Baaken

AGENTIC GTM STACK · BLUEPRINT 01 · V1.0 · NOVEMBER 2026
CONTENT, CHANNELS AND SIGNALS

Push your story. Pull what the market asks. One source in the middle.

Every format, channel and platform reads the same ratified story from Baaken. The tools that listen to the market feed back into it, and people decide what changes.

HOW TO READ IT

- platform reads context from Baaken over MCP
- a signal flows, ending in a person deciding
- push: your story out to the market
- pull: what the market is looking for
- inner band: how much GEO/AEO matters
- outer ring: the GTM workflow, step by step

TODAY

The pull runs through your assistant. Claude, ChatGPT, Copilot or your own agents call Baaken over MCP, then do the work in each platform.

WHERE THIS IS GOING

Each platform calls Baaken itself, at the moment it works.

THE WIZARD TRAP

Ten platforms, ten onboarding wizards, ten copies of your strategy.

Every new tool asks you to paste your positioning, upload your tone of voice and describe your ICP. Each copy drifts the day your strategy changes. Here there is one copy, read at the moment of work.

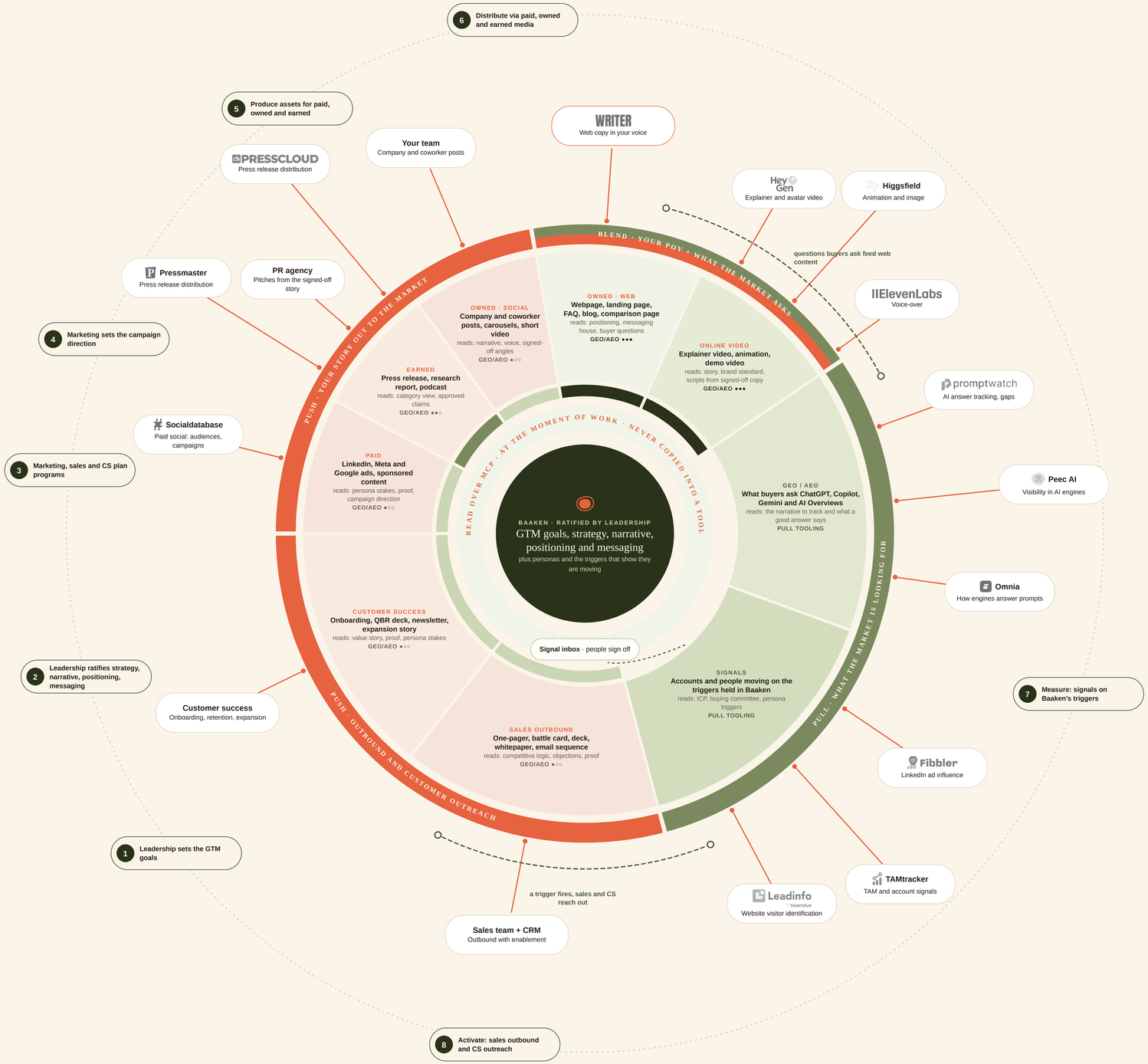
WHY NOW

15,384 martech solutions in 2025, 100× more than in 2011 (chiefmartec). Content-marketing tools went from 575 to 1,102 in two years (exchange4media). Teams use about a third of the martech capability they pay for (Gartner, 2023).

Six ways to create content

	CO-WORKER	AGENTIC
ROUTE A **LLM chat session** retrieves Baaken context	1 ✓ works today	2 ✓ works today
ROUTE B **Specialist platforms** each retrieves from Baaken	3 ✓ where this is going	4 ✓ where this is going
ROUTE C **Specialist platforms** context copied in	5 ✕ not desired	6 ✕ not desired

Why not route C. This is where strategy, narrative and messaging start to drift, and with AI producing content at today's pace, that drift happens fast. Every platform describes and defines context its own way, small pieces end up scattered across tools, and none of them specialise in strategy, narrative, positioning or messaging.



The balance

Push takes your story to the market across paid, owned and earned channels, in every region, segment, industry, persona and journey stage the brief calls for.

Pull starts from the other side. A distinctive story is not what buyers search for yet, so GEO/AEO tools show what they do ask, and signal tools show who is moving.

Blend is where the two meet: web pages and online video that answer the questions the market asks, in a way that carries your point of view.

WHERE GEO/AEO MATTERS

- ●●● **Web and online video:** pages, FAQs, blogs, explainer videos and animations are what AI engines read and cite.
- ●●○ **Earned:** research and press get cited.
- ●○○ **Social, paid, sales, CS:** rarely read by AI engines. Here, persona and stage matter more than search.

Four principles

01
One source, many readers
Strategy, narrative and messaging live once, ratified by leadership. Every team and platform reads the same version.

02
Pull, never push, from the centre
Platforms retrieve context when they work. Nothing is pushed into tools, so nothing goes stale in ten places.

03
Signals come in, decisions stay with people
GEO/AEO findings and trigger alerts land in an inbox or with a person. Only a sign-off changes the centre.

04
Each platform does what it is best at
Writing, video, publishing, tracking, alerting: specialists stay specialists. The centre keeps them consistent.

The workflow

1. Set the GTM goals — LEADERSHIP
2. Ratify strategy, narrative, positioning, messaging — LEADERSHIP
3. Plan programs and activities — MARKETING · SALES · CS
4. Set the campaign direction — MARKETING
5. Produce assets for paid, owned and earned — MARKETING
6. Distribute via paid, owned and earned — MARKETING
7. Measure signals on Baaken's triggers — SIGNAL TOOLS
8. Activate outbound and customer outreach — SALES · CS

Results feed the next round of goals, and the loop starts again at 1.

Your distinctive approach. At scale.