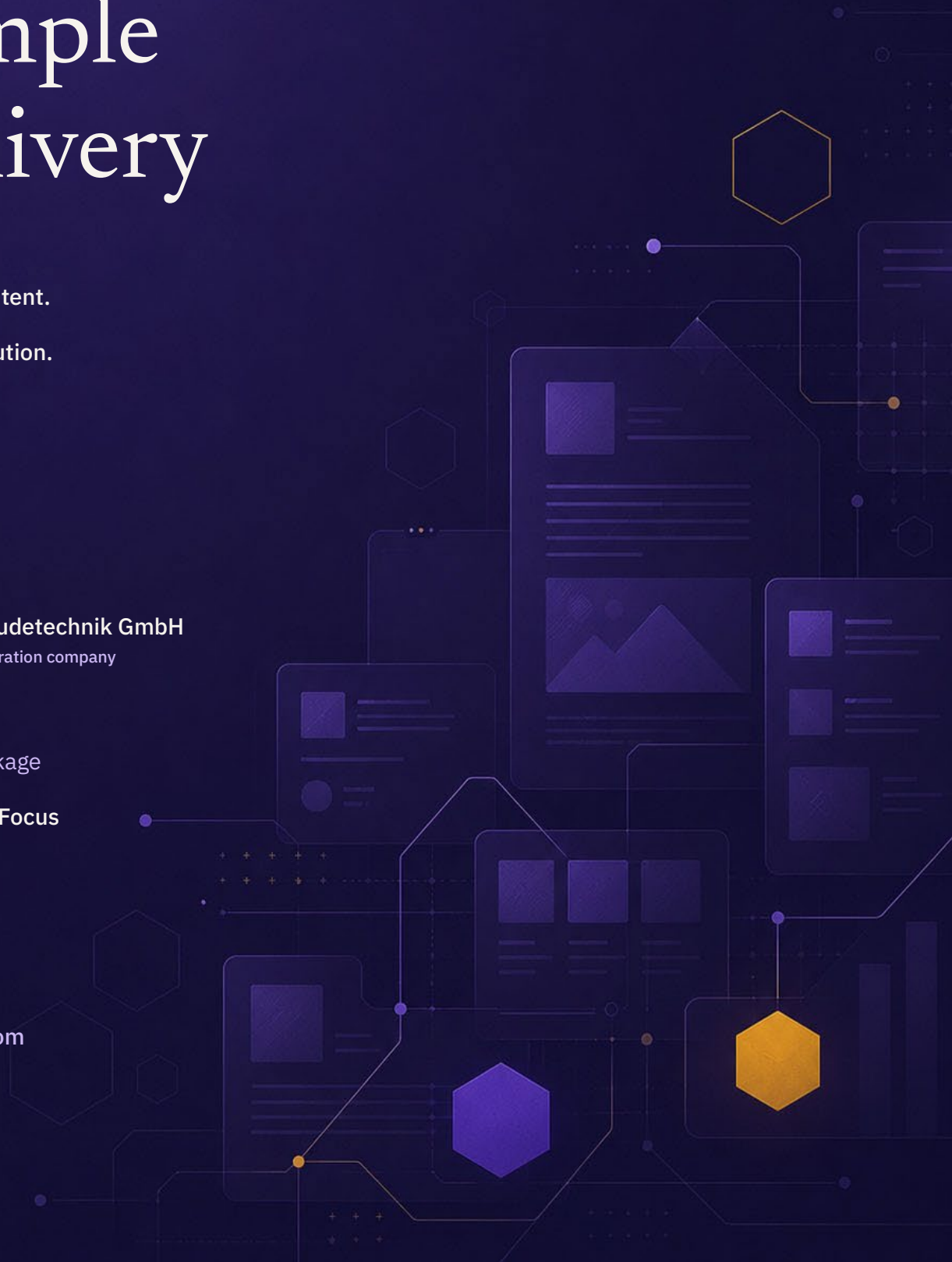
Neoground

CONTENT PILOT

Sample Delivery

Strategic Content.

