



How to *Scale* *Content in 2026*

A Vaimo Masterclass
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Your *hosts*



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The current *reality*



5 *prevailing trends*



Agentic
ecosystems



Modular
content



Continuous
governance



Horizontal
teams



Generative
search (GEO)

What do we
mean when we
talk about
content?



Content is *not* just copy

Content Model

Taxonomy

Product Data

Localization Rules

Workflows

Metrics



Poll



How can you
enable for *scale*?




BLOG POST




PRODUCT PAGE




CASE STUDY




VIDEO




SOCIAL POST




EMAIL




WHITEPAPER



**DELIVERED
TO AUDIENCE**





Towards *scalable* content



Strategy



Governance



Process



*Structure &
tools*



*Data &
optimization*

1. Shared
strategy =
starting point



A unified strategy
points teams in the
same direction

Teams need to *align* on...

Business outcomes

Audience tasks

Core messaging

Local adaptation

Content types

Success signals



2. Governance *is how content decisions scale*

Governance is
not *one decision*

Ownership

Standards

Approval

Access

Maintenance



3. From one-time content *to* *repeatable* *process*



Poll



A workflow is not
a task list. It's a
decision path

What starts the work?

*What inputs are
needed?*

*Who decides at each
step?*

*Where do reviews
happen?*

*What does ready
mean?*



4. Structure + tools *make* *reuse possible*



Content must
be *structured*
before it can
scale

Fields

Assets

Components

Claims

Metadata

CTAs

Product facts

Templates



AI as a workforce *multiplier*

AI can support

- Research
- Audits
- Drafting
- Variants
- Metadata
- Documentation
- Translation support

Humans must own

- Strategy
- Positioning
- Claims
- Brand judgement
- Legal risk
- Final approval

