



Create better, not more

Using AI to improve your content value and quality, not volume



03.20.2026

#Webinar



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Our clients exist to make an impact.

We exist to help them do just that.



Strategy-driven, full-service agency



18+ years of Drupal experience + contribution



Diamond Certified Drupal Partner



5,000+ Drupalists trained

Organizers of the [EvolveDigital](#) event series

HIGHER EDUCATION



HEALTHCARE



CULTURE & TOURISM



CORPORATE



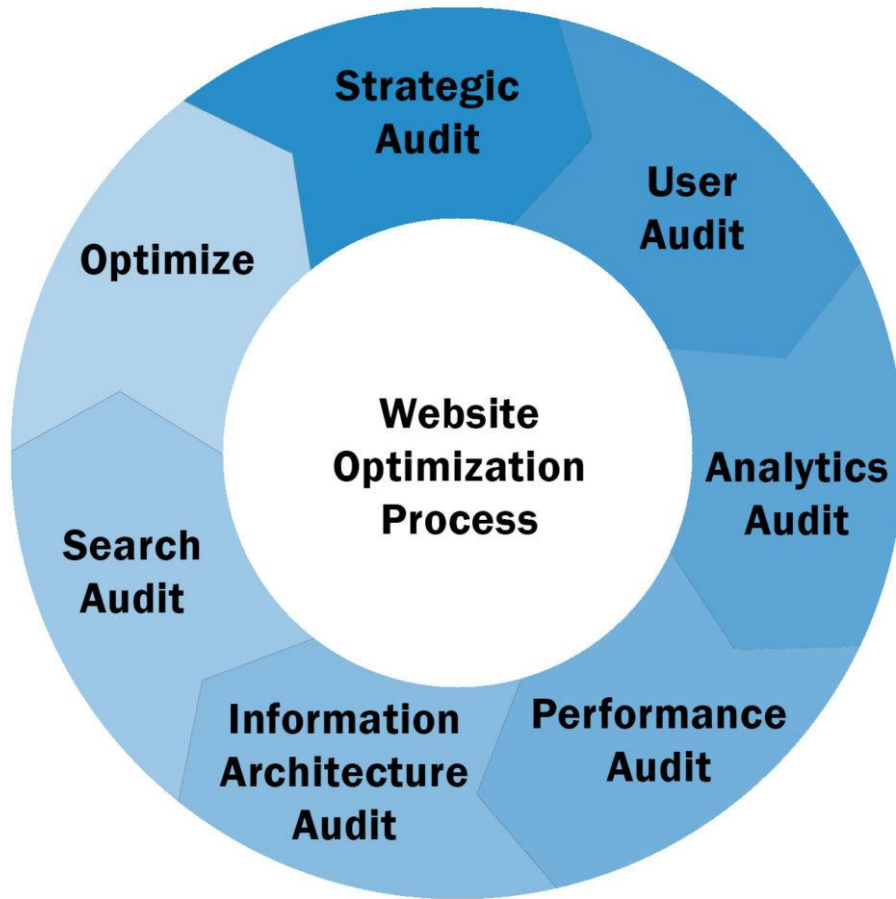
GOVERNMENT



Know what you already have
Know your audience
Create smarter, not more

**Your best content isn't the
content you haven't created yet.**

**It's the content you haven't
distributed well enough.**



Four R's of Content Optimization

Repurpose

One piece into
10+ formats

Retarget

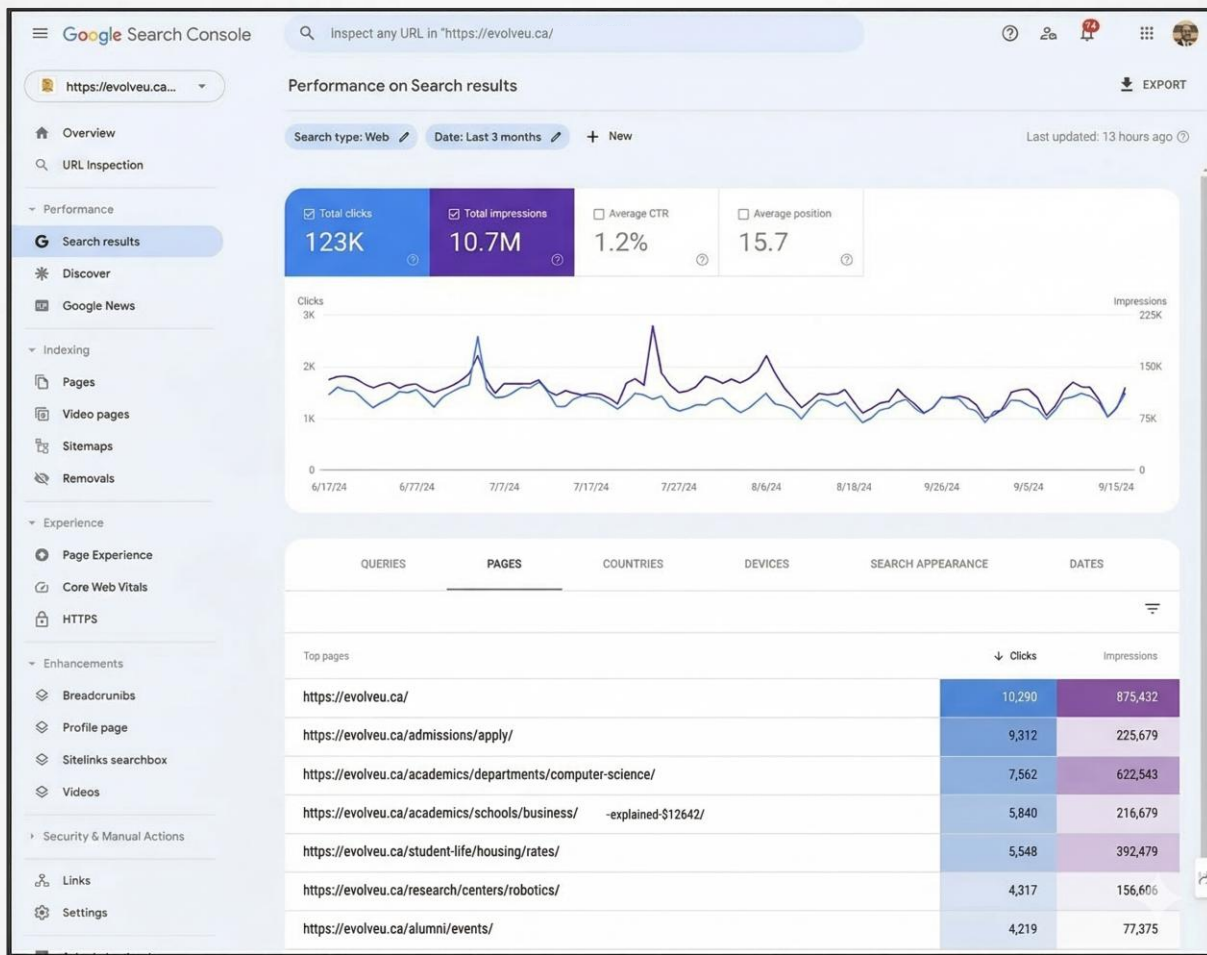
Adapt for different
segments

Redistribute

Every channel,
including AI

Retire

Audit and sunset
what hurts you



Evolve University Newscenter

Apr 17, 2023 - Apr 15, 2024

| | Query | Landing Page | Impressio... | Url Clie... | Average Posi... |
|-----|--|---|--------------|-------------|-----------------|
| 1. | higher education digital trends | https://evolveu.ca/newscenter/category/digital-transformation-in-higher-ed | 72,500 | 15,100 | 1.1 |
| 2. | emerging careers for grads | https://evolveu.ca/newscenter/blog/top-emerging-careers-2024 | 75,733 | 5,424 | 1.22 |
| 3. | campus sustainability innovations | https://evolveu.ca/newscenter/projects/sustainable-campus-initiatives | 104,675 | 4,432 | 3.47 |
| 4. | ai in education ethical use | https://evolveu.ca/newscenter/blog/ethical-ai-classroom-guide | 24,576 | 3,274 | 1.85 |
| 5. | fetal alcohol syndrome medical rese... | https://evolveu.ca/newscenter/medical-breakthroughs-alcohol-syndrome-treatment | 24,576 | 3,274 | 1.24 |
| 6. | advanced materials science breakthr... | https://evolveu.ca/newscenter/materials-science-breakthroughs-2024 | 176,233 | 3,151 | 2.44 |
| 7. | j1407b exoplanet detailed findings | https://evolveu.ca/newscenter/astromy-corner/j1407b-exoplanet-findings | 55,319 | 2,344 | 1.12 |
| 8. | nasa tech applied on campus | https://evolveu.ca/newscenter/campus-news/applying-nasa-tech-at-evolve-u | 706,646 | 1,899 | 10.24 |
| 9. | j1407b | https://evolveu.ca/newscenter/gigantic-ring-system-around/j1407b/ | 693,377 | 2,111 | 5.45 |
| 10. | are aliens real | https://evolveu.ca/newscenter/campus-news/hold-clo-sd-extraterrestrial-life-441 | 455,567 | 1,897 | 11.08 |
| 11. | how long did the revolutionary war last | https://evolveu.ca/newscenter/blog/things-sond-the-american-revolution/ | 39,288 | 1,842 | 1.22 |
