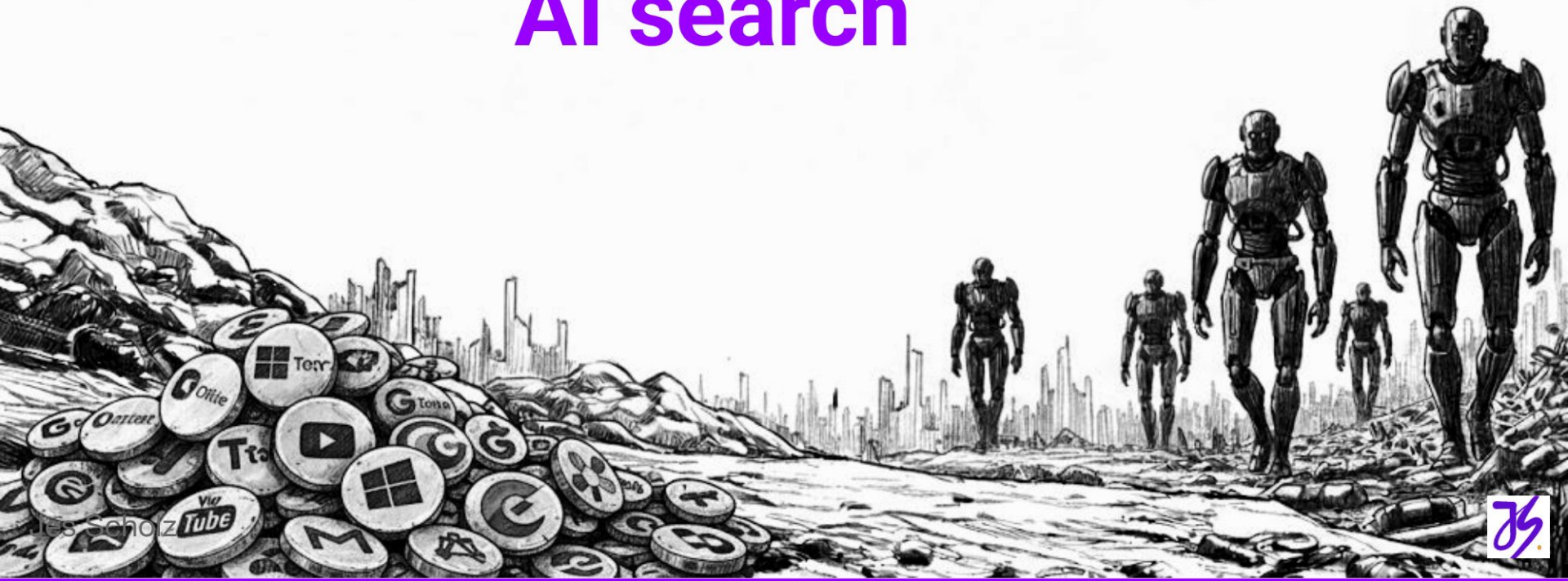
Is this the **best** marketing can do?

