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MARKETING

Marketing Plan Patch — v2.1 Alignment

Marketing

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Marketing Plan Patch — v2.1 Alignment

Status: Draft for Brad review **Date:** 2026-05-19 **Author:** Claude (Opus 4.7) for Brad Ashley **Source:** Gap analysis against Ruach Master Plan v2.1 (patched 2026-05-19) **Applies to:** RUACH META MARKETING SPRINT EXECUTION PLAN (v3.4 companion) **Activation:** Apply before Meta Marketing Sprint 0 starts

o. Purpose

This patch document aligns the Meta Marketing Sprint Execution Plan with v2.1 Master Plan governance discipline. The marketing plan as written contains six clashes with v2.1 — three SEVERE, two MEDIUM, one LOW — that must be resolved before Sprint 0 fires.

Without this patch, Meta Marketing Sprint 0 work would:

1. Run in parallel with Phase 2 closeout, violating v2.1 §7.6 sequencing
2. Mutate canonical brain data outside the Sprint 2.2 approval queue (§3.2.6)
3. Build a RAG layer using the wrong embedding channel (§14.2 Risk 22)

These are fixable. None require redesigning the marketing plan, just adjusting governance touchpoints.

Patch 1 — Sprint 0 start gate (SEVERE)

Source clash: Marketing plan Sprint 0 timing is unspecified. v2.1 §7.6 says Phase 2 is prerequisite for everything else, but the marketing plan suggests Sprint 0 could start immediately.

CHANGE TO MARKETING PLAN

Add to Sprint 0 prerequisites section (top of SPRINT 0 PREREQUISITES):

SPRINT 0 START GATE

Sprint 0 must NOT begin until ALL of:

- Phase 2 closed per v2.1 §7.4 (all 7 close criteria met), OR
- Brad has explicitly authorized parallel execution with documented risk acceptance in writing

Parallel execution risk acceptance (if Brad chooses this path):

- OC capacity divided between Phase 2 closeout + Marketing Sprint 0 prerequisites
- Brand doctrine ingestion happens before Sprint 2.2 approval queue exists — must route through Brad direct signoff with audit log for replay through approval queue once 2.2 ships
- Risk of context-switching errors when same engineer touches both substrates
- Estimated marketing plan timeline impact: +2-4 weeks

vs sequential execution

Recommended path: SEQUENTIAL. Phase 2 close first, then Marketing Sprint 0.

UPDATE TIMELINE TABLE

In SUMMARY TIMELINE section, change "Week range" column to be relative not absolute:

Sprint	Duration	Trigger	Key milestone
0 — Prerequisites	2 weeks	Phase 2 closed (or parallel authorized)	Stack repaired
... etc			

This makes the sequencing dependency explicit rather than implied.

Patch 2 — Brand doctrine ingestion through approval queue (SEVERE)

Source clash: Marketing plan Sprint 0 Phase 7 populates 10 brand doctrine tables. v2.1 §3.2.6 says approval queue is the only mutation surface for canonical brain data. Brand doctrine IS canonical brain data.

CHANGE TO MARKETING PLAN

Sprint 0 Prompts 22-25 (Brand integration activation phase) get governance overlay:

BRAND DOCTRINE INGESTION GOVERNANCE
(Applies to Prompts 22, 23, 24)

All brand doctrine tables (idea_calendar, idea_expressions, authority_signals, headline_templates, exemplar_creatives, etc.) are canonical brain data per v2.1 §3.2.6. Three states possible when Sprint 0 fires:

STATE A: Phase 2 closed, Sprint 2.2 approval queue operational

- Brand doctrine ingestion routes through approval queue
- Each table population creates approval queue entries
- Brad signs off via Sprint 2.2 surface
- Standard governance flow

STATE B: Phase 2 closed, Sprint 2.2 approval queue NOT yet built

- Should not happen if v2.1 sequencing followed
- If it does happen: pause Sprint 0 Phase 7 until 2.2 ships

STATE C: Phase 2 NOT closed, parallel execution authorized

- Brand doctrine ingestion routes through Brad direct signoff
- Each table population logged with verified_by = 'brad', verified_at = timestamp

- Audit log preserved for retrospective replay through approval queue once 2.2 ships
- Mayra re-verification deferred to Sprint 8 as planned

CHANNEL DISCIPLINE: All brand doctrine UPDATE/INSERT operations must use Protocol 10 (BEGIN/ROLLBACK validation per v2.1 §15) and Protocol 11 (inline ada-002 embedding for any RAG-bearing content per v2.1 §15) – same discipline as PR-C established.

