

Brand & Content Marketing Team

AI Agents

AI Agent	Use Case	Tools Used	Estimated Time Saving
 AI Image Generator	Generates images from text-based prompts.	Image FX, Envato Elements AI LAB	~1-2 hours per image brief
 Audio Quality Enhancer	Improves audio clarity by balancing levels and reducing noise.	Riverside	~30-60 minutes per recording
 B-Roll Video Creator	Creates short AI-generated background video segments.	Envato Elements AI LAB	~1-2 hours per video
 Campaign Content Drafter	Generates early drafts for marketing campaigns.	ChatGPT, Gemini, Claude	~2-4 hours per campaign asset
 Camera Layout Switcher	Auto-switches between camera angles based on who's speaking.	Riverside	~30 minutes per multicam recording
 Code Reviewer	Checks and explains code for logic and quality.	ChatGPT, Gemini, Claude	~30-90 minutes per code review
 Content Brief Builder	Structures and drafts content outlines and briefs.	ChatGPT, Gemini, Claude, Notion AI	~1-2 hours per brief
 Content Writing Assistant	Writes long-form content from scratch based on ideas.	ChatGPT, Gemini, Claude, Notion AI	~3-6 hours per long-form asset

 Content Update Assistant	Identifies and rewrites outdated long-form content.	ChatGPT, Gemini, Claude, Notion AI	~2–3 hours per article
 Content Repurposing Assistant	Identifies opportunities to reuse content across formats or channels.	ChatGPT, Gemini, Claude, Notion AI	~2–4 hours per repurposing task
 Copy Enhancer	Improves grammar, tone, and sentence structure.	ChatGPT, Gemini, Claude, Notion AI, Grammarly	~1–2 hours per draft
 Creative Ideation Assistant	Generates ideas for campaigns, content, and formats.	ChatGPT, Gemini, Claude, Notion AI	~1–2 hours per campaign
 Data interpreter	Analyses numbers and translates them into data-driven conclusions.	ChatGPT, Gemini, Claude	~1–2 hours per analysis
 Editing Support Assistant	Answers technical questions on editing tools.	ChatGPT, Gemini, Claude	~30 minutes per support session
 Eye Contact Corrector	Adjusts gaze in video to maintain natural eye contact with the viewer.	Riverside, Descript	~1 hour per video
 Filler Word Remover	Detects and removes filler words like "um" or "uh."	Riverside	~30–60 minutes per edit
 Fluff Content Filter	Flags filler words, tangents, and unnecessary segments.	Riverside	~30–60 minutes per transcript
 Headline & CTA Generator	Creates engaging headlines and CTAs for different content.	ChatGPT, Gemini, Claude, Notion AI	~30–60 minutes per asset

 Hypothesis Generator	Summarises test or project concept and turns it into testing hypothesis.	ChatGPT, Gemini, Claude, Notion AI	~1 hour per test idea
 Image Brief Creator	Creates structured briefs for designers or tools.	ChatGPT, Gemini, Claude, Notion AI	~1 hour per brief
 Image Concept Generator	Suggests concepts for custom or AI-generated visuals.	ChatGPT, Gemini, Claude, Notion AI	~1-2 hours per concept
 Idea Structuring Assistant	Sorts unstructured notes into themes or project ideas.	ChatGPT, Gemini, Claude, Notion AI	~1-2 hours per brainstorm
 Image Editor	Enhance the image size, remove the background, or uplift the image.	Figma, Adobe	~30-60 minutes per image
 Internal Comms Writer	Writes concise, professional Slack updates and messages.	ChatGPT, Gemini, Claude, Notion AI	~30 minutes per update
 International Copy Reviewer	Flags UKisms and local phrases for global readability.	ChatGPT, Gemini, Claude, Notion AI	~30-60 minutes per article
 Launch Campaign Builder	Generates early drafts for marketing campaigns.	ChatGPT, Gemini, Claude, Notion AI	~2-4 hours per campaign
 Landing page builder	Generates landing page mockups	Lovable	~1-2 hours per landing page
 Meta Data Optimiser	Generates and refines meta titles and descriptions for SEO.	ChatGPT, Gemini, Claude, Notion AI	~30 minutes per page
 Multicam Footage Cutter	Produces first-pass edits from multicam footage.	Riverside	~2 hours per video

 Newsletter Copywriter	Drafts email newsletters from blog or campaign inputs.	ChatGPT, Gemini, Claude, Notion AI	~1–2 hours per email
 Pause Remover	Automatically detects and removes long pauses in speech.	Riverside	~30 minutes per video
 Persona-Aligned Rewriter	Tailors content to different ICPs or customer personas.	ChatGPT, Gemini, Claude, Notion AI	~1–2 hours per content version
 Quote Highlight Extractor	Pulls relevant soundbites from transcripts.	Riverside, ChatGPT, Gemini, Claude, Notion AI	~1 hour per transcript
 Phrase Rewriter	Offers alternative ways to express the same message.	ChatGPT, Gemini, Claude, Notion AI	~30–60 minutes per revision
 Sanity Checker	Analyses and evaluates thoughts and offers 'objective' opinion or point of view.	ChatGPT, Gemini, Claude, Notion AI, Goblin Tools	~30 minutes per review
 SEO Content Optimiser	Optimizes content for AIO, GEO, AEO, and SXO formats.	ChatGPT, Gemini, Claude, Notion AI	~2–3 hours per page
 Short-Form Video Editor	Cuts long recordings into clips for social distribution.	Riverside, OpusClip	~2–4 hours per clip batch
 Silent Speaker Muter	Mutes audio from individuals who aren't speaking.	Riverside	~30 minutes per recording
 Social Post Writer	Drafts LinkedIn or Twitter posts tailored to target audiences.	ChatGPT, Gemini, Claude, Notion AI	~30–60 minutes per post
 Stat Accuracy Checker	Checks accuracy of facts, claims, and references.	ChatGPT, Gemini, Claude, Notion AI	~1 hour per asset

 Strategy Brief Builder	Structures, outlines thoughts and data into organized strategy proposals.	ChatGPT, Gemini, Claude, Notion AI	~2-3 hours per brief
 Tone of Voice Evaluator	Analyze text for consistency with your brand tone and voice.	ChatGPT, Gemini, Claude	~30 minutes per asset
 Test Idea Generator	Analyses web pages and suggest optimisation opportunities.	ChatGPT, Gemini, Claude, VWO	~1-2 hours per test batch
 Video Content Editor	Supports general video editing and polishing tasks.		~2-4 hours per video
 Video Script Writer	Drafts new scripts based on past video topics.	ChatGPT, Gemini, Claude	~2-3 hours per script
 Visual Content Animator	Adds motion and lip-sync to static images or headshots.	HeyGen	~2-4 hours per visual
 Webpage Copy Generator	Generates new website copy aligned with your tone.	ChatGPT, Gemini, Claude, Notion AI	~3-5 hours per page
 YouTube Description Writer	Writes video descriptions and chapters from transcripts	ChatGPT, Gemini, Claude, Notion AI	~1-2 hours per video
 YouTube Tag Generator	Drafts new scripts based on past video topics.	ChatGPT, Gemini, Claude, Notion AI	~30 minutes per video