Precise execution.



Prepared for

Avenor Gebäudetechnik GmbH
Fictional demonstration company

Example package

ContentPilot Focus

neoground.com

01 Technical knowledge becomes customer-facing material

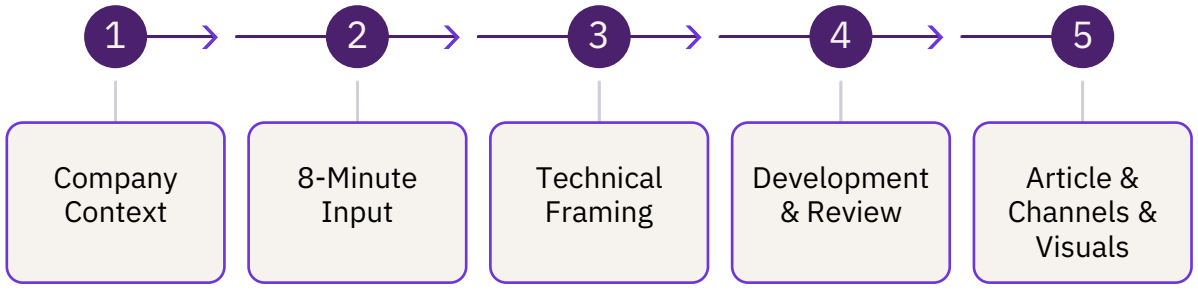
This fictional cycle shows ContentPilot working with a company whose expertise is substantial but rarely arrives in publishable form.

Avenor's team does not need to turn site surveys, heating calculations or recurring customer conversations into marketing briefs. It supplies a few observations from current work.

ContentPilot identifies the customer-facing question underneath them, develops the technical subject without stripping away the important distinctions, and translates it into an article and channel-specific material that supports the company's actual business priorities.

The expertise already exists inside the company.
ContentPilot makes it legible outside it.

~8 min	1	1
Recurring intake	**Recurring customer question**	**Technical core article**
4	1	12 days
Channel adaptions	**Coordinated visual**	**Suggested sequence**



02 Company Baseline

The recurring intake stays short because ContentPilot does not begin from an empty prompt each month. Positioning, audiences, services, terminology, channels and important technical boundaries become part of the company's working baseline.

Company
31-person HVAC and building-energy specialist

Primary clients
Homeowners, property owners and smaller commercial organizations upgrading existing buildings

Core services

- Heat-pump systems
- Heating-system modernization
- Controls and building-energy improvements
- Maintenance and technical service

Desired public impression

Technically capable, practical and trustworthy. A company that evaluates the building before recommending equipment and explains engineering decisions in language customers can understand.

Current business priority

Generate more qualified enquiries for heat-pump retrofits while reducing unrealistic expectations around sizing, installation and “simple” equipment replacement.

Active channels
Website · Facebook · Instagram · Google

Editorial voice

Clear, competent and grounded in actual installation experience.

Explain the physical and technical reasoning without turning every article into an engineering lecture.

The reader should understand why Avenor asks certain questions and performs certain checks, not merely be told that professional planning is important.

Avoid

Generic energy-saving listicles, subsidy-led fear or urgency, absolute savings claims, brand-vs-brand comparisons without a real reason, technical jargon without explanation.

Future cycles build on this baseline rather than requiring the client to explain the company again.

03 Monthly Input

The recurring form is designed to capture useful signals, not polished content ideas.

Estimated completion time: 8 minutes.

What has come up recently?

We're getting the same question again: “What size heat pump do I need?”

People often give us the square meters or tell us they currently have a 24 kW gas boiler and expect us to answer from that.

Especially with older houses, that number alone doesn't tell us much.

Is there a service or current priority this could support?

Heat-pump retrofits in existing buildings.

We'd like people to understand why we normally want to look at the building and existing heating system before recommending a unit.

Anything useful to include?

Previous boiler output is often much larger than the real heat demand.