Practical use cases

Model

Create and test reusable content structures

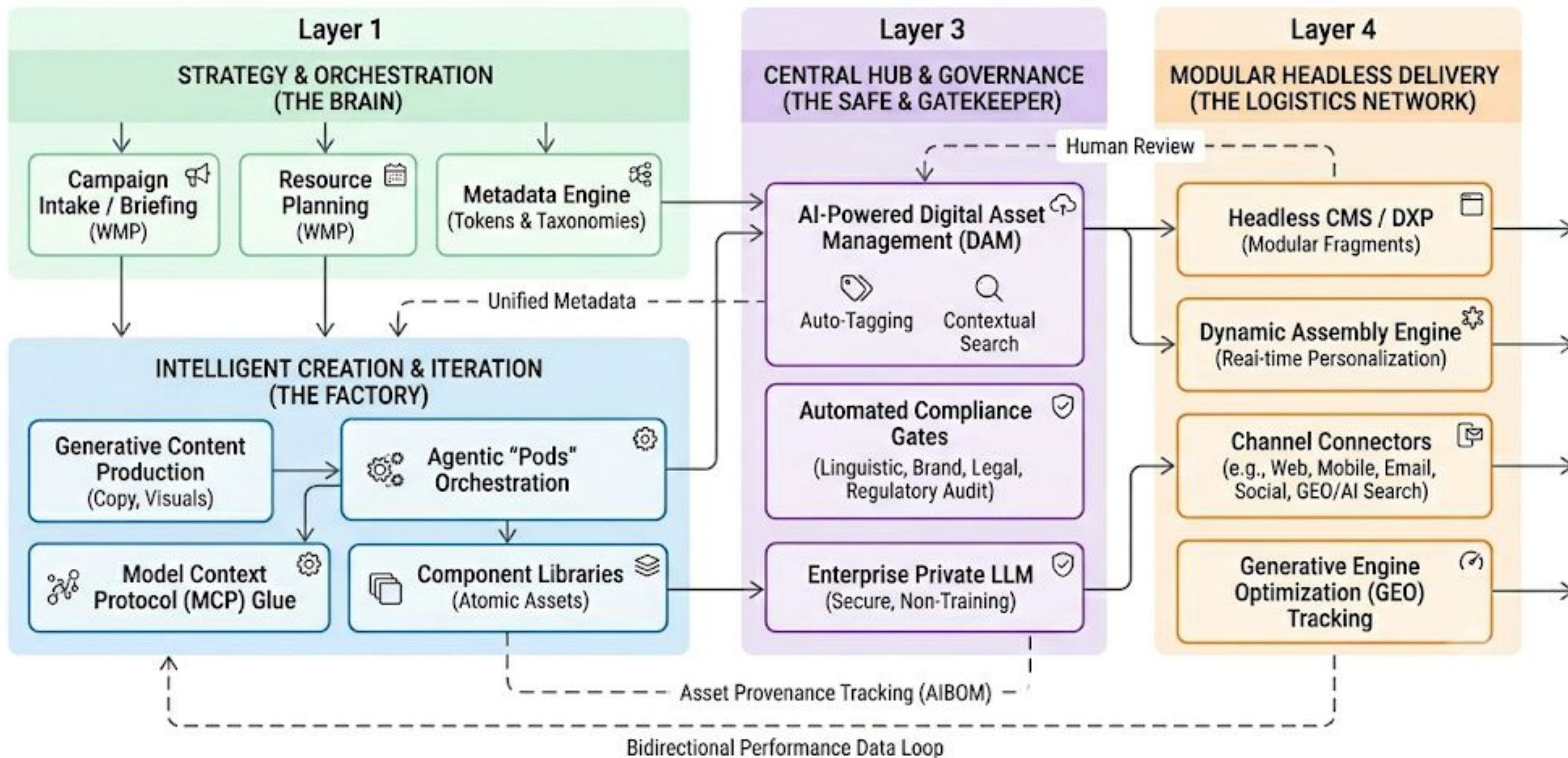
Create

Draft keyword-optimized content

Evaluate

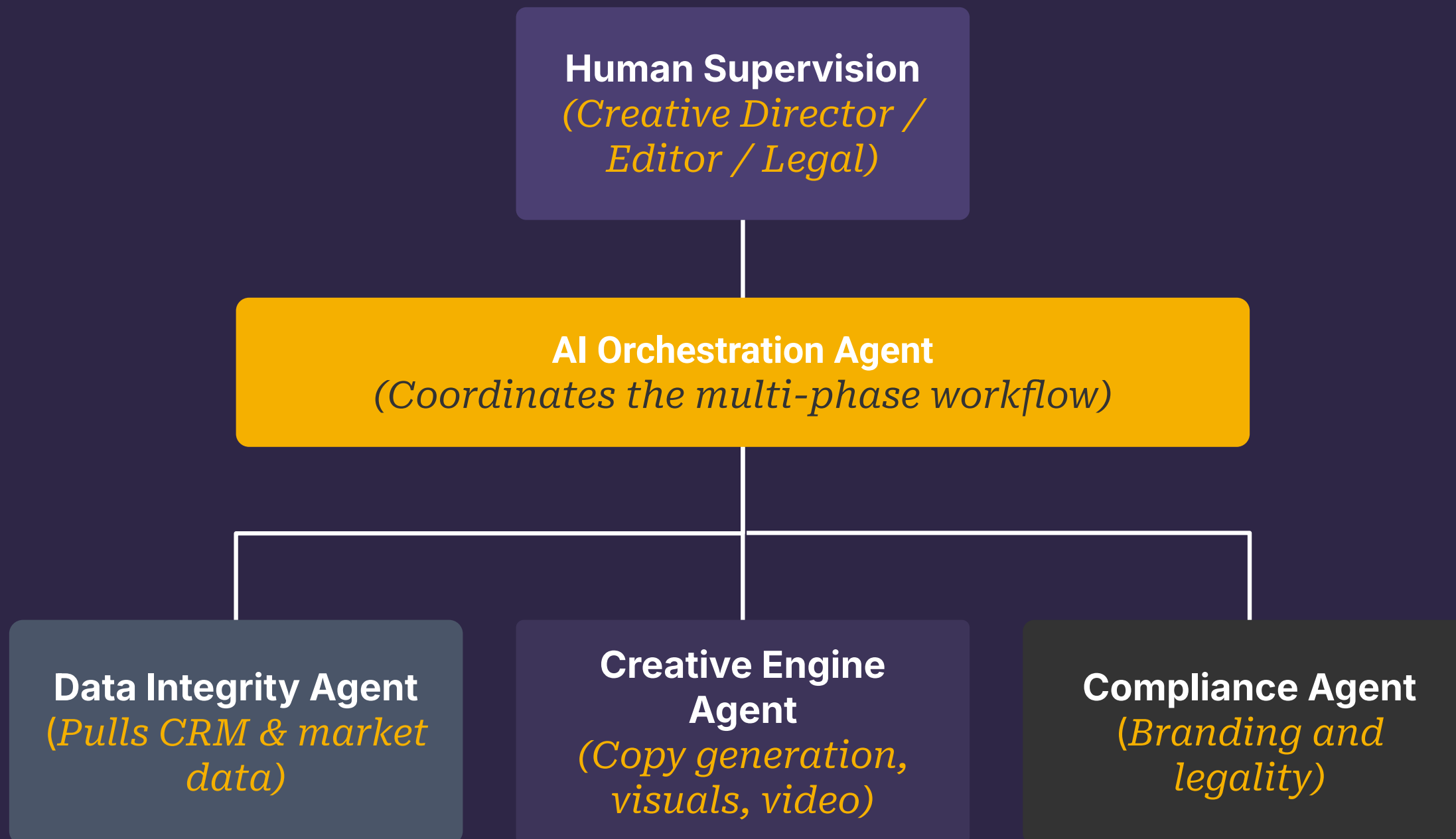
Audit and compare CMS options

Tools *connect* the modern content ecosystem





Product oriented delivery, aka the *POD*



Advantages of PODs

- Elimination of App-Switching
- True hyper-personalization at zero incremental cost
- Shrinking time to market
- Increased job satisfaction



