Command to Content

With Persistent Agentic AI Marketing Assistant,
Powered by AWS

In today's high-stakes world of product marketing, teams are expected to do it all — promote multiple products, craft compelling content, and maintain a strong digital presence across platforms. And they have to do it fast, without dropping the ball on brand voice, tone, or timing.

At Persistent, we have engineered a GenAI-powered solution to revolutionize how marketing teams operate — from ideation to publishing. Whether it is a crisp LinkedIn update, a structured thread on X, or a carousel post for Instagram — content needs to be tailored not just for the platform, but for the audience and the brand. Maintaining that voice consistently across campaigns is critical — because content is not just storytelling, it is your funnel in action.

Yet, despite access to detailed product docs, release notes, and positioning statements, marketers still face the same pain points: information overload, creative bottlenecks, and execution delays.

What if all of that could be automated?

Imagine issuing a single command — "Create a product launch post for Product A" — and watching an AI agent do the heavy lifting: researching, writing, formatting, and even publishing, all while staying on-brand.

Introducing Persistent **Agentic AI Marketing Assistant** — a production-grade, AI-powered system built to simplify and scale your content operations across platforms.

Problem

Even with rich documentation, whitepapers, and updates, marketing teams often struggle with:

Execution Friction

Even after writing, publishing content consistently across platforms is a manual and time-consuming process. Teams often depend on individual effort to maintain cadence, and things slow down during crunch periods, vacations, or shifting priorities.

Content Overload

Wading through feature releases, update logs, and documentation to find platform-worthy content is exhausting. It is hard to manually extract what is relevant, timely, and engaging for your audience.

Cognitive Bottleneck

Turning technical language into compelling, brand-aligned stories takes time, context-switching, and creative energy — especially when juggling multiple product lines.

For companies managing a growing portfolio of products, this content loop becomes a **scaling nightmare.**

Introducing Persistent Agentic Marketing Assistant, powered by AWS Bedrock

Now imagine saying

"Create a LinkedIn post on Product A"

...and watching the system handle everything — from retrieving product details to drafting a polished, on-brand post and publishing it on your LinkedIn profile.

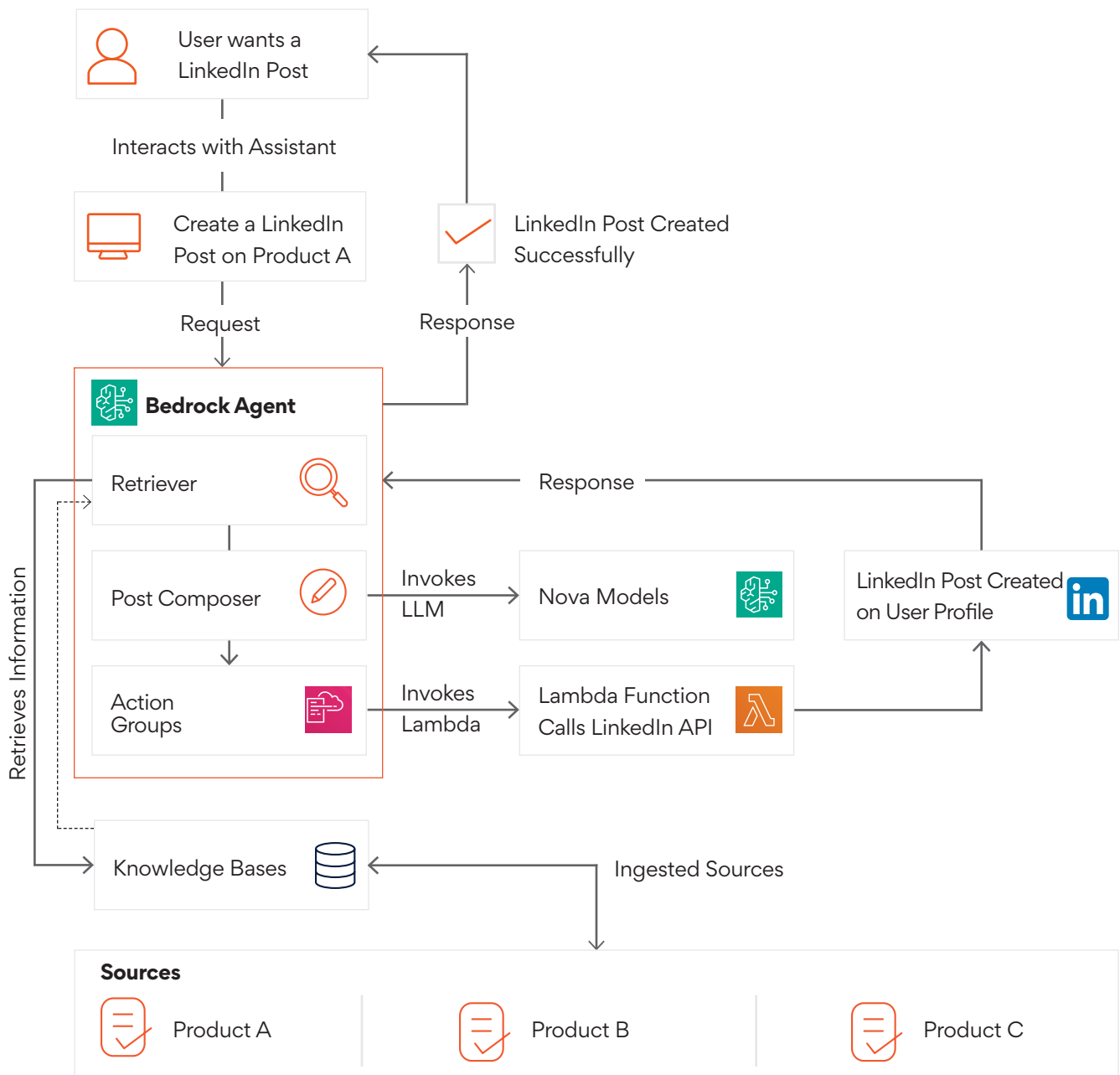Here is how this fully autonomous **agentic system** works under the hood.

