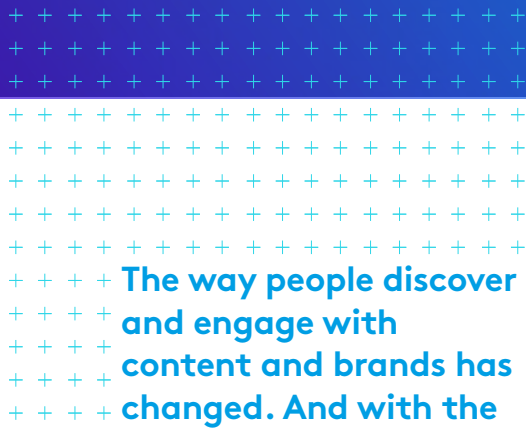


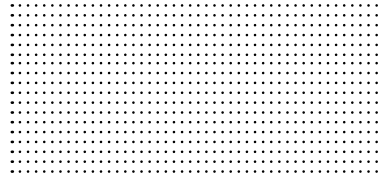
# Content Strategy & Transformation (AI)



The way people discover and engage with content and brands has changed. And with the relentless march of AI, it will continue to change.

**S**earch is no longer just about good content, keywords, technical wizardry and clicks. There's much more to it than that.

Businesses that fail to adapt risk losing visibility, credibility and, ultimately, their competitive edge. Those who redesign their content and digital marketing strategies so that they earn attention (and respect), cultivate trust, attract talent and drive growth will seize the advantage.



## HOW IS AI IMPACTING MARKETING AND COMMUNICATIONS?

### AI is rewriting the rules of marketing and communications:

- Audiences can now get answers (not always the right ones) directly from AI overviews, reducing the perceived need to visit the platforms that host the original content.
- Access to GenAI tools means anyone can appear to be a writer, making it harder for credible voices to cut through the noise.
- As AI-generated copy flattens individuality, marketers must work harder to sound human and stand out.
- AI is frequently citing user generated content from platforms like TikTok, YouTube and Reddit, while traditional media outlets are being forced to explore new revenue streams as ad income falls.
- AI algorithms filter your content, meaning tone, structure and metadata now influence visibility as much as the story itself.
- Anyone with access to video generating tools like Sora 2 can create realistic deepfakes, which threatens to erode trust – or worse – when used without transparency or ethical guardrails.
- Measuring impact is getting harder, as AI summaries and closed ecosystems reduce traditional engagement data.
- The skills gap is widening: communicators now need both creative instinct and AI literacy to use these tools responsibly.
- The environmental cost is climbing: ethical communication means making low-impact digital choices, not using AI for its own sake.



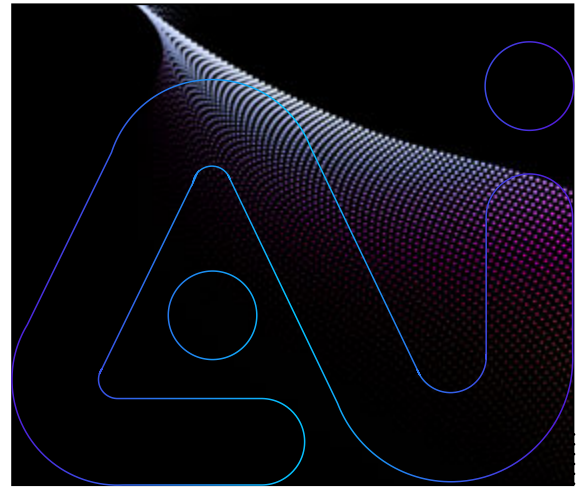
# HOW CAN BUSINESSES ADAPT TO THE IMPACT OF AI?

**Magenta's Content Strategy & Transformation (AI) team can help you:**

- Audit your current content strategy to identify strengths, weaknesses, opportunities and threats.
- Build a tailored content plan for a multi-channel strategy that resonates with both humans and bots (the latter expected to form most internet users in the coming years).
- Train and empower your team to use AI tools confidently, responsibly and creatively, keeping your communications authentic and distinctive rather than formulaic and robotic.
- Introduce ethical and environmental guardrails, ensuring your AI-enabled marketing remains compliant, transparent and sustainable.

**Partnering with Magenta will help you:**

- Drive growth by reaching audiences more effectively.
- Boost visibility in AI-generated environments.
- Increase efficiency through smarter, more strategic content production.
- Protect your reputation through ethical guardrails and access to cutting-edge research.
- Build digital resilience, allowing your organisation to adapt quickly to new tools and search behaviours.
- Enhance credibility by communicating with transparency and purpose, building the kind of trust that AI can't.
- Reduce environmental impact by promoting responsible use of AI and sustainable content practices, recognising that every prompt, post and pixel has a carbon cost.
- Promote a culture of innovation, where your team understands how to use AI to supplement rather than replace human expertise.



## WHY MAGENTA?

- Decades of combined experience across PR, marketing and communications, trusted by leading organisations in the built environment, sustainability, technology and responsible business-to-business sectors.
- A B Corp certified and employee-owned consultancy, committed to driving positive change for people, planet and profit.
- Award-winning work that blends traditional and modern approaches to deliver value, outcomes and better business results.
- Strong academic partnerships with the University of Sussex, the University of Cambridge and the Harvard Graduate School of Education, ensuring our strategies are informed by the latest thinking in AI ethics, media and communications.
- A proven ability to simplify complexity and a track record in delivering outputs and outcomes that win respect, earn trust, attract talent and drive growth.

**Start your AI content transformation today by reading our [Search Forward](#) report – your access point to the latest research on how AI is reshaping B2B search and marketing**