The emergence of **AI search**



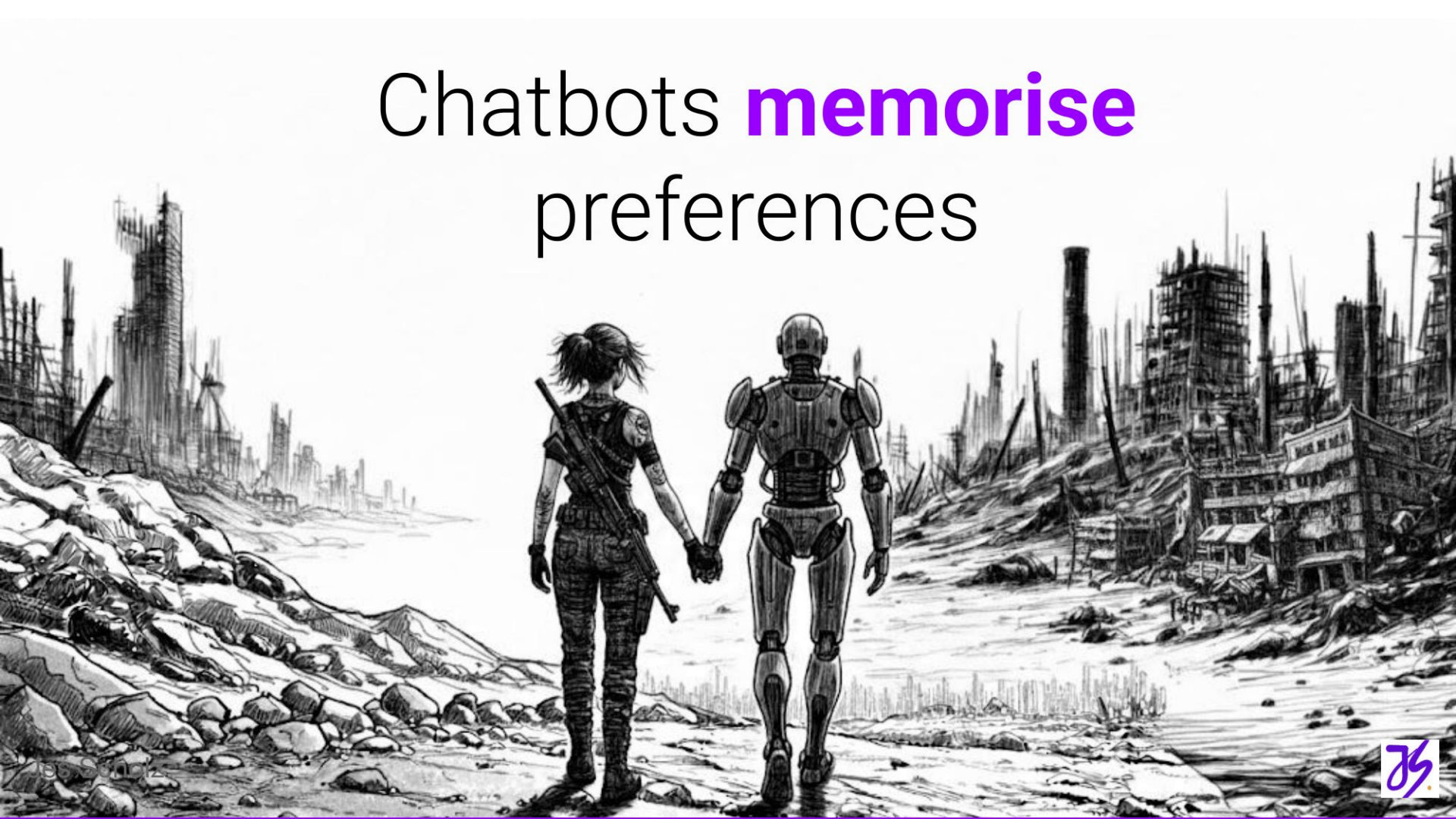
Personalisation in **walled gardens**

AI thrived covering

search, discovery, entertainment

Deep **conversations**
expanded search

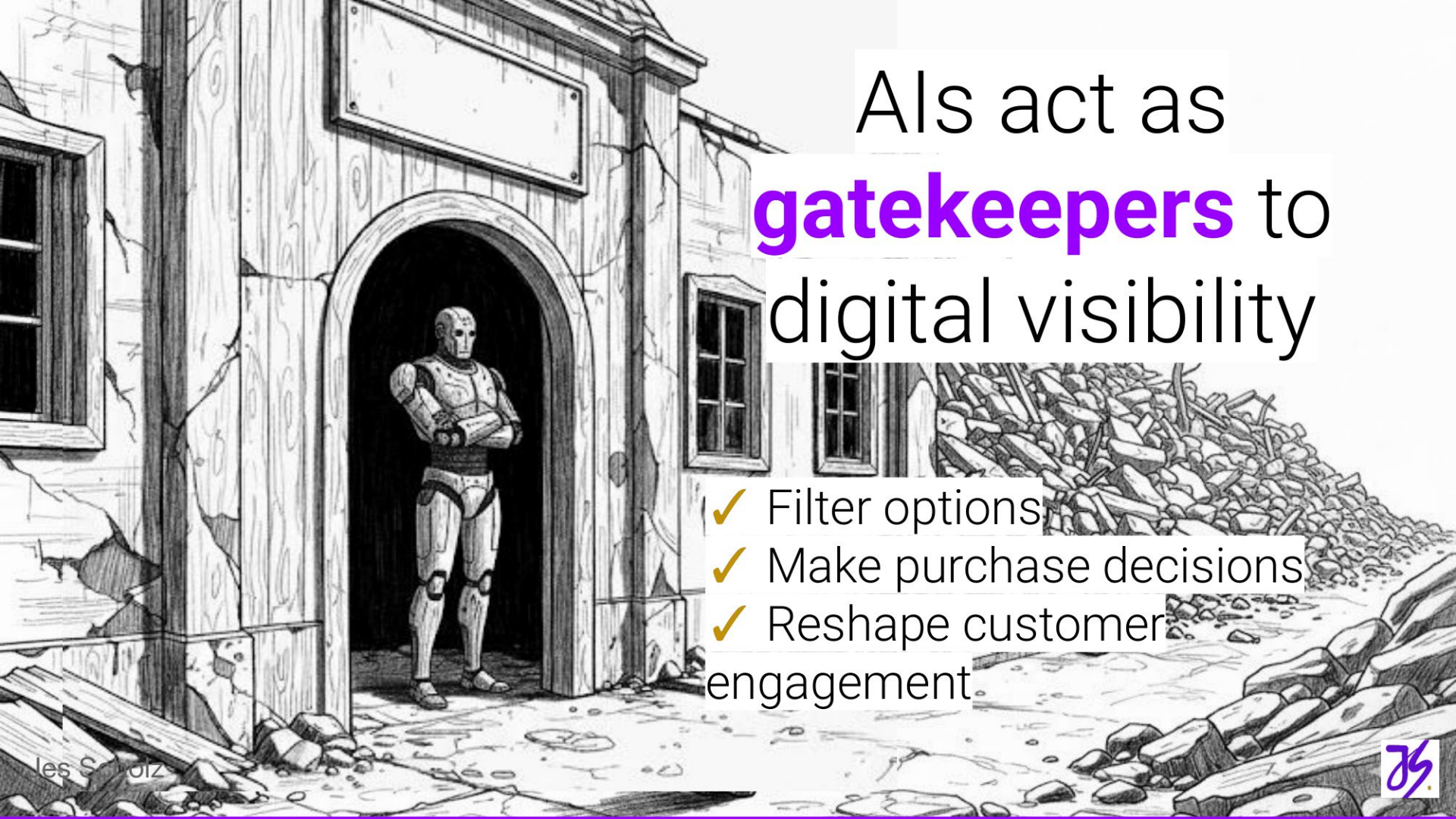
Chatbots **memorise** preferences



New
connection
methods
AGENTIC
ACP
MCP
MCP

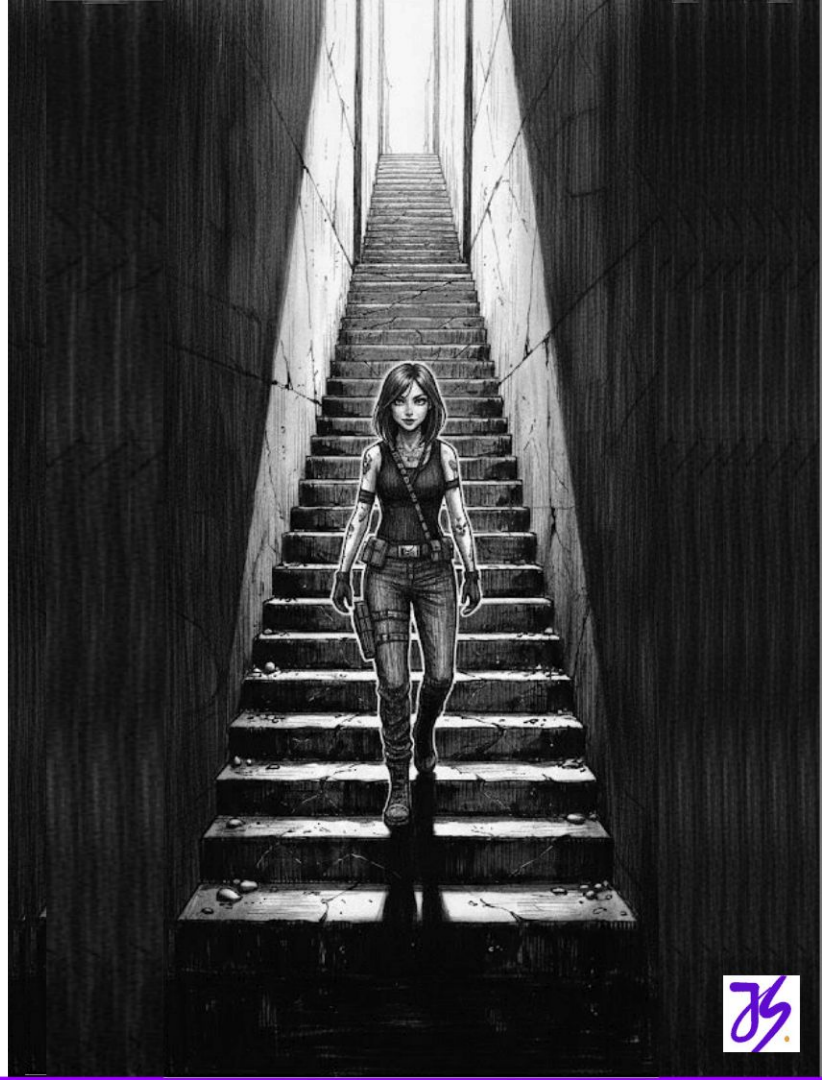
AGENTIC
AI is always
with you

It wants to know
what you don’t say


AIs act as
gatekeepers to
digital visibility
✓ Filter options
✓ Make purchase decisions
✓ Reshape customer engagement

Few trackable clicks

AI influence over users is **hidden**



AIs decide which brands **remain visible**

Jes Scholz

It’s only been

3 years

Digital marketing is becoming **strategically empty**

SEO & PPC
are treated as
performance channels

Jes Scholz

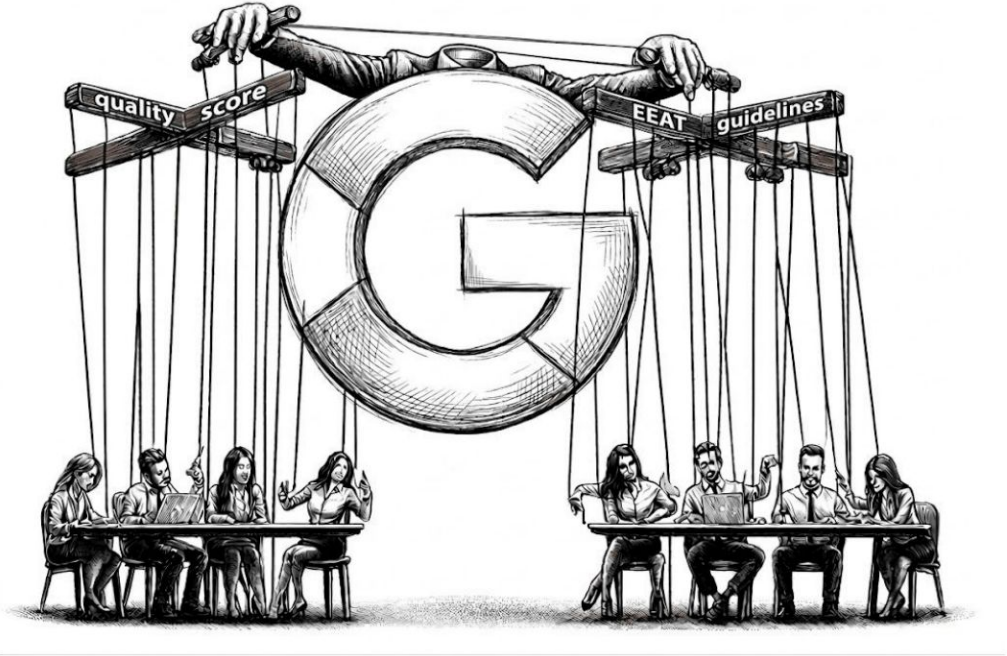
Visibility channels are **dismissed** due to small traffic share

The world **shifts**,
yet we focus on
yesterday's KPIs

Marketing can do **better**

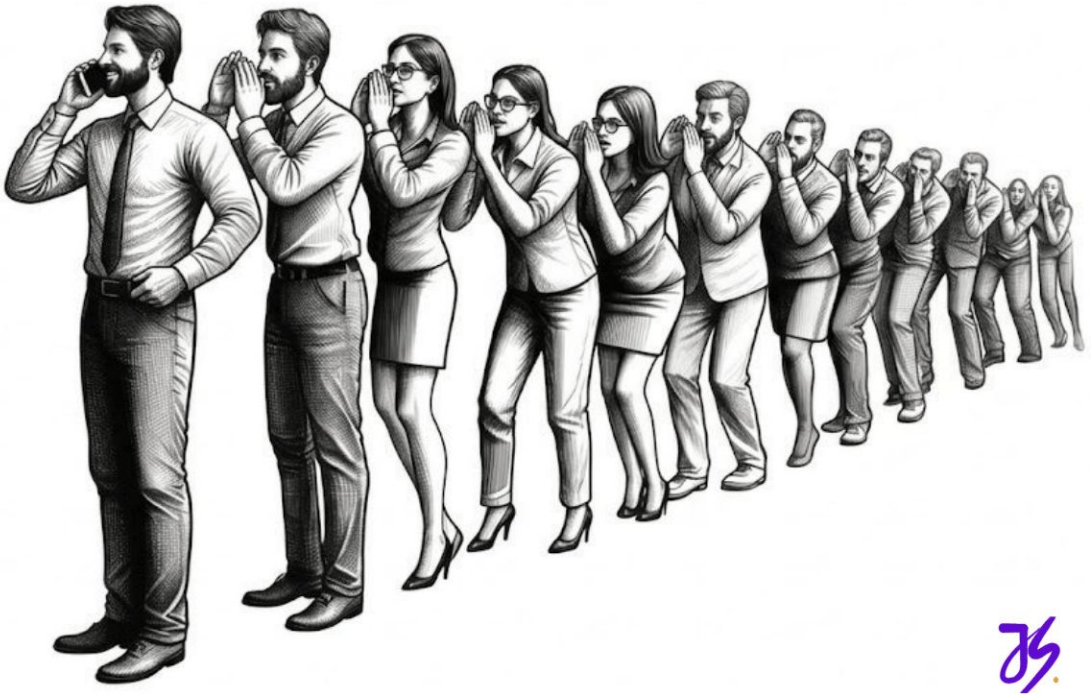
Jes Scholz

Google guidelines are **self-serving**



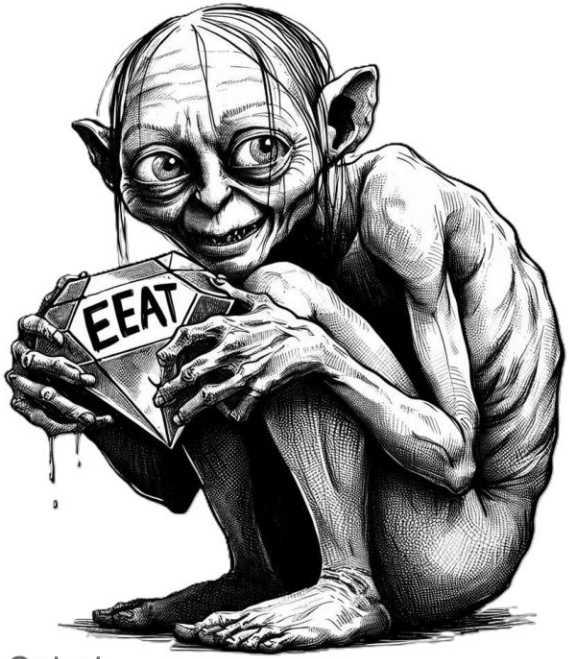
Collective belief

define “best practices”



