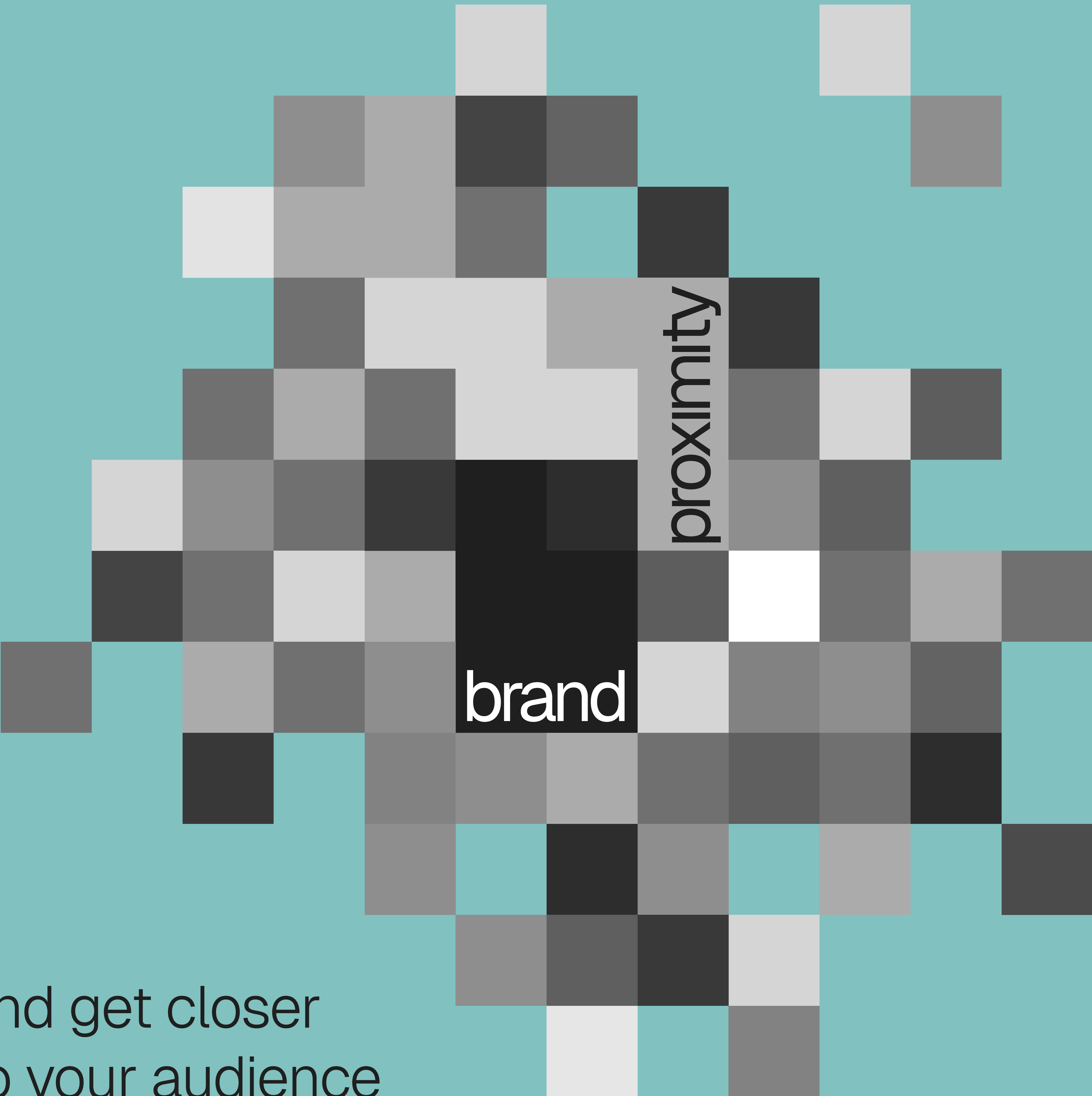




How to build brand visibility

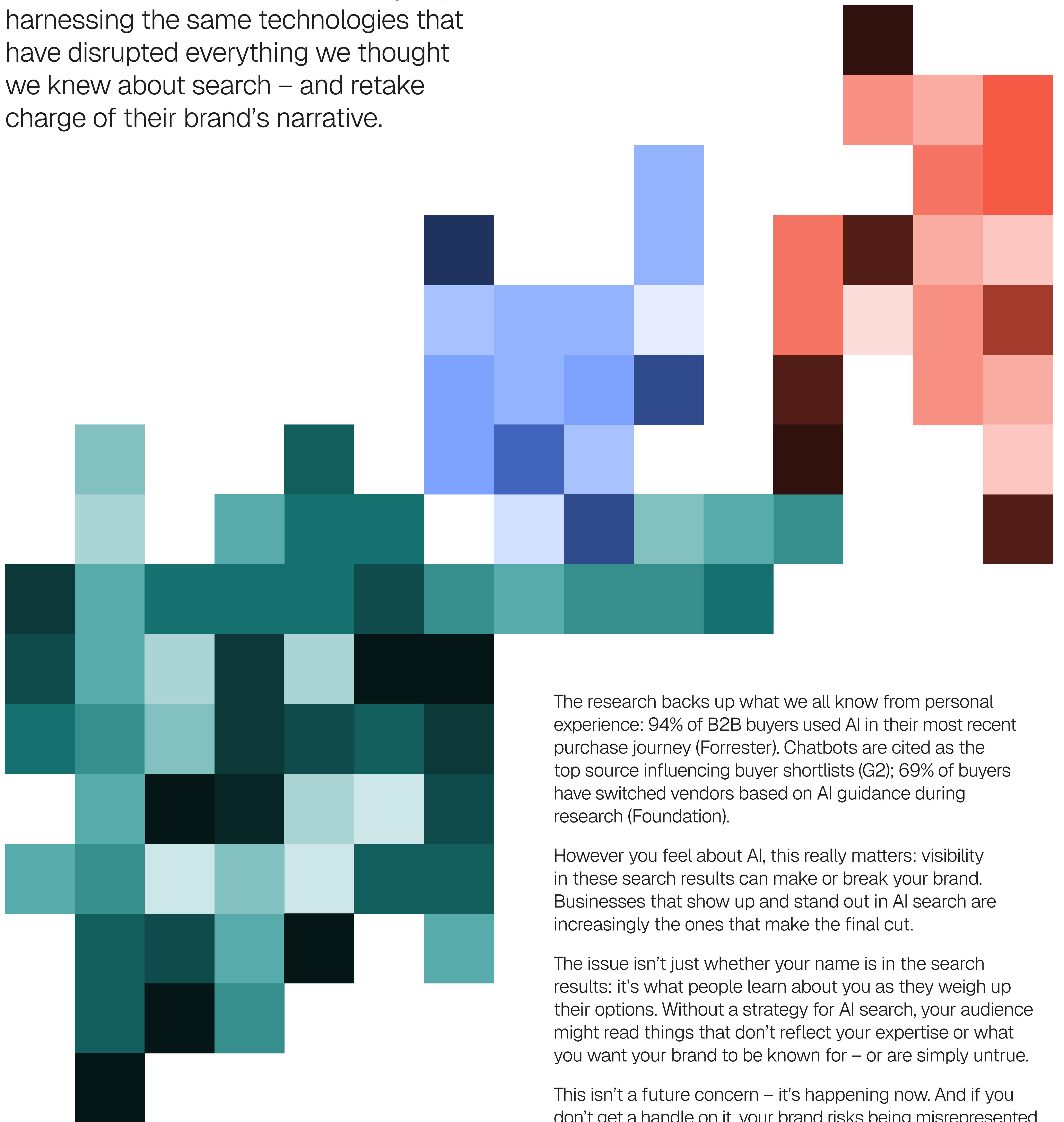


and get closer
to your audience
in the new world
of AI search



The way people discover brands is changing fast.

Marketers can rise to the challenge by harnessing the same technologies that have disrupted everything we thought we knew about search – and retake charge of their brand’s narrative.



The research backs up what we all know from personal experience: 94% of B2B buyers used AI in their most recent purchase journey (Forrester). Chatbots are cited as the top source influencing buyer shortlists (G2); 69% of buyers have switched vendors based on AI guidance during research (Foundation).

However you feel about AI, this really matters: visibility in these search results can make or break your brand. Businesses that show up and stand out in AI search are increasingly the ones that make the final cut.

The issue isn’t just whether your name is in the search results: it’s what people learn about you as they weigh up their options. Without a strategy for AI search, your audience might read things that don’t reflect your expertise or what you want your brand to be known for – or are simply untrue.

This isn’t a future concern – it’s happening now. And if you don’t get a handle on it, your brand risks being misrepresented or ignored entirely.



Adapt or die: the art of AEO

Marketers are responding with a range of tactics to improve how they show up in AI search results. Answer engine optimisation (AEO) is the art of adapting brand content to suit how AI searches sources: forefronting clear, immediate answers that align with the prompt query and flagging authoritative evidence.

