

The Content RAG Agent Playbook

Playbook Visual Link:  Content Agent RAG Workflow.png

How it works?

Step 1: Collect knowledge base content

Gather all internal content into one structured folder.

- Pull LinkedIn posts from target creators using **Apify**.
- Include internal sources:
 - SOPs, playbooks, and copywriting
 - Blogs, podcasts, previous posts
 - Sales call recordings via **Ergo**
- Save all files to a **Google Drive** folder.

Step 2: Set up the vector database

Create the Pinecone database that stores your knowledge as embeddings.

- Log in to **Pinecone** and create a new index.
- Set embedding model to OpenAI **text-embedding-3-small**.

Step 3: Build the data ingestion pipeline

Automate the flow from Google Drive into Pinecone using **n8n**.

- Set up two **Google Drive Trigger** nodes watching your folder:
 - One for File Created, one for File Updated.
- Add a **Code node** to extract and clean text from binary files.
- Add a **Recursive Text Splitter**:
 - Chunk size: 1000 characters, overlap: 200 characters.
- Connect to a **Pinecone Vector Store** node set to Insert Documents.

- Log every ingested file to a **Google Sheets** tracking sheet.

Step 4: Configure the RAG agent

Build the agent that reads your knowledge base and generates content.

- Add an **AI Agent** node in n8n with **Claude** or OpenAI.
- Set temperature to 0.3.
- Connect **Pinecone Vector Store** as a tool in Retrieve Documents mode.
- Add a **Simple Memory** node set to 5 conversation window.
- Write the system message defining the agent's role and instructing it to call the vector store on every query.

Step 5: Connect social listening signals

Feed the agent real-time niche content alongside the knowledge base.

- Monitor LinkedIn via **Jungler AI** and [X.com](#) via **Tweet Hunter**.
- Pull signals from **YouTube**, **View Stats**, **Reddit**, and **Clay**.
- Route incoming posts into the agent's context as live input.

Step 6: Connect Slack as the front end

Replace the test chat trigger with a live Slack integration.

- Create a Slack app at api.slack.com/apps.
- Add bot token scopes: `app_mentions:read`, `chat:write`, `channels:history`.
- Replace the Chat Trigger in n8n with a **Slack Trigger** node.
- Add a **Slack Response** node to post replies to your dedicated channel.

Step 7: Generate content drafts

Use the agent to produce written content from the knowledge base.

- Route output to a **Writer** and a **Designer**.
- Distribute across:

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- LinkedIn via **Ordinal**
 - [X.com](#) via **Tweet Hunter**
 - Newsletter via **Beehiiv**

Step 8: Generate video drafts

Use the agent to produce video scripts alongside written content.

- Route output to a **Script Writer** for refinement.
- Record and send to a **Video Editor**.
- Publish to **YouTube**.

Step 9: Track performance

Measure what lands and feed learnings back into the knowledge base.

- Track via **Hyperfury**, **Shield**, and **YouTube Studio**.
- Add high-performing content back into Google Drive as new SOPs.