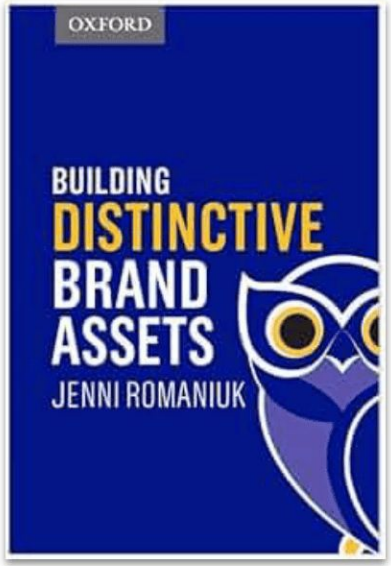
Compliance theater

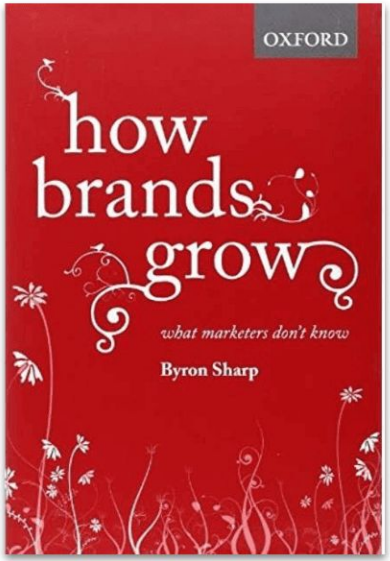
can’t provide growth



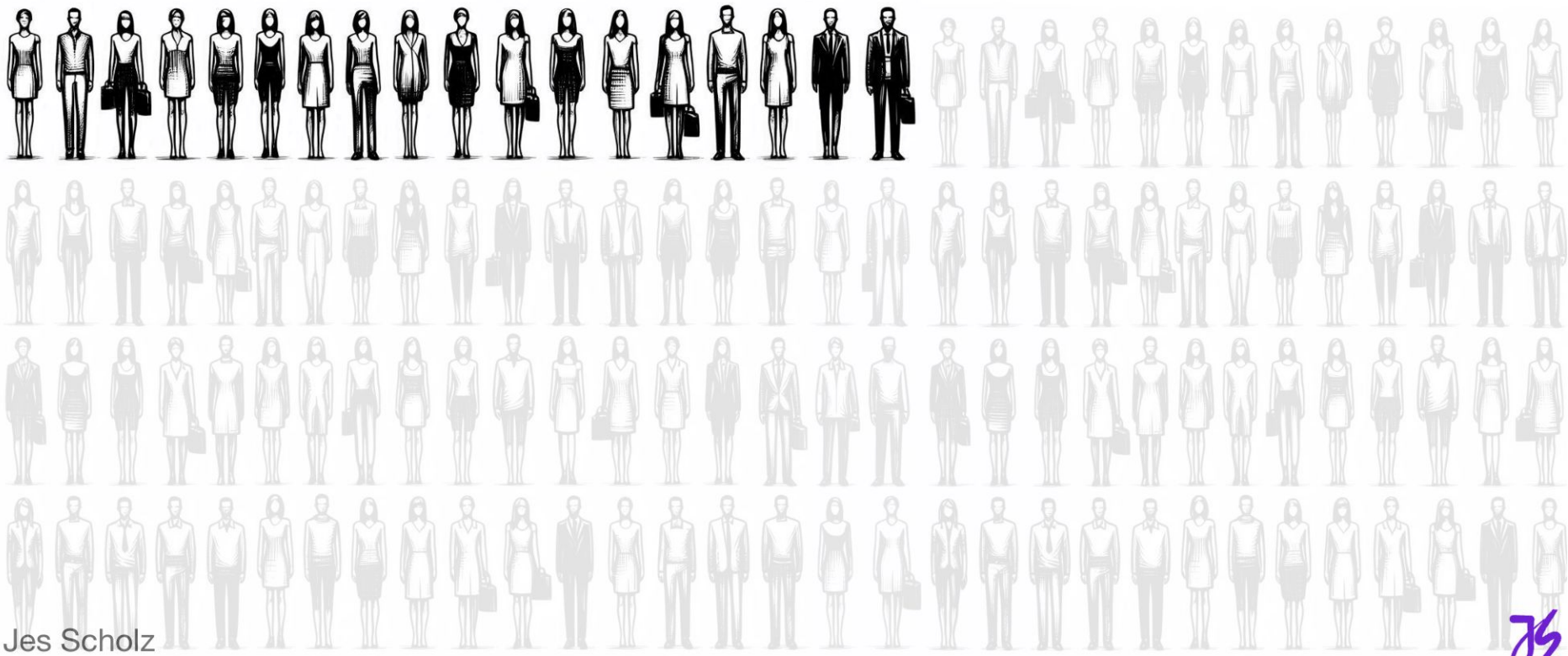
Same playbook, same commoditised result

Think different about marketing

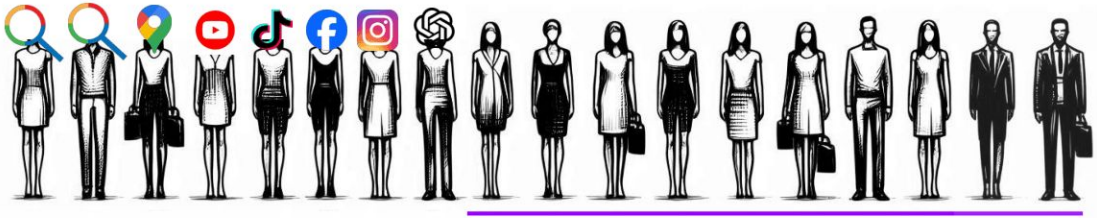




5%-30% of people are in-market

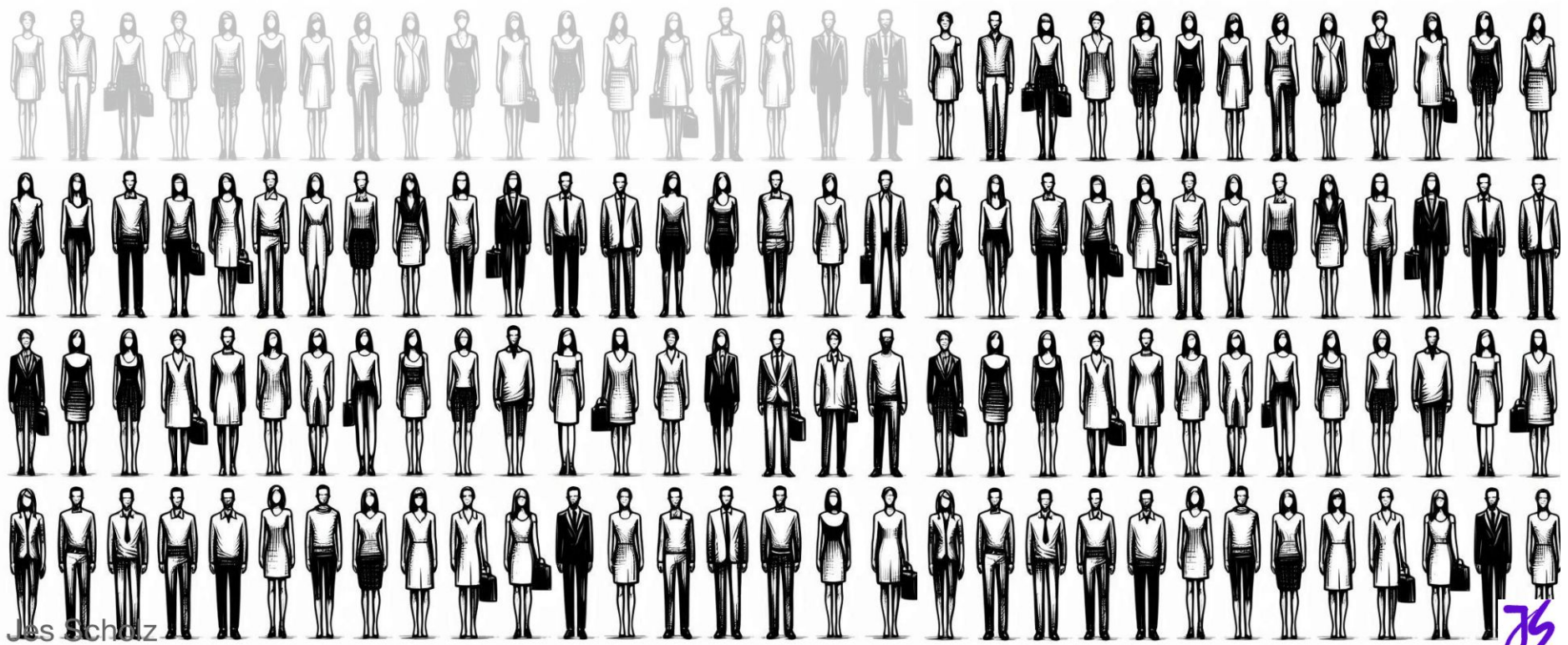


The **majority** of people don’t search



Direct purchase

Influence **before** a search occurs

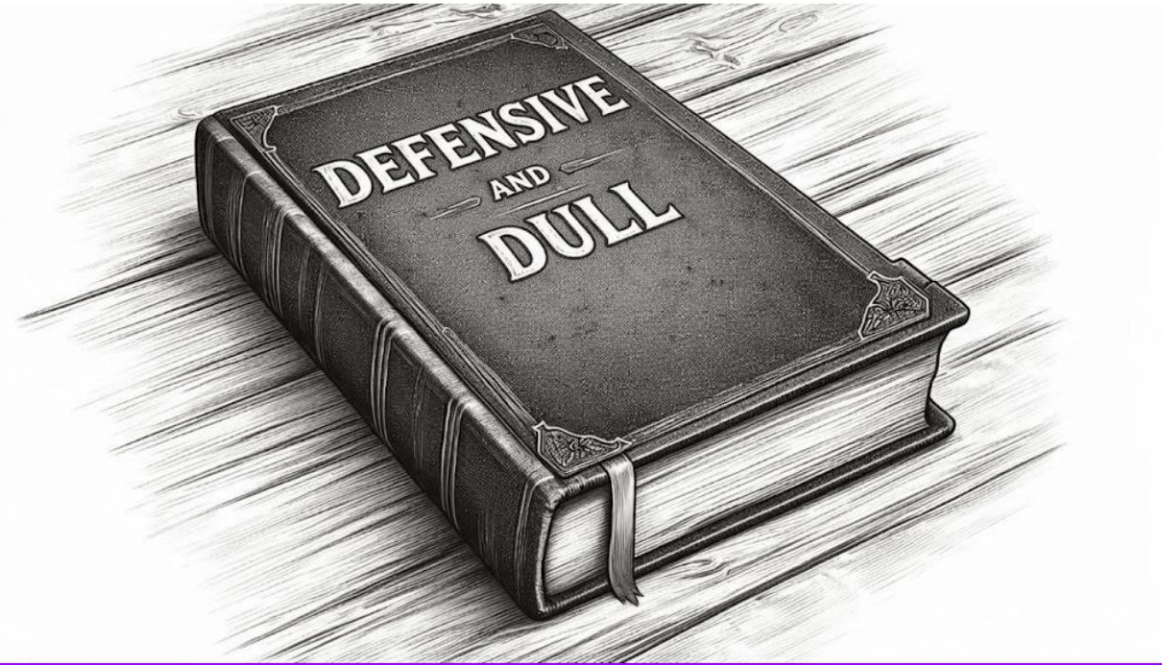


Become the **first thought**
not the last search

EEAT optimisation **won't influence** out of market audiences

- Using first person narrative
- Author pages
- Awards

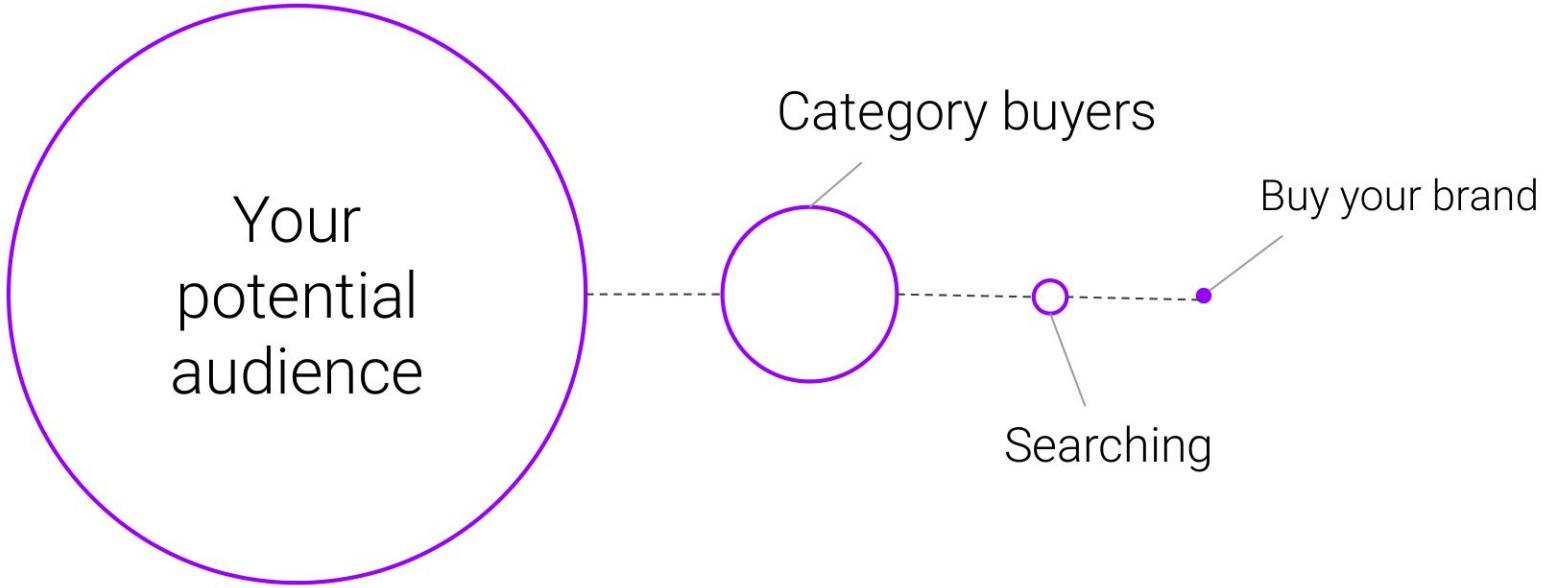
Best practice is code for **common practice**



