

Signal to Content

A content-intelligence system that turns weekly market signal into ready-to-brief editorial angles — automatically, brand by brand, with sources and search volume already attached.

Built by Gauvain van Ghele — Product Builder **Context** Agency engagement, built end to end (solo)

Role Need framing · architecture · build · rollout

Client details anonymised. The system was delivered for a major financial-services group operating two distinct brands — one consumer-facing (B2C), one business-facing (B2B).

01 In one paragraph

A content agency spends its most senior, most expensive hours **upstream** of writing — spotting trends, researching topics, monitoring competitors, sizing SEO demand — before a single line is drafted. Most of that upstream is pattern work. **Signal to Content** automates that discovery-and-briefing layer: every week it scans the web for emerging themes in a given sector, ranks them by momentum, and for each one produces a structured brief — definition, recent news, recommended editorial angles, per-network treatment, and live SEO metrics — surfaced in dashboards the editorial teams work from directly. The human keeps the part that matters: the voice.

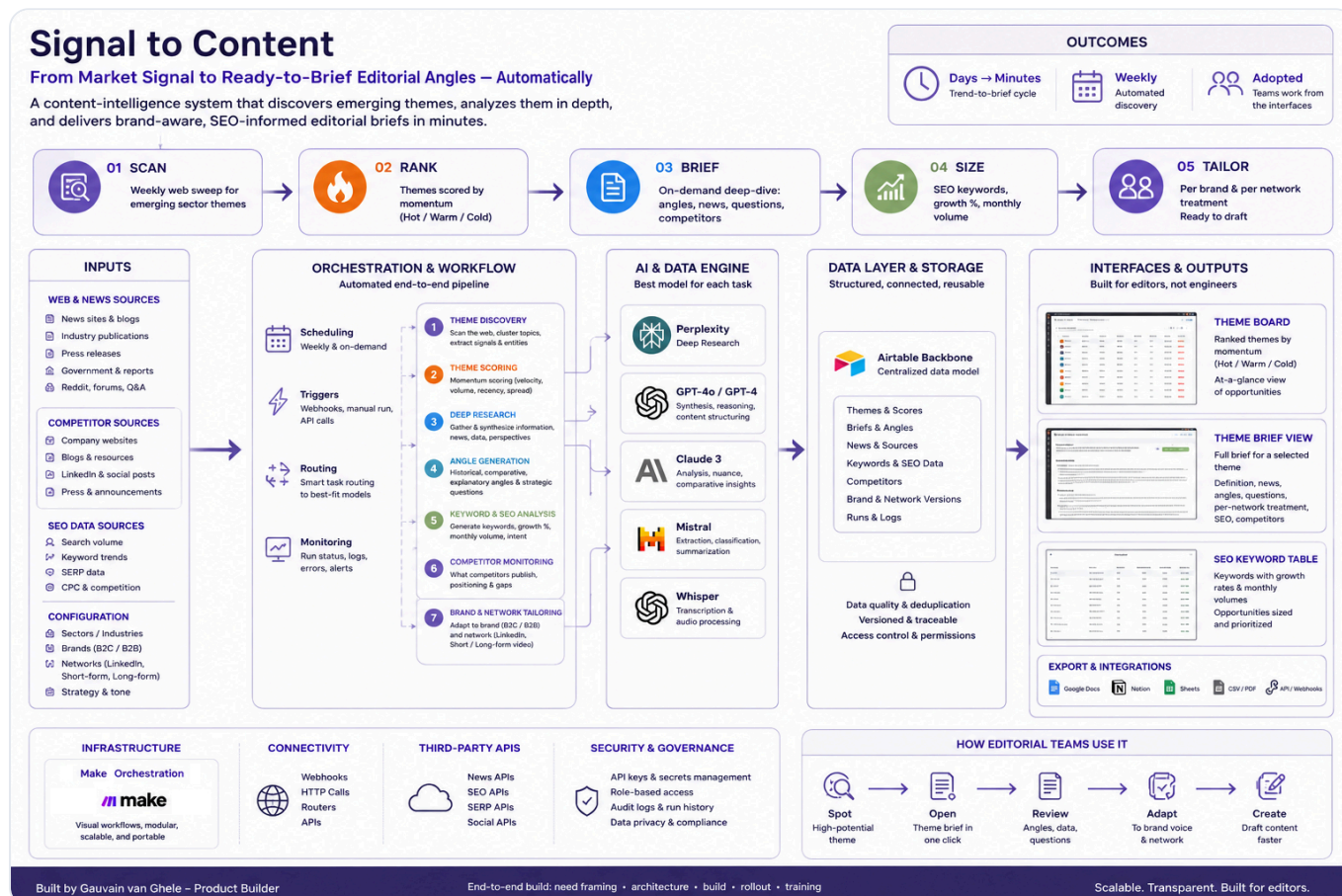


Fig. 1 — End-to-end architecture: scan → rank → brief → size → tailor. Multi-LLM routing over an Airtable backbone, orchestrated on Make, surfaced as editor-facing dashboards. (Anonymised.)

