Marketing agents on Katonic: the list

35 agents across nine areas, for a marketing team in any industry

A marketing team's work runs through its content system, its email and campaign tools, its analytics, its asset library, and the brand guide, messaging and product facts around them. Every agent reaches them in one of four ways, all through the same tool gateway and the same approval rules:

	HOW EACH AGENT CONNECTS
01	**A file the user uploads** in the conversation: a brief, a draft, an interview transcript, a survey export, an image.
02	**A knowledge source.** The brand and style guide, approved messaging, product facts, the claims register, past content and campaign plans are indexed in the Knowledge Engine, with each reader's permissions kept.
03	**An imported API.** The company gives Katonic the description of an API it already runs, and the operations it chooses become tools. This is the route to systems of record: pages, campaigns, assets, events, results.
04	**An MCP server from the catalogue,** deployed inside the company's own cluster. This is the route to the data warehouse, reporting databases and web search.

System names are left out on purpose. The company supplies the address and the sign-in. Nothing here is a tested integration with a named product.

THE NINE AREAS

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AREA 01

Content

AGENT	WHAT IT DOES	READS FROM	WHERE IT STOPS FOR A PERSON
Content Brief Agent	Drafts the brief for a piece: audience, question it answers, sources to use, and what the company has already published on it	Past content and messaging as a knowledge source	The editor approves the brief
Content Drafting Agent	Drafts an article, a page or a guide from the brief and the approved sources, in the house style, with the source of each factual statement	The brief as an uploaded file; the style guide, messaging and product facts as a knowledge source	The editor edits and approves. A person publishes
Brand and Style Check Agent	Checks a draft against the brand and style guide and lists each departure with the rule	The draft as an uploaded file; the guide as a knowledge source	The editor accepts or overrides each point
Channel Version Agent	Drafts versions of an approved piece for each channel the team names: a shorter post, an email paragraph, a summary	The approved piece; channel guidance as a knowledge source	The channel owner edits and posts each version. The agent posts nothing

AREA 02

Website and search

AGENT	WHAT IT DOES	READS FROM	WHERE IT STOPS FOR A PERSON
Search Visibility Report Agent	When asked, reports how the company's pages appear for the questions the team names, in search results and in AI answers, and what the pages lack	Search and analytics data through an imported API or a reporting database; public results through web search	The search lead decides what to change
Page Title and Description Agent	Drafts the title and the description for a page within the length the team sets, from the page's own content	The page through an imported API or as an uploaded file	The web editor approves and publishes
Site Content Audit Agent	Lists pages that are out of date, repeat each other, or state something the product facts no longer support	Pages through an imported API; product facts as a knowledge source	The web editor corrects or retires each page
Landing Page Drafting Agent	Drafts a landing page for a campaign from the brief and the approved messaging, in the page template	The brief as an uploaded file; messaging and the template as a knowledge source	The campaign owner approves and the web editor publishes

AREA 03

Social media

AGENT	WHAT IT DOES	READS FROM	WHERE IT STOPS FOR A PERSON
Social Post Drafting Agent	Drafts posts for the company's channels from approved content and the social guide	Approved content and the guide as a knowledge source	The social lead edits, approves and posts. The agent schedules nothing
Social Plan Agent	Drafts the posting plan for a period from the campaign calendar and the content ready to use	The calendar and content through an imported API or as an uploaded file	The social lead approves the plan
Comment Summary Agent	Groups the comments on the company's own posts into themes with examples, and leaves out names	Comments through an imported API or as an export	The social lead decides what to answer
Comment Reply Drafting Agent	Drafts a reply to a comment or a question on the company's own channel from approved answers	The comment; approved answers as a knowledge source	A named person approves and posts every reply

AREA 04

Email and campaigns

AGENT	WHAT IT DOES	READS FROM	WHERE IT STOPS FOR A PERSON
Campaign Brief Agent	Drafts the campaign brief: aim, audience by segment, offer, channels, dates and what must be approved	Past campaigns and messaging as a knowledge source; the plan as an uploaded file	The campaign owner approves the brief
Email Drafting Agent	Drafts a marketing email from the brief and the approved content, with subject line options	The brief; content and the email guide as a knowledge source	The campaign owner edits and approves. A person schedules and sends
Campaign Check Agent	Before a campaign goes out, checks it against the checklist: links, the unsubscribe link, the sender, the claims, and that the audience is one the company may contact	The campaign through an imported API or as an uploaded file; the checklist as a knowledge source	The campaign owner fixes what it lists and releases the campaign
Campaign Results Report Agent	Drafts the results report for a campaign by channel and segment, with each figure traced to its source	Results from a reporting database, read only	The campaign owner reviews and issues the report

AREA 05

Events and webinars

AGENT	WHAT IT DOES	READS FROM	WHERE IT STOPS FOR A PERSON
Event Plan Agent	Builds the task list and the run sheet for an event from the company's template, and lists what is open	The template as a knowledge source; task status through an imported API	The event manager assigns and closes each task
Speaker Brief Agent	Drafts the brief for a speaker: audience, session aim, timings, questions likely to come up	The event plan and messaging as a knowledge source	The event manager sends the brief
Event Follow-up Drafting Agent	Drafts the follow-up message for attendees who agreed to be contacted, and lists those who did not	Registration records through an imported API	The event manager approves and sends
Session Summary Agent	Drafts a written summary of a webinar or a talk from the transcript, with quotations checked against it	The transcript as an uploaded file	The speaker and the editor approve before it is published