We look at past consumption, the building itself, radiators or underfloor heating, required flow temperatures, hot-water demand and how the system is operated.

Bigger isn't automatically safer.

Existing radiators also don't automatically mean they all have to be replaced.

Anything to avoid?

No subsidy discussion this time. No promises about exact savings.

Don't make it sound like every old building is easy but also don't repeat the idea that heat pumps only work in new houses.

Publishing preference

Website, Facebook and Instagram. Google Business would also be useful.

Practical rather than salesy.

04 Editorial Direction

The obvious article would be:

“How many kilowatts should my heat pump have?”

But answering that question in isolation would reinforce the misunderstanding in the intake.

The stronger editorial subject is why a heat pump cannot sensibly be selected from floor area or the rating plate on the existing boiler alone.

That gives Avenor an opportunity to explain what good retrofit planning actually considers — and why the company's survey process protects the customer from both undersizing and unnecessary oversizing.

Audience

Homeowners and property owners seriously considering a heat-pump retrofit.

Editorial objective

Explain what determines useful heat-pump sizing in an existing building.

Business relevance

Demonstrate the quality of Avenor's assessment and planning process before a sales conversation begins.

Core tension

Customers want one simple kW figure; the technically useful answer depends on how the building actually loses and distributes heat.

Desired reader outcome

Understand why boiler size and floor area are only weak shortcuts and know what a competent installer should examine instead.

05 One technical subject. Several customer-facing entry points.

The material is developed as one coherent editorial cycle. Each channel uses a different level of detail and a different way into the question.

01

Website Article

The substantial reference piece explaining what actually determines system sizing and retrofit suitability.

02

Coordinated Visual

A restrained editorial illustration showing why accounting performance and cash timing can move along different paths.

03

Facebook

An accessible explanation of why like-for-like equipment sizing can be misleading.

04

Google Business

A concise local-business adaptation intended for prospects already evaluating installers.

05

Instagram Carousel

A visual, practical sequence turning the planning process into understandable checkpoints.

06

Instagram Caption

Provides context around the carousel and connects the technical process with Avenor's approach.

- ✓ **Publishing notes**

  Suggested sequence, page metadata, internal-link opportunities and final review.

- ✓ **Channel adaptation is not copy-and-paste syndication**

  The common idea remains recognizable; the role, entry point, and context change.

06 Publishing Plan

Timing	Material	Channel	Status
Day 1 Morning	Core Article	Website	Ready
Day 1 Afternoon	Primary Post	Facebook	Ready
Day 4 Afternoon	Carousel & caption	Instagram	Ready
Day 8	Local update	Google Business	Ready
Day 12 Afternoon	Article resurfacing	Facebook	Ready

Suggested rhythm, not mandatory scheduling

ContentPilot provides the sequence as an editorial recommendation. The company can publish manually, modify the dates, or use Managed Publishing on supported platforms.

07 Core Article

Why choosing a heat pump starts with the building, not the number on the brochure

The old boiler says 24 kW. The house has 180 square meters. Neither number tells you, by itself, which heat pump belongs there. A useful retrofit starts with the building's actual heat demand and the system that has to deliver it.

One of the first questions we hear from people considering a heat pump is also one of the hardest to answer sensibly without seeing the building:

“How many kilowatts do I need?”

Sometimes the question comes with a floor area.

Sometimes with annual gas consumption.

And very often with the output shown on the existing boiler:

“The old one has 24 kW, so should the heat pump also have 24 kW?”

Usually, no such conclusion can be made from that number alone.

A heating system is not selected simply by replacing one rating plate with another.

The useful starting point is the building itself: how much heat it actually loses under demanding conditions, how that heat can be distributed through the rooms, and how the system behaves across an ordinary heating season.

That difference matters particularly with heat pumps.

The old boiler rating is not the same as the building's heat demand

Existing gas and oil boilers are frequently capable of producing considerably more heat than the building requires for space heating.

There are several reasons for this.