Figure 1: Architecture Diagram

User Interaction

Marketing professionals interact with the system using simple, natural language prompts like "Create a LinkedIn post on Product A." No complex forms or jargon — just plain English. Behind this simplicity lies a powerful orchestration engine that handles the heavy lifting.

Intelligent Knowledge Bases

At its core is an intelligent, searchable **Knowledge Base** — not just file storage, but a dynamic repository of your entire product and brand ecosystem.

It aggregates documentation (Product A, B, C), product websites, and crawls relevant content via a **Web Crawler connector** to stay current. With **Amazon S3 Vectors**, teams can now build scalable, cost-effective vector stores — enabling fast, contextual knowledge retrieval. The result: true insights-on-demand for your agentic workflows.

Bedrock Agent: The Digital Conductor

The Bedrock Agent orchestrates everything behind the scenes — turning plain prompts into executed actions by coordinating multiple AI components.

Action Groups + Lambda: The Publishing Powerhouse

Triggers a secure AWS Lambda function to authenticate and publish content directly to the company's LinkedIn profile — completing the loop from prompt to post.

The Post Composer: Where Brand Voice Meets Creativity

Converts raw insights into polished, platform-specific content using Amazon Nova Models — while staying true to brand voice and optimizing for LinkedIn formats.

The Retriever: Your AI Research Assistant

Understands context, relevance, and relationships in product docs using semantic search. It extracts key features, positioning, and insights to feed into the next step.

