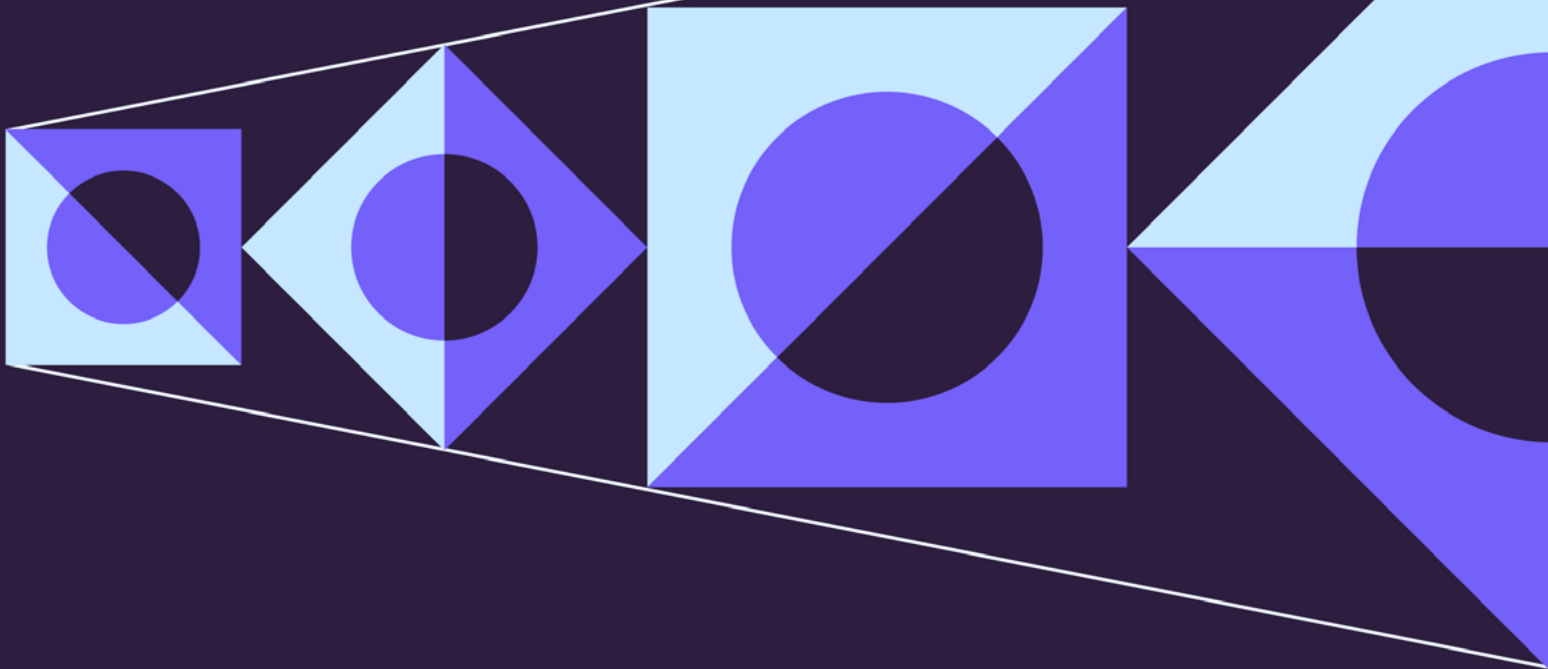


The Agentic Marketing Organization

A Blueprint for Redesigning
How Marketing Gets Done



jasper

Marketing has entered a new era of AI adoption.

The first was defined by individual productivity: How much faster could a marketer write, research, or complete a task? The next is much bigger: How much more can marketing organizations accomplish when AI agents are a driving force behind how work gets done?

Agents execute multi-step work across systems and workflows, using company knowledge and learned context to make decisions within defined boundaries. They shift enterprise marketing AI from a support tool to an intelligent, autonomous partner in running the marketing operation.

Yet a gap persists between AI's potential to transform marketing and how organizations are putting it to work:

94%

of marketing leaders say AI is driving end-to-end transformation

42%

still use AI primarily to assist with individual tasks

Agents can execute work faster and across more functions, but when that work still moves through processes designed around manual execution, much of the potential value is lost.

Speed without redesign doesn't deliver on AI's promise.

Realizing the full value of agents requires a fundamental rethinking of the marketing operating model, raising a consequential set of new questions:



How should marketing teams be structured when execution is no longer tied to headcount?



Where should human judgment remain central, and how much autonomy should agents have?



Which workflows need to be fundamentally redesigned for agentic execution?



How must marketing roles and capabilities evolve?



What infrastructure and governance are needed to scale agents without compromising quality?



How should leaders measure impact beyond productivity and output?

This guide provides a blueprint for building a well-governed and adaptable agentic marketing organization, with a practical path for marketing leaders to lead the transformation.