ADD TO SPRINT 0 DEFINITION OF DONE

- All 10 brand doctrine tables verified via approval queue (State A) OR Brad direct signoff with audit log (State C)
- No automated processes can mutate brand doctrine tables without traversing one of the above paths
- Audit log location: memory/brand-doctrine-audit/ if State C

Patch 3 — Brand Knowledge RAG embedding channel (SEVERE)

Source clash: Sprint 0 Prompt 23 builds "Brand Knowledge RAG layer." Marketing plan doesn't specify embedding channel. v2.1 §14.2 Risk 22 + §15 Protocol 11 require ada-002 (1536-dim) for customer-safe RAG paths.

CHANGE TO MARKETING PLAN

Replace Sprint 0 Prompt 23 description with:

Prompt 23 – Brand Knowledge RAG layer

Build a RAG retrieval layer over the brand doctrine tables that surfaces brand context to creative generation agents AND to the customer-facing bot.

EMBEDDING CHANNEL REQUIREMENT (per v2.1 §14.2 Risk 22 + Protocol 11):

- Use embedding_openai column (1536-dim ada-002) for any content that may be retrieved on customer-safe RAG paths
- Generate embeddings inline during migration as '[v1,v2,...]':vector literal
- NULL the local embedding column (384-dim Xenova) for brand doctrine content – existing cron will backfill asynchronously
- Customer-facing bot retrieves via match_brain_knowledge_customer_safe RPC
- Creative generation agents retrieve via same channel (do NOT introduce a parallel retrieval path)

VALIDATION REQUIREMENT (per v2.1 §15 Protocol 10):

- BEGIN/ROLLBACK transcript captured for any production

brand doctrine writes

- Transcript shows: embedding vector populated, content_len populated, content retrievable via test query before rollback
- Surface transcript in PR description

This ensures Sprint 0's brand doctrine ingestion follows the same RAG discipline that PR-C established 2026-05-19.

ADD TO SPRINT 0 DEFINITION OF DONE

- All brand doctrine RAG retrievals tested via match_brain_knowledge_customer_safe RPC (not custom retrieval path)
- At least 3 test queries verified returning expected brand doctrine content from production embedding_openai channel
- Sprint 2.5 candidate (embedding channel unification per v2.1 §17.15) flagged as upstream dependency that may obsolete this Protocol 11 dance once shipped

Patch 4 — system_config flag mutation discipline (MEDIUM)

Source clash: Marketing plan Sprint 0 sets multiple system_config flags. v2.1 §15 Protocol 1 lists env-var and cron-register as Brad-authorization-required. system_config flags are equivalent surface.

CHANGE TO MARKETING PLAN

Add to Sprint 0 prerequisites section:

SYSTEM_CONFIG FLAG MUTATION PROTOCOL
(Applies to all flag changes in marketing plan)

Every system_config flag mutation requires explicit Brad authorization per v2.1 §15 Protocol 1. Affected flags include but not limited to:

- meta_sandbox_mode
- meta_capi_enabled
- meta_emergency_stop
- meta_auto_optimise
- meta_monthly_budget_aud
- meta_brand_compliance_threshold

OC may PREPARE flag changes (draft migration, BEGIN/ROLLBACK dry-run, surface SQL in runbook) but may NOT APPLY them without Brad signoff.

The marketing plan's references to "flip meta_capi_enabled = true" etc. are Brad-applied operations, not OC-applied.

UPDATE SPRINT 4 HARD PRE-CONDITIONS

The list of pre-conditions in Sprint 4 already implies Brad signoff. Make this explicit:

- Hard pre-conditions (all Brad-applied, not OC-applied):
- Q2 monthly budget set in system_config.meta_monthly_budget_aud – Brad applies via Supabase SQL editor
 - All creative variants pass Brand Guardian Scorer ≥ 75 – Brad reviews report
 - [other items unchanged]

Patch 5 — Token expiry verification (LOW)

Source clash: Marketing plan says "token expires 2026-06-02" as urgent Sprint 0 day-1 task. v2.1 userMemories Recent Updates (banked 2026-05-18) says these are SYSTEM USER tokens with expires_in: 0 — never expire. The 2026-06-02 was stale metadata.