02 Problem & insight

THE PROBLEM

Editorial discovery is slow, manual and repetitive. Senior strategists burn days each week on research that is necessary but low-leverage, and the output is inconsistent from one topic to the next. The bottleneck sits **before** creation, not during it.

THE NON-OBVIOUS MOVE

Don't automate the writing — that's where human voice is the value. Automate the **discovery-and-briefing layer** that feeds it. Collapse a multi-day manual cycle into a weekly, automated feed of editorial angles, per brand, with sources and search demand pre-attached.

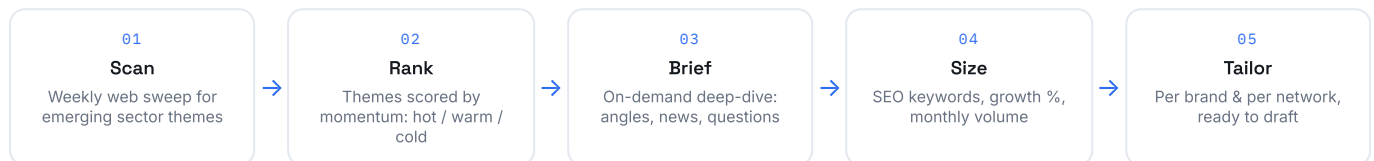
03 What it produces

From a single chosen theme, two clicks generate a complete brief. Each brief contains:

- **A definition** of the theme and why it matters now.
- **Recent, dated news** tied to the theme — the current state of the conversation.
- **Recommended editorial angles** — historical, comparative, explanatory — plus the strategic questions audiences are actually asking.
- **Per-network treatment** — how the same theme should differ across LinkedIn, short-form video and long-form video.
- **Live SEO sizing** — keywords generated from the theme, with search-growth rates and monthly volumes pulled from real SEO data.
- **Competitor monitoring** — what others in the sector are publishing around the theme.

Brand-aware by design. The final stage tailors each brief to the right brand — consumer (B2C) or business (B2B) — and to the chosen medium, so the same market signal becomes a different, on-brand starting point for each audience.

04 How it works



Orchestration

Scheduled and on-demand runs (webhooks, routers, HTTP calls) move a theme through the full pipeline. A long-running research step returns a complete brief in two to three minutes while the operator keeps working elsewhere in the interface.

Multi-LLM routing

Each task is sent to the model that fits it best, rather than forcing one model to do everything — deep research, synthesis, translation and transcription are routed independently.

Data model & interface

Everything is structured in an Airtable backbone and surfaced as dashboards the teams actually use: a theme board ranked by temperature, a per-theme brief view, and SEO keyword tables with trend and volume. The system isn't a black box — it's an interface people operate.

Engine

Built on a visual workflow-orchestration paradigm. The same patterns port natively to n8n — I migrated a representative workflow from one engine to n8n in about twenty minutes.

Perplexity · deep research

Mistral

OpenAI · GPT + Whisper

Claude

Airtable · data + dashboards

Make / n8n · orchestration

SEO data APIs

Webhooks · HTTP · routers

05 The experience

The interface is deliberately simple. The operator lands on a board of trending themes ranked by momentum, picks one, and reads a short intro. **One click** opens the detail; **one more click** runs the research and returns the full brief. Two clicks, from raw signal to a usable, sourced editorial starting point — with the heavy lifting hidden behind the scenes.

06 How I built & validated it

BUILD APPROACH

Solo, end to end. I framed the need with the editorial stakeholders, designed the architecture, built every workflow and the data model, then trained the teams to run it themselves — POC to production to handover.

VALIDATION

Started as a POC on one theme and one brand. I measured the one thing that mattered: time-from-trend-to-usable-brief versus the manual process, and whether the generated angles cleared the editorial team's quality bar. Once the signal was clearly positive, I expanded scope.

Days → minutes

Trend-to-brief cycle, manual vs. automated

Weekly

Automated, recurring theme discovery

Adopted

Teams now work from the interfaces it produces

07 The builder's lens

The project is a compact illustration of how I work: find the non-obvious leverage point, build the smallest version that proves it, measure the signal, then expand only once it's real.

PROBLEM → HYPOTHESIS

The bottleneck is upstream; automating discovery (not writing) is the leverage.

MVP → MEASURE

One theme, one brand; track cycle time and angle quality against the manual baseline.

LEARN → SCALE

Positive signal → more themes, competitor watch, SEO, brand tailoring, team handover.