5. **Scale** *does not end at publish*



Content needs
feedback loops
to stay relevant

*Efficiency - Are teams
working better?*

*Quality - Is content
clear and usable?*

*Engagement - are users
responding?*

*Impact - is content
driving outcomes?*



Transformational *measures*

Time-to-Market
(TTM) / Content
Velocity

Content Cycle
Time

Content Reuse
Rate

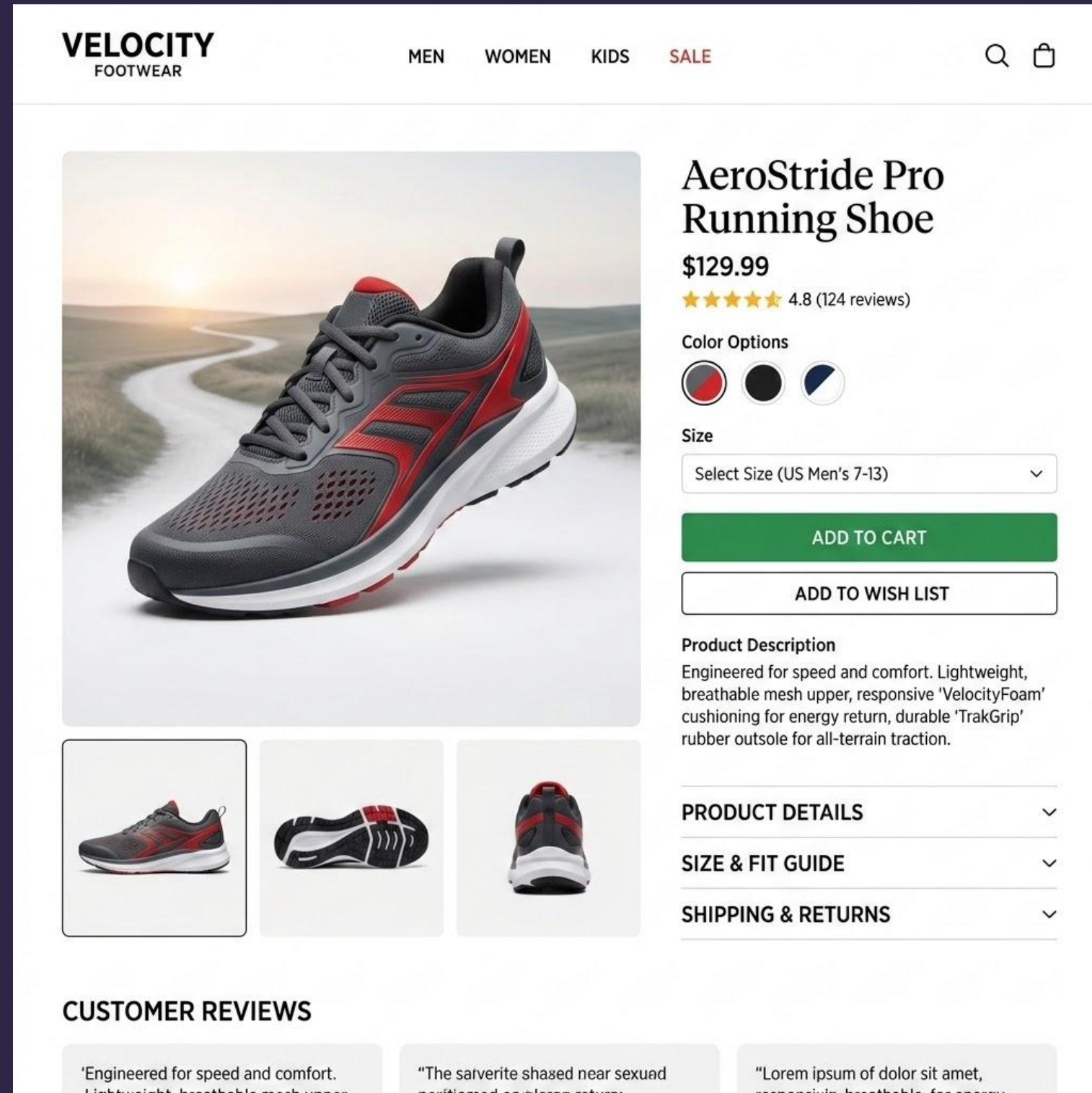
Content
Utilization Rate

What you should
do *now* and in
the *next 90 days*



Apply

Let's *stress test* one content type



Strategy

What job should this page do: inform, compare, convert, or support?

Governance

Who owns the global message, product facts, claims, and local adaptations?

Process

What is the path from product update to review, localization, publish, and improvement?

Structure + Tools

Which fields, assets, product data, modules, and metadata should be reusable?

Data + Optimization

Which signals show what to improve, localize, reuse, or retire?

The takeaway:

Prove the model on one high-value content type, then scale the pattern.