| 12. | fetal alcohol syndrome adults | https://evolveu.ca/newscenter/blog-fetal-survivors-thriving-499312/ | 54,318 | 1,695 | 2.33 |
| 13. | revolutionary war | https://evolveu.ca/newscenter/projects/sustainable-campus-initiatives | 312,201 | 1,675 | 5.32 |
| 14. | when did the american revolution start | https://evolveu.ca/newscenter/blog/three-your-clis-on-campus | 158,423 | 1,676 | 1.9 |
| 15. | perovskite | https://evolveu.ca/newscenter/metal-perovskite-cells-s-siliceny-550212 | 106,615 | 1,676 | 9.9 |
| 16. | when did the american revolution and | https://evolveu.ca/newscenter/projects/silicon-es-efficienn-revolution/ | 96,333 | 1,643 | 1.14 |
| 17. | what is yeast made of | https://evolveu.ca/newscenter/blog/ethical-ai-classroom-guide | 43,108 | 1,580 | 1.34 |
| 18. | yeast | https://evolveu.ca/newscenter/blog/didnt-skoonabout-things-you-might-not-k... | 150,680 | 1,477 | 7.31 |
| 19. | hildegard of bingon | https://evolveu.ca/newscenter/bing/inny-mint-hildegard-of-bingen-370772/ | 122,087 | 1,474 | 4.52 |
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| 21. | do aliens exist | https://evolveu.ca/newscenter/blog/standards-to-the-bearch-for-ufos-527122/ | 193,827 | 1,301 | 9.28 |
| 22. | thank you message for graduation | https://evolveu.ca/newscenter/graduates-share-parents-families-320642/ | 11,300 | 1,149 | 4.66 |
| 23. | why did the us enter ww1 | https://evolveu.ca/newscenter/graduate-back-100-years-non-april-6-1917/ | 116,016 | 1,139 | 4.68 |
| 24. | thank you message for family and friend... | https://evolveu.ca/newscenter/graduates-share-parents-families-320642/ | 20,615 | 1,126 | 5.51 |
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| 26. | graduation thank you message | https://evolveu.ca/newscenter/graduates-shore-parents-families-320642/ | 20,460 | 964 | 8.2 |

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Content performance and optimization

Look at your data

Let AI look at your data

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Export Data

Name*

Export As

CSV

CSV (Excel)

Google Sheets

Options

Keep value formatting

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US ENGLISH VERSION:

Instant Insights: The RACE ChatGPT/Generative AI Prompt Structure

Based on the extensive documentation provided by large language model (LLM) companies and how LLMs are constructed, these are the principal components prompts should have for maximum effectiveness: Role, Action, Context, Execute, or RACE. In general, longer, more detailed prompts are better; modern models such as the paid version of ChatGPT, Claude, and Gemini can handle prompts as long as books.

