

B2B MARKETING AI SKILL CATALOG · 36 SIGNED SKILLS ACROSS 5 FAMILIES

Beyond Blob *Native*

The full skill *catalog.*

Thirty-six signed B2B marketing skills, grouped into five families. Each one condenses 10 to 25 years of a named senior practitioner's judgment into a structured, repeatable workflow that runs inside Microsoft Copilot, Claude, ChatGPT, and Gemini.

SKILLS

36 LIVE

FAMILIES

05

EDITION

Q2 · 2026

Senior B2B judgment, *signed by name.*

Beyond Blob Native is a studio for senior B2B knowledge in your AI stack — not a prompt shop. Each skill is a structured workflow (briefing, research, drafting, review) that condenses a named senior practitioner's decade-plus of work. You see the face, you know the track record, you know who to thank when the output lands right.

Every skill ships with a stated input, a stated output, and an accountable author. Each one is also typed — Coach, Coworker, Teacher, or Intern — so your team knows what kind of help they're inviting in. Existing skills get a structured review at least every quarter, so the workflow you deployed on day one keeps matching the work you do in month six.

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| FAMILY 01 | Strategy & <i>Audience.</i> | 07 SKILLS |
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| FAMILY 02 | Content & <i>Story.</i> | 06 SKILLS |
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| FAMILY 03 | Brand & <i>Creative.</i> | 07 SKILLS |
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| FAMILY 04 | Reach & <i>Visibility.</i> | 08 SKILLS |
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| FAMILY 05 | Governance & <i>Ops.</i> | 08 SKILLS |
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Strategy & Audience.

Before anyone writes a word. Persona depth, ICP modeling, live buyer simulation, market intelligence, and the strategic frames that decide what gets built next.

METHODS four-layer persona logic (WHO/WHAT/HOW/WHY) · Promise / Evidence / Mechanism / Uniqueness · battlecard playbook

| ID | SKILL | DESCRIPTION | IN / OUT | MAKER |
|----------------|---|--|---|--|
| SK-002 v1 | B2B Marketing Strategy COWORKER | Strategic analysis and roadmapping for complex B2B marketing environments. Multi-market, multi-audience, multi-stakeholder. | IN Business context, goals, team structure OUT Strategic roadmap, priority framework | Marco Luciano 20 years B2B strategy |
| SK-004 v1 | Buyer Persona & ICP Builder COWORKER | Actionable personas from unstructured input. 4-layer choice logic, 8-section strategic documents. Weeks of research in a single session. | IN Notes, interviews, sales call data OUT Strategic persona + ICP package | Marco Luciano 20 years persona work |
| SK-030 v1 | Persona Simulator COWORKER | Interactive virtual buyer characters. Pitch ideas to simulated personas who respond with realistic objections, resistance, and feedback. | IN Messaging draft, persona OUT Live dialogue + objection list | Marco Luciano Persona interaction design |
| SK-011 v1.1 | Market Intelligence COWORKER | Competitive analysis, market research, and trend monitoring for complex B2B landscapes. | IN Target market, competitor names OUT Structured intel brief | Maro Market intelligence craft |
| SK-012 v1 | Strategic Partnership Discovery COACH | Explores non-obvious partnership opportunities across marketing and adjacent functions. | IN Business objectives, capability gaps OUT Partnership opportunity map | By the studio Partnership strategy |

| ID | SKILL | DESCRIPTION | IN / OUT | MAKER |
|--------------|--|---|---|--|
| SK-006 v1 | AI Transformation Pitch COACH | Builds the internal case for AI transformation in marketing. Stakeholder framing, risk versus opportunity, phased roadmap, executive narrative. | IN Org context, audience, objectives OUT Pitch deck outline + talk track | Maro AI transformation craft |
| SK-016 v1 | Corporate Marketing Smartness COACH | AI transformation advisor for enterprise marketing organizations. Assesses maturity, identifies gaps, roadmaps the next 90 days. | IN Team profile, current ops OUT Maturity assessment + roadmap | Morgan Hayes Corporate brand craft |

Content & *Story.*

The B2B content pipeline, end to end. Briefing, outlining, drafting across six formats. Thought leadership, customer-centric storytelling, campaign planning.

