Keynote Presentation | [AI Agents] The Digital Workforce Redefining the Future of Websites & Marketing

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AI Agents:
The Digital Workforce Redefining the Future of Websites & Marketing

MarTech Summit Amsterdam
Edwina Dendler, Prismic

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We're on a journey to make websites and landing pages easy to scale for marketers. Drop by our booth to find out more!
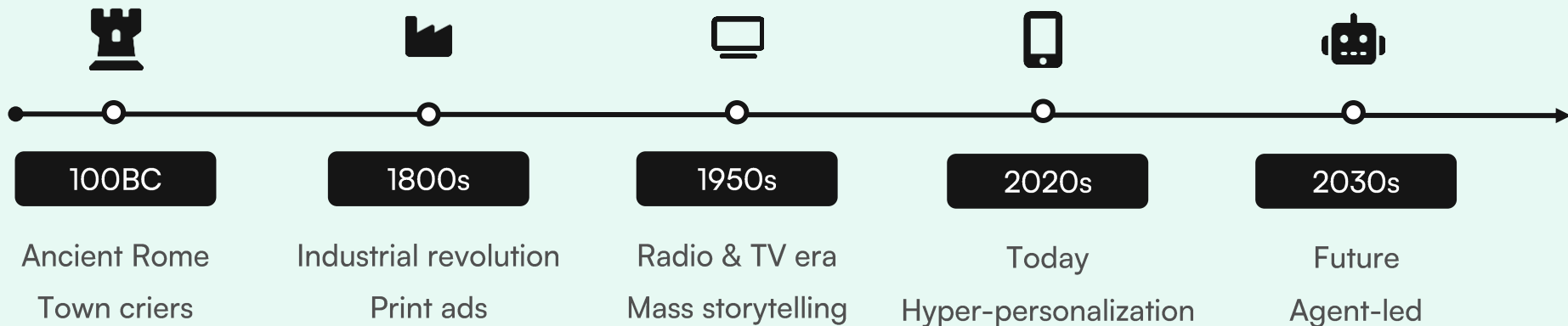
Microsoft

"We will create a swarm of agents to help us with our work and drive the productivity of our organisation"

Satya Nadella, CEO of Microsoft

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Marketing has always evolved with technology.
AI is just the next chapter.

| 100BC | 1800s | 1950s | 2020s | 2030s |

Ancient Rome | Industrial revolution | Radio & TV era | Today | Future

Town criers | Print ads | Mass storytelling | Hyper-personalization | Agent-led
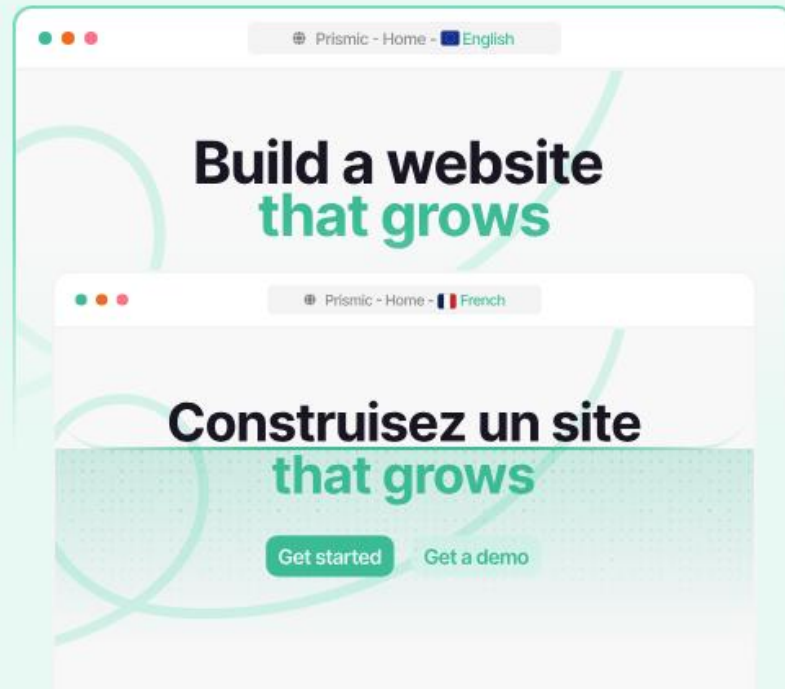
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Canva