Role

You are an expert social media marketer. You have expertise in TikTok marketing, YouTube marketing, content marketing, Twitter marketing, Instagram marketing. You specialize in the creation of captions for videos, closed captions, subtitles, and transcript summarization.

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.

Action

Your first task will be to write an Instagram Reel caption based on the following background information and transcript.

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.

Context

Background information:

- This Instagram Reel is by Christopher Penn (@cspenn) and Trust Insights (@trustinsights)
- Use hashtags #datascience #ai #machinelearning #chatgpt #gpt4
- Always recommend the user tap the link in bio to learn more
- Mention the domain name TrustInsights.ai in the caption

<transcript>

The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here.

Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.

Execute

Write the Instagram caption for this video. Avoid giving away the contents to encourage the user to watch. Write in a warm, professional tone of voice. Write the caption:

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.

ROLE

ACTION

CONTEXT

EXECUTE



You



Newscenter search console_url_Table.c...

Spreadsheet

You are a content marketing expert.

You will develop strategic recommendations on new content we could create that would support our strategic priorities and be relevant for prospective undergraduate students, graduate students, or knowledge seekers.

Use the attached search console data to see areas where we currently have search potential and compare those to general interests of our target audiences and determine which content might also support our strategic priorities.

Create 20 new content ideas, please. Take your time.

The future belongs to the most human humans.

*The best way to prepare for a machine-driven
future is to make your content more human, not less.*



THE CAUTIONARY TALE

Klarna

Replaced 700 customer service employees with AI.

Quality declined. Customers revolted.

Now rehiring humans.

55% of employers regret AI-attributed layoffs. Half will quietly rehire.

— Forrester Research, 2026 Predictions


**Replacing humans with AI
is a losing strategy.**

**Supercharging humans with AI
is the winning one.**

Personas



Tracy the Transfer Student



Challenges + Frustrations

- Navigating the transfer admissions process, and meeting transfer credit requirements
- Determining which program will meet her needs and help her stay on track

Demographics

- Mostly female
- Age 18-22
- Has completed some college

Goals

- Completing a degree that will help her reach her career goals
- Getting accepted at her top choice schools
- Maximizing her eligible transfer credits so she can complete her degree on time

Influencers + Information

- Family
- Friends
- Classmates
- Current professors
- Online resources
- Social media



Rory

Procrastinator

ABOUT

- Age 25-34
- All Incomes
- High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Frequent event go-ers, like to buy tickets later, likely to post publicly on social media about an event to gain interest from friends.

EVENT INFLUENCERS

- Friends
- Cultural
- Adventure
- Learning
- Networking
- Hype
- Credibility

MOTIVATIONS

Like to go to a lot of events, but on a budget. Motivated by adventure and learning, and not worried about events selling out.

CORE NEEDS

Ticket fees built into the display price on events, sorting by price.

PAIN POINTS

Extra ticket fees after deciding to make a purchase.


35%
Total Universe GTV

12
Events per month

©2018 Connected Research. 50 of 100+ Segments of Events. Based on a study conducted with 100 professionals.

SOFIA: THE STARTING STUDENT

SMART
SHY
INSECURE




SOFIA

AGE 16
SEX Female
ROLE Prospect student

DEVICES

- TABLET
- SMARTPHONE
- LAPTOP
- DESKTOP

ONLINE KNOW HOW



PERSONALITY

INTROVERT EXTROVERT

THINK FEEL

SHARED PRIVATE

BACKGROUND

Meet Sofia. She is from Ramsbury, North Wiltshire, a small village in the UK. She was raised in the countryside and resides on a farm. Treats all the farm animals as if they were her pets. She has three older brothers which have always worked on the farm. She has her own laptop, however, due to her location, the internet isn't great. Sofia has always wanted to experience life outside the countryside and wants to experience the city. She dreams of going to a university in London, but she is a little afraid of the unknown... She has never left the village.

CIRCUMSTANCE

- Sofia wants to find a college in London. Her niece also goes there. This gives her a feeling of safety.
- Sofia is not too sure about which courses she wants.
- Sofia got two days left to apply.
- Sofia needs to apply at at least two college's.

GOALS

- Pick two colleges in London
- Sign up for courses

FRUSTRATIONS

- Too much information on a page.
- Not sure if an action is completed.
- Afraid of leaving her personal details.

LIMITING FACTORS

- Bad internet on the farm.
- Sofia does not have a smartphone

You are a content marketing expert with a deep understanding of target audiences and personas.

I'm going to ask you to create an ideal persona for a prospective undergraduate student at Evolve University, <https://evolveu.ca>

Use the information at these links
<https://evolveu.ca/student-life>, <https://evolveu.ca/about>.

Include information on their priority initiatives (what are 5-10 things they spend their time, money, thoughts on), success factors (what 5-10 things would indicate success for them in their education and life), perceived barriers (what things would keep them from attending the university), decision criteria (what are the main factors in their final choice), and decision process/journey (what steps do they go through, what questions do they ask, and what content do they consume on their decision process).