The Seven Dimensions of Agentic Marketing

DIMENSION	FOCUS AREA FOR MARKETING LEADERS
Team structure	How to organize human expertise and agent execution
Decision rights	Where agents can act and when humans intervene
Workflows	How to redesign the movement of work
Skills	Which human capabilities become more valuable
Infrastructure	What agents need to work with accurate company context
Measurement	How to measure operational and business value
Transformation	How to introduce and scale the new model

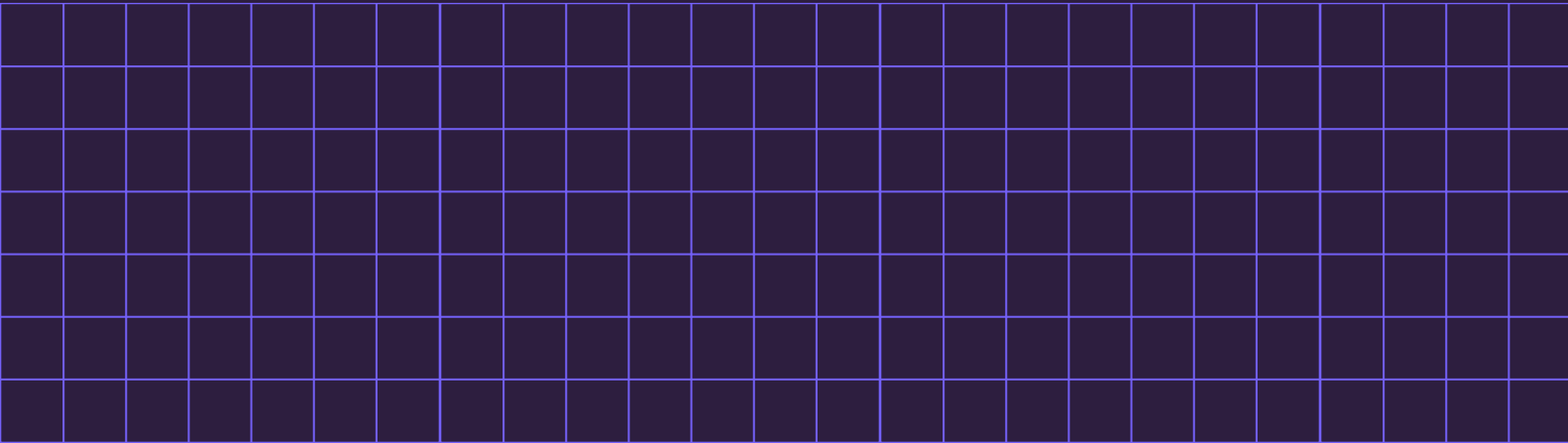


Table of contents

Executive Summary

2

Chapter 1

The New Shape of
the Marketing Team

5

Chapter 2

Decision Rights in an
Agentic Organization

7

Chapter 3

Workflow Redesign,
Not Workflow Automation

10

Chapter 4

The Skills Marketing
Needs More Of

14

Chapter 5

Tooling as Infrastructure

16

Chapter 6

Measuring an
Agentic Team

18

Chapter 7

Building the
Agentic Organization

20

Conclusion

A Marketing Operating
Model for the Future

22

The New Shape of the Marketing Team

Traditional marketing teams are organized by function:

- Content owns content production.
- Product marketing owns positioning and messaging.
- Demand generation owns campaigns.
- Each team has its own responsibilities, processes, and deliverables.

AI agents are changing how work happens across those functions.

Instead of relying on people to manually execute every step, marketing teams can delegate execution to agents. For example, a single marketing agent may conduct audience research, draft campaign assets, and adapt approved messaging across channels, drawing on the same brand and product context throughout.

Agents change how marketing teams use their people.

Specialists spend less time on routine execution and more time setting direction, making decisions, and improving the quality of the work.

Human expertise remains essential, but marketers no longer need to personally execute every task within their functions.

How Agents Change Marketing Responsibilities

Area of work	Traditional model	Agentic model
Campaign strategy	Teams develop plans and coordinate execution	Marketers set strategy and direct agent execution
Research	Specialists manually gather and synthesize information	Agents conduct research; marketers interpret findings
Content production	Teams write and adapt individual assets	Agents produce assets using approved messaging and context
Quality Control	Teams manually review work at multiple stages	Agents check defined standards; humans review quality and exceptions
Optimization	Teams analyze results and implement changes	Agents identify opportunities and execute approved improvements

The opportunity is significant, but organizations are still early in making the transition.

74%

of business and IT leaders expect nearly half of their business processes to be redesigned or rebuilt around AI agents within four years.

5%

say their organizations' business processes are highly prepared for that transformation.

SOURCE: [DELOITTE](#)

The gap underscores how much organizational change is still ahead. Marketing leaders can't simply give agents more work and expect the existing team structure to support it. They need to rethink how responsibilities are divided, how specialists collaborate, and where people can contribute the most value as agents take on more execution.

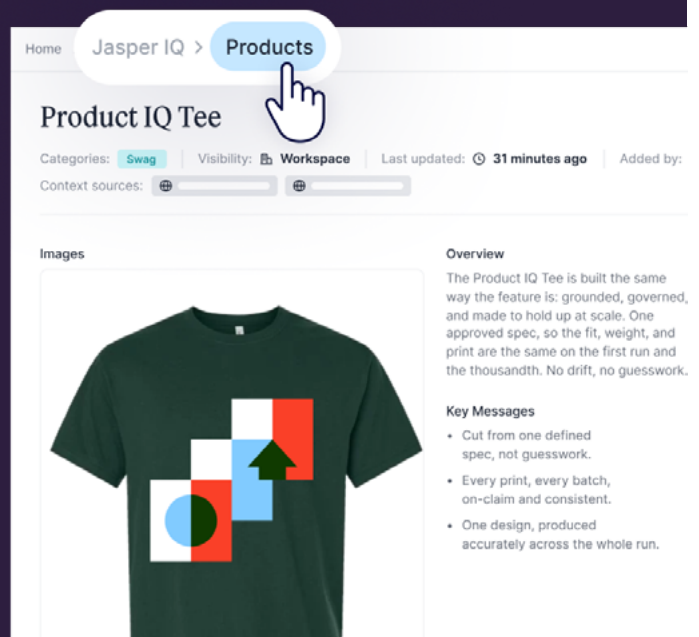
HOW IT HAPPENS IN JASPER

With Jasper, a single product launch strategy can drive campaign execution across multiple teams, without everyone having to build their assets from scratch.