METHODS three-stage content pipeline (briefing → outline → drafting) · Rhea Wessel's Write Like a Thought Leader · customer-centric storytelling

| ID | SKILL | DESCRIPTION | IN / OUT | MAKER |
|--------------|--|---|--|---|
| SK-027 v1 | Content Briefing Coach COACH | Guides a 7-step structured briefing. Researches sources, parses uploads, produces a handoff-ready brief your team or agency can act on. | IN Topic, business context, assets OUT Complete content brief | Jordan Reid Content pipeline craft |
| SK-028 v1 | Content Outline Coworker COWORKER | Takes approved briefs and builds format-agnostic story outlines. User intent clusters, buying-center mapping, SEO / GEO baked in. | IN Approved brief OUT Structured outline + SEO/GEO plan | Jordan Reid Content pipeline craft |
| SK-029 v1 | Content Drafting Coworker COWORKER | Transforms outlines into drafts across 6 B2B formats: landing page, article, email, social, white paper, case study. | IN Approved outline + brand voice OUT Publication-ready draft | Jordan Reid Content pipeline craft |
| SK-031 v1 | Thought-Leadership Coach COACH | Niche discovery, story framing, content pipeline. Based on the Taylor Chen methodology for subject-matter expert positioning. | IN Expert profile, audience OUT Niche + content pipeline plan | Taylor Chen 20+ years TL for B2B |
| SK-008 v1 | Customer-Centric Storytelling COACH | Reframes product-focused messaging into audience-relevant narratives and value propositions. | IN Product messaging + audience OUT Reframed value propositions | By the studio Customer-centric storytelling |

| ID | SKILL | DESCRIPTION | IN / OUT | MAKER |
|--------------|---|---|---|--|
| SK-019 v1 | Campaign & Editorial Planner COACH | Campaign plans, editorial calendars, and content scheduling across markets. | IN Objectives, audience, assets OUT Campaign plan + editorial calendar | Rhea Wessel Campaign & editorial craft |

Brand & *Creative.*

Brand positioning, naming, governance, experience. Critical reflection and rigorous application of brand — from greenfield identity to global guidelines kept consistent across every touchpoint.

METHODS 4-phase naming across 12 creative territories · Brand Management → Brand Experience shift · global guideline generation

| ID | SKILL | DESCRIPTION | IN / OUT | MAKER |
|--------------|--|---|---|--|
| SK-007 v1 | Brand & Design Review COACH | Critical reflection on brand design, experience, and core messaging. Challenges assumptions, names what is missing. | IN Brand assets + positioning docs OUT Reflection + gap analysis | By the studio Brand leadership |
| SK-017 v1 | Product Naming Coach COACH | 4-phase naming across 12 creative territories. Scoring matrix, linguistic analysis, trademark pre-check. | IN Product brief + market context OUT Shortlist + linguistic scores | By the studio Product naming craft |
| SK-018 v1 | Brand Guardian & CX Reflector COACH | Monitors brand consistency and customer experience alignment across touchpoints. | IN Brand standards + touchpoint assets OUT Consistency audit + flags | By the studio Brand governance craft |
| SK-020 v1 | Employer Branding COWORKER | Employer brand positioning, EVP articulation, talent-facing content strategy. For corporate marketing teams that need the brand to work for recruiting too. | IN HR intent, culture data OUT EVP + comms framework | Morgan Hayes Employer brand craft |
| SK-023 v1 | Brand Training TEACHER | Structured brand-onboarding content. Teaches new hires and extended teams what the brand stands for and how to apply it. | IN Brand guidelines + case examples OUT Training modules + Q&A bank | Morgan Hayes Brand training craft |

| ID | SKILL | DESCRIPTION | IN / OUT | MAKER |
|--------------|--|--|--|--|
| SK-024 v1 | Brand Experience Design COACH | End-to-end brand experience thinking. Customer journey, sensory identity, how the brand lands across every touchpoint. | IN Brand positioning + audience journey OUT Experience blueprint + touchpoint map | By the studio Brand experience craft |
| SK-026 v1 | Global Brand Guidelines COWORKER | Generates comprehensive brand guideline documents from scattered inputs. For organizations that never had one cohesive book. | IN Existing brand artefacts, positioning OUT Complete guidelines document | Marco Luciano Brand governance |

Reach & *Visibility.*

How your content gets found, and whether the spend paid off. Traditional SEO plus Generative Engine Optimization. Media planning. Trade-show craft. Performance analytics and attribution.

METHODS SEO + Generative Engine Optimization · cross-channel media planning · trade-show briefing → concept → assets · attribution modelling

| ID | SKILL | DESCRIPTION | IN / OUT | MAKER |
|--------------|---|---|--|---|
| SK-009 v1 | SEO & GEO Optimizer COACH | Search and AI visibility optimization. Traditional SEO plus Generative Engine Optimization so your content gets cited by ChatGPT, Perplexity, and AI Overviews. | IN Content or outline + target terms OUT SEO + GEO recommendations | Jordan Reid Search + GEO craft |
| SK-021 v1 | Media Planning COWORKER | Channel strategy, budget allocation, and media-mix planning for B2B campaigns. | IN Campaign objectives, budget, audience OUT Media plan + rationale | Rhea Wessel Media planning craft |
| SK-032 v1 | Trade Show Briefing Coach COACH | Structures trade show project briefs and planning workflows. Built for industrial and B2B event marketing. | IN Event details, objectives, assets OUT Complete event brief | By the studio Live events craft |
| SK-033 v1 | Trade Show Booth Concept COWORKER | Booth concept development and planning. From strategy to experiential concept. | IN Brand, objectives, space, budget OUT Booth concept document | By the studio Experiential design |
| SK-034 v1 | Trade Show Asset Producer COWORKER | Production planning for trade show assets. From booth graphics to giveaways, keeps production aligned with concept and brand. | IN Booth concept, asset list, deadline OUT Production plan + supplier brief | By the studio Production craft |