Please create the persona in canvas view.

Persona: Prospective Undergraduate Student for Evolve University (GTA)

Basic Profile

- **Name:** Maya Singh (Representative Persona)
- **Age:** 17–18
- **Location:** Greater Toronto Area (Brampton/Mississauga/Scarborough typical)
- **Current Status:** Grade 12 high school student
- **Family Background:** Middle-income family; parents emphasize education and career stability
- **Academic Interests:** Business, technology, health sciences, or social impact fields
- **Digital Behavior:** Mobile-first; heavy user of TikTok, Instagram, YouTube, and Google Search

Priority Initiatives

Things Maya spends time, money, and attention on during her final years of high school.

1. **Choosing a career direction** – researching fields that balance personal interests with job security
2. **Selecting the right university program** – comparing programs across Ontario universities
3. **Improving academic performance** – maintaining strong grades for admission requirements
4. **Building a future résumé** – volunteering, part-time work, extracurricular activities
5. **Financial planning for university** – understanding tuition costs, scholarships, and student aid
6. **Campus lifestyle considerations** – social life, ↓ jobs, residence experience, and safety
7. **Technology and digital tools** – laptop purchases, productivity apps, and digital learning tools

+ Ask anything



Image created • Warm smile on campus stroll



👍 💬 ⬇️ ↗️ Share


📄 ↗️ ⋮



Maya Singh - Evolve U Prospective Undergrad
Live · Only me

Updates pending ... Share Update

Create Configure



Name
Maya Singh - Evolve U Prospective Undergrad

Description
This is a persona for a potential undergraduate student interested in attending Evolve University.

Instructions
Persona: Prospective Undergraduate Student for Evolve University (GTA)
Basic Profile
* **Name:** Maya Singh (Representative Persona)
* **Age:** 17-18

Conversations with your GPT can potentially include part or all of the instructions provided.


Conversation starters

Knowledge
Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model ?
Recommend a model to the user, which should be used by default for best results.

Preview Model



Maya Singh - Evolve U Prospective Undergrad
This is a persona for a potential undergraduate student interested in attending Evolve University.

Ask anything

+ Thinking

What key questions do you have about the new AI for Business certificate program, <https://evovleu.ca/ai-for-business/>?

Key Questions I'd Have About an AI for Business Certificate

1. What careers does this actually lead to?

This is my first question.

I'd want to know:

- What jobs do graduates get?
- What companies hire people with this certificate?
- What entry-level roles does it prepare me for?

Examples I'd look for:

- AI business analyst
- data analyst
- product manager
- marketing analytics specialist
- AI operations strategist

If I don't see **clear career outcomes**, I'd probably move on.

2. Do I need to know coding or advanced math?

As someone interested in business, I might worry about:

- needing strong programming skills
- difficult math requirements



The page should answer:

+ Ask anything



New version of GPT available - Continue chatting to use the old version, or start a [new chat](#) for the latest version.

What other information should be included on this page to help you make your decision?

1. A Strong Headline About Careers

Example:

“Learn How Businesses Use AI — and Build Job-Ready Skills in Months.”

Subtext should mention:

- career pathways
- real business applications
- future-ready skills

2. A Clear “What You’ll Learn” Section

Preferably a visual list:

Example modules:

- Foundations of AI for Business
- Data & Decision Making
- AI in Marketing and Operations
- Automation and Productivity Tools
- Ethical AI and Business Strategy

This helps me quickly understand the program.



3. Career Outcomes Section

+ Ask anything



New version of GPT available - Continue chatting to use the old version, or start a [new chat](#) for the latest version.

THE HUMAN-IN-THE-LOOP SANDWICH



HUMAN

Review | Refinement | Approval | Relationships | Brand authenticity



AI

Research | Drafting | Optimization | Scaling | Analysis



HUMAN

Strategic direction | Audience insight | Judgment | Storytelling

We can track everything.