Adding schema to web pages acts as a “cheat sheet” for AI, explicitly telling it who you are, what your content means and how to cite you. Other methods include restructuring pages in a way that tells the LLM what it wants to know immediately.

Yet many of these AEO approaches are just bolt-ons to traditional SEO tactics. They don’t address the shift in how AI searches content to form its answers. And, let’s be honest, content created purely to suit LLMs is unlikely to delight the human consumers you actually want – and still need – to talk to.

It’s a conundrum for marketers; the information that could answer the audience’s questions already exists. But it’s buried across pages and documents or locked in videos, designed for humans to skim rather than machines to read. Now, it needs to do both.

The real problem is that the knowledge that your brand needs AI to represent was never organised for that purpose.



The knowledge: supply and demand

So, how *should* you organise and present information so that an AI system will represent your brand accurately and consistently, on your terms?

That’s the question we’ve been grappling with at The Frameworks. And we’ve discovered we can turn to our advantage the very tools that are disrupting traditional search to get the right story, evidence and expertise in front of the right people.

There’s a science to it, of course – but it also requires a change in mindset for us marketers.

The first lesson is to stop plotting content to be stored in pages and channels, and begin structuring it around meaning, relationships and relevance. Each idea attached to your brand should exist as a clear, evidenced, cohesive unit, rather than as one paragraph competing for attention inside a longer piece written for a different purpose.

This addresses one side of the equation: the content *supply*. You also need to understand the *demand*. What is your audience actually looking for?

When people use AI tools to search, their questions are far more detailed, specific and contextual than they might be in a traditional search engine. They want answers and recommendations that match their particular needs and situations, not just a list of generic solutions.

At The Frameworks, we’ve developed a methodology that digs deeper to shed light on these more nuanced queries. We can build an interactive representation of the people, challenges and conversations that matter to your brand, helping you understand their motivations and triggers, test ideas and make meaningful connections.

When we combine the supply – consolidating all your existing knowledge to serve up concise and authoritative views of key topics – with demand – an in-depth understanding of what users actually want to know – we can create content that meets people with an accurate, useful answer, whether inside the LLM or on your website itself.

In a world where two-thirds of B2B marketing and sales content sits unused, this is a powerful opportunity (Seismic). This restructured, repurposed content will make it easier for LLMs to read, cite and evidence information from your brand’s own perspective. And that will increase the likelihood that your brand is surfaced accurately – or at all – in AI-driven answers.



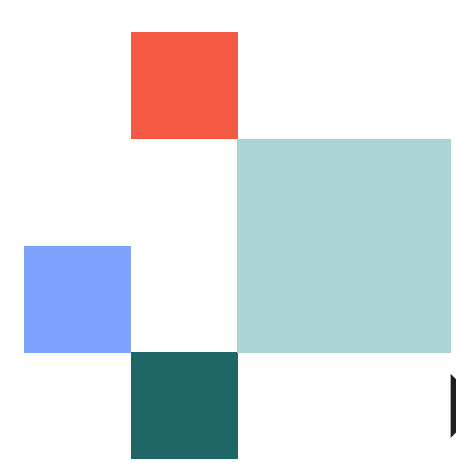
Brand Proximity: get closer to the people who matter

The Frameworks is helping brands get ahead of these challenges and get closer to their audiences with Brand Proximity, a managed service designed to organise and create content for AI discovery.

It's not about throwing out everything you have and starting over – far from it. We'll help you understand the knowledge already contained within your content ecosystem, identify the subjects and ideas that matter, and use our AI-powered platform to reorganise that material into a connected, authoritative body of knowledge.

We'll supply always-on insights that make your brand and existing content easier to find. And while this is all done with LLMs in mind, we'll make sure to maintain the quality of content that keeps your human audience hooked.

Brand Proximity is an AI-powered managed service with three steps:



► 01 Establish the supply

Get the right story, evidence and expertise in front of the right people.



