

## AI without the slop: Building marketing content systems that sound like you

12 pm to 1 pm | 25/06/2026 | Online event

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Join us online to build an AI marketing system that sounds like you and your business!



**Book now**

Join us online to learn how to produce website content with AI at scale, without it turning into generic, forgettable slop.

Almost every business is now using AI to write content. That's exactly the problem. When everyone uses the same tools in the same way, the output converges. Pages start to sound identical, the brand voice disappears, and readers (and AI search engines) learn to tune it out.

The answer isn't to stop using AI. It's to build a content system around it: a repeatable way of producing content that stays distinctive, credible and unmistakably yours, even as you scale up output.

This session shows you what that system looks like. Blue Llama covers the automation and workflow side, Ikigai covers the content quality and brand side, and we finish with a live look at how real websites score for "slop" and how quickly that can be fixed.

Across Jersey, businesses are asking the same questions:

- We're producing content faster with AI, but is any of it actually good?
- Why does our AI content sound generic, like everyone else's?
- Is low-quality AI content quietly hurting our brand or our search visibility?
- How do we scale output without losing our voice and quality?
- What does a good content system actually look like?

This webinar is built to answer them.

## What You'll Walk Away With

By the end of the session, you'll have a clearer understanding of:

- What "AI slop" really is, and how generic content quietly costs you trust, rankings and conversions
- How to build a content system that scales output while protecting your brand voice
- Where humans add the most value in an AI content workflow, and where it's safe to let AI run
- Practical checks to catch slop before it goes live
- How search and AI platforms judge content quality and originality
- A live look at how real websites score for slop, and what to do about it

## Session Agenda

**Welcome & Scene Setting** *Phil de Gruchy, Founder, Blue Llama* A quick look at the rush to AI-generated content across Jersey, and

where it's quietly going wrong.

**Content Without the Slop** *Nathan Nicholls, Ikigai* What AI slop is and why it costs you, the difference between content volume and content that works, and how to build a repeatable system that produces distinctive, on-brand website content at scale.

**Live Demo: The Content System in Action** *Nathan Nicholls, Ikigai Labs* A live, end-to-end walkthrough of the content system on real volunteer websites (or on some hand picked websites e.g. in travel sector): scoring for slop, identifying brand-voice drift, and rewriting passages on the spot. You'll see exactly how the workflow runs, and you'll get the same scoring tool to use on your own site.

**Live Q&A / Panel Discussion** Bring your questions and get practical answers from Nathan and the Blue Llama team.

## Who Should Attend

- Business owners and managing directors
- Marketing, content and comms leaders
- Anyone using (or about to use) AI to produce website content
- Small teams trying to scale content without scaling headcount
- Founders who care about how their brand sounds online

## Why This Session Matters

Producing content used to be the bottleneck. Now anyone can generate a month's worth in an afternoon. The new bottleneck is quality: when output is cheap and everyone sounds the same, generic content stops working. Readers skim past it and AI search engines deprioritise it.

The businesses that win aren't the ones publishing the most.

They're the ones with a system that keeps content distinctive, credible and on-brand while still moving quickly.

This session shows you that system, and how to spot the slop before it ships.

## **Reserve Your Place**

Free to attend. Register now and leave with a clearer, faster way to produce content that sounds like you, not like everyone else.