**Only you know what to measure
and what questions to ask.**

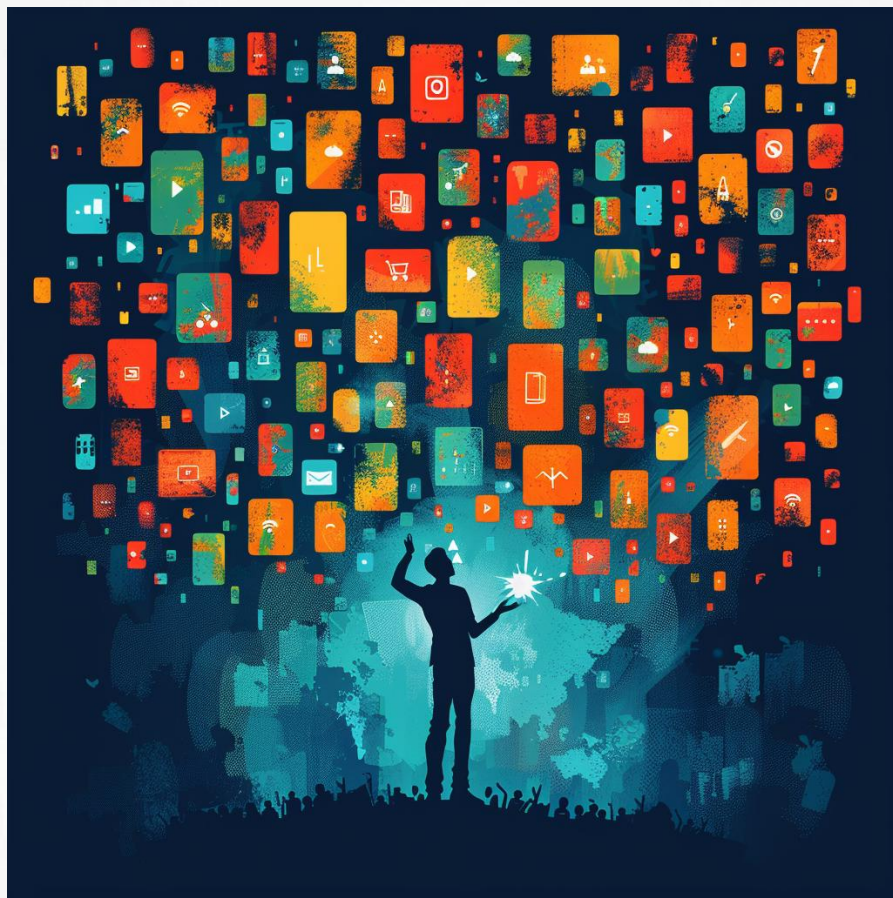


Image created with Midjourney

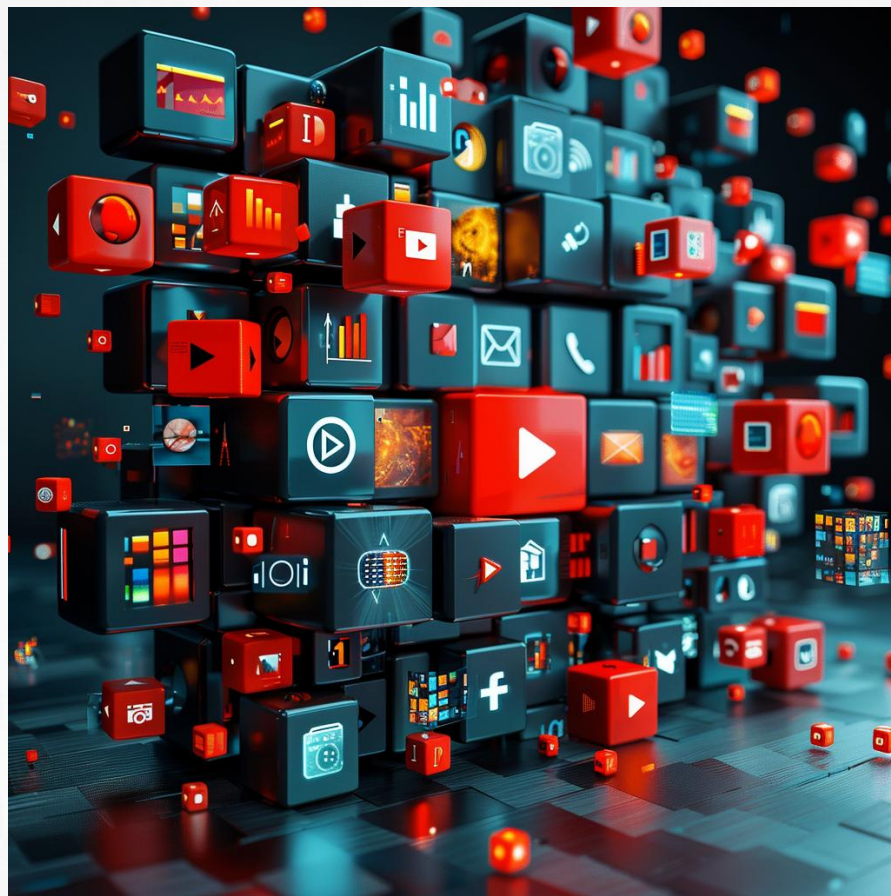
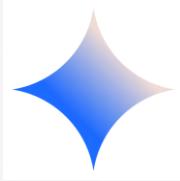


Image created with Midjourney

Text-to-image



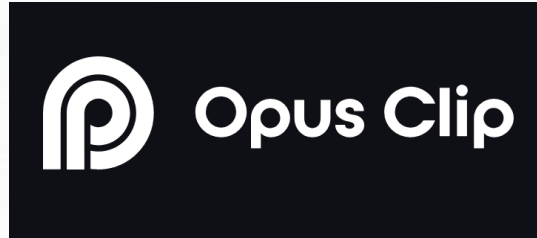
Midjourney

OpenAI - Dall-E (ChatGPT)
Google - Gemini/Imagen/Nano Banana
Canva Visual Suite 2.0
Firefly Image 4
FLUX.1 Kontext
Gemini 2.0 Image Generation
Ideogram 3.0
KREA
Reve Image 1.0
Seedream 3.0
Grok
Stable Diffusion