Once product marketing establishes the positioning and campaign direction, Jasper's [Product Launch Campaign Agent](#) can generate assets for different channels. Powered by [Jasper IQ](#), the agent uses shared brand guidelines, audience profiles, and approved product information to keep messaging accurate and consistent.

Content, demand generation, and social teams can then focus on refining the assets for their respective channels while Jasper handles

more of the production. Teams spend less time coordinating handoffs and duplicating work, getting campaigns to market faster without losing control over the message.



Decision Rights in an Agentic Organization

As agents take on more responsibility, marketing leaders face an important question: How much authority should agents have to make decisions and execute independently?

Marketing organizations already establish decision rights for employees. A content manager may approve routine website updates,

while changes to product positioning require leadership approval. The same principle should apply to agents.

Without clear boundaries, teams risk one of two outcomes. Agents either require approval for every action, limiting their value, or operate without sufficient oversight, exposing the organization to unnecessary risk.

The goal is to give agents enough autonomy to execute efficiently while keeping people accountable for decisions that require their expertise.

Four Levels of Agent Autonomy

Agent autonomy exists on a spectrum, from making recommendations to taking independent action.

Level	What the agent does	Human involvement	Marketing example
Recommend	Suggests an action	Human decides	Propose new campaign positioning
Execute with approval	Prepares work for execution	Human approves before release	Draft a product launch email
Execute with oversight	Acts within established parameters	Human reviews results or exceptions	Optimize existing content using approved guidelines
Execute autonomously	Completes defined work independently	No routine approval required	Adapt approved campaign assets for established channels

The appropriate level depends on the consequences of the work. An agent adapting an approved email for another audience may need minimal oversight. Changing product claims or launching a new brand campaign requires greater scrutiny.

Autonomy can also evolve. As teams improve agent instructions and validate performance, more activities may become eligible for independent execution.

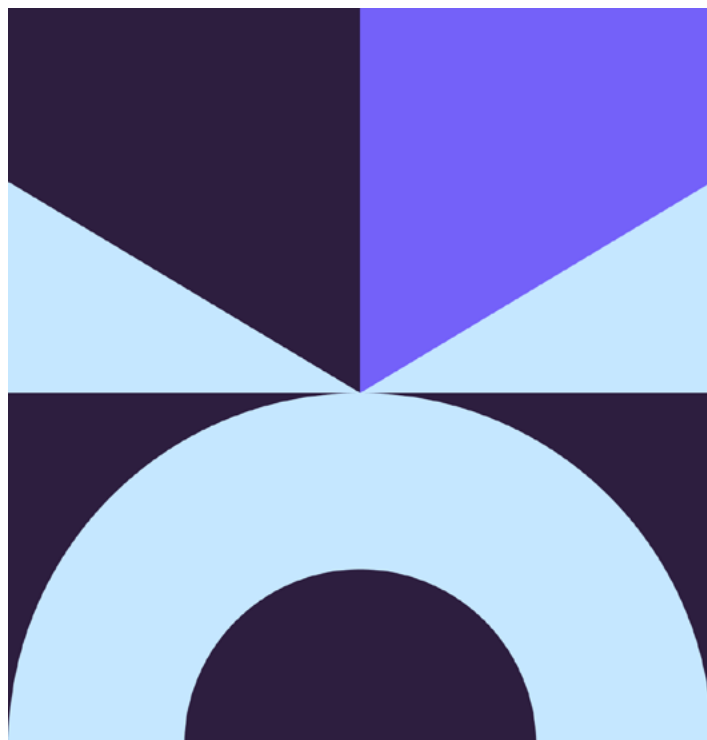
How to Decide Where Humans Should Intervene

Marketing leaders should evaluate activities based on risk and the reliability of the information agents use. Key factors include:

- **Business risk:** Potential consequences of an incorrect action
- **Reversibility:** Whether the action can be corrected
- **Brand exposure:** Potential impact on brand reputation
- **Compliance:** Legal or regulatory requirements
- **Financial impact:** Potential costs or financial consequences
- **Context quality:** Accuracy and completeness of the information available to the agent

The exercise often reveals an opportunity to eliminate unnecessary approvals. Some reviews require human judgment. For example, a creative director evaluating a campaign concept or a legal team validating a claim should remain involved.

Others exist because organizations have historically relied on people to catch mistakes that clearer standards could prevent. With brand guidelines and product information embedded in agent workflows, teams can reduce routine checking while preserving reviews that require human expertise.