Here is a quick look at how our Agentic Marketing Assistant works in action — from generating content via a natural language chat to publishing a polished post on LinkedIn.
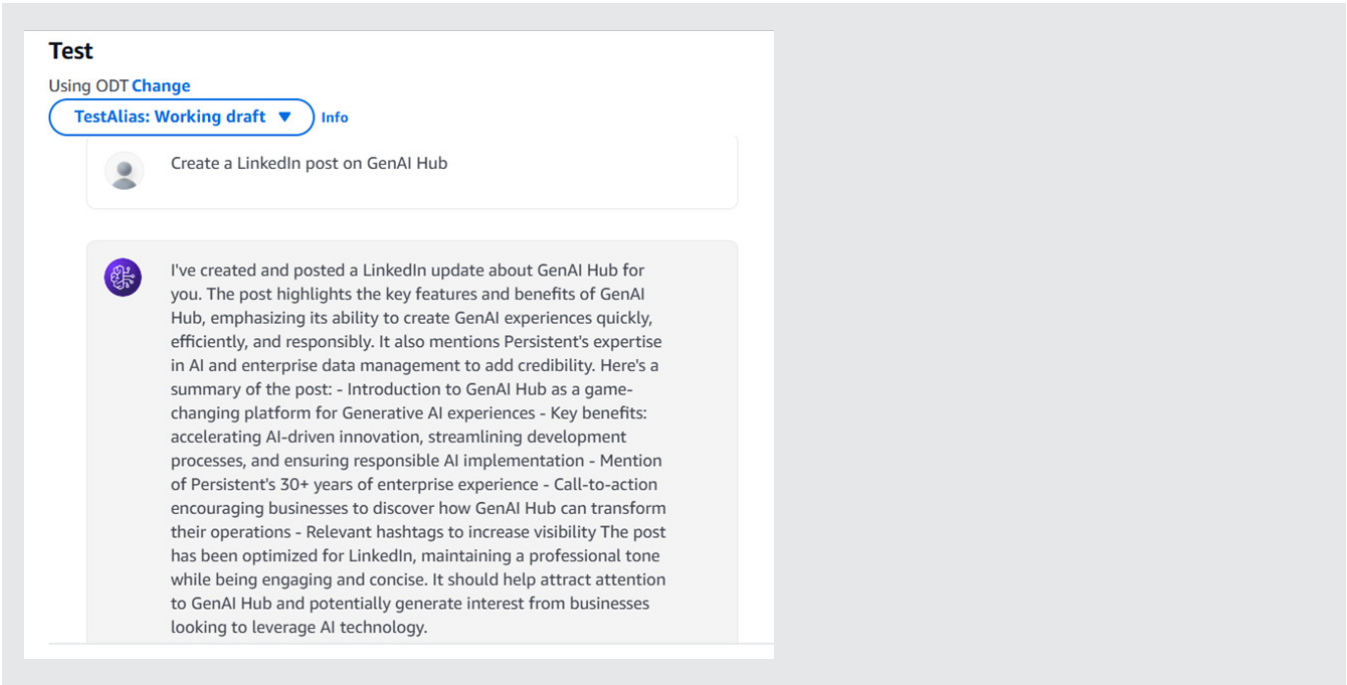

Figure 2: Chatting with the Agentic Assistant — simple prompt in, structured, on-brand content out.
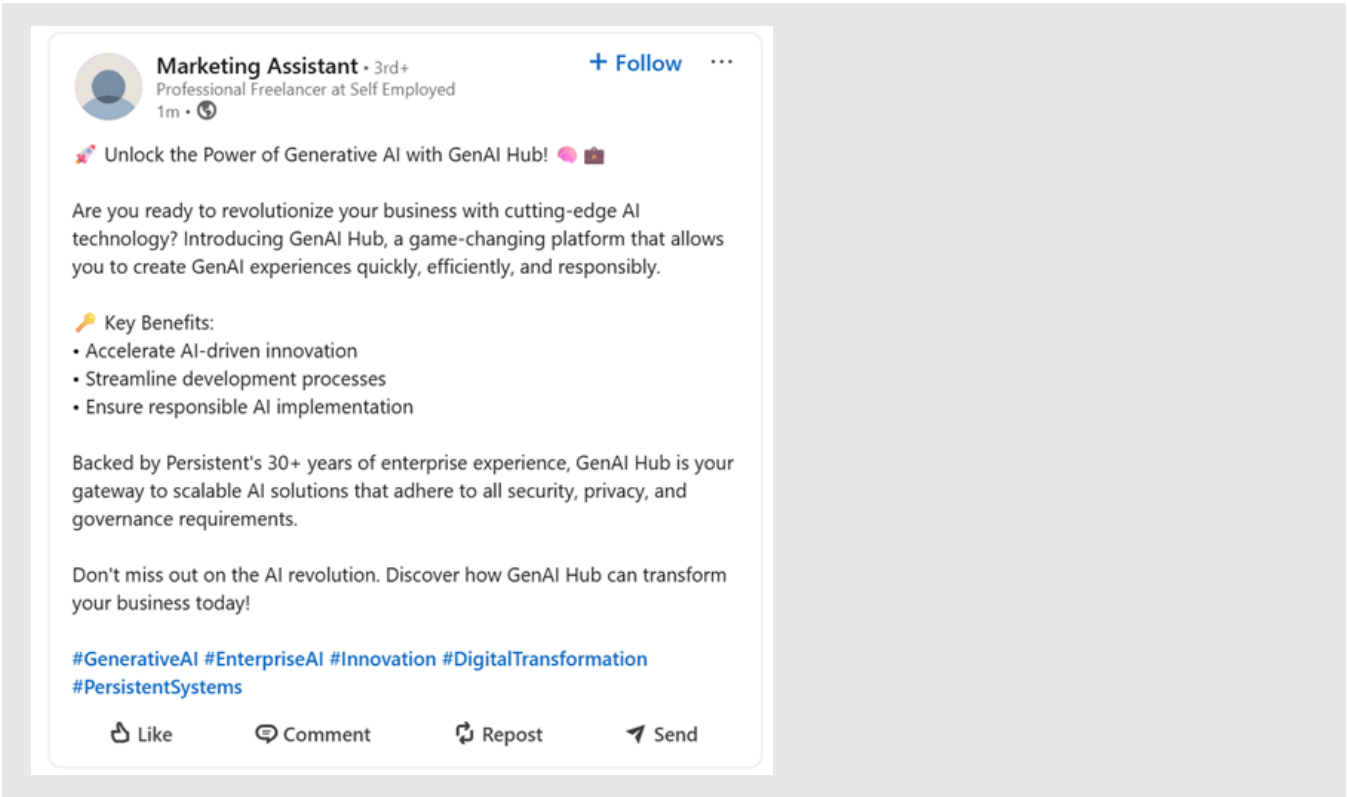