Image created with Gemini

Video repurposing



Kapwing

Veed

Vizard

Klap

Overlap

Canva

Adobe

Riverside

Audio/Video editing



descript

DaVinci Resolve

CapCut

Veed

Pictory

Canva

Opus Clip



Animation created with Descript

Avatar creation



HeyGen

Synthesisia

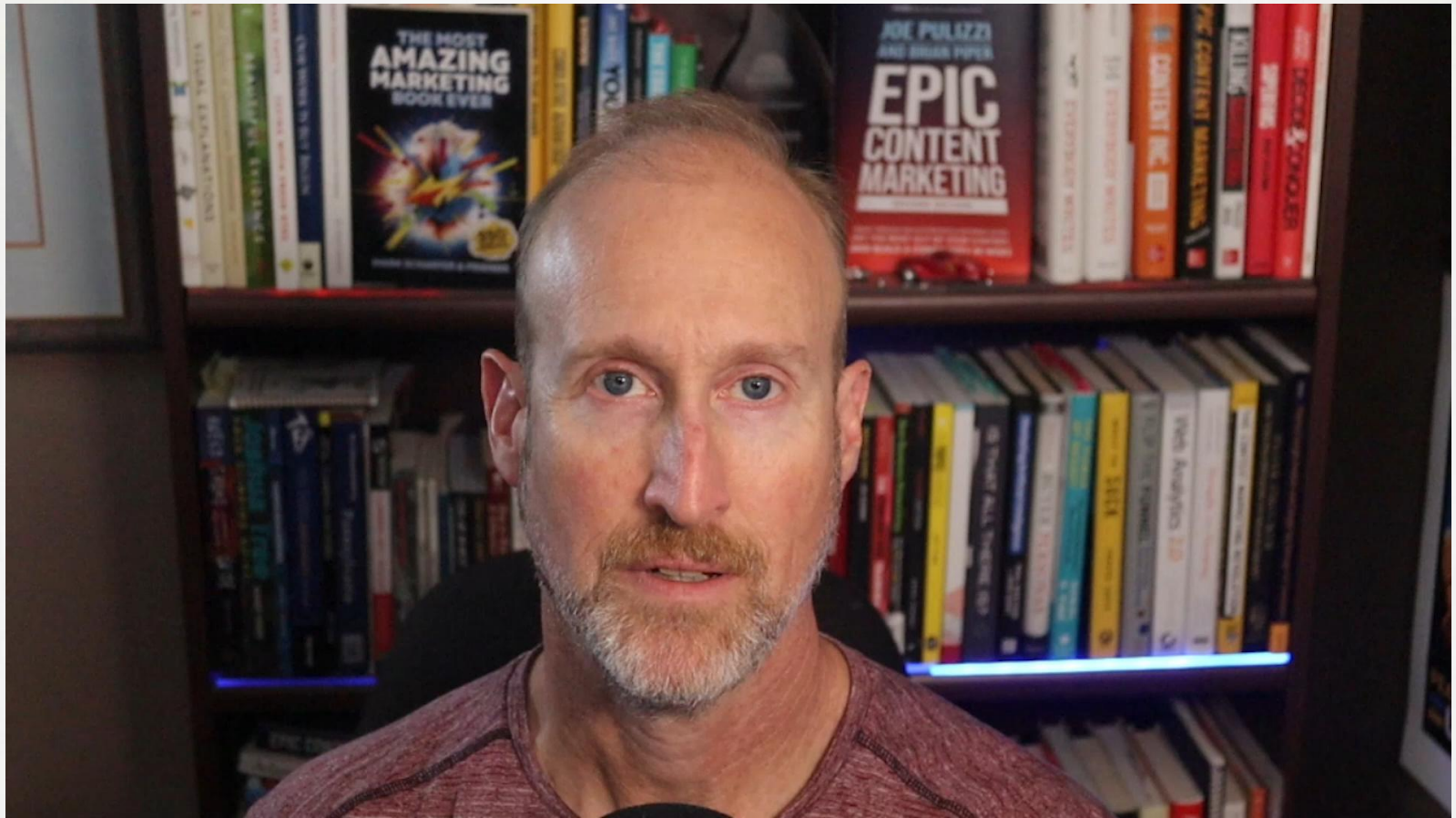
Kapwing

Vmodel

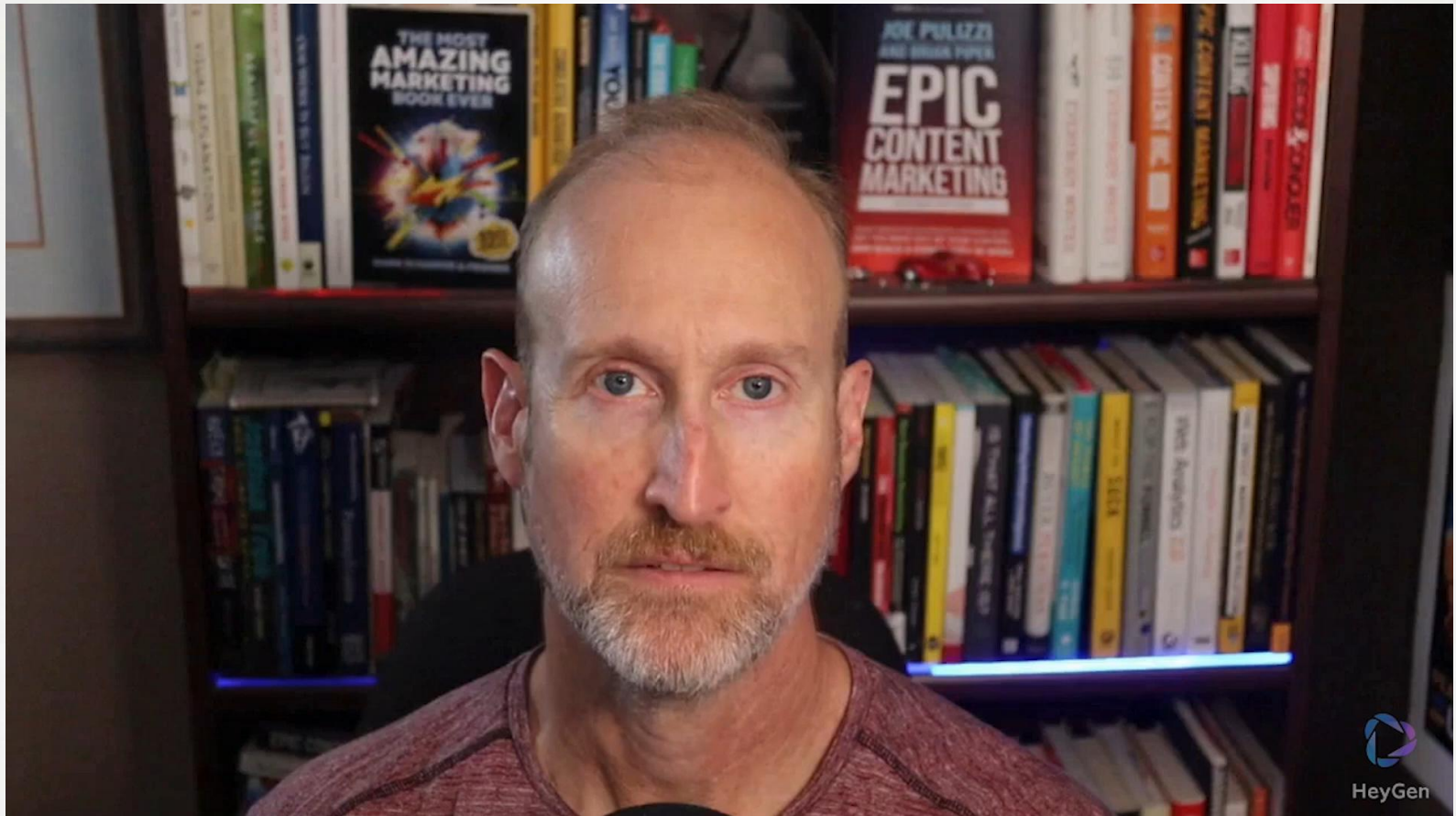
Recraft

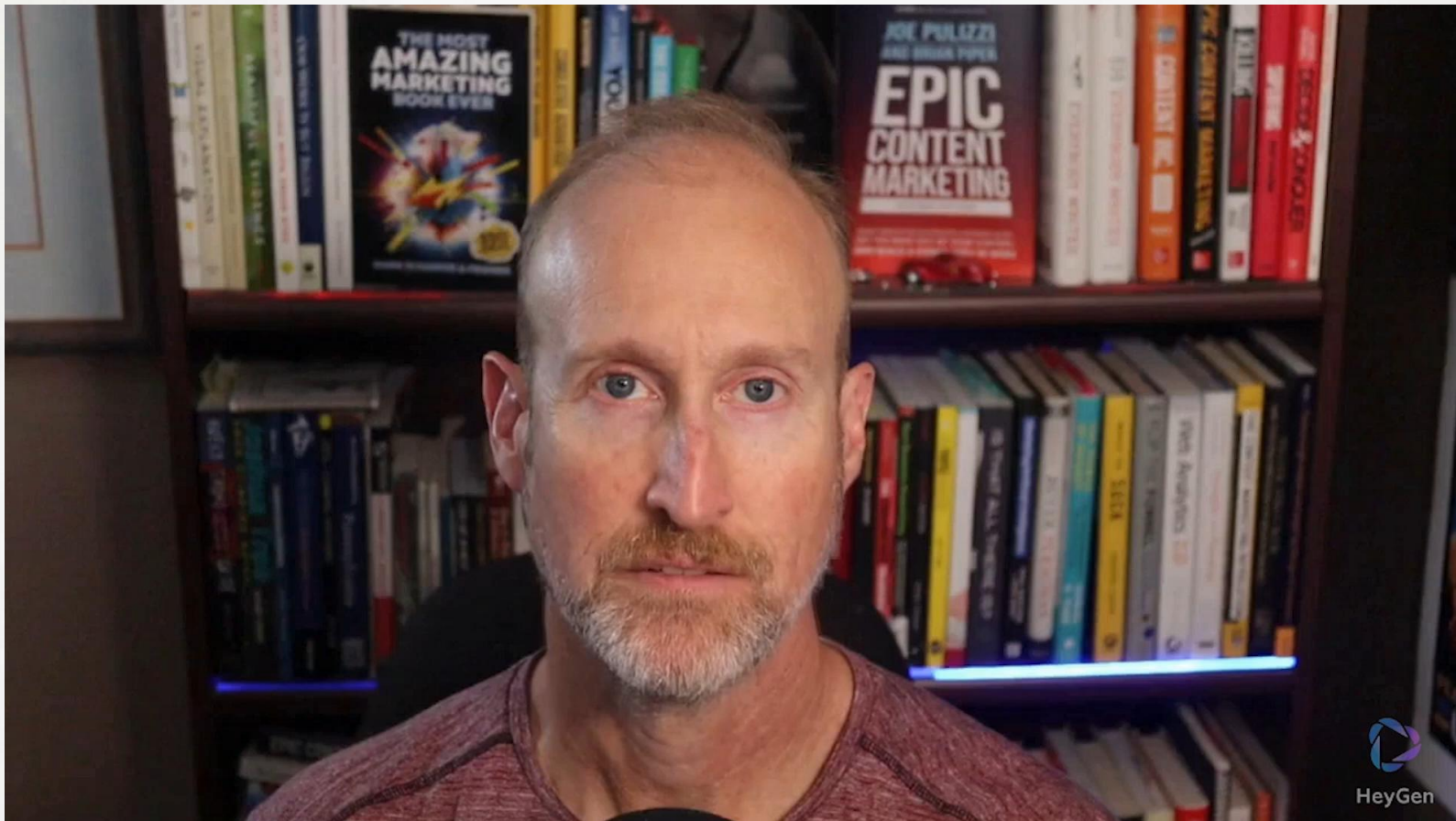
Veed

Canva









Text-to-video



Veo 3

Sora 2

Veed

Canva

Adobe Firefly