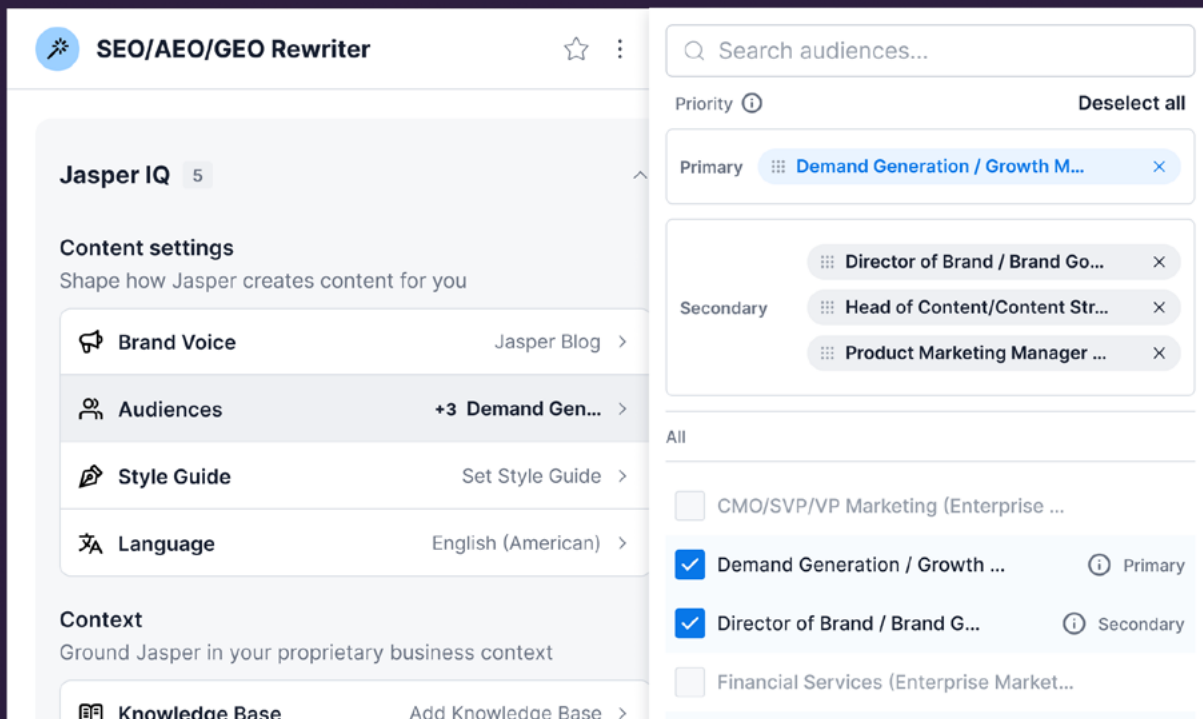
HOW IT HAPPENS IN JASPER

A demand generation team is preparing an email campaign promoting a new product feature. The positioning and product claims have already been approved, but the team needs variations tailored to different audiences.

With [Jasper Knowledge Base](#), agents can reference approved product documentation and messaging, while [Brand IQ](#) helps ensure the content follows the company's brand standards.

The team can authorize agents to generate audience-specific variations using that approved information without requiring approval for every draft. Any proposed changes to core positioning or new product claims remain subject to human review.

The result is a practical division of decision-making authority: Agents can independently execute within established guidelines, while marketers retain control over decisions that introduce risk.



Workflow Redesign, Not Workflow Automation

Faster content production doesn't necessarily mean faster marketing execution.

An agent might produce a campaign email in minutes, but if the draft still sits in an approval queue for three days, the organization has gained very little.

Many marketing workflows were built around the limitations of human execution. Work moves between specialists, waits for reviews, and advances according to the availability of individual team members.

Adding agents to those processes can accelerate specific tasks. Redesigning the processes around agents creates a much bigger opportunity.

The Difference Between Automation and Redesign

Task acceleration	Workflow redesign
AI speeds up existing tasks	Agents execute connected stages of work
Work follows the same sequence	Activities can happen in parallel
Existing handoffs remain	Unnecessary handoffs are eliminated
Reviews happen at every established checkpoint	Reviews focus on exceptions and consequential decisions
Success is measured by task-level time savings	Success is measured across the complete workflow

McKinsey’s research shows how significant that difference can be.

Organizations that redesign workflows around AI are **5.3×** more likely to report enterprise-level value.