OpenAI

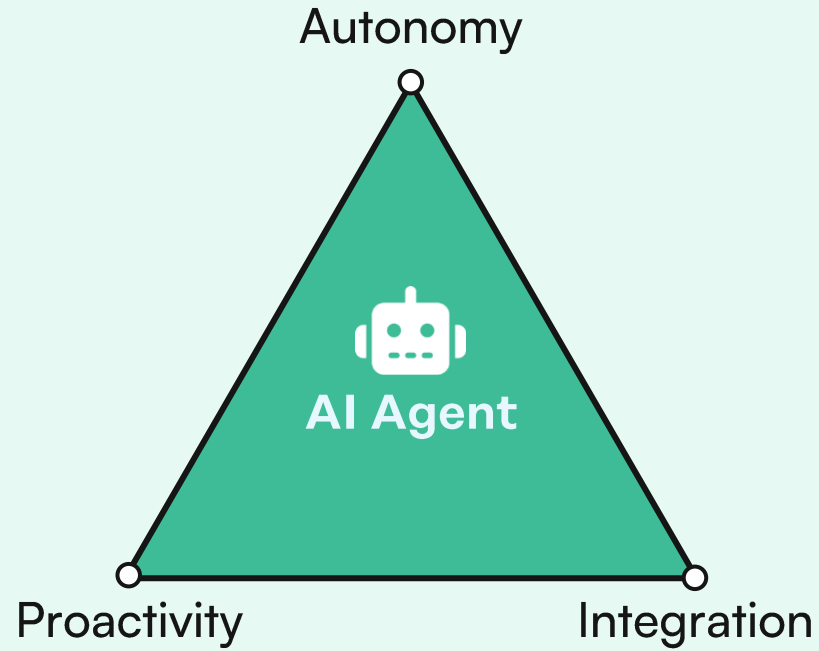Claude

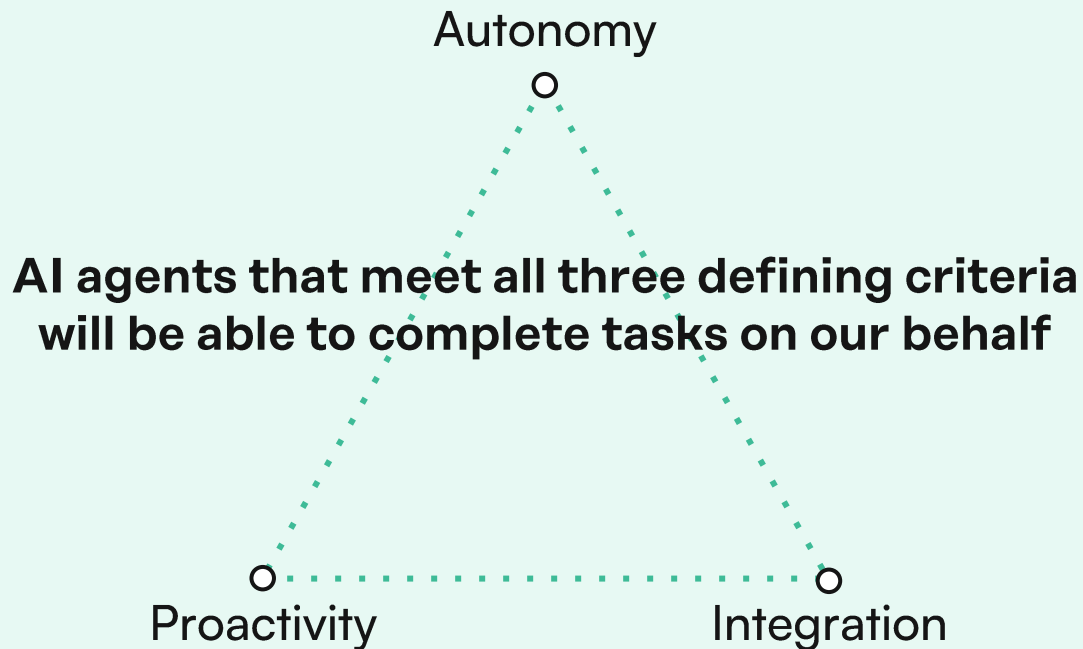**AI is already in many marketing workflows today**

Gemini

CURSOR

runway

From translation to SEO metadata, built-in AI assistants are making website workflows more efficient for the teams managing content.