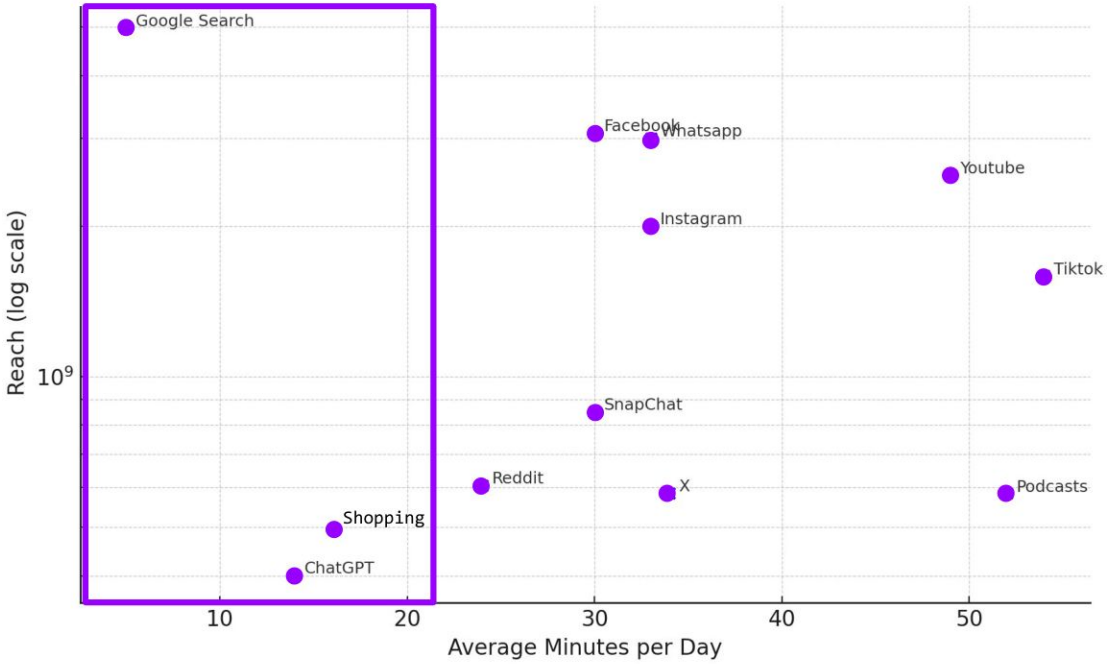
Hype cycles don’t change **market realities**

Target the **entire addressable market**

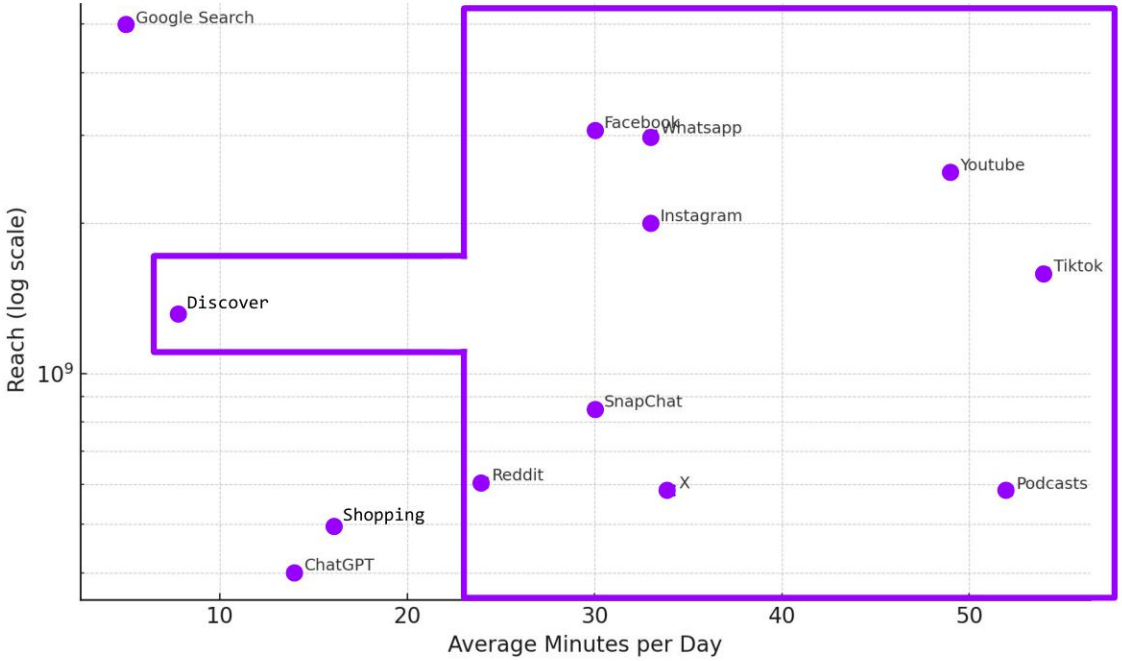
Balance two types of marketing



Short-term sales from **tightly targeted, activation** channels



Long-term penetration from **broad reach, brand building** channels



What percentage of time do you spend **brand building**?

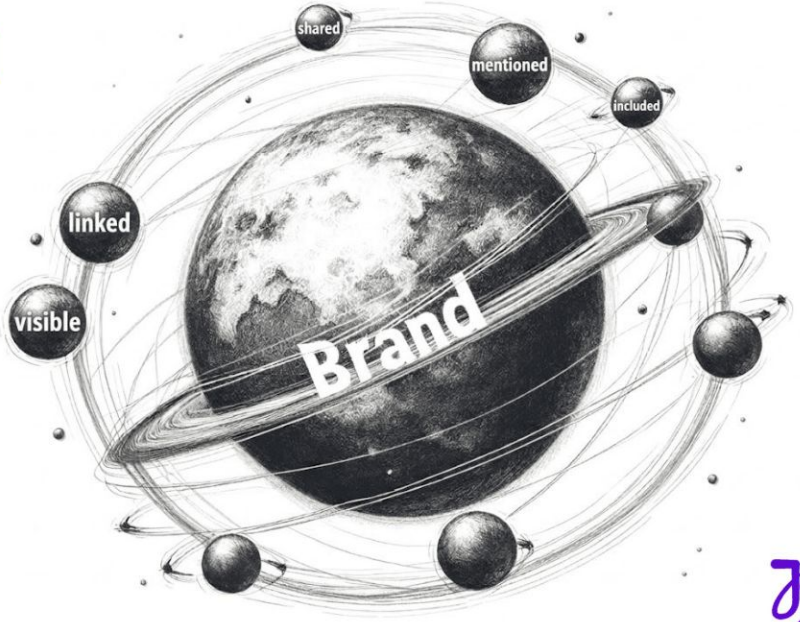
60% on **brand salience**

40% on targeted activation

The missing ingredient of marketing is F***

Fame makes a brand

central to the category conversation

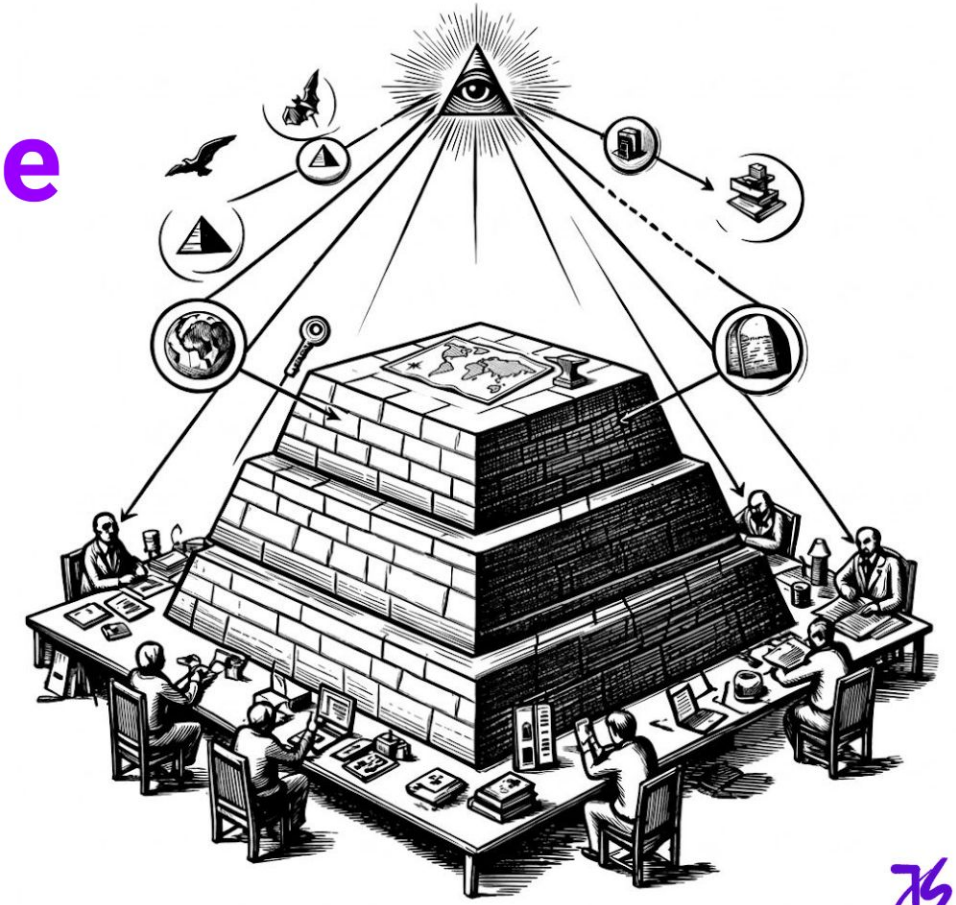


You need to **“do brand”**

What does that mean?

