



CASE STUDY

From prompt to published campaign: How Compono uses Claude Code and Oktopost MCP to scale social marketing

www.oktopost.com

About Compono

Compono is an Australian talent intelligence platform that helps organizations hire, engage and develop their people, applying behavioral science to hiring, team performance and leadership development.



Location
Brisbane, Australia



Industry
IT & Software



Company Size
50-100



Featured Solutions
**Employee Advocacy,
Social Listening, AI Assist**

The challenge

Like many growing B2B organizations, Compono operates with a talented and lean marketing team often required to punch above its weight. Yet despite limited resources, the company competes for attention against global HR technology brands with significantly larger teams and budgets. The challenge wasn't about generating ideas. It was executing social campaigns and content at the scale required to stand out in a crowded market.

Scaling output with a lean team

Creating social content at scale required a series of repetitive tasks: drafting copy variations, adapting posts for different channels, scheduling content, supporting executive branding, and maintaining an active employee advocacy program.

Even with traditional social media management tools, much of the process remained manual. The team needed a way to increase its content output without increasing headcount.



As a small team, we don't always have the budget or resources of larger organizations, so finding ways to punch above our weight and scale our content and visibility efficiently is critical.

Mathan Allington
Head of Marketing, Compono



The ability to generate multiple content variations means employees aren't forced to share the exact same message. They can choose a version that feels authentic to them.

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Generating advocacy content variation for advocates to share

Another key challenge for Compono was producing enough content variation to keep employee advocates engaged in the program and motivated to share to LinkedIn.

While advocates wanted more personalized, authentic options, the marketing team, operating as a lean function, did not have the capacity to manually create multiple approved variations for every advocacy post. Typically, this meant drafting around three on-brand versions per asset, which quickly became resource-intensive and difficult to scale consistently. Ultimately, the lack of scalable variation limited both advocate engagement and program growth.

547

generated and staged posts across six social networks in one 3.5-month campaign, using Claude Code with the Oktopost MCP

2.8x

the clicks per post of brand-channel content, with Employee advocacy posts 30% of the campaign but drove 55% of its clicks

+86

followers in April 2026 vs a ~22/month average in the preceding quarter

The Oktopost solution

Building an AI-powered execution layer with Claude Code and Oktopost MCP

Using Claude Code combined with Oktopost MCP, Compono was able to turn AI from a content assistant into an entire social execution engine.

Instead of generating social copy in isolation using multiple AI tools, the Compono team now builds end-to-end campaigns in Claude Code. They then execute them directly inside Oktopost through the Oktopost MCP, bridging the gap between creation, publishing, and advocacy in a single workflow.

This creates a true “prompt-to-published campaign” workflow, where a single input can generate and deploy fully structured social programs across multiple channels.

From one prompt to a full campaign

With Oktopost MCP and Claude Code, a single campaign brief is easily turned into a complete set of ready-to-publish assets, including:

- **Corporate social posts**
- **Executive thought leadership content**
- **Employee advocacy assets**
- **Multiple post variations per advocacy story**
- **Channel-specific messaging**
- **Different tones, formats, and content styles**



With Claude Code and Oktopost MCP, we're now able to go from a single campaign brief to fully built content across corporate, executive, and advocacy channels in a matter of minutes.

Mathan Allington
Head of Marketing, Compono

What previously required hours of manual coordination across tools and teams is now executed in minutes.

Solving the advocacy content variation challenge

A key challenge for Compono was making sure employees participating in the employee advocacy program had enough personalized content options to stay engaged.

The former process of creating advocacy-ready content was quite manual. The team was able to draft around three variations per post, limiting the ability to scale and placing additional strain on a lean team.

With Claude Code and Oktopost MCP, Compono now generates up to seven tailored, on-brand variations from a single input, significantly reducing production time for the marketing team while expanding content choices for advocates. With advocates having access to more content options that align with their personal tone and communication style, and the marketing team able to create more variations of content in less time, the entire program experience improved participation without increasing workload.



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The results

By moving to an AI-powered execution model with Claude Code and Oktopost MCP combined, Compono significantly increased both social content output and efficiency.

- **End-to-end campaign creation in minutes:** Campaigns that once required manual coordination across multiple tools are now generated and executed directly within Oktopost from a single prompt.
- **500+ posts generated and scheduled with ease:** Team Compono successfully prepared and scheduled more than 500 unique posts across a 3.5 month campaign period.
- **Publishing in under 15 seconds:** Creating and publishing corporate, executive, and employee advocacy content can now move from creation to scheduling in seconds.
- **Consistent governance, at scale:** Because execution happens directly within Oktopost via MCP, all content remains aligned with existing workflows, approvals, and campaign structures.
- **Increased advocacy participation:** Providing employees with multiple content options has increased content customization and sharing across the employee advocacy program.

By combining Claude Code with Oktopost MCP, Compono has transformed social marketing from a manual, fragmented process into a unified execution system, turning a single prompt into fully governed, multi-channel campaigns delivered at scale.

Looking ahead

Connecting AI-powered social activity to revenue

With a scalable content and advocacy engine now in place, Compono is focused on the next stage: connecting social execution to measurable business outcomes and revenue.

Through the Oktopost and HubSpot integration, the team is working to bring social engagement, advocacy activity, and campaign data directly into their CRM environment. This will help Compono gain deeper visibility into how social touchpoints influence pipeline, conversions, and revenue.

By linking AI-powered content creation with CRM intelligence, Compono is looking forward to building a full-funnel view of social impact, from first engagement to closed revenue.



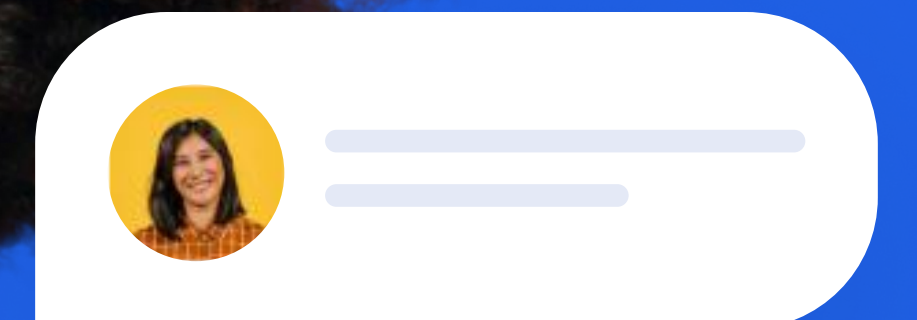
The combination of advocacy, executive branding, and AI-powered content creation gives us the opportunity to compete at a level that wouldn't normally be possible for a team our size.

Mathan Allington
Head of Marketing, Compono



One single platform for social media

Contact us to learn how Oktopost can help you drive engagement, measure success, and connect social media campaigns to revenue growth.



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