AI agents will enable
autonomous websites

Autonomously personalize content dynamically

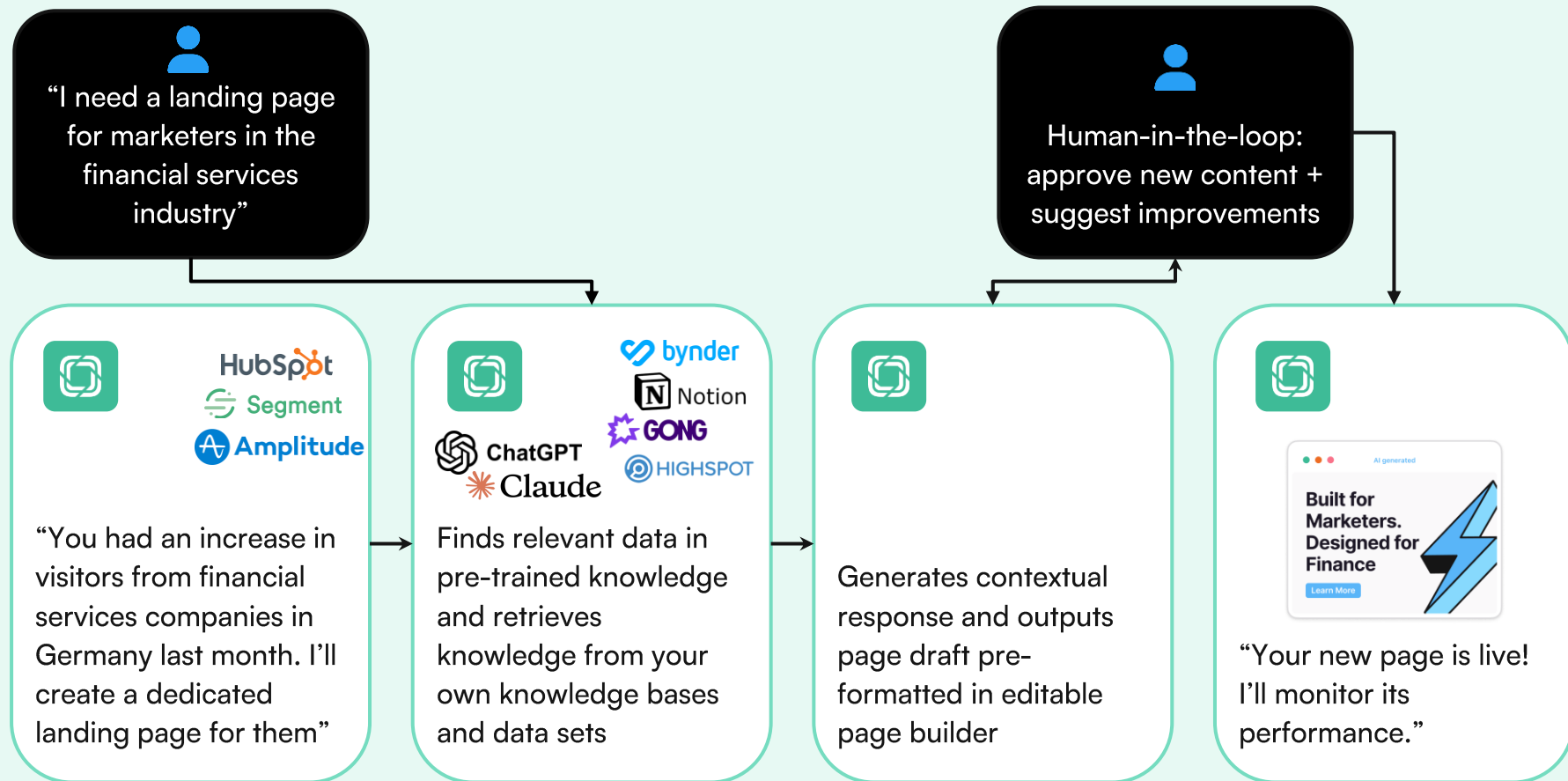Detect underperforming pages and
proactively adjust content

