

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
- Gold rush atmosphere and vampirism
- Criticism of the risks

Agentic AI Hype in Marketing

- Content marketing blogs
- Presentations
- Series on LinkedIn

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 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

- There is a standard for linking software with models
- Example: Zotero

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

- Wide range of offerings
- Integration with Gemini
- Close linkage with other Google services

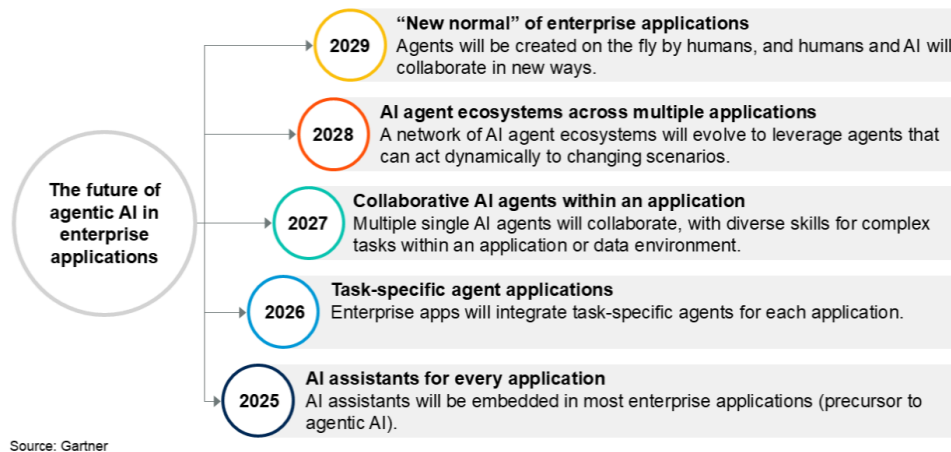
Development of Campaigns and Advertisements as a Service at Facebook

- Service for complete campaigns from 2026
- Issues in relationships with the advertising industry

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



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Industry Assessments

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

Sources of Information

Online Expertise

- Content Marketing Institute
- Derek Martin
- Amy Belliett

References

- Bhadra, Pratik. 2025. “The Era Of Agentic Marketing: When AI Becomes The Marketer.” Forbes, November 21. <https://www.forbes.com/councils/forbestechcouncil/2025/11/21/the-era-of-agentic-marketing-when-ai-becomes-the-marketer/>.
- Content Marketing Institute Team. 2026. “The Marketing Skill That Will Eclipse Technical Expertise in 2026.” *Content Marketing Institute*, January 15. <https://contentmarketinginstitute.com/strategy->

planning/marketing-skill-technical-expertise.

Gynn, Ann. 2026. "Build Agentic Workflows for Your Content Strategy." *Content Marketing Institute*, February 18. [https://contentmarketinginstitute.com/ai-in-marketing/build-agentic-content-workflows.](https://contentmarketinginstitute.com/ai-in-marketing/build-agentic-content-workflows)