

What a Month Looks Like: The AA2 Content Engine

The promise: a month of expert content in your voice, every month, without hiring anyone. This format has shipped monthly for real AA2 clients and runs at six-sector scale; nothing on this page is aspirational.

The monthly batch

What	How many	What it does
Pillar article (2,000+ words)	1	The authority piece, structured so AI assistants can cite it
Supporting blog posts	4	Keep the site alive and feed search
LinkedIn articles or long posts	4	Put your expertise where buyers scroll
Short social posts	8	Steady presence, scheduled for you

How it works

- **First month:** we build your brand-voice profile from your own words, set the calendar, and open your review portal.
- **Every month after:** the batch arrives in your portal. You approve, comment or reject each piece; nothing publishes without your sign-off. Publishing is included where access exists.
- **Quality gates:** every asset passes a human-voice edit and a compliance check before you see it. British English, your terminology, no filler.

The price

Seventeen assets a month at freelance rates would run £2,500 to £4,000; a junior hire is £2,000+ and the writing still lands on your desk.

£950 per month, rolling 30-day contract. Setup £350. **Pilot month £750**, no setup fee: if it does not sound like you, cancel and keep the content. An AA2 AI Visibility Report bought in the last 60 days is credited in full against your first month. Availability is capped so the review depth holds. **Martin Dugan | AA2 | 01793 676282 | martin@aa2.co.uk**