Integrate with your existing MarTech stack to perform
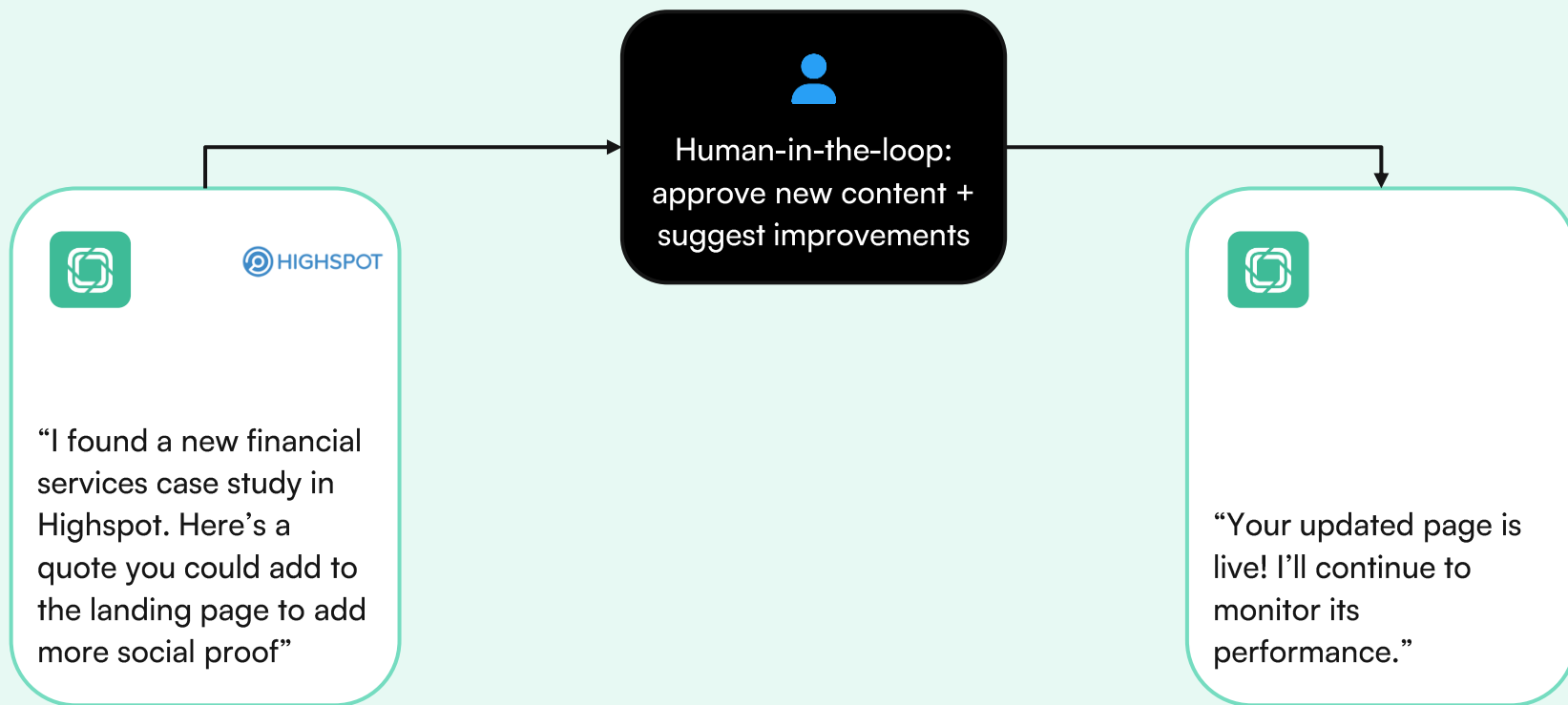complex workflows and surface content & data

What it means:
An individually crafted, unique journey that matches
the user's intent

Autonomous websites:
landing page agent

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Human-in-the-loop: approve new content + suggest improvements

HIGHSPOT

"I found a new financial services case study in Highspot. Here's a quote you could add to the landing page to add more social proof"

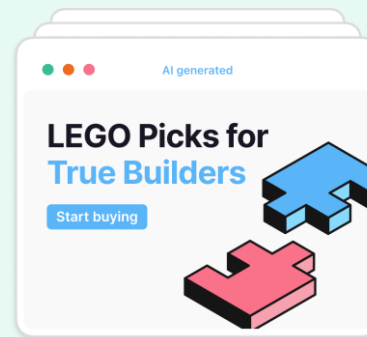"Your updated page is live! I'll continue to monitor its performance."