Drivers of Fame

1. Showmanship
2. Distinctiveness
3. Distribution

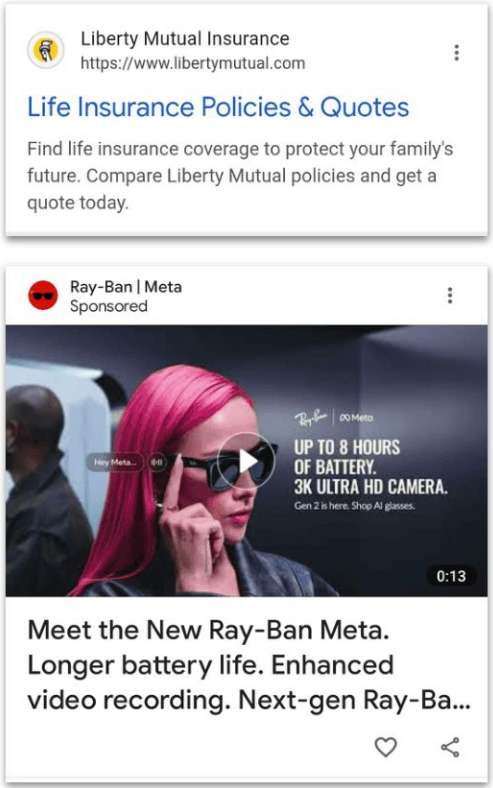


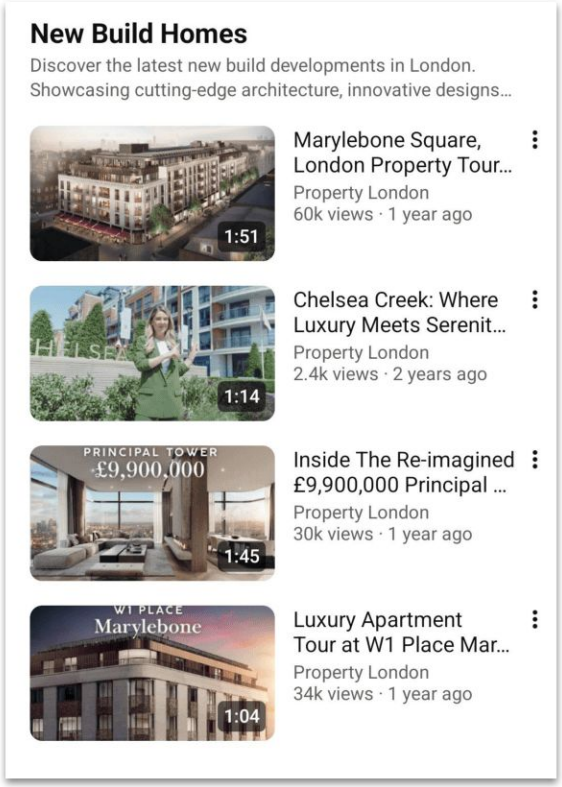
EXUDE SHOWMANSHIP

Jes Scholz

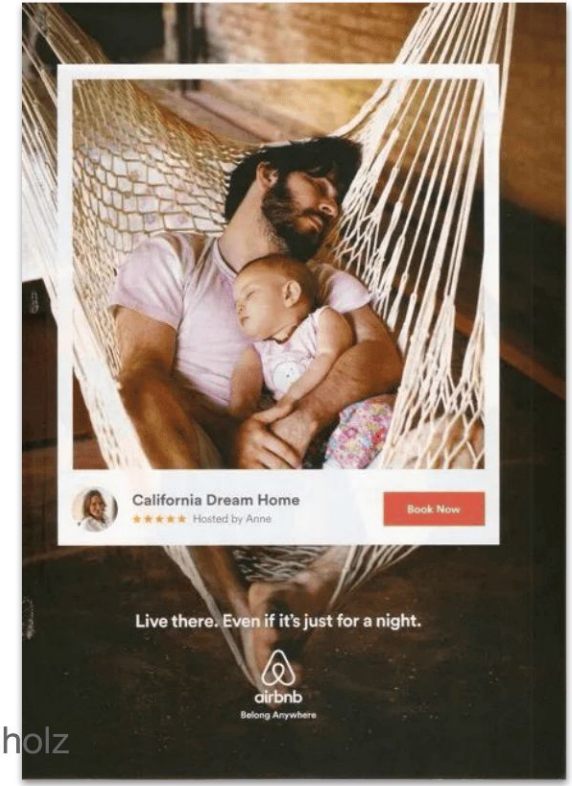
Crafting content **worthy of attention**