Questions

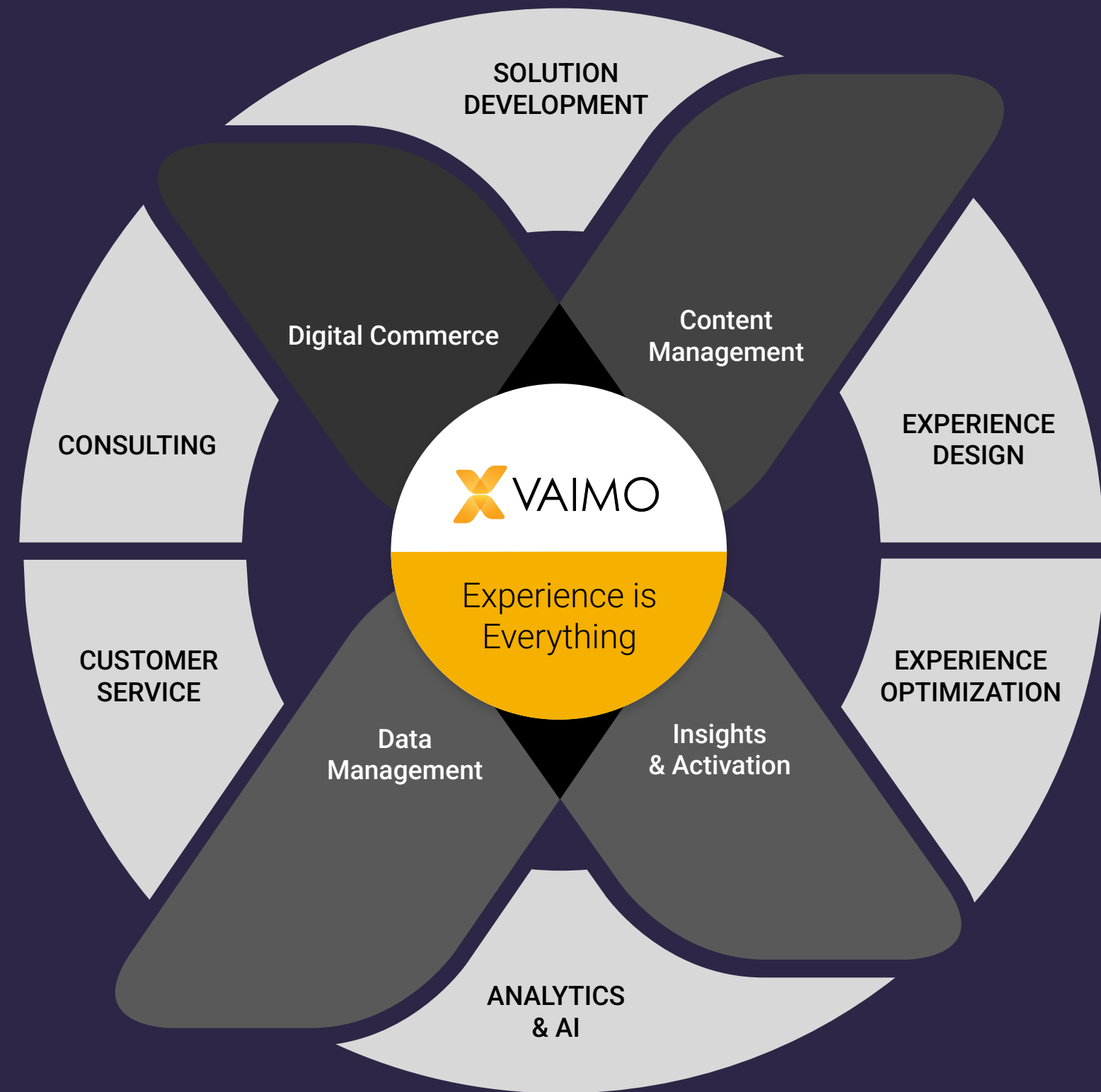


Answers



Drop me a note to continue the conversation:

Jonathan.Tate@vaimo.com





That's a wrap

See you soon

Vi ses snart

À bientôt

Nähdään pian

Bis bald

Se deg snart

¡Hasta luego!



Vaimo resources

Further reading

BLOG



Creating content that works for people and AI

<https://www.vaimo.com/blog/creating-content-that-works-for-people-and-ai/>



with Kathrine Pascua, Content Practice Lead

MASTERCLASS



The new rules of multi-brand strategy in 2026

<https://www.vaimo.com/resources/events/masterclass-multi-brand-strategy-us/>



CJ Pace

PJ Utsi

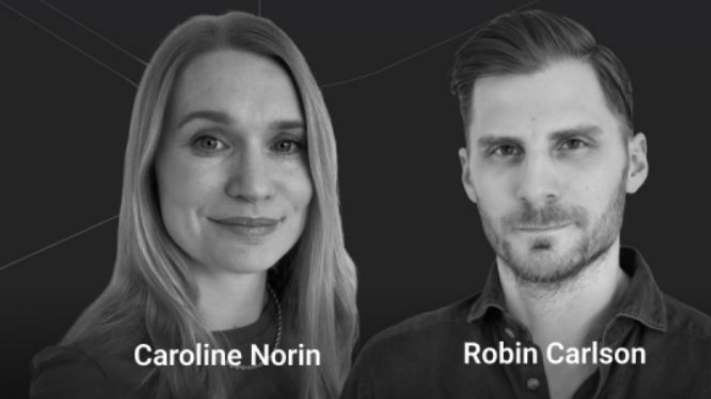
Elisabeth Clark

MASTERCLASS



A modern frontend done right

<https://www.vaimo.com/resources/events/masterclass-a-modern-frontend-done-right/>



Caroline Norin

Robin Carlson

April 23 - 15:00 CET / 9:00 US EST