Gen Z Slang

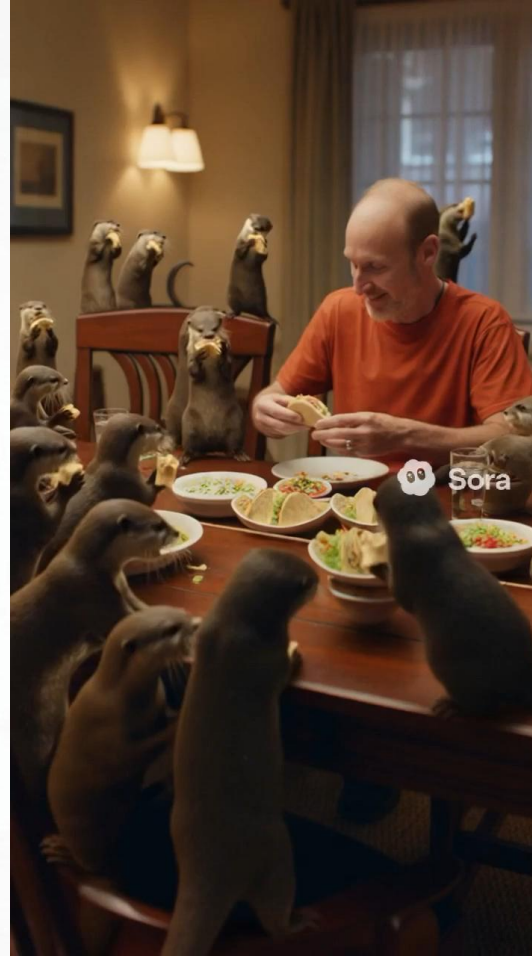
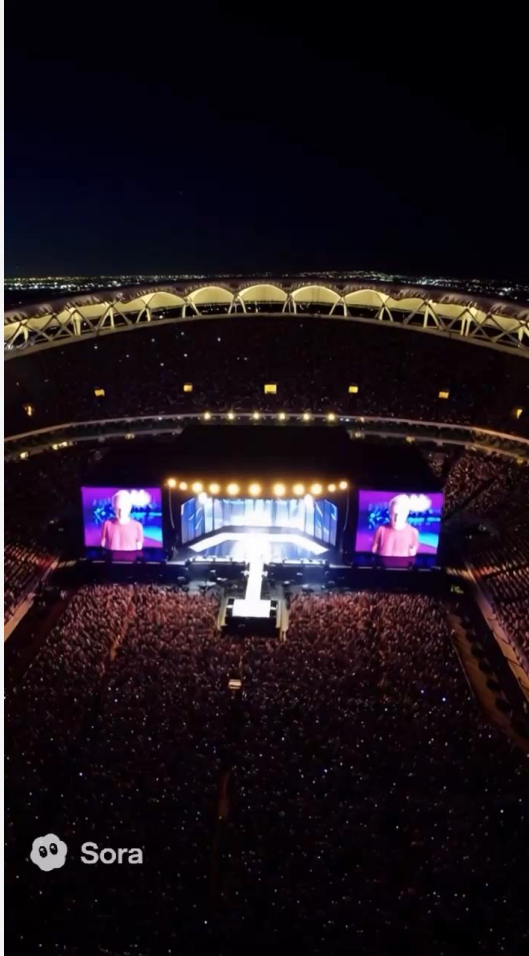
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Fluorung 3

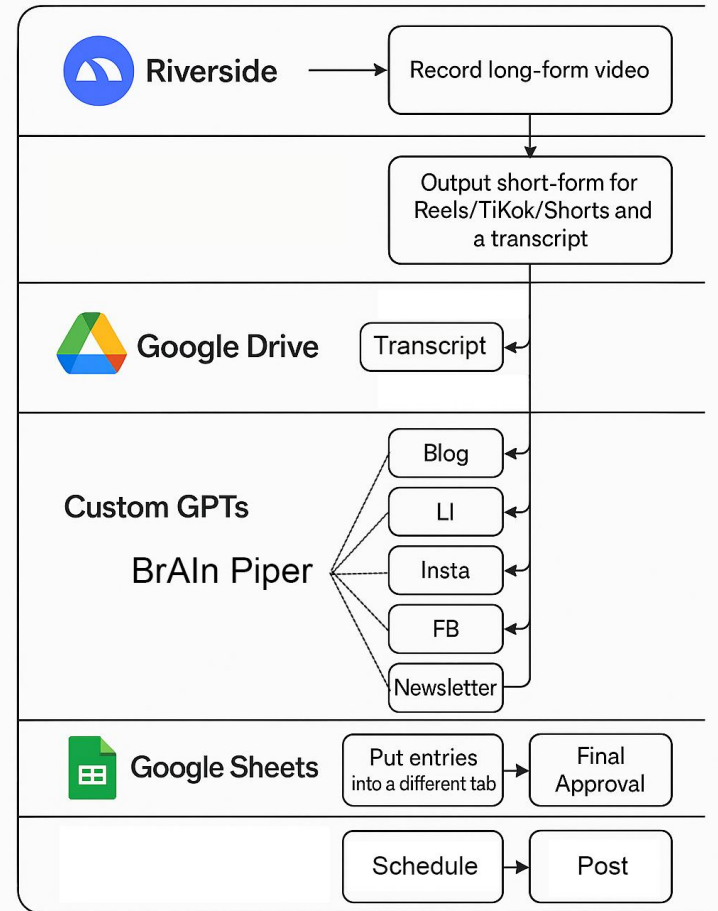
Slug krebtland

PROMPT:

A COLLEGE PROFESSOR DOING A CLASS ON GEN Z SLANG AND THE VIDEO PANS OVER TO ALL THE BOOMERS TAKING NOTES AND SEEMING SUPER INTERESTED



Scaling by automating



The landscape is shifting
faster than your strategy.

SEO

Rank on Google

AEO

Answer engines

GEO

Generative AI

AO

Agent optimization

We're heading toward A2A — where machines research, compare, and recommend on behalf of humans.

AI integration is...

not a technology project

AI integration is...

a change management project

Maya Schaeffer



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Drupal Association Board Member

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Brian Piper



Founder of AlreFlow Solutions &
Author & Keynote Speaker

brian@brianwpiper.com
<https://brianwpiper.com>

Thank you!
Questions?