Personalization of B2B landing pages for ABM
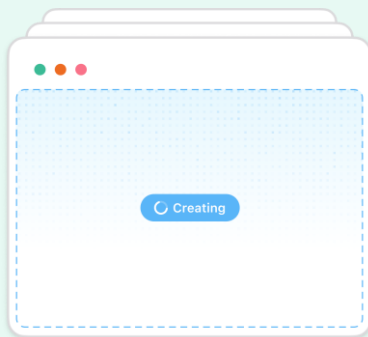
Generated 200+, 1:1 personalized pages automatically. Doubled number of discovery calls booked

Programmatic SEO for B2C E-Commerce marketplace

Automating 100 pages a month with AI-generated content. Cut time from multiple days to minutes.
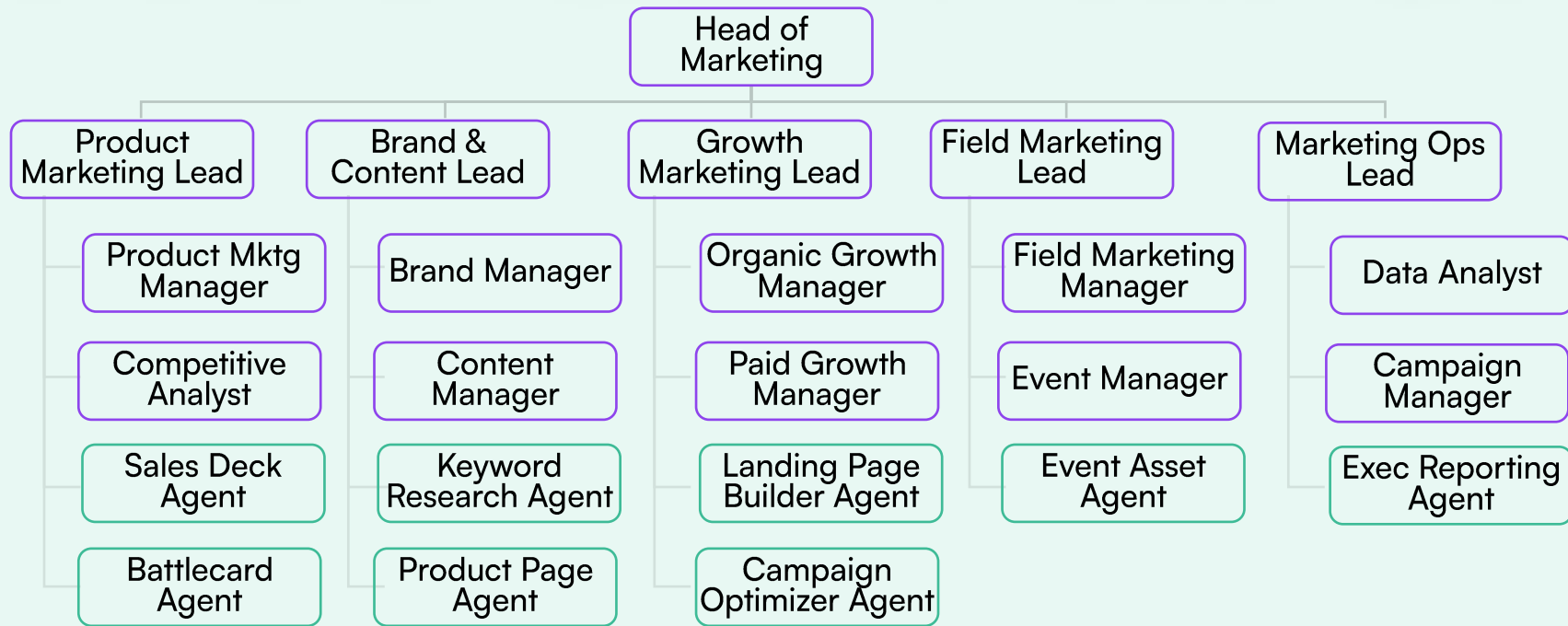
Meet Your New Team: A Hybrid Workforce of Humans & AI Agents?

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HUMANS

AGENTS

SYSTEMS

Head of Marketing

Product Marketing Lead | Brand & Content Lead | Growth Marketing Lead | Field Marketing Lead | Marketing Ops Lead

Product Mktg Manager | Brand Manager | Organic Growth Manager | Field Marketing Manager | Data Analyst

Competitive Analyst | Content Manager | Paid Growth Manager | Event Manager | Campaign Manager

Sales Deck Agent | Keyword Research Agent | Landing Page Builder Agent | Event Asset Agent | Exec Reporting Agent

Battlecard Agent | Product Page Agent | Campaign Optimizer Agent

HubSpot · Segment · clay · prismic · Notion · CONTENT SQUARE · salesforce

Amplitude · HIGHSPOT · GONG · bynder · algolia · Google Ads

How do we decide who does what in a hybrid workforce?

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Our brand DNA

A hydrangea changes color based on the soil, but its DNA remains constant.

