### 2.4 GTM Agent

**Inputs:** brand\_brief.json, positioning.md, personas.json

**System Prompt:**

You are GTM Agent. Create `gtm\_plan.md` with channel mix, budget envelopes, offer hierarchy, launch waves, and success criteria tied to KPIs.  
Provide 30-60-90 plan and risk mitigation.

**Gate:** KPI linkage & feasibility check pass (budget realism, channel-audience fit).

### 2.5 Editorial & SEO Agent

**Inputs:** positioning.md, personas.json

**System Prompt:**

You are Editorial & SEO Agent. Produce `content\_plan.json`.  
Map themes→pillars→clusters. Provide titles, intents, primary/secondary keywords, and a 8-week calendar.  
Include internal-linking plan and schema.org suggestions.

**Gate:** Intent match, competition difficulty spread, topical authority build.

### 2.6 Long-form Copy Agent

**Inputs:** content\_plan.json, brand\_brief.json

**System Prompt:**

You are Long-form Copy Agent. Generate draft articles/whitepapers.  
Follow brand tone, include evidence, CTAs, and scannable structure. Return Markdown with reading-time and TL;DR.

**Gate:** Readability (FK score), originality, SEO on-page checklist.

### 2.7 Short-form Creative Agent (Ads/Social)

**Inputs:** positioning.md, personas.json

**System Prompt:**

You are Short-form Creative Agent. Create ad variants for FB/Google/LinkedIn.  
For each persona: 5 hooks, 3 angles, 5 headlines, 3 primary texts, 2 descriptions, 3 CTAs.  
State the persuasion tactic per variant (pain-agitate-relieve, proof-first, curiosity, outcomes).

**Gate:** Variant diversity, compliance, and persona-language match.

### 2.8 Email Journey Agent

**Inputs:** personas.json, lifecycle stage, offer details

**System Prompt:**

You are Email Journey Agent. Build sequences: Welcome (5), Onboarding (5), Retargeting (4).  
Each email: subject lines (3), preview text, body copy with modular blocks, CTA, dynamic fields.

**Gate:** Cadence sanity, spam-trigger audit, value density.

### 2.9 Landing Page Agent

**Inputs:** positioning.md, personas.json

**System Prompt:**

You are Landing Page Agent. Output a wireframe spec + copy for hero→proof→offer→FAQ→CTA.  
Include 2 above-the-fold variants (social proof-first vs. outcome-first) and 3 FAQs targeting objections.

**Gate:** Message-match with ads, fold-time clarity test (<5s rule).

### 2.10 Experiment Designer

**Inputs:** gtm\_plan.md, key bottlenecks

**System Prompt:**

You are Experiment Designer. Populate `experiments.json` with prioritized A/B tests.  
For each: hypothesis, metric, MDE, traffic split, runtime estimate, stopping rule, dependencies.

**Gate:** Statistical validity (power ≥ 0.8), ethical/compliance checks.

### 2.11 Analytics Interpreter

**Inputs:** analytics\_brief.json, data snapshots

**System Prompt:**

You are Analytics Interpreter. Draft a weekly insights memo: what's up/down, why, what to do.  
Return: KPI table, attribution notes, anomalies, and 3 prioritized actions with impact x confidence.

**Gate:** Decision usefulness; actions tie to metrics; no vanity metrics.

### 2.12 Critic/Guardrail Agent (applies to all handoffs)

**System Prompt:**

You are Critic Agent. Evaluate artifact against rubric: clarity (1–5), evidence (1–5), brand/tone (1–5), compliance (pass/fail), actionability (1–5).  
Return: scores, blockers, and exact edit suggestions.

## 3) Orchestration Workflows

### 3.1 Strategy & Positioning Pipeline

1. Research Agent → research\_pack.md
2. Persona Agent → personas.json (Gate: Critic)
3. Positioning Agent → positioning.md (Gate)
4. GTM Agent → gtm\_plan.md (Gate)

### 3.2 Messaging & Content Pipeline

1. Editorial & SEO Agent → content\_plan.json (Gate)
2. Long-form Copy Agent → drafts (Gate)
3. Short-form Creative Agent → ads/social variants (Gate)
4. Email Journey Agent → sequences (Gate)
5. Landing Page Agent → wireframe+copy (Gate)

### 3.3 Performance Marketing Pipeline

1. Experiment Designer → experiments.json (Gate)
2. Short-form Creative Agent → ad variants (Gate)
3. Landing Page Agent → variants (Gate)
4. Analytics Interpreter → weekly memo (recurring)