Some systems were intentionally installed with generous reserves. Some boilers also provide domestic hot water and therefore have a high nominal output for reasons unrelated to normal room heating. Buildings may have been insulated or had windows replaced since the heating system was installed. And older equipment was not always sized using the same operating assumptions we would choose today.

The number printed on the boiler therefore describes what the appliance can produce.

It does not automatically describe what the building needs.

That distinction becomes important when planning a heat pump because good operation depends not only on meeting peak demand, but on operating efficiently across many milder hours as well.

A 24 kW boiler does not prove that the building has a 24 kW heating requirement.

Bigger is not automatically safer

It is understandable to think that selecting a larger heat pump provides extra security.

If 10 kW might be enough, why not install 14?

Because heating systems do not spend the entire winter operating at their theoretical peak.

For much of the heating season, the building needs only a fraction of its maximum output. Modern heat pumps can reduce their output within a certain operating range, but every machine has limits.

If the system is substantially oversized, it can reach a point where even its minimum output is more than the building currently needs.

The result can be unnecessarily frequent starting and stopping, less favorable operation and a system that is simply larger and more expensive than required.

At the other extreme, a system that is too small may be unable to cover the intended load under the conditions it was designed for.

The goal is therefore not: “as large as possible.”

It is: “appropriate for this building and this operating concept.”

What we actually look at before recommending a system

A professional assessment combines several pieces of information.

No single one of them tells the whole story.

1. The building's heat demand

At the center of the calculation is a simple physical question:

How much heat must be supplied when the temperature outside falls and the building is losing heat through walls, windows, roof, ventilation and other parts of the envelope?

A formal heating-load calculation can determine this in detail.

Depending on the stage of a project, previous energy consumption and knowledge of the building can also provide useful plausibility checks.

The point is to move from the output of the old appliance toward an estimate of the demand that actually has to be covered.

2. The temperatures the heating system needs

A heat pump does not only have to produce enough heat.

It has to provide that heat at a temperature the building's radiators or underfloor heating can use.

This is why flow temperature is such an important part of retrofit planning.

As a general engineering principle, a heat pump works more favorably when it can deliver the required comfort using lower heating-water temperatures.

That does not mean every existing property requires underfloor heating.

Many radiator systems can operate successfully with heat pumps, particularly where the existing emitters are already generously sized or individual radiators can be improved where necessary.

The important question is not whether radiators exist.

It is: What temperature does this particular building need on a cold day to keep the rooms comfortable?

3. The radiators or underfloor-heating system

Heat generated by the heat pump still has to reach the rooms.

That makes the distribution system part of the design.

We look at factors such as:

- existing radiator sizes;
- underfloor-heating circuits;
- room-by-room heating requirements;
- available flow rates;
- hydraulic conditions;
- and whether individual emitters are limiting the achievable system temperature.

Sometimes the existing system works surprisingly well or only a small number of radiators need attention. And sometimes a building reveals wider limitations that should be addressed before a heat-pump retrofit makes sense.

The correct answer comes from the building, not from a universal rule.

4. Domestic hot water

Space heating is only one part of the job.

The system may also need to supply hot water for showers, baths and everyday use.

Household size, consumption patterns, storage concept and desired comfort all influence how this part of the installation should be planned.

That does not mean domestic hot-water demand should simply be added to the space-heating load as one enormous continuous number.

It means the **whole operating concept** needs to be considered when selecting the equipment and controls.

5. How the building is actually used

Two houses with similar floor areas can behave differently.

One may have undergone several efficiency improvements. One may include a large extension. One household may prefer higher room temperatures. Another property may have areas that are used only intermittently.

Technical planning therefore works best when calculated values are checked against the reality of the property.

What about older buildings?

The phrase “existing building” covers an enormous range.

A well-maintained 1980s house with upgraded windows is not the same engineering problem as an unrenovated historic building. Two properties built in the same year can also differ substantially because of later changes, construction details and heating systems.

That is why simple rules such as:

“Heat pumps only work in new buildings”

are not particularly useful.