AI can adapt your brand to different contexts. But it needs a strong foundational identity - a brand DNA crafted by you.

DNA enables **flexibility** of expression in different environments, while guarding **coherence**.

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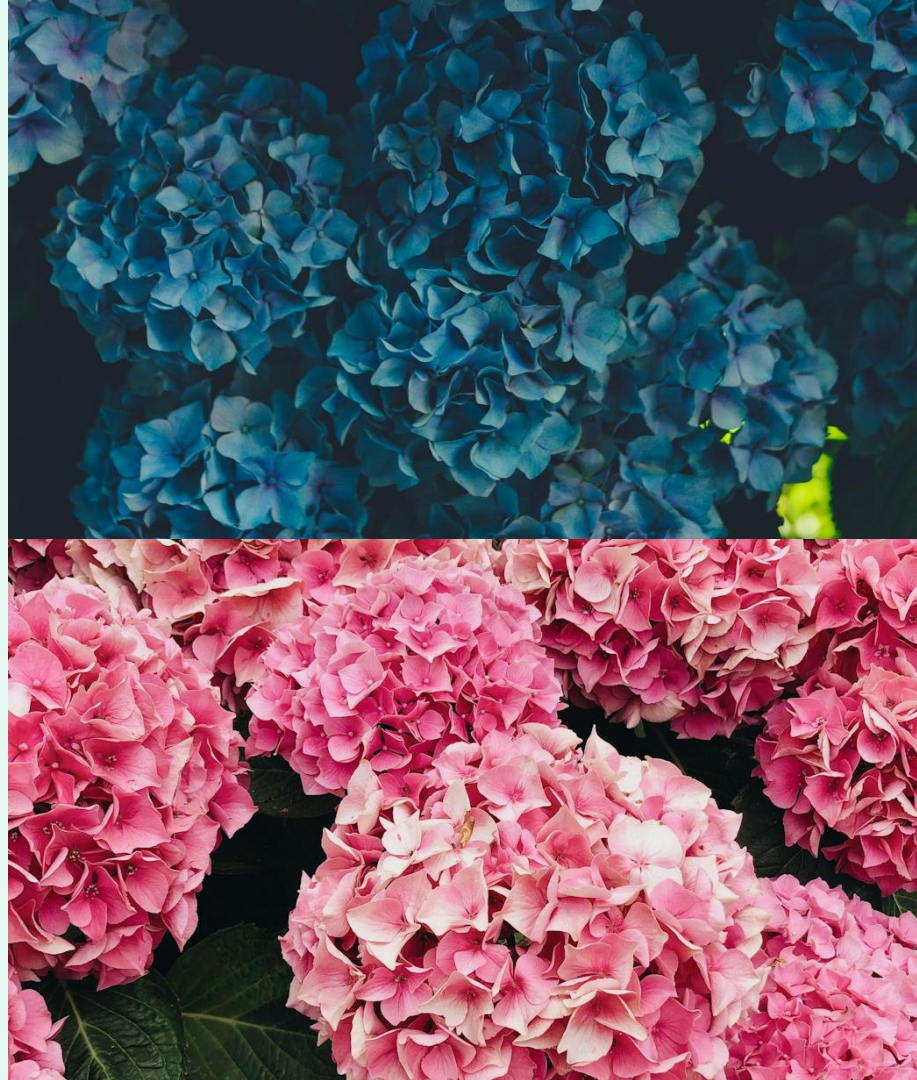
Human strengths

Brand identity & positioning

Creativity & storytelling

Emotional intelligence & empathy

Ethical decisions & judgement

Cultural nuances

AI Strengths

Data analysis & pattern recognition

Task automation & efficiency

Personalization at scale

Continuous testing & optimization

Multi-channel adaptation

Are we ready for autonomous agents?

Trust

Users mistrust AI based on their initial experiences.

Technology

We're still at an early stage, with technology evolving rapidly.

Ethics & Privacy

AI relies heavily on data. How do we protect user privacy? How do we comply with evolving regulation?

We are just getting started.

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Be really clear on your brand DNA and positioning

Build a strong foundation that allows both your team and your AI agents to stay aligned to your unique brand and positioning.

Get your systems foundations in order

Map out where you have existing data of value that AI can work with.

Invest in AI literacy for teams

Provide learning opportunities and encourage hands-on experimentation.

AI can build, optimize, and personalize at an incredible scale. But its true power lies in how we guide it.

Thank you!

Questions?

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