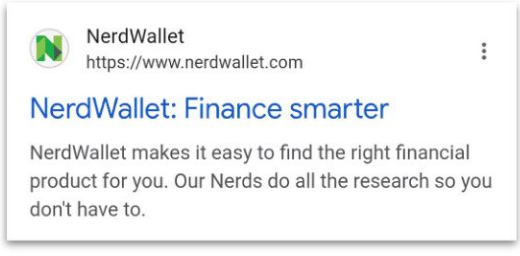
Rational messaging can be copied

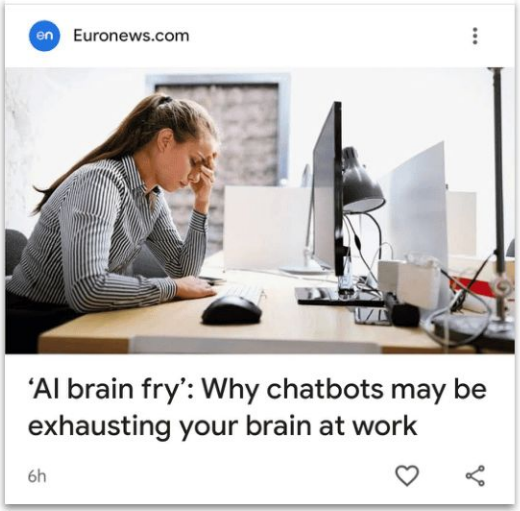




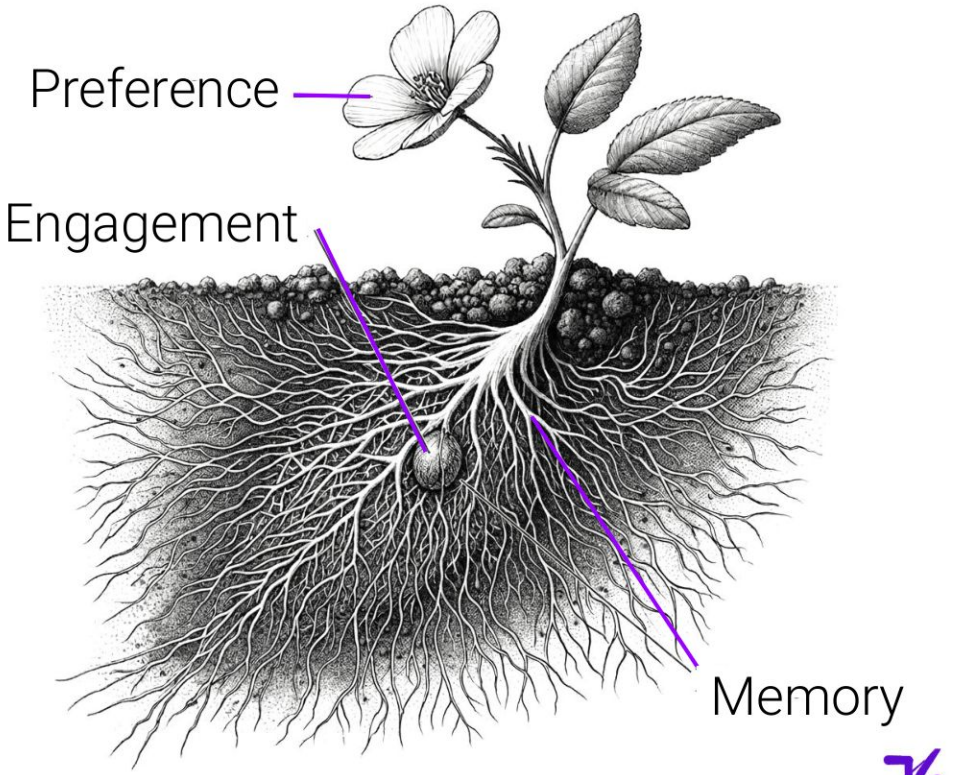
Emotional messaging can’t





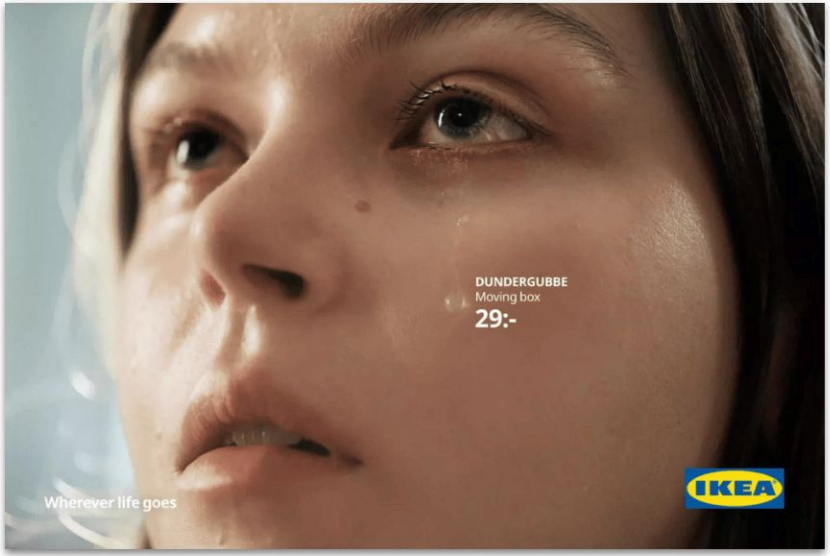


Emotional
creative
outperforms
rational
for growth



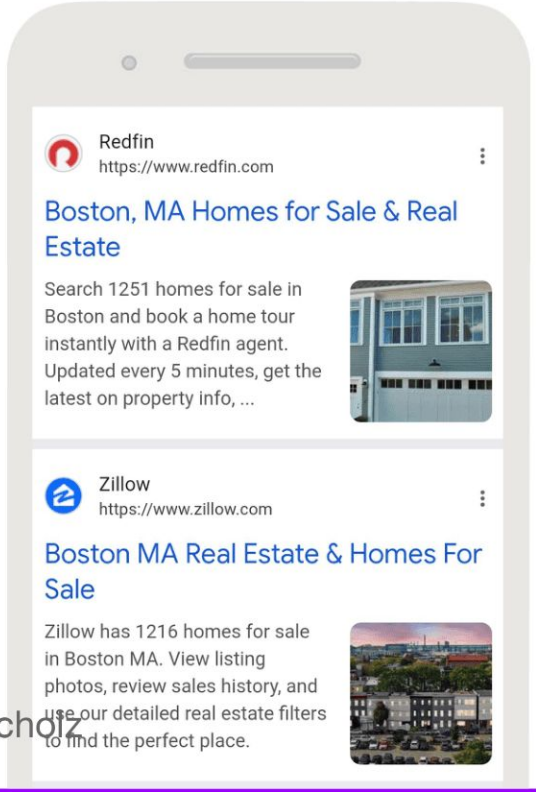
The **industry** isn't the problem

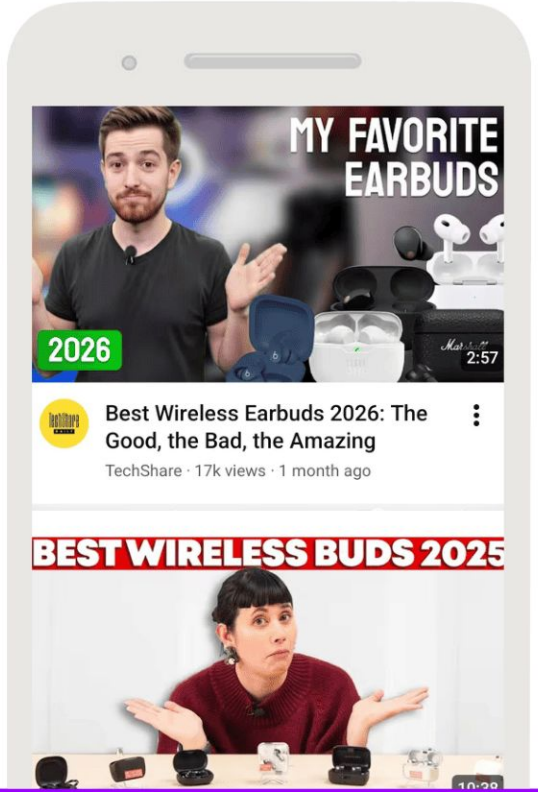
There are **no dull industries**

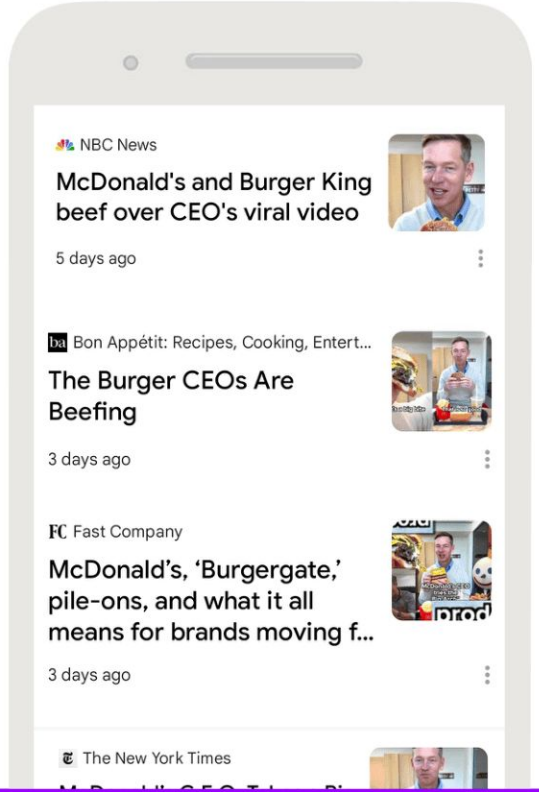


Only **dull marketing**

The same **tired formula** on repeat





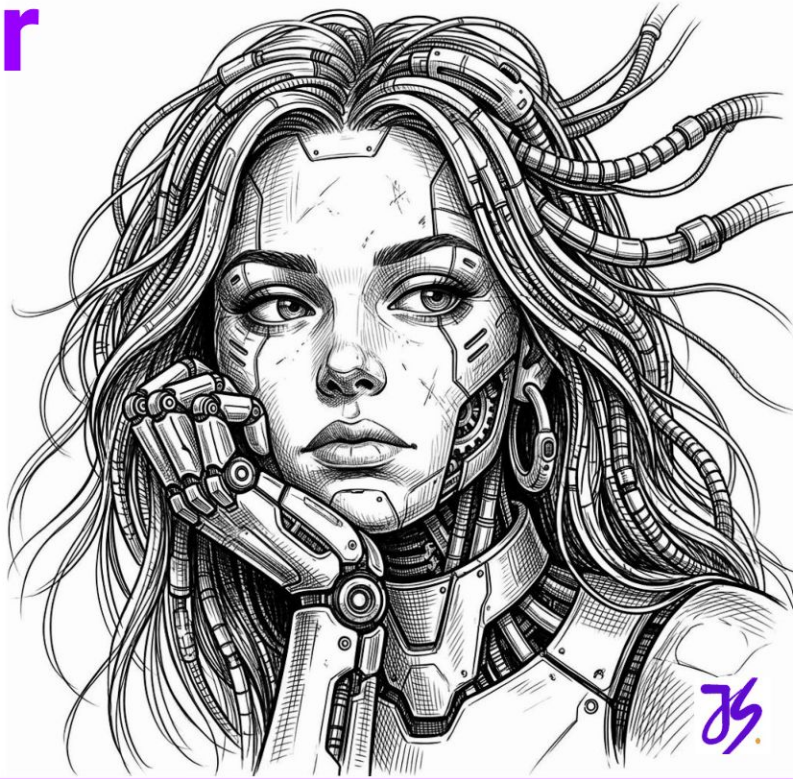


When results suffer from sameness **order decides**

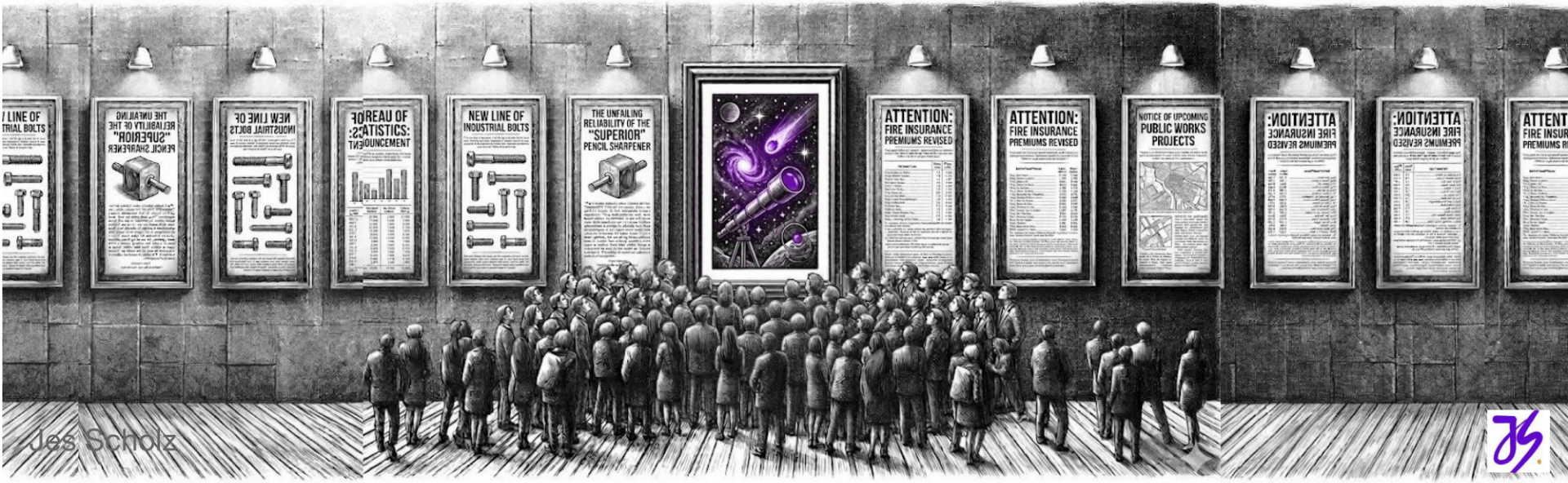
Non-engagement is **worse than worthless**

It teaches algorithms

not to include your brand



Dullness forces marketers to buy what **showmanship earns**



Play-Doh
To them it's a mystical dragon.
#releaseyourimagination at playdoh.hasbro.com

Hasbro
https://shop.hasbro.com

Play-Doh 4 Ounce Bright Red Single Can

The estimated retail price for Play-Doh 4 Ounce Bright Red Single Can is $1.25 ... B8176. Play-Doh 4 Ounce Bright Red Can. Ages: AGES 2+....

USD 1.25 · In stock

Jes Scholz

Stop the scroll with **emotion**

Hasbro
https://shop.hasbro.com

Play-Doh 4 Ounce Bright Red Single Can

The estimated retail price for Play-Doh 4 Ounce Bright Red Single Can is $1.25 ... B8176. Play-Doh 4 Ounce Bright Red Single Can. Ages:AGES 2+....

USD 1.25 · In stock

Hasbro
https://shop.hasbro.com

Play-Doh Dark Blue Single Can Imagination is a Superpower

A can of classic blue Play-Doh inspires creativity while building fine motor skills. | Fun, non-toxic, open-ended play.

USD 1.25 · In stock

Stop the scroll with **personality**

How To Make The Best Lasagna

Tasty · 2.1k views · 3 years ago

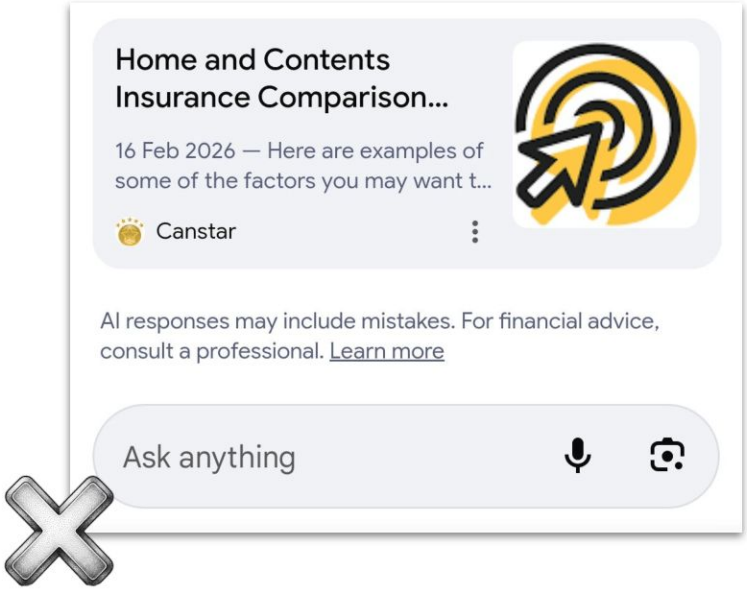
7 chapters

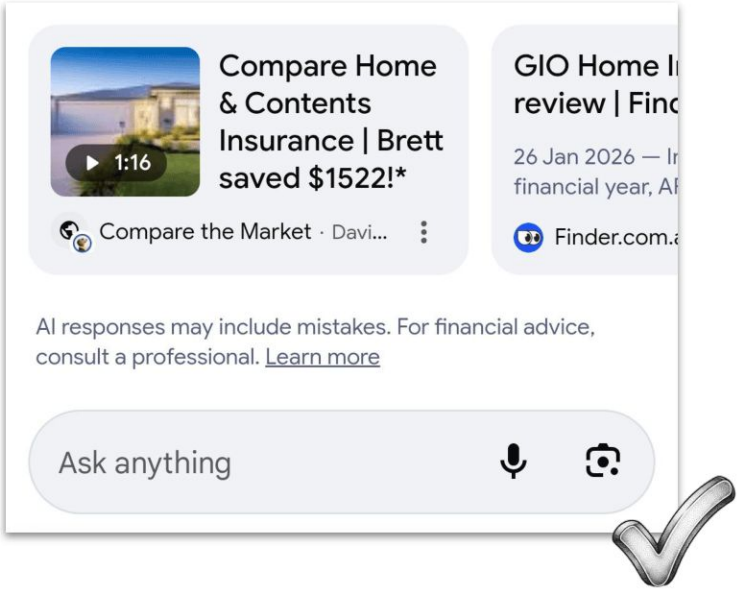
Curtis Stone's best ever lasagne | Cook with Curtis

Coles · 19k views · 8 months ago

13 chapters

Stop the scroll with **narrative**





Stop the scroll with **detail**

Hotel Bayerischer Hof in München
https://www.bayerischerhof.de

Hotel Bayerischer Hof

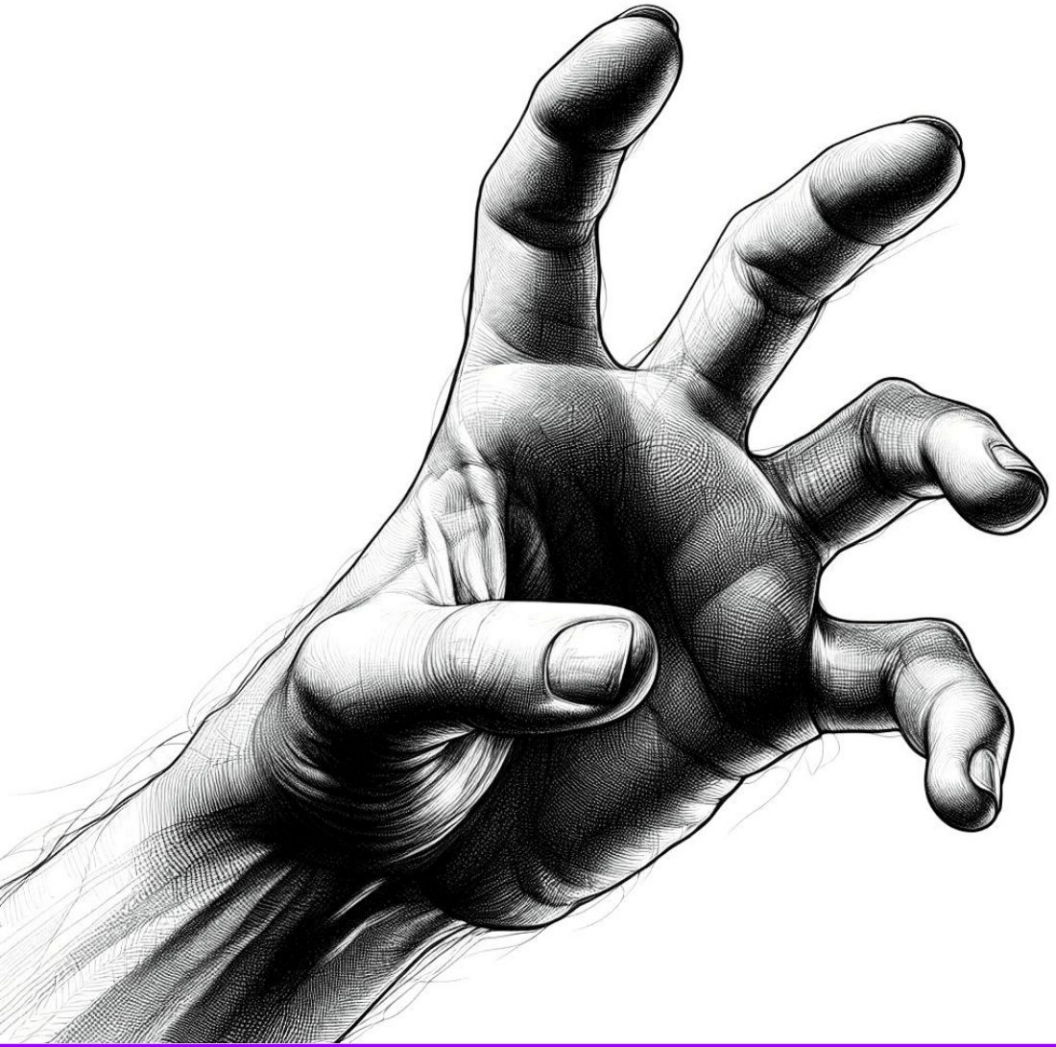
Situated in the heart of Munich's historic centre, our hotel boasts 337 luxurious rooms and 74 suites, five restaurants and six bars, 40 function rooms, a ...

