

Activation Content Brief

Target Activation Dates: AI Innovate 2025 – September 17-18

Strategy

Product Focus:

Showcase how **Writer's AI solutions** empower enterprises to optimize workflows, improve knowledge management, and enforce brand consistency through **Palmyra LLMs, Knowledge Graph, and AI Guardrails**.

Content Objective:

- Position **Writer** as a leader in **enterprise AI** by demonstrating how its generative AI platform enhances content workflows, ensures compliance, and reduces hallucinations.
- Drive **awareness and engagement** around Writer's participation at AI Innovate 2025, including **live demos, networking opportunities, and expert sessions**.

Key Messages & Statistics

- **Optimize enterprise workflows** with AI-powered content generation, automation, and knowledge retrieval.
- **Knowledge Graph** integrates data from structured and unstructured sources, reducing hallucinations and improving content accuracy.
- **AI Guardrails** enforce legal, regulatory, and brand compliance across AI-generated content.
- **Trusted by leading enterprises** such as Salesforce, Uber, Intuit, and Dropbox.

Key Target Audience(s)

- **Enterprise decision-makers** (CMOs, CIOs, CTOs)
- **AI strategists and innovators**
- **Content and knowledge management professionals**

Hook for Content Timing

- AI Innovate 2025 (September 17-18)
- Major AI adoption trends in enterprise automation

Content Outline

Post – Organic

- **Channel:** LinkedIn
 - **Content Topic:**
 - Spotlight Writer's presence at AI Innovate 2025.
 - **Highlight live demos and knowledge-sharing sessions** showcasing AI-driven efficiency in content creation and enterprise workflows.
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Email – Outbound

- **Channel:** Email
 - **Content Topic:**
 - Showcase how **enterprise AI adoption** is evolving and why **Writer is leading the way**.
 - **Highlight case studies** from enterprises that successfully integrated **Writer's AI solutions**.
 - Spotlight Writer's presence at AI Innovate 2025.
 - **Highlight live demos and knowledge-sharing sessions** showcasing AI-driven efficiency in content creation and enterprise workflows.
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Blog Post

- **Channel:** Website
- **Content Topic:**
 - Showcase how **enterprise AI adoption** is evolving and why **Writer is leading the way**.
 - **Describe how Knowledge Graph** integrates data from structured and unstructured sources, reducing hallucinations and improving content accuracy.
 - **Highlight that Writer is trusted by leading enterprises** such as Salesforce, Uber, Intuit, and Dropbox.
 - **Highlight case studies** from enterprises that successfully integrated **Writer's AI solutions**.
 - Spotlight Writer's presence at AI Innovate 2025.
 - **Highlight live demos and knowledge-sharing sessions** showcasing AI-driven efficiency in content creation and enterprise workflows.