32%

with workflow redesign

6%

without workflow redesign

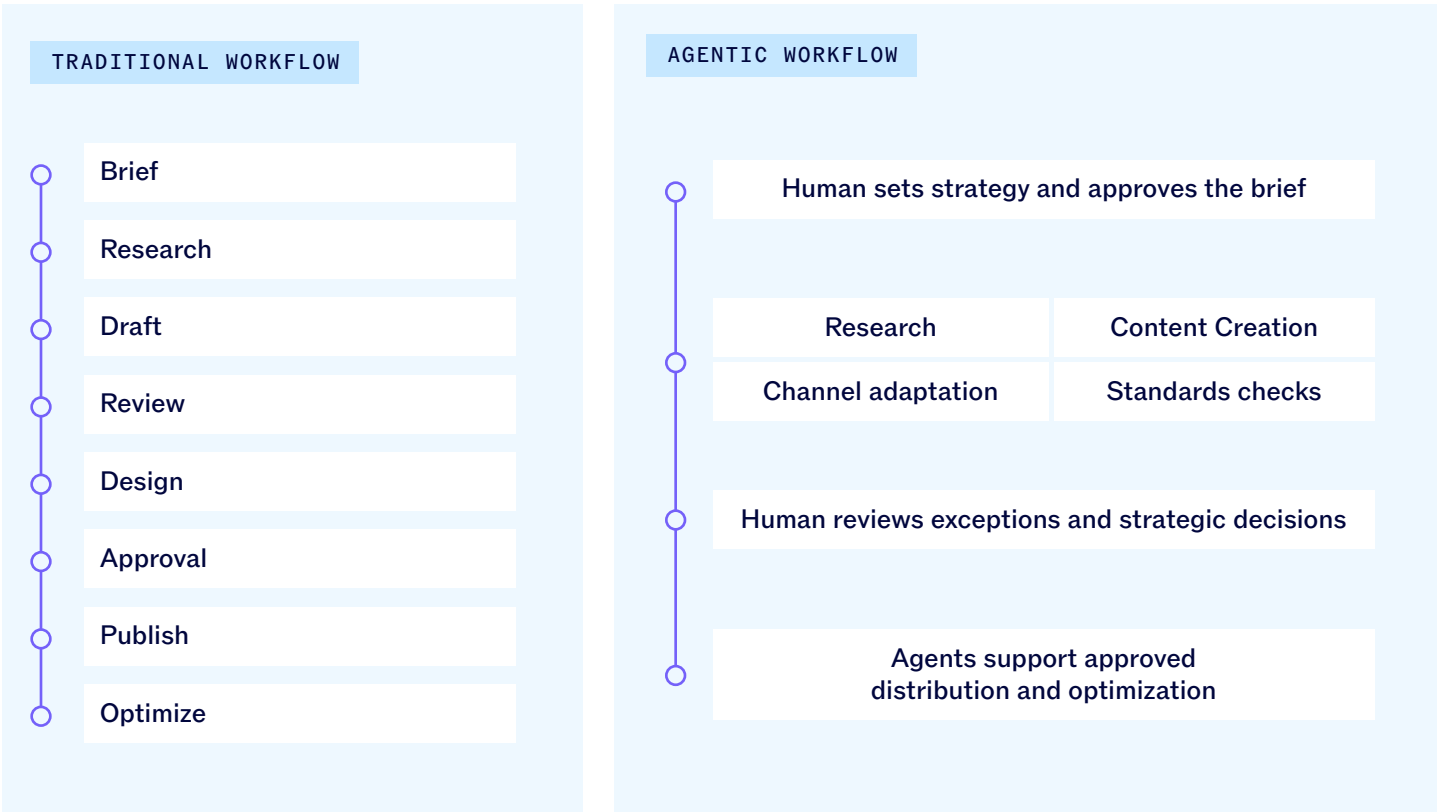
SOURCE: [MCKINSEY](#)

How to Redesign a Marketing Workflow

A good starting point is identifying where work slows down today.

A traditional content campaign might move through research, drafting, editorial review, creative development, approval, and distribution. Each transition requires coordination, even when the next step is already clear.

In an agentic workflow, multiple activities can be connected and executed using the same approved campaign context. Human involvement can concentrate on strategic decisions and exceptions that require intervention.



The new workflow still requires accountability. But people no longer need to initiate or manually coordinate every production step.

build the right safeguards into each workflow while preserving the speed and efficiency of agentic execution.

Build Safeguards into the Workflow

These controls should be designed alongside the workflow, before agents begin executing at scale.

Removing manual steps creates new risks that marketing leaders need to anticipate. Identifying potential points of failure early allows teams to

Potential failure	How to address it
Agents use outdated information	Maintain accurate, current company context
Ownership becomes unclear	Assign a human owner to every workflow
Too many approvals remain	Define which exceptions require review
Agents act beyond their authority	Establish clear decision rights
Output quality deteriorates	Monitor quality and recurring errors