Expedia
https://www.expedia.com

Hotel Bayerischer Hof Reviews, Deals & Photos 2026

Book a stay at this luxury hotel in Lindau. Enjoy free breakfast, free WiFi, and an outdoor pool. Popular attractions Mangturm and Lindau Lighthouse are ...

9/10 ★★★★½ (382) ·
Visit our site to discover our competitive prices



Grab

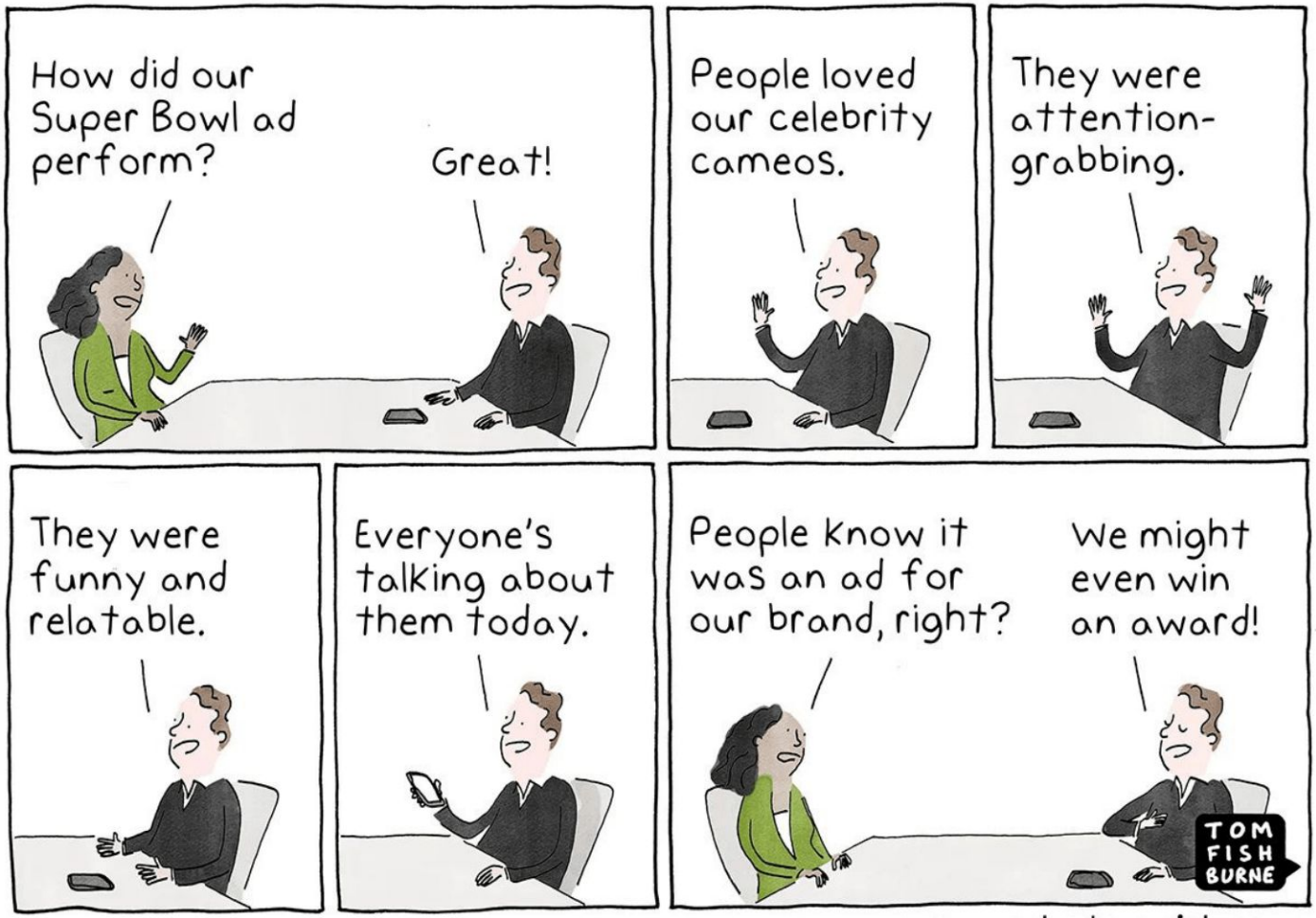
attention

No brand association

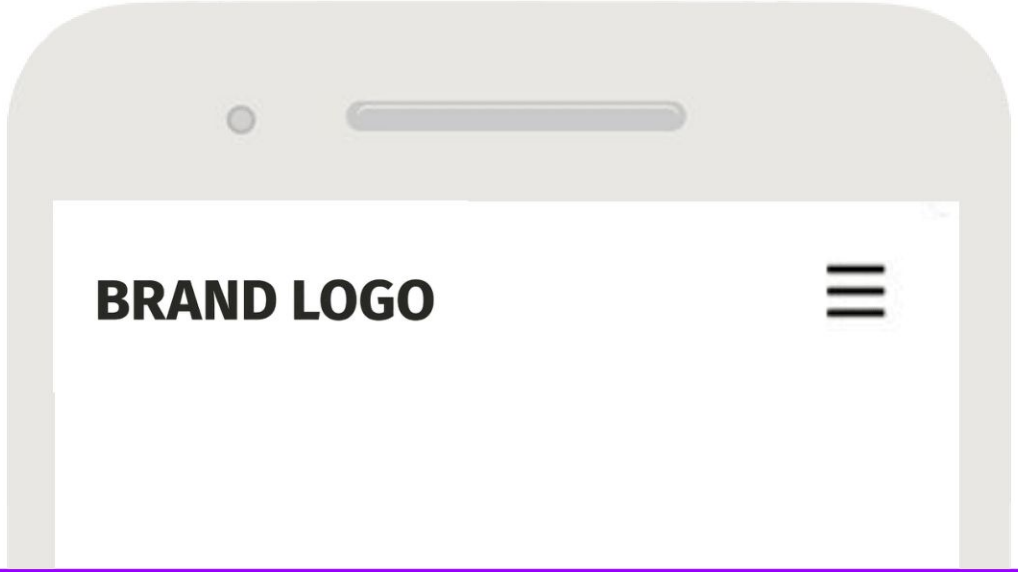
No brand salience

2

BE DISTINCTIVE


How did our Super Bowl ad perform?
Great!
People loved our celebrity cameos.
They were attention-grabbing.
They were funny and relatable.
Everyone's talking about them today.
People know it was an ad for our brand, right?
We might even win an award!
TOM FISH BURNE
© marketoonist.com

Header logos offer **peripheral awareness**



How to Run a 45-minute 10K: The Ultimate Guide to Breaking 45 Minutes

Starting your running journey should feel exciting, not overwhelming. Our training plans give you the structure, support, and flexibility you need to go from your first step to running 10k, no matter your starting point.

Find Your Plan

START RUNNING

5 Tips for Training to Run Your Best 10K

For many runners, the 10K run is the natural next step after the 5K. With these training and race day tips in mind, you are ready to run your best 10K!

