

BRIEF

Brief: Influence Agents

A few questions about your business and topics. From the answers we will tune AI personas for your case and propose a pilot. Fill it online or download the PDF and send it offline.

ABOUT THE PROJECT

01 Goal and desired outcome

Why you want AI agents: to liven up discussions, answer the audience, correct myths, test messages. A clear goal and success metric shape how the personas work.

02 Business profile and topics

What the agents may speak about with authority: your products, industry, the audience's pain points. These are the limits of expertise and the tone in which personas sound right.

03 Company website

The site is the source of facts and tone for the personas. Agents check products, wording and links against it to answer accurately and recognizably in your style.

04 Competitors and benchmarks

Who the audience mentions next to you and whose presence in discussions looks strong. It helps find relevant threads and differentiate correctly.

05 References and examples

Show a target: a community whose moderation you like, a strong tone, a reply format. A reference explains how your personas should turn out faster than anything else.

06 Platforms and channels

Where your audience lives and where agents should join the conversation. Platforms drive the formats, moderation rules and acceptable persona behavior.

07 Disclose the AI nature of the agents?

Platforms and the law treat bots differently. By default agents honestly disclose that they are AI: it is safer and builds trust. In select ethical scenarios (neutral monitoring, knowledge-base answers) they may work without explicit disclosure, mimicking a real user. We need your stance and acceptable risk level so the brand is never exposed.

08 Internal knowledge bases for expert agents

For expert and support personas, agents can answer strictly from your sources: documentation, FAQ, support base. Tell us which knowledge to connect and what is off-limits.

09 Desired launch timing

When you want to launch the pilot. This is about the start, not the duration of use: it helps assemble the first group of personas and the first weeks' plan.

10 Budget ballpark

A rough budget lets us propose a realistic pilot scale and team right away. Exact figures go into the quote.

CONTACTS

Name

Company

Contact for our reply