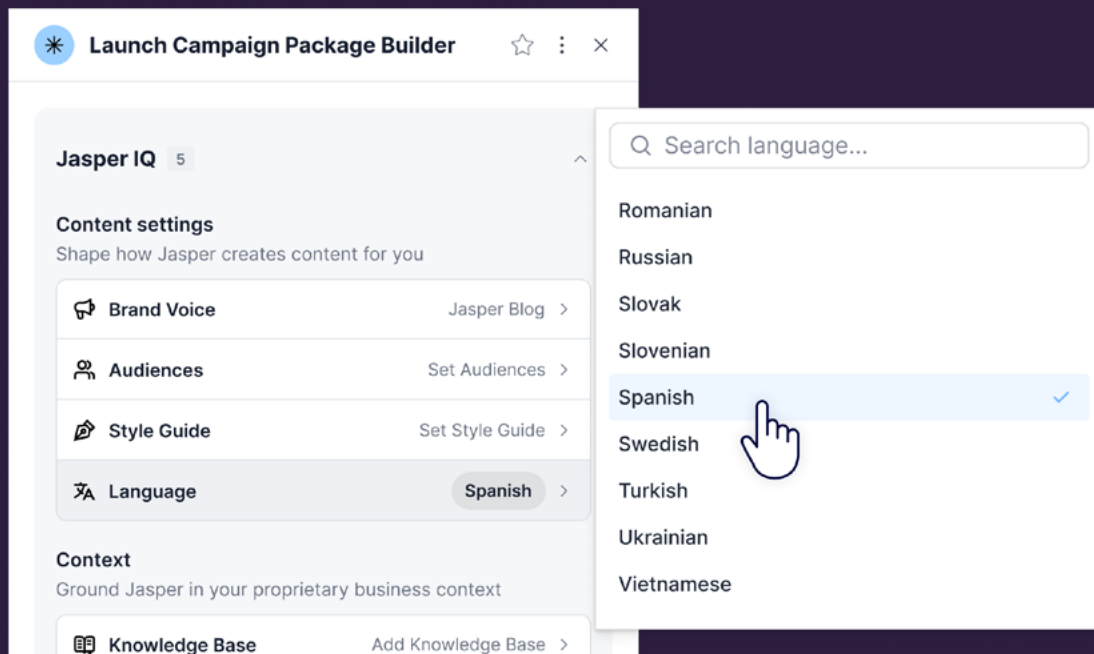
HOW IT HAPPENS IN JASPER

Consider a global campaign launch. Traditionally, the central marketing team creates the campaign assets, hands them off to regional teams for localization, and sends the adapted versions through another round of reviews before launch. Each handoff adds time, even when the underlying messaging has already been approved.

With Jasper, teams can redesign that process around a shared campaign brief and approved brand context in Jasper IQ. Agents can generate campaign assets and use Jasper's [Translation Agent](#) to localize them for different markets, allowing production and localization to happen as connected stages of the same workflow.

Instead of reviewing every asset at every stage, regional marketers can focus on language nuances, market requirements, and exceptions that need their expertise. Approved content can then proceed to distribution without repeating the full production and approval cycle.

The improvement goes beyond faster localization. Teams eliminate redundant handoffs and build a repeatable process that can support additional markets without adding the same amount of coordination and manual work.



The Skills Marketing Needs More Of

AI agents are changing what marketing teams need from their people.

As agents take on more production work, the ability to generate large volumes of content or manually complete routine tasks becomes less central to how marketers contribute value.

What becomes more valuable is the expertise required to direct that execution and determine whether the work is effective. For marketing leaders, that has important implications for how they hire, develop, and evaluate their teams.

73%

of talent acquisition leaders identify critical thinking and problem-solving as their top hiring priority, ahead of technical AI skills.

SOURCE: [KORN FERRY](#)

Five Skills That Become More Important



Strategic judgment

Agents can execute against many possible priorities. Marketers must determine which opportunities deserve attention, where to invest resources, and what the organization should aim to accomplish.



Creative thinking and taste

Producing more creative options makes the ability to recognize exceptional work more valuable. Marketers need to identify strong ideas, challenge generic outputs, and maintain a distinctive brand.



Customer and market understanding

Agents can synthesize research, but marketers need the customer knowledge and market expertise to interpret findings and identify opportunities worth pursuing.



Agent direction

Teams need people who can translate marketing goals into clear agent instructions, define the expected outcome, and improve how agents execute over time.



Quality judgment

Marketers must evaluate whether agent-produced work meets strategic objectives and brand standards, then identify where human intervention will improve the result.

Research suggests that this emphasis on human judgment is becoming increasingly important to ROI on AI investments.

How Marketing Roles Will Evolve

As agents take on more execution, marketing roles will evolve to place greater emphasis on direction, oversight, and improving outcomes.

Content marketers, for example, may spend less time drafting individual assets and more time developing editorial strategy, evaluating agent-produced content, and identifying opportunities to improve performance.

Demand generation specialists may shift from coordinating campaign production to directing agents and optimizing campaigns based on results.

Marketing operations teams will also take on new responsibilities, including configuring agent workflows, maintaining the knowledge agents rely on, and monitoring execution quality.

For marketing leaders, these changes should inform how roles are defined, how performance is evaluated, and where teams invest in professional development. The goal is to build a workforce that can make the most of agent capabilities while continuing to deepen the expertise that makes effective marketing possible.

HOW IT HAPPENS IN JASPER

Working with Jasper's [marketing agents](#) gives marketers an opportunity to move from producing every deliverable themselves to directing and improving agent execution.

For example, a senior content strategist can give an agent a campaign objective, define the audience and editorial approach, and establish what successful content should accomplish. The agent handles much of the initial production, while the strategist evaluates the results and provides feedback to improve subsequent outputs.

With less time devoted to drafting and revising individual assets, the strategist can redirect their expertise toward identifying new content opportunities and refining campaign strategy based on performance.

They can influence more campaign outcomes by guiding the work agents execute, while dedicating more of their own time to the decisions that require their experience and judgment.

Tooling as Infrastructure

AI agents can't execute reliably at scale without access to accurate, up-to-date company knowledge. Yet in many marketing organizations, that information is scattered across systems that weren't designed to work together.

Brand standards may live in one platform, while product information lives in another. Marketers have traditionally bridged those gaps manually, gathering the context they need before starting work.

Agents need that context to be readily available. Without it, they risk generating inaccurate content at scale, creating more work for teams to review and correct.

Scaling agentic marketing requires a connected technology foundation that gives agents consistent access to the knowledge they need to execute effectively.

What Infrastructure Do Marketing Agents Need?

A reliable agentic marketing infrastructure needs to do more than give agents access to individual tools. It must provide the context agents need to make informed decisions, the ability to act on those decisions, and clear boundaries for what they're authorized to do.

