

A brand brain and six AI agents that run a small business's marketing

How Wild Wood Cabins moved social, email and blog marketing from "when there's time" to a planned, approval-gated system, and how the same pattern is now being applied for a client.

160

social posts planned and tracked since Feb 2026

3 / week

posts on a 12-week plan

~30 min

weekly owner review, down from about 3 hours

0

posts or campaigns sent without approval

Business	Wild Wood Cabins, a three-cabin short-term rental near Mentone, Alabama (owner-operated)
Role	Designed and built the system end to end: brand brain, agent instructions, workflows, tracker and approval gates
Timeline	February 2026 to present, built and improved iteratively
Tools	ChatGPT, Claude, Make, Mailchimp, OwnerRez, Google Sheets and Drive, Facebook, Instagram

THE CHALLENGE

- **Marketing was the first thing to slip.** Social posts and the monthly email went out when time allowed, which meant irregularly.
- **AI drafts sounded like AI.** One-off prompts produced generic copy that needed heavy rewriting.
- **Every channel needed policing.** Keeping Facebook, Instagram, email and the website consistent meant the owner checking each one by hand.

THE APPROACH: BUILD THE BRAIN FIRST

Before any agent wrote a word, the business's voice and rules were captured in a shared **brand brain**: persistent files holding voice, audience, image rules, approved examples, off-limits topics and the full content history. Version 1 was not written from a blank page. The AI read back through the owner's own past conversations and pulled the rules out of them, so the brain reflected how the business already spoke.

Six agents work from that one brain: content strategist, copywriter, creative director, operations manager, asset manager and brand director. Because they share written context, quality does not depend on any single conversation.

HOW IT RUNS

Step	Who	Cadence	What happens
Plan	Planning agent	Every 12 weeks	Builds the next calendar from the brain and past content
Write	Writing agent	Every 2 weeks	Turns planned topics into finished Facebook and Instagram copy
Create visuals	Image agent	In batches	Selects real photos from an indexed media library and produces post images
Review	The owner	Each batch	Checks brand fit, copy and image; nothing posts without approval
Publish and track	Workflow and tracker	On the approved date	Posts, then records it so the next plan builds on what ran

Planned → Pending → Ready for review → Approved → Completed

Three choices keep output useful: real media rather than stock, seven rotating post angles so no week repeats the last, and every post linking to the direct booking site and a local guide on the business's own blog.

BEYOND SOCIAL: THE FULL MARKETING CALENDAR

Output	Cadence	How it works
SEO blog post	Monthly	Drafted on the 3rd as a publish-ready package, published on the 7th after review
Newsletter	Monthly	Drafted on the 21st, staged in Mailchimp on the 25th, sent by a person
Mid-month value email	Monthly	An offer-free "insider guide" drafted on the 10th and staged on the 12th
Homepage reviews	Monthly	The best recent 5-star reviews refresh the homepage so it never goes stale
Welcome series	On sign-up	Four emails with a first-stay offer for new subscribers

RESULTS

Area	Before	After
Social media	Posted when time allowed	3 posts a week from a 12-week plan, 160 tracked since February 2026
Owner time on social	About 3 hours a week	About 30 minutes of batch review
Email marketing	First thing to slip in a busy month	Two emails a month drafted and staged on schedule
Brand consistency	Owner checked every channel	Every output inherits one brand brain

MAKING IT REPEATABLE

The pattern has been packaged into three reusable skills, a cycle planner, a batch writer and a creative producer, each opening with a per-client configuration table so a new deployment is filling in a table rather than rewriting instructions. It is now being applied for a client, built in weekly working sessions so the client's team owns and runs it.

LESSONS FOR OTHER BUSINESSES

- **Give agents shared, written context.** A brand brain is what turns scattered prompts into a repeatable operation.
- **Extract the brain, don't write it from scratch.** Your past writing already contains your rules.
- **Keep a person on anything a customer sees.** Draft and stage automatically, approve by hand.
- **Track every piece in one place.** A single status pipeline shows what is coming, what needs review and what has run.