AREA 06

Product marketing

AGENT	WHAT IT DOES	READS FROM	WHERE IT STOPS FOR A PERSON
Launch Plan Agent	Drafts the launch plan for a product change from the company's template: audiences, materials, owners and dates	The product brief as an uploaded file; the template as a knowledge source	The product marketing lead owns the plan
Messaging Check Agent	Checks a draft against the approved messaging and product facts, and lists each line that departs from them	The draft; messaging and facts as a knowledge source	The product marketing lead accepts or corrects each line
Customer Story Drafting Agent	Drafts a customer story from an interview transcript, using only what the customer said, and marks every figure for confirmation	The transcript as an uploaded file	The customer approves the story in writing before it is published

AREA 07

Claims, assets and approvals

AGENT	WHAT IT DOES	READS FROM	WHERE IT STOPS FOR A PERSON
Claim Check Agent	Lists every factual claim, comparison and superlative in a draft, with the source that supports it or a note that none was found	The draft as an uploaded file; the claims register and product facts as a knowledge source	The marketing lead and legal approve or change each claim
Testimonial Check Agent	Checks that a quotation or a review the company plans to use has a named source, the person's consent and the original wording	The quotation; consent records through an imported API or as uploaded files	The marketing lead approves its use. The agent writes no review and no testimonial
Asset Label Check Agent	Lists the images, audio and video in a campaign, whether each was made or changed with AI, whether it is labelled and whether usage rights are on record	The asset library through an imported API	The brand lead decides labels and clears rights
Approval Pack Agent	Assembles what an approver needs for a piece: the draft, the claim list, the checks run and what changed since the last version	The draft and check results	The approvers named in the policy sign off

AREA 08

Market and accounts

AGENT	WHAT IT DOES	READS FROM	WHERE IT STOPS FOR A PERSON
Market Research Summary Agent	Summarises published research, reports and filings on a market question, with the source and date of each point	Documents as uploaded files; public sources through web search	The marketing lead decides what to rely on
Competitor Messaging Summary Agent	Summarises what named competitors say in their own published material, with the source and date of each line	Published sources through web search	Product marketing approves what the company says in reply
Account List Agent	Builds a list of companies that fit the stated criteria for a campaign, from registries and the company's own records, with the reason for each	Registries through web search; records through an imported API	The campaign owner approves the list. The list is of companies, not people
Internal Newsletter Agent	Drafts the internal newsletter from the items teams submit, in the house format	Submissions as uploaded files or through an imported API	The communications lead edits and sends

AREA 09

Operations and reporting

AGENT	WHAT IT DOES	READS FROM	WHERE IT STOPS FOR A PERSON
Marketing Report Agent	Drafts the monthly marketing report by channel and campaign, with each figure traced to its source	Marketing data from a reporting database, read only	The marketing operations lead reviews and issues the report
Budget Report Agent	Sets spending against the plan by campaign and channel, and lists where they differ	Spend and plan from a reporting database, read only	The marketing lead decides any change. The agent changes no budget
Translation Draft Agent	Drafts a translation of an approved piece with the glossary, and marks terms it was unsure of	The approved piece; the glossary as a knowledge source	A reviewer who reads the language approves it
Lead Handover Check Agent	Checks that a lead record has the required fields and a recorded basis for contact before it goes to sales, and lists what is missing	The record through an imported API	Marketing operations corrects it and hands it over

WHAT EVERY AGENT HAS IN COMMON

01 **It runs on the company's own infrastructure or private cloud,** with a model the company serves. Unpublished plans, drafts, contact records and results stay there.

02 **Every tool call passes the company's policy.** A policy can allow a tool, record its use, hold it for a person's approval, or block it, for the whole company or for one team or channel.

03 **A tool that changes something waits for approval** unless the company has decided otherwise for that tool. That is how no page, post, campaign or advert goes out unapproved.

04 **A person publishes.** Everything the public sees has been approved and published by a named person, who answers for what it says.

05 **The agent acts as the person using it.** Where the company's API checks the caller, Katonic passes the signed-in user's identity, and the agent cannot claim another.

06 **Every call is recorded,** with who asked, which tool, and what was decided, and an agent, a tool or a whole server can be switched off at once.

WHERE TO START

Pick work where reading is slow, the decision stays with a person, and nothing reaches the public on the agent's word.

THREE PLACES THAT FIT

Brand and Style Check

The agent lists each departure from the guide with the rule. The editor decides.

Claim Check

The agent lists every claim with its source or the lack of one. The marketing lead and legal approve.

Site Content Audit

The agent lists pages that are out of date or contradict the product facts. The web editor corrects them.

One team, one channel, invented data first. Then beside the manual process, measured against it.

Each one prepares the work. A named person decides.

About Katonic AI

Katonic AI builds the platform that organisations use to build, run and govern AI agents on their own infrastructure: in their own data centre, in a private or sovereign cloud, or with no connection to the internet at all. The platform is in production with governments, banks, telecom operators and utilities. Katonic is certified to ISO 27001.

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