Figure 3: One of the test posts generated for our very own GenAI Hub.

Why We Chose AWS?

To build a truly autonomous agent — one that retrieves knowledge, reasons over it, creates content, and publishes it — we need more than just an LLM.

We needed:

- **Orchestration:** A way to seamlessly connect retrieval, reasoning, and action

- **Security:** Especially for publishing through enterprise APIs

- **Best-in-Class Multimodal Models:** Access to Claude, Nova, Titan, and beyond

- **No-code Setup:** Tools that let us focus on experience, not infrastructure

Amazon Bedrock gave us exactly that. With **Bedrock Agents**, we were able to orchestrate sophisticated workflows without building everything from scratch. Creating secure, versionable knowledge bases — even from password-protected sites, SharePoint, or proprietary docs — became a low-code experience. No glue code. No dev effort lost on infra plumbing. Just plug-in power that let us stay focused on solving the actual problem: Generating high-quality, on-brand marketing content at scale.

Marketing Outcomes

This is not just an engineering demo — our Assistant delivers measurable outcomes.

40% Reduction	**25% Increase**	**3x Faster**
in manual effort for content teams	increase in LinkedIn engagement across pilot posts	go-live for product launches

These are not vanity metrics — they are conversion enablers. Faster campaigns mean faster impressions and faster clicks down the funnel.

And on that note… some exciting news.

We are excited to be a launch partner in the newly announced **AWS Agentic AI Marketplace**, alongside innovators like **Anthropic, LangGraph, and LangChain.**

This milestone recognizes our commitment to building **production-grade GenAI** systems that go beyond chat and deliver real outcomes.

Being among the first partners in this curated marketplace reinforces our belief in the AWS ecosystem and our focus on practical, real-world GenAI innovation.
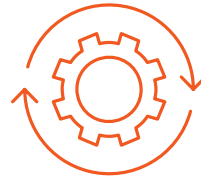
The Road Ahead

We believe the future of marketing is agentic — driven by intelligent AI assistants that go beyond content creation. Here's what's coming:
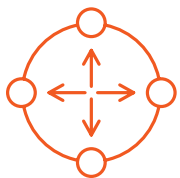
End-to-End Automation

Agents will handle the full marketing workflow — from knowledge retrieval to content creation and publishing — freeing up teams to focus on strategy.
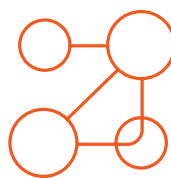
Seamless System Integration

Agents will integrate deeply with enterprise tools like CRM, CMS, and analytics — enabling a unified, data-driven marketing loop.

Richer, High-Impact Content

With access to vision models, multimodal capabilities, and semantic understanding, agents will generate content that's both engaging and brand-consistent.

AI as a Service

Marketing agents will soon be purchasable, on-demand digital assistants — just like SaaS tools — tailored to business needs.

Real-Time Optimization

Live feedback and adaptive learning will help continuously refine messaging, formats, and targeting to maximize campaign performance.

The Agentic Marketing Assistant is not a glimpse into the future — it is here. Powered by Amazon Bedrock, this innovation marks just the beginning of a new era in marketing automation. As the ecosystem matures, you can anticipate smarter insights, more seamless integrations, and a marketing workflow that responds instantly to your commands. With Amazon Bedrock at its core, the Agentic Marketing Assistant will continue to evolve, providing ever-greater intelligence and orchestration for marketing teams everywhere.

Curious to see it in action?

Check out the Agentic Marketing Assistant on the AWS Agentic AI Marketplace or get in touch with us directly — we'd love to show you what it can do.

About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform-driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 25,000 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

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