



"Managed 5 clients with just 1 team member. Finally, a content workflow that actually scales."

Patrick Benske, Founder at Benske Agency

Problem:

Agencies waste tons of time chasing clients for content through endless emails and calls. Generic AI content doesn't sound authentic, and managing multiple tools creates bottlenecks that require 2-3 people just to stay consistent.

Goal:

Position clients as the go-to authority in their market with authentic content that actually sounds like them. Scale content production so one interview creates weeks of strategic posts across all platforms.

Solution:

Pressmaster's AI journalist interviews clients weekly, extracting their real expertise and voice. One conversation becomes articles, social posts, and videos - all managed in one platform by just one person.