Marketing leaders should prioritize several foundational components:

- **Shared brand context:** Approved voice, positioning, and creative standards that agents can consistently apply
- **Current product information:** Accurate product details and validated claims that prevent agents from relying on outdated messaging
- **Audience knowledge:** Customer research and segment-level insights that inform how agents tailor content
- **Performance data:** Campaign results and other signals that help agents identify opportunities for improvement
- **Approved assets:** Validated examples and reusable content that provide a foundation for new work
- **Workflow instructions:** Defined processes that tell agents what to execute and when to escalate decisions
- **System integrations:** Connections to the platforms where agents need to retrieve information or complete work
- **Access controls:** Permissions that determine what information agents can use and which actions they're allowed to take

These components need to work together. An agent may have access to the right campaign brief, but without current product information, it can still produce inaccurate content. Similarly, an agent may know what action to take but lack the access or authorization to complete it. A connected infrastructure allows agents to execute with independence while giving marketing leaders confidence that the work reflects current company knowledge and established standards.

HOW IT HAPPENS IN JASPER

As products evolve, the marketing content describing them needs to stay accurate and up to date. New features, updated specifications, and changes to approved claims should be reflected in the assets marketers create.

With [Jasper Product IQ](#), teams can maintain a centralized source of product information, including specifications, differentiators, approved claims, and disclaimers. Jasper uses this knowledge to inform the content agents generate.

When product details change, teams can update Product IQ so agents have access to the latest approved information without requiring every marketer to track down changes or manually reenter product context.

This gives marketing teams a more reliable foundation for scaling content production, helping ensure that newly generated assets accurately reflect the products they're promoting.

Jasper IQ > Products

The Double Cinch Barrel Bag

Visibility: Workspace | Last updated: 2 days



Sizes

XS S M XL

Colors

Yellow Red Green



Tags

Product Information X 360 X

The Double Cinch Barrel Bag

Placeholder text for product description.

Features

Placeholder text for product features.

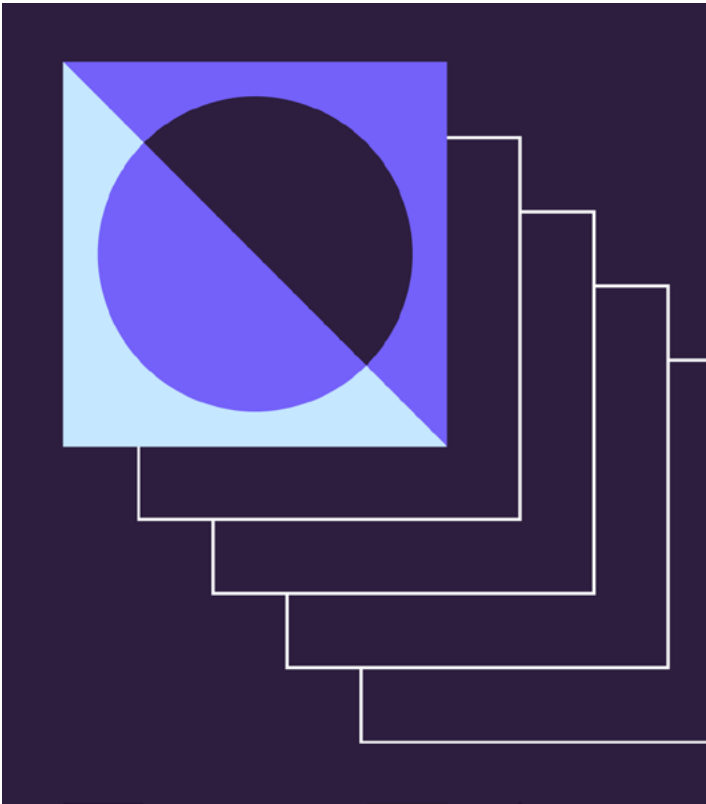
Measuring an Agentic Team

More marketing output doesn't automatically mean better marketing performance.

Agents can dramatically increase how much work a team produces, but additional content or faster campaign execution only creates value if it contributes to business results.

Traditional productivity metrics don't capture the full impact of an agentic organization. Leaders need to understand whether agents are improving how work gets done and whether those operational improvements translate into better marketing outcomes.

That requires measuring both workflow performance and business impact.



What Should Marketing Leaders Measure?

Measurement category	Metrics to track	What it reveals
Operational efficiency	Completion time, review cycle time, cost per workflow	Whether work moves faster and more efficiently
Workflow autonomy	Human handoffs, intervention rate, percentage completed without escalation	How independently agents can execute
Execution quality	Revision rate, errors, output quality	Whether standards are maintained
Business outcomes	Pipeline contribution, conversion rates, AI search visibility, brand performance	Whether agentic execution improves marketing results

Measurement should also inform what agents do next. When marketers identify an error or discover a more effective approach, that feedback can improve the instructions and knowledge agents use in future work. Over time, teams build on what they've learned instead of starting over with every workflow.

HOW IT HAPPENS IN JASPER

Consider a marketing team working to improve its brand's visibility in AI search. Publishing more content may increase output, but it doesn't necessarily mean the brand is appearing more frequently in AI-generated answers.