**Dependency Graph (YAML)**

workflows:  
 strategy\_positioning:  
 - id: research  
 agent: research  
 out: research\_pack.md  
 - id: personas  
 agent: personas  
 in: [research\_pack.md]  
 gate: critic  
 - id: positioning  
 agent: positioning  
 in: [brand\_brief.json, research\_pack.md, personas.json]  
 gate: critic  
 - id: gtm  
 agent: gtm  
 in: [positioning.md, personas.json]  
 gate: critic  
 messaging\_content:  
 - id: editorial  
 agent: editorial\_seo  
 in: [positioning.md, personas.json]  
 gate: critic  
 - id: longform  
 agent: longform  
 in: [content\_plan.json, brand\_brief.json]  
 gate: critic  
 - id: shortform  
 agent: shortform  
 in: [positioning.md, personas.json]  
 gate: critic  
 - id: email  
 agent: email  
 in: [personas.json]  
 gate: critic  
 - id: landing  
 agent: landing  
 in: [positioning.md, personas.json]  
 gate: critic  
 performance:  
 - id: experiments  
 agent: experiments  
 in: [gtm\_plan.md]  
 gate: critic  
 - id: ads  
 agent: shortform  
 in: [positioning.md, personas.json]  
 gate: critic  
 - id: lp  
 agent: landing  
 in: [positioning.md, personas.json]  
 gate: critic  
 - id: analytics  
 agent: analytics  
 schedule: weekly

## 4) Guardrails & Rubrics

**Positioning Rubric** (1–5): Distinctiveness, Relevance, Credibility, Simplicity, Defensibility.

**Copy Rubric** (1–5): Clarity, Specificity, Proof, Emotional Resonance, CTA Strength, Tone Fit.

**SEO Plan Rubric**: Search intent mapping, topical depth, internal linking, difficulty spread.

**Experiment Rubric**: Hypothesis quality, metric sensitivity, feasibility, risk, expected impact.

**Compliance**: banned claims, regulated terms, competitor comparisons policy.

## 5) Tooling Interfaces (pseudo)

connectors:  
 search: {engine: web, must\_cite: true}  
 ads:  
 google: {api\_key: env.GADS\_KEY}  
 meta: {api\_key: env.META\_KEY}  
 linkedin: {api\_key: env.LINKEDIN\_KEY}  
 analytics:  
 ga4: {property\_id: env.GA4\_ID}  
 db: {dsn: env.WAREHOUSE\_DSN}  
 cms: {provider: "Notion|Webflow|WordPress"}

**Action Schemas** (examples)

{"action":"create\_ad\_set","platform":"meta","audience":"Lookalike 1%","budget\_daily":200,"creative\_ids":[""],"kpi":"cpa <$40"}

## 6) Example Prompt Snippets (Ready-to-Use)

**Voice Adapter (used by any content agent)**

Adopt this voice:  
- Tone: {tone}  
- Style markers: {markers}  
- Lexicon to use/avoid: {use}/{avoid}  
- Reading level: {grade}  
Output a 100-word voice sample first; await confirmation before generating full assets.

**Hook Generator (ads)**

Generate 20 hooks across 5 angles (pain, outcomes, proof, novelty, cost-savings) for persona {name}. Label each hook with its angle. Keep ≤ 12 words.

**Objection Crusher (landing/email)**

List top 10 objections for {persona}. For each, provide: counter-message, proof asset, CTA.

**JTBD Synthesizer**

From these VoC excerpts, extract jobs, pains, outcomes. Return a jobs table with severity (1–5) and frequency (1–5).

**Analytics Explainer**

Explain why CPA rose last week. Consider mix shift, bids, creative fatigue, landing conversion, and attribution. Provide 3 fixes with expected impact and confidence.

## 7) Runbook (minimal)

1. Fill brand\_brief.json.
2. Trigger strategy\_positioning workflow.
3. After gates pass, trigger messaging\_content.
4. Configure budgets; run performance.
5. Schedule weekly Analytics memo; roll insights into new experiments.

**CLI (pseudo)**

synapse run strategy\_positioning --ctx brand\_brief.json  
synapse run messaging\_content --ctx artifacts/  
synapse run performance --budget 25000 --period 30d

## 8) Customization Hooks

* **Regulated modes:** healthcare, finance, education → stricter compliance gates.
* **Region/language packs** for localization.
* **Creative cadence** knobs (variant count, novelty target, refresh windows).
* **Risk knobs** for experiments (conservative/standard/aggressive).

## 9) What’s Missing to Ship

* API keys + connectors
* Brand voice samples & proof library (logos, testimonials, case studies)
* Analytics pipes (events, UTM discipline)
* Legal/compliance checklist per industry

## 10) Next Step

Share your brand brief (even rough), and we’ll instantiate this pipeline for your product in ~30 minutes, then iterate on the gates together.