CHANGE TO MARKETING PLAN

Replace Sprint 0 Prompt 2 description:

Prompt 2 – Token refresh workflow verification

VERIFY FIRST: per v2.1 userMemories correction 2026-05-18, Meta tokens in system_config (meta_access_token, meta_jarvis_v2_token) are SYSTEM USER tokens that never expire (expires_in: 0). The previously memorised "2026-06-02 expiry" was stale metadata, not real.

Confirm via:

- Meta Graph API debug_token endpoint with current access_token
- Check meta_token_expires_at in system_config – should be 2030-01-01 placeholder per banked correction

IF tokens actually never expire (as banked correction states):

- Mark Prompt 2 as already-complete-via-correction
- B3-WF-META-TOKEN-REFRESH stays INACTIVE as dormant safety net (per banked correction)
- Skip the "urgent" framing – no expiry pressure

IF tokens DO have real expiry (banked correction was wrong):

- Build token refresh workflow as originally planned
- This would be a finding worth banking in v2.1 patch
- Surface immediately for Brad

Patch 6 — Compliance discipline reference (LOW)

Source clash: Marketing plan touches Meta compliance surface (Custom Audience Terms, Lead Gen Form privacy URLs, CAPI disclosure). These are not framed with the same risk register integration as Phase 2 work.

CHANGE TO MARKETING PLAN

Add to Sprint 0 risks section:

COMPLIANCE RISK REFERENCE

Meta compliance work in this sprint touches v2.1 risk register categories:

- Privacy policy compliance: lift to v2.1 §15 Protocol 10 scrutiny (BEGIN/ROLLBACK validation for any production database state changes)
- Meta Terms acceptance state: verify via Meta dashboard before any campaign work in Sprint 4
- Lead Gen Form privacy URL: must be live before Lead Gen Forms accept submissions

If any Meta compliance check fails during Sprint 0, halt the sprint and surface to Brad. Do not work around compliance failures.

Patch 7 — Cross-references to Master Plan added throughout

Source clash: Marketing plan references v3.4 (its own document) but not v2.1. Without explicit cross-references, future readers won't know which document governs in conflicts.

ADD TO MARKETING PLAN TOP SECTION

GOVERNANCE HIERARCHY

This sprint execution plan is governed by:

1. Ruach Master Plan v2.1 (canonical, governs all Ruach strategic work)
2. v2.1 §15 Operational Protocols (apply to all execution work, including marketing)
3. v2.1 §14.2 Risk Register (apply to all execution work)
4. canonical-truths.md (T1-T4, governs bot behavior)
5. THIS document (governs Meta marketing execution rhythm)
6. v3.4 unified plan (architecture this companion implements)

In any conflict between this document and v2.1, v2.1 wins. Surface the conflict, apply the patch.

Application sequence

When Brad authorizes this patch:

1. OC opens a PR against the Marketing Plan document at its canonical location (location TBD by Brad — Desktop file? memory/? separate repo?)
2. PR applies all 7 patches as a single coordinated update
3. Brad reviews and merges
4. Marketing Plan now references v2.1 as governance authority
5. Sprint 0 work can begin when Phase 2 closes OR Brad authorizes parallel execution

What this patch does NOT change

For honesty:

1. The 7-week-to-launch / 14-week-to-optimised / 17-week-to-sub-personas timeline structure — still valid
2. The sprint sequencing (0 → 1 → 2 → 30-day gap → 3 → 4 → ...) — still valid
3. Mayra's Sprint 8 deferral — still valid and well-designed
4. The 4 specialist sub-roles addition to agency-agents.ts — still valid
5. The Brand Guardian Scorer + deploy gate architecture — still valid
6. The Path A Marketplace webhook attribution design — still valid

Only the governance overlay is patched. The substantive marketing strategy is sound.

Recommendation

Apply this patch as a single coordinated update to the Marketing Plan before any Sprint 0 work fires. The patches are all governance overlays — they don't require redesigning the marketing strategy, just aligning execution discipline with v2.1.

If Brad wants to proceed with Sprint 0 immediately (parallel to Phase 2 closeout), Patch 1 State C path is the relevant one. Patches 2-7 apply regardless of sequential vs parallel.

Estimated effort to apply: ~2 hours OC work (single PR against marketing plan document) + 15 minutes Brad review.

End of Marketing Plan Patch v1.