Neither is the opposite claim that every building can be converted with no further consideration.

What matters is whether the combination of heat demand, required system temperatures and heat distribution allows the building to be heated sensibly with the proposed system.

Sometimes the answer is straightforward.

Sometimes a few targeted measures — such as replacing selected radiators, improving hydraulic conditions or reducing avoidable heat losses — create a much better operating environment.

And occasionally the assessment shows that broader work should happen first.

That is useful information too.

A survey is not an obstacle between the customer and the quotation

From a customer's perspective, it can be frustrating when an installer will not immediately recommend a specific machine from a few headline numbers.

But the survey is where much of the value in good system design actually begins.

It allows us to answer questions such as:

- What heating output does the building genuinely require?
- At what temperatures does the existing distribution system work?
- Are the radiators suitable?
- Does part of the system need changing?
- What hot-water concept fits the household?
- How should the system operate at both peak and mild conditions?
- Which equipment range then fits those requirements?

Once those questions are understood, discussing manufacturers and models becomes considerably more meaningful.

Start with the building, then choose the machine

The heat pump is an important piece of equipment.

It is not the entire heating system.

A good retrofit connects the appliance to the thermal behavior of the building, the distribution system, domestic hot-water requirements and the way the property is actually used.

So, if you are beginning with the question:

“Which heat pump should I buy?”

There is a better question to ask first:

“What does my building actually require?”

The answer to that question gives the equipment decision something solid to stand on.

Planning a heat-pump retrofit? Avenor assesses the building and existing heating system first, then develops a system concept around the actual requirements of the property.

This article provides general information only. The suitability and design of an individual heating system depend on the specific building and require project-specific assessment.

08 Social Media Posts

Facebook · Primary Post

Your old boiler says 24 kW. That does not mean you need a 24 kW heat pump.

The output printed on an existing boiler tells us what that appliance can produce — not necessarily what the building actually needs.

When we plan a heat-pump retrofit, we look at the building first:

- actual heat demand
- previous energy use
- radiators or underfloor heating
- required flow temperatures
- domestic hot water demand
- how the system is operated

This matters because “bigger” is not automatically better. The system needs to cover demanding winter conditions while also operating sensibly during the many milder hours of the heating season.

We explain the planning process in more detail in our latest article: [Article link]

Google Business · Local Update

Planning a heat-pump retrofit? Start with the building, not the boiler label.

Floor area and the output of your old heating system can provide useful context, but neither is enough to select a heat pump properly.

We assess the building's heat demand, required flow temperatures, existing radiators or underfloor heating, hot-water requirements and the way the system is actually used before recommending equipment.

That gives the new system a sound technical basis rather than simply replacing one kW figure with another.

Read our new guide to heat-pump sizing and retrofit planning: [Article link]

Instagram Carousel

“What size heat pump do I need?”

It sounds like a question that should have one simple number as the answer.

In practice, the useful answer depends on the building.

The old boiler output, floor area and annual consumption can all provide clues—but we also need to understand heat demand, flow temperatures, heat distribution, domestic hot water and how the property is actually used.

