

Agentic AI, Editorial Workflows, and Editorial Quality

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Relevance of the Topic

Developments in the AI Industry

- Agentic AI as a moving target
- Agent software has initiated a new phase in AI utilisation
- This phase has profound implications for the work of content professionals
- AI agents in the content sector require governance and standards

Media Presence

Vibe-Coding and Agentic AI in the Software Industry

- Example: OpenClaw — Personal AI Assistant
- Gold rush atmosphere and *vampirism* (Yegge 2026)
- Criticism of the risks (Geuter 2026)

Agentic AI Hype in Marketing



“As a marketing leader, you have a new AI strategy mandate: leverage your team’s prompting skills to build the hybrid human-agent teams that will ultimately evolve into a super-productive autonomous workforce. The era of the tool operator is ending... It’s the dawn of the agentic frontier.” (Palmer 2026)

What Is Agentic AI?

Software Agents as Virtual Employees

- Repetitive tasks are handled by software agents
- Agents are capable of learning and are context-sensitive
- They can be interconnected

Linking Applications with AI

- Agents take over software control
- This allows entire workflows to be designed and delegated to agents
- Agents can further develop applications

Developing Agents Using Natural Language

- Agents are available to developers and end users, e.g., [Google Opal](#)
- They can be developed without programming skills, at least as prototypes

Use of Different LLMs

- Agents are not tied to a single LLM
- Models can also be used locally
- Billing is via subscriptions or usage time

Standardisation

- Open source protocol for connecting software and models: [Model Context Protocol](#)
- Example: [Zotero MCP](#)

Examples of Agentic AI

nexos.ai

- [AI in Marketing: Benefits & Real-World Use Cases | nexos.ai](#)
- [AI Agents for any task you imagine](#)

Financial Data as a Podcast

- https://services.google.com/fh/files/misc/ai_agents_handbook.pdf

Corporate and Company Strategies

Expansion of Google Cloud as an Agent Platform

- [Vertex AI Agent Builder](#)
- Wide range of offerings
- Integration with Gemini: [Vertex AI vs Gemini: Which One Should You Choose in 2025?](#)

- Close linkage with other Google services

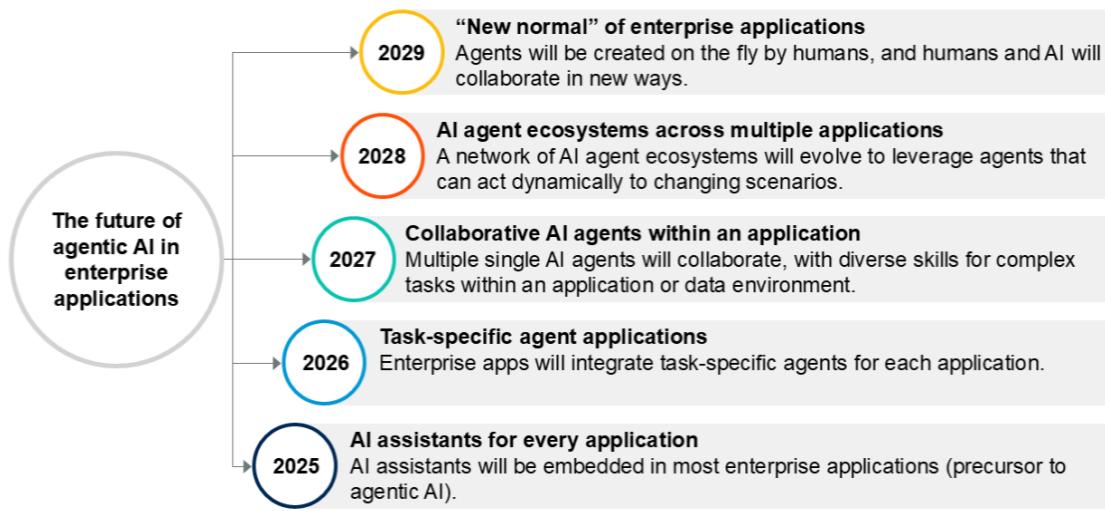
Development of Campaigns and Advertisements as a Service at Facebook

- Service for complete campaigns from 2026 ([Sweney 2025](#))
- Issues in relationships with the advertising industry ([Schultz 2025](#))

Forecasts for Agentic AI in Marketing

Gartner Forecast for Agentic AI

- By the end of 2026: Integration of AI agents in 40% of enterprise applications



Source: Gartner

Industry Assessments

- Forbes: The Era of Agentic Marketing has begun ([Bhadra 2025](#))
- Content Marketing Institute ([Content Marketint Institute Team 2026](#)):

“As a result, people more frequently seek conversations with real people online to validate what they believe and what to buy. Those interactions compound, influencing search results, AI answers, etc.”

Standards and Governance

Strategic Development of Agents

- Agent development must be based on strategic analysis
- It is important to delegate precisely defined tasks and plan interfaces ([Gynn 2026](#))

Human Employees as “Brand Guardians”

- Poorly performing agents can sustainably damage the brand
- Marketing managers must ensure compliance with brand guidelines
- Training agents will become a core marketing task

“The AI agent is a powerful engine, but the human holds the brand’s steering wheel and brake. The human’s job is to ensure the AI’s output is on-brand, ethical and aligned with the company’s voice while keeping careful watch for AI hallucinations, aiming to prevent mishaps such as what happened with an Air Canada chatbot that misrepresented corporate policies.” (Bhadra 2025)

Final Remarks

- Problems of privacy, data security and intellectual property
- Platform economy
- Productivity gains and loss of work places
- Growth instead of reduction

Sources of Information

Online Expertise

- AI in Marketing recent news | Content Marketing Institute
- Derek Martin
- Amy Balliett
- ...

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