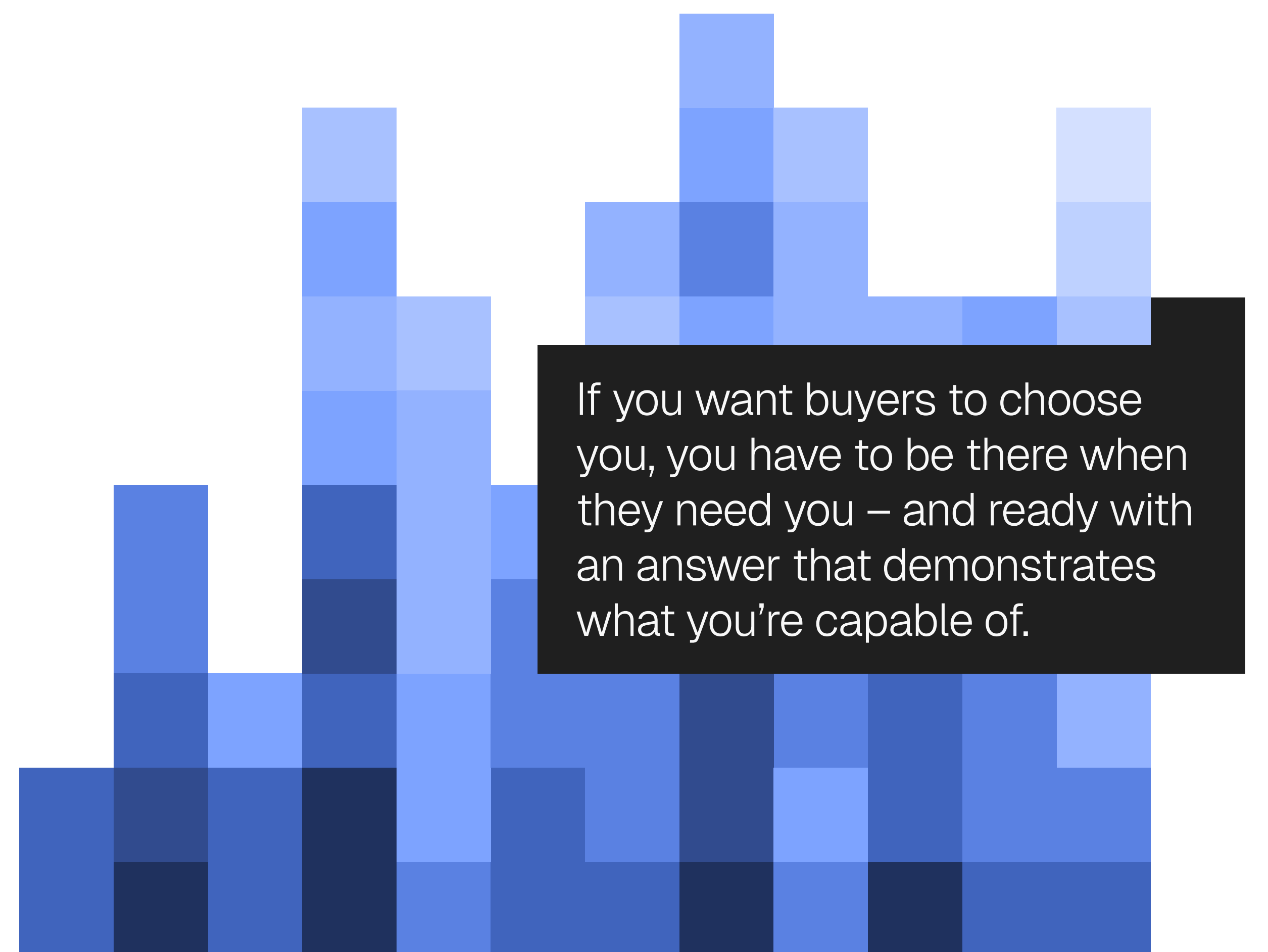
► 02 Understand the demand

Go beyond personas to understand what your audience is really asking.



► 03 Create AI-ready content

Create the content AI needs to see without losing your human touch.



If you want buyers to choose you, you have to be there when they need you – and ready with an answer that demonstrates what you're capable of.

How to make AI friends and influence people

The stakes here are high – and rising. If an LLM doesn't see your brand as relevant, it will choose to surface competitors who more successfully signal their fit over you.

The shift in how B2B buyers discover brands has already happened. The brands that succeed will be those who adapt content to the new dynamics of search: freeing it from rigid web pages, grouping it more fluidly around meaning, and aligning with specific audience queries.

Let's get together

If you want buyers to choose you, you have to be there when they need you – and ready with an answer that demonstrates what your business is capable of.

Brand Proximity, an AI-powered managed service from The Frameworks, helps you do just that, bringing together our decades of experience getting B2B brands closer to their customers.

Discover what Brand Proximity could do for your business today.

► [Set up a call](#) with Chris Beavis, Partner and Digital Lead at The Frameworks, to see how your brand is showing up.

► Or [visit our website](#) to learn more.