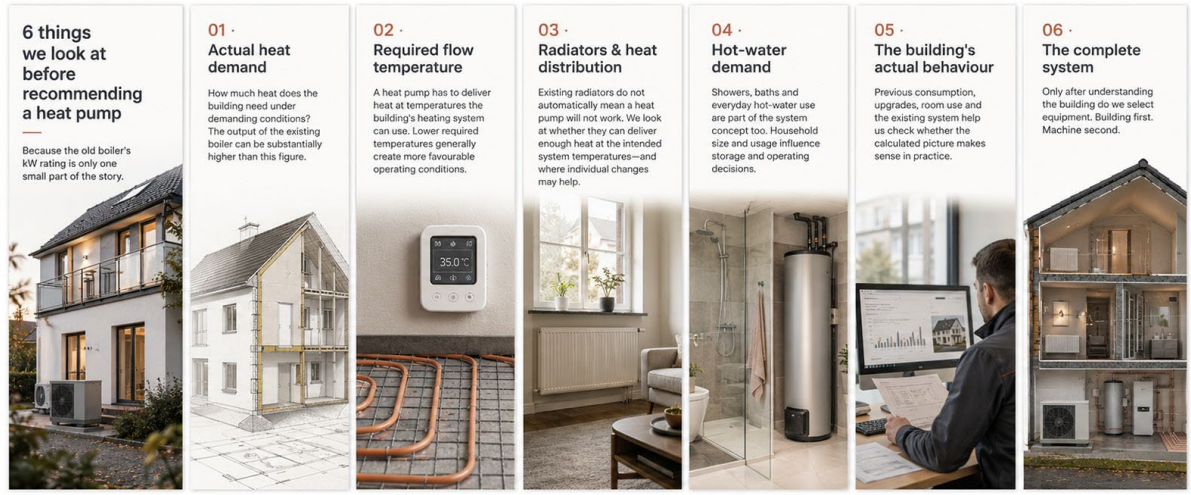
That is why we prefer to assess first and recommend equipment second.

Swipe through the six areas we look at before selecting a system.

More detail is available in our latest article:
Why choosing a heat pump starts with the building, not the number on the brochure

Link in bio

#HeatPump #Heating #BuildingEnergy #HomeRetrofit



09 SEO and publishing notes

SEO Title:	Heat-pump sizing: why the building matters more than boiler kW
Meta Description:	Choosing a heat pump takes more than floor area or old boiler output. Learn how heat demand, flow temperature and radiators shape a retrofit.
Suggested URL:	/insights/heat-pump-sizing-existing-building
Article excerpt:	The rating on an existing boiler does not tell you which heat pump belongs in the building. We explain the main factors behind useful system sizing and why the property itself has to come first.
Primary editorial topic:	Heat-pump sizing for existing buildings
Supporting search language:	• heat pump sizing • what size heat pump do I need • heat pump for existing building • heat pump radiator flow temperature • old boiler size vs heat pump • heat pump retrofit planning
Internal-link opportunities:	• **Heat-pump systems** Core service page • **Heating modernisation** Broader retrofit service • **System optimisation** Hydraulic balancing, controls and distribution improvements • **Contact / site survey** Project enquiry route

10 The ContentPilot Model

Eight minutes of technical context. One complete editorial cycle.

The value in this sample is not simply the number of texts produced.

It is the conversion of ordinary technical knowledge into material that customers can understand and use — without asking Avenor's installers, project managers or management team to become an internal editorial department.

Avenor supplied

- Company baseline
  Already retained from setup
- Recurring customer question
- Current service priority
- Several technical observations
- Important claims and simplifications to avoid
- Final professional review and approval

ContentPilot handled

- Topic selection
- Customer-facing technical framing
- Research and development
- Article structure and drafting
- Technical language translation
- Facebook adaptation
- Instagram carousel and caption
- Google Business adaptation
- Visual concept and production direction
- Publishing sequence
- Metadata and reuse notes
- Editorial quality review

Advanced AI makes this production model economical. It accelerates research, synthesis, drafting, adaptation and visual development.

Neoground remains responsible for the editorial system around it: interpreting the company, selecting the angle, removing generic output, shaping the material for its intended channels, checking coherence and preparing the package for professional use.

Built with advanced AI. Curated, adapted and approved by Neoground.

Avenor GmbH is a fictional company created solely for this demonstration. The workflow, package structure and level of client input are representative of ContentPilot; the technical material remains illustrative and does not replace project-specific heating-system design.

See what ContentPilot could develop from your company.

Build your content mix at Neoground: https://neoground.com/contentpilot

Neoground

Thank You.

Your company's everyday expertise
is already potential editorial material.

ContentPilot by Neoground

From a short company brief to
professionally developed articles,
channel adaptations and
coordinated visual material.

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Strategic technology, carried through to execution.

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