| ID | SKILL | DESCRIPTION | IN / OUT | MAKER |
|--------------|---|---|---|--|
| SK-022 v1 | Sustainability Comms Coach TEACHER | Sustainability-focused communications strategy. Avoids greenwashing, focuses on evidenced impact. | IN ESG data, audience, claims OUT Sustainability comms plan | By the studio Purpose & brand work |
| SK-005 v1 | Marketing Brief Generator INTERN | Creates structured marketing briefs from unstructured input. For in-house and agency handoffs. | IN Rough inputs: email, call notes, slides OUT Structured marketing brief | Marco Luciano Brief-writing discipline |
| SK-036 v1 | Performance Analytics & Attribution COWORKER | B2B marketing performance reports, attribution modelling, and A/B test design. Closes the loop from media plan to performance to next plan. | IN Channel + pipeline data, audience OUT Reports, attribution model, test plan | Rhea Wessel Performance & attribution |

Governance & *Ops.*

The layer that makes the rest safe to use at scale. EU AI Act compliance, CI consistency, prompt discipline, AI agent design, data presentation discipline.

METHODS EU AI Act risk classification · CRTFCE prompt framework · 7-field AI Agent Canvas · Minto / BLUF / SCQA / Raskin frames

| ID | SKILL | DESCRIPTION | IN / OUT | MAKER |
|--------------|---|---|--|--|
| SK-003 v1 | EU AI Act Compliance TEACHER | Risk classification, compliance assessment, and implementation guidance. Know where your AI usage stands before regulators ask. | IN AI use case, system context OUT Risk classification + remediation list | Marco Luciano AI Act readiness |
| SK-014 v1 | AI Terms & Privacy Analyzer INTERN | Reviews AI tool terms of service and privacy policies for compliance with your internal standards. | IN ToS / privacy policy of a tool OUT Flagged risks + compliance summary | Sam Patel Compliance tooling craft |
| SK-025 v1 | CI / Asset Compliance INTERN | Automated corporate identity and asset consistency checking across brand materials. | IN Brand assets + guidelines OUT Compliance report with flags | Marco Luciano CI governance |
| SK-001 v1 | AI Prompt Optimizer COACH | Turns rough prompts into quality, repeatable instructions. Teaches prompt discipline as it optimizes. | IN Raw prompt + intent OUT Optimized prompt + rationale | Sam Patel Prompt engineering |
| SK-013 v1 | AI Marketing Transformation COACH | Roadmaps an organization's end-to-end shift from traditional to AI-first marketing operations. | IN Org profile, current ops, goals OUT Transformation roadmap | Maro Transformation programs |

| ID | SKILL | DESCRIPTION | IN / OUT | MAKER |
|--------------|---|--|--|--|
| SK-015 v1 | Team Retro & Org Design COACH | Structured retrospectives and org design for marketing teams adopting AI. Role redefinition, workflow mapping, capability gaps. | IN Team structure, workflows, friction points OUT Retro output + org design recommendations | Maro Team transformation craft |
| SK-035 v1 | AI Agent Canvas Coach COACH | Guides through a 7-field AI Canvas specification for agent and skill design. For teams building their own AI capabilities. | IN Use case, team, constraints OUT Agent canvas + build brief | Sam Patel Agent design methodology |
| SK-037 v1 | Data Presentation Architect COWORKER | Turns data into a one-off decision-driving presentation. Picks the right narrative frame (Minto, BLUF, SCQA, Raskin) per audience and decision; designs the deck and prepares Q&A defence. | IN Data, audience, decision context OUT Slide architecture, speaker notes, Q&A prep | Marco Luciano Decision-grade data narratives |

Thirty-six skills today.

A new one every other week.

Every addition ships with a named author and a stated track record. No skill joins the library without a senior practitioner accountable for it.

Existing skills get a structured review at least every quarter. Makers fold in recent marketing findings, updated best practices, and real client feedback from diverse industries — so the skill you deployed on day one keeps matching the work you do in month six.

SEE IT IN YOUR STACK

Book a 30-minute demo. We will show you the three skills closest to your team's current work.

marco@bbn-ai.studio

ONLINE

bbn-ai.studio/en/scope

Filterable by family. Always current.