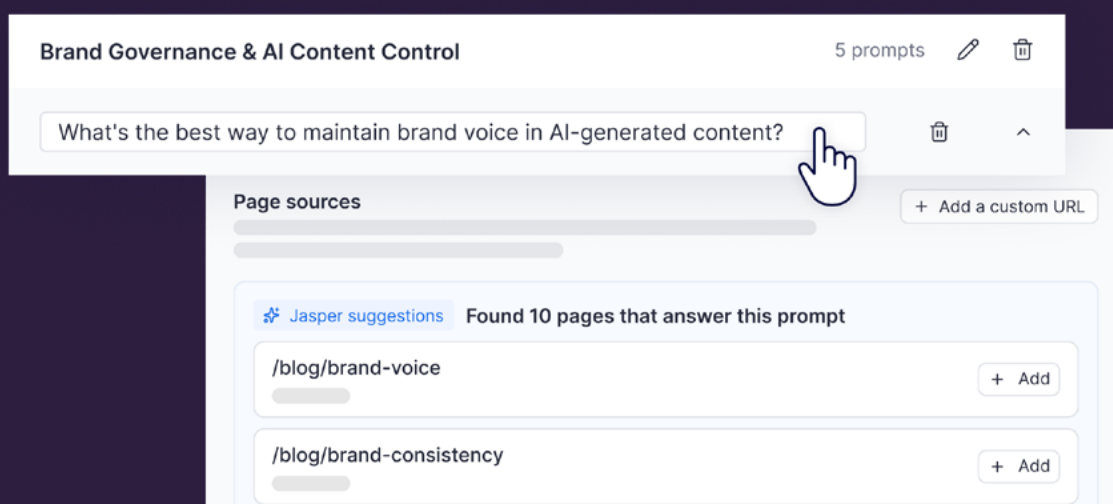
With [Jasper GEO Hub](#), marketers can identify opportunities to improve their presence in AI search and use agent-driven workflows to optimize existing content.

The team can measure operational improvements, such as how many pages it can optimize with existing resources and how much human intervention each optimization

requires. But the more meaningful measure is whether those changes improve AI search visibility over time.

By tracking changes in brand mentions and visibility for priority topics, marketers can evaluate which optimizations are delivering results and where further investment makes sense.

This gives leaders a clearer picture of agentic AI's value: how efficiently teams can act on opportunities and whether those actions improve marketing performance.



Building the Agentic Organization

Redesigning the marketing organization around agents can feel like a major undertaking. But the transformation doesn't need to happen across every function at once.

The most practical starting point is a single workflow.

Choosing one well-defined area of work gives marketing teams an opportunity to test a new operating model, identify what needs to change, and demonstrate measurable value before expanding it.

A successful pilot gives marketing leaders something concrete to build on. They can see where agents deliver value, make adjustments based on what they've learned, and bring that experience into the next workflow.

As more teams adopt these approaches, the benefits begin to compound. Marketing can take on more work without increasing headcount at the same rate, and people have more time to focus on the work that benefits most from their expertise. Over time, these changes add up to a fundamentally different way of running marketing.

1

Choose

Start with a workflow where better execution could make a meaningful difference.

Output: A prioritized workflow with a clear business objective.

2

Map

Document how the workflow operates today. Identify responsibilities, bottlenecks, and handoffs that create delays.

Output: A current-state workflow map.

3

Redesign

Build the new workflow around what agents can execute and where human judgment is required.

Output: A future-state workflow with clear responsibilities and safeguards.

4

Test

Run the redesigned workflow and compare performance against the original process.

Output: A validated workflow with measurable results.

5

Expand

Apply proven approaches to additional workflows, reusing established standards and infrastructure.

Output: A repeatable agentic operating model that can scale across the organization.

HOW IT HAPPENS IN JASPER

Jasper's forward-deployed experts work directly with marketing teams to understand their business and identify where agents can have the greatest impact.

They work with the people who know the business best to turn existing processes and expertise into agent-powered workflows. That includes defining what good execution looks like, building the initial workflows in Jasper, and setting up ways to evaluate performance.

As teams begin using those workflows, Jasper's experts help them improve what isn't working and build the skills to manage and expand the system themselves.

Marketing organizations can start with a specific business problem and build from there, using what they learn to make each new implementation more effective.



A Marketing Operating Model for the Future

For years, the size of a marketing team largely determined how much it could accomplish. More campaigns required more production resources. Expanding into new markets meant more people coordinating the work.

AI agents are changing that equation.

Agents can take on entire workflows, make decisions using company knowledge, and adjust their actions as new information becomes available. Marketing teams can do more than produce work faster. They can respond to market changes sooner, keep messaging aligned as the business grows, and use what they learn from performance to improve what happens next.

And they can do it without adding people every time the workload grows.

But putting agents to work won't automatically deliver those benefits. Marketing leaders have to rethink how their teams operate. Which decisions should agents make independently? Where do people need to stay involved? How can teams share knowledge so everyone is working from the same information?

These are decisions about how to run a marketing organization, not simply which technology to buy. A well-designed agentic operating model allows marketing teams to grow without becoming harder to manage. It gives people more room to focus on strategy and apply their expertise to the decisions that shape business results.

Teams can become more scalable and responsive, with human expertise guiding an increasingly capable network of agents.

Jasper helps enterprise marketing teams put that vision into practice, bringing together expert guidance, company intelligence, and purpose-built AI agents in one platform. From identifying where agents can deliver the greatest value to building workflows that improve with use, Jasper gives marketing organizations a practical way to scale execution while maintaining control.



jasper

Put AI agents to work with Jasper

Jasper brings intelligent AI agents and built-in governance together to orchestrate end-to-end marketing workflows—delivering speed, control, and measurable impact.

Request a demo →