Download the App

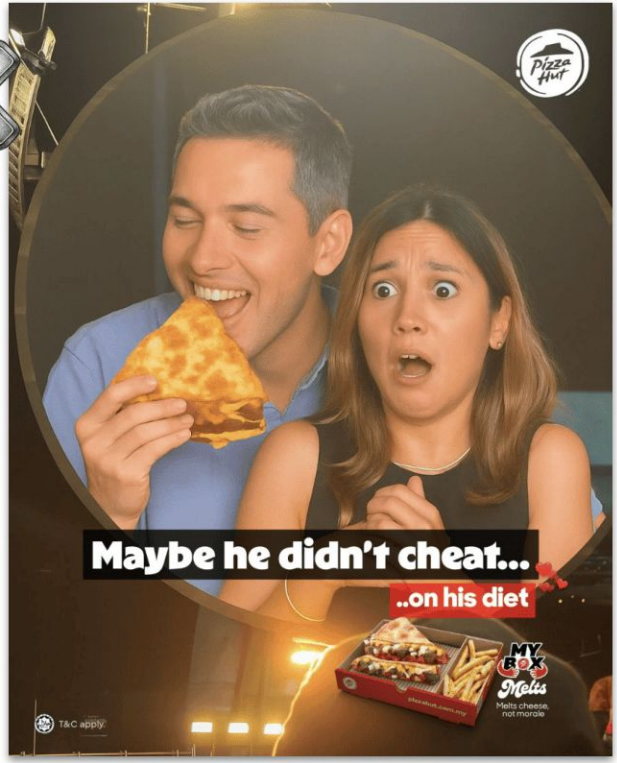
AUTHOR
Laura Norris

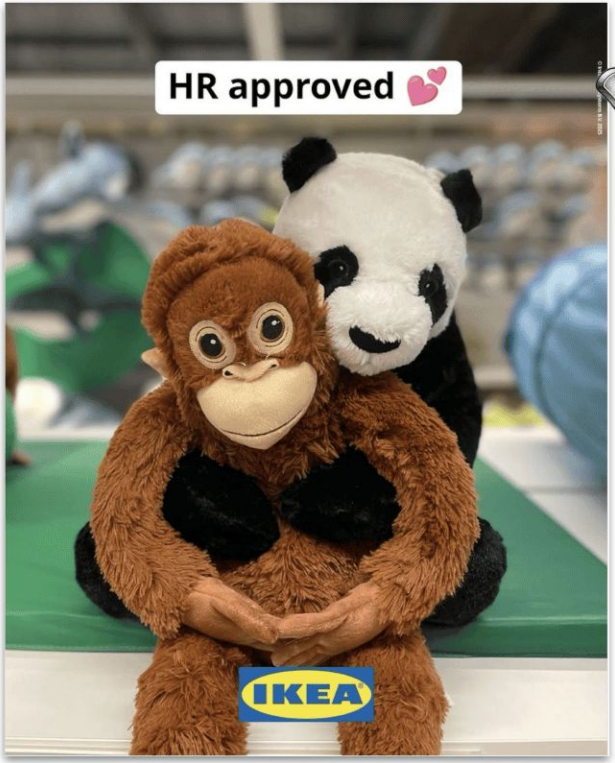
OCTOBER 2024
6 MINUTE READ

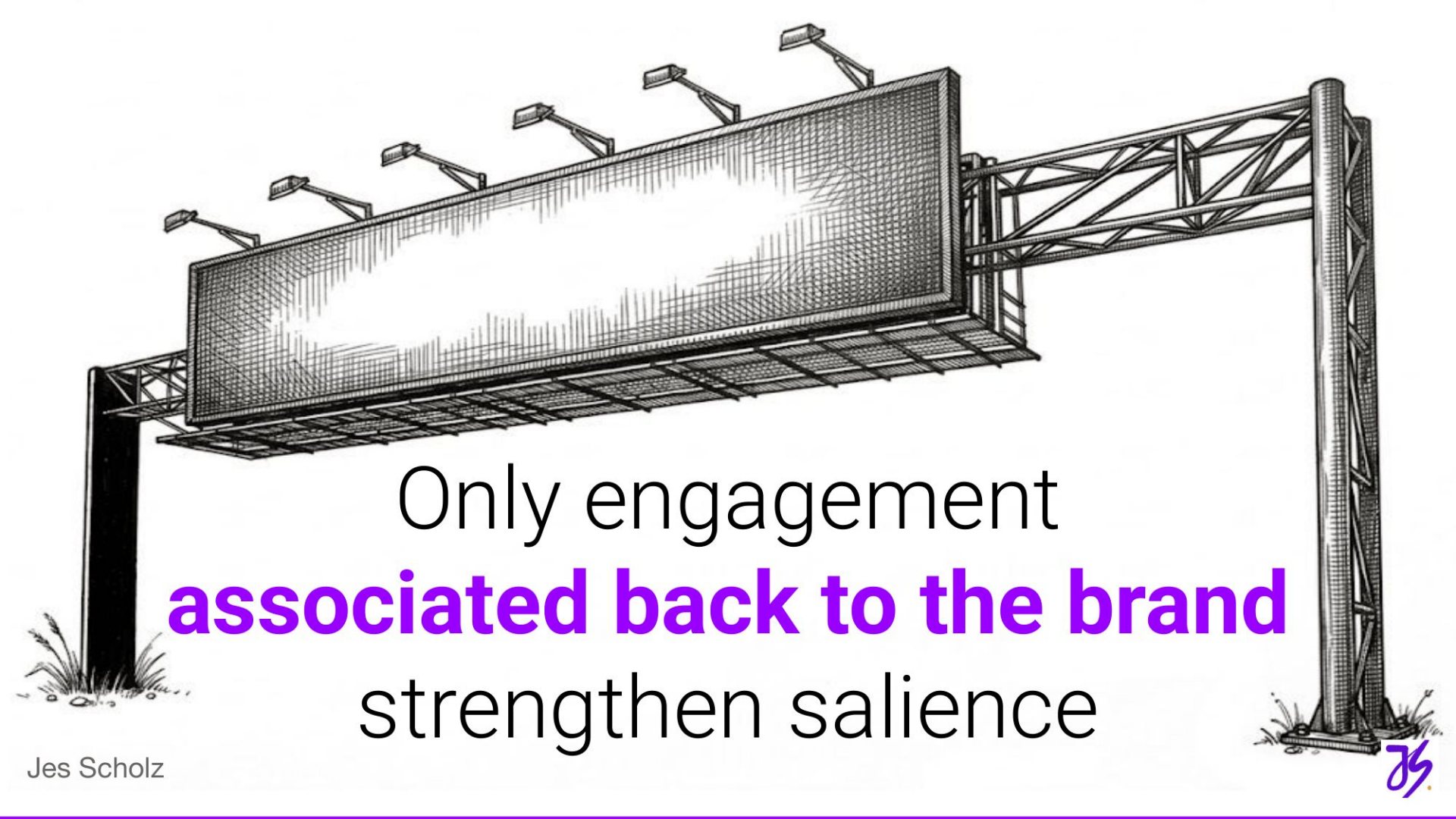
TRAINING FOR A 10K RUN: TIPS AND TRICKS FROM A RUNNING EXPERT

Looking to hit your next running

If it **fits any brand**, it builds none





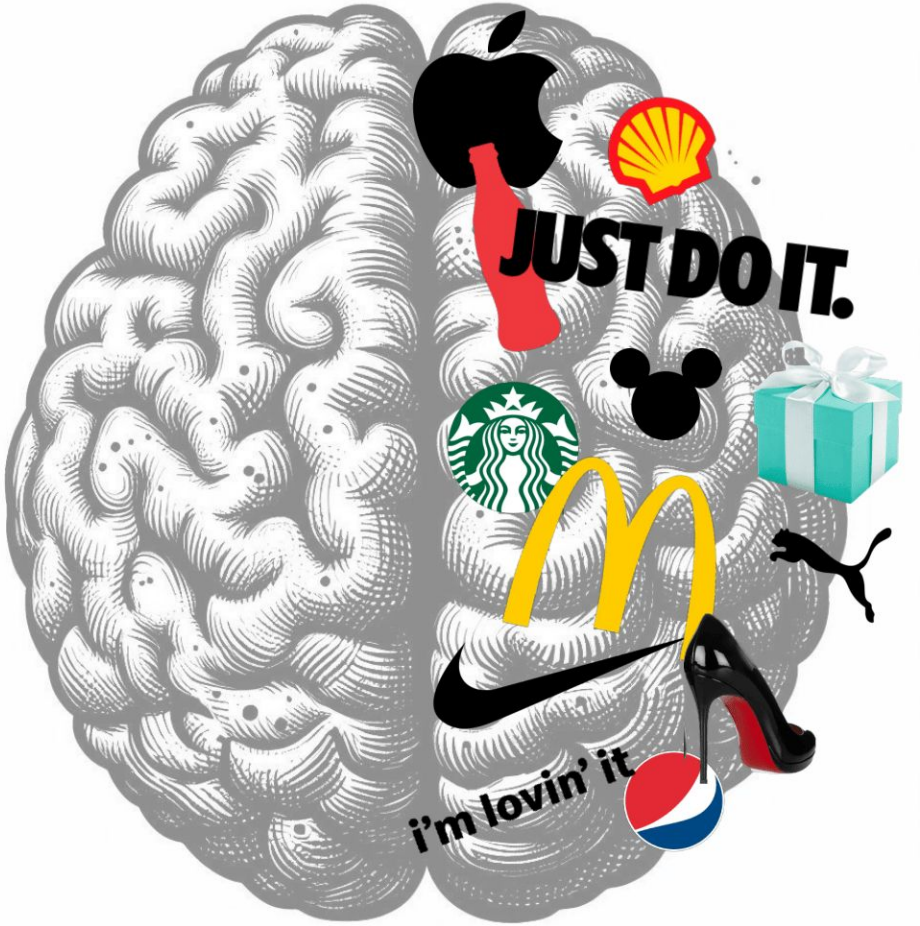


Only engagement

associated back to the brand

strengthen salience

Jes Scholz



Distinctive brand assets act as substitutes for the brand name

Logos

Gives you Wiiings

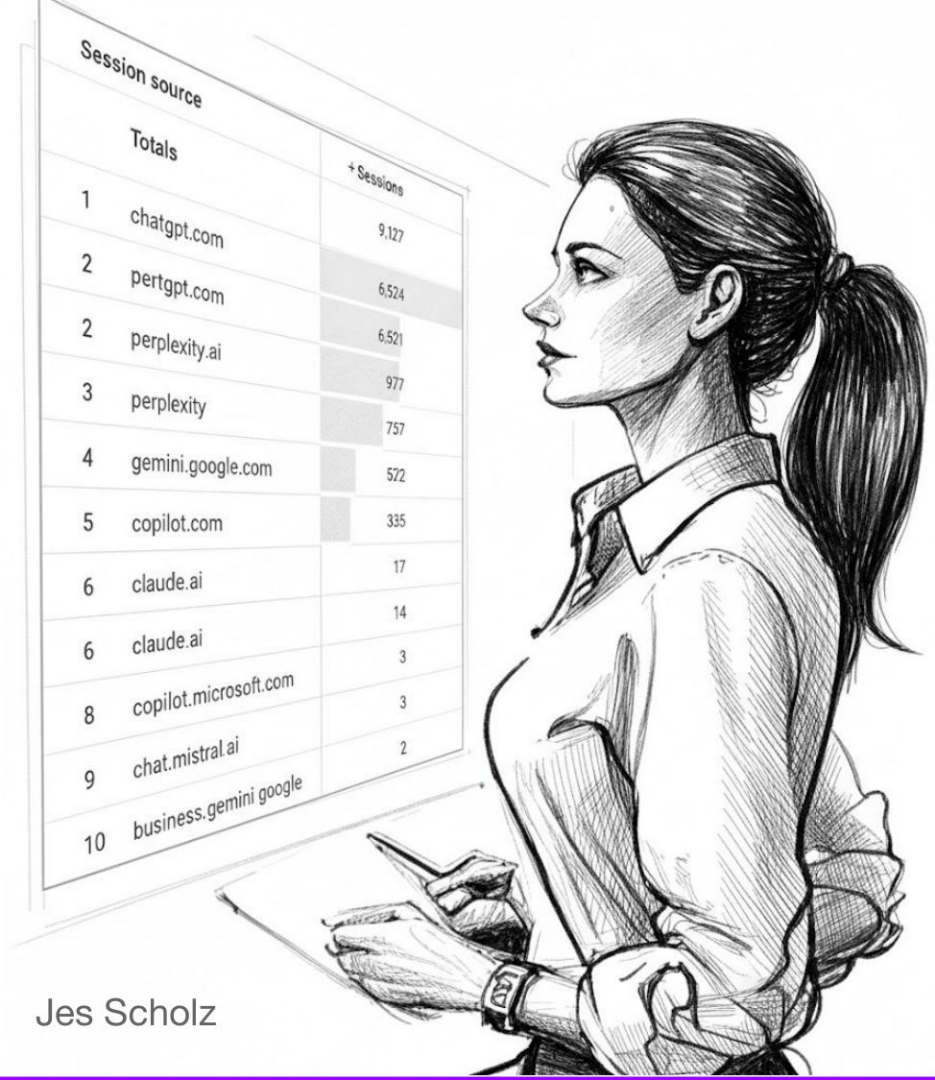
Taglines

Colours

Characters

Symbols

Styles



Google tooling **hides** distinctive health

bulgari.com
https://www.bulgari.com

Bulgari

Explore Bulgari, the Magnificent Roman High Jeweler, icon of contemporary Italian Art of Living.

Bvlgari

Italienischer Schmuck, Uhren ...

Watches

Fine Italian Jewellery, Watches ...

Fine Italian Jewelry, Watches ...

Ireland

Bulgari Follow

Shoulder Bags | Tote Bags

https://mygemma.com

The Top 12 Luxury Handbag Brands

What Are The Top Luxury Handbag Brands Of 2025? · 1. Hermès · 2. Chanel · 3. Louis Vuitton · 4. LOEWE · 5. Gucci · 6. Prada · 7. Saint...

Save your favourite brands to get more relevant results

CHANEL | Saint Laurent | Gucci | Dior | Pr

Chanel
https://www.chanel.com

Handbags — Fashion

The handbags of the latest Fashion collections on

Amazon.com
https://www.amazon.com

Amazon.com

Free shipping on millions of items. Get the best of Shopping and Entertainment with Prime. Enjoy low prices and great deals on the largest selection of ...

Makeship

L'Oreal Paris Glossing ...

Shop In USA @ Amazon.com

Website (Country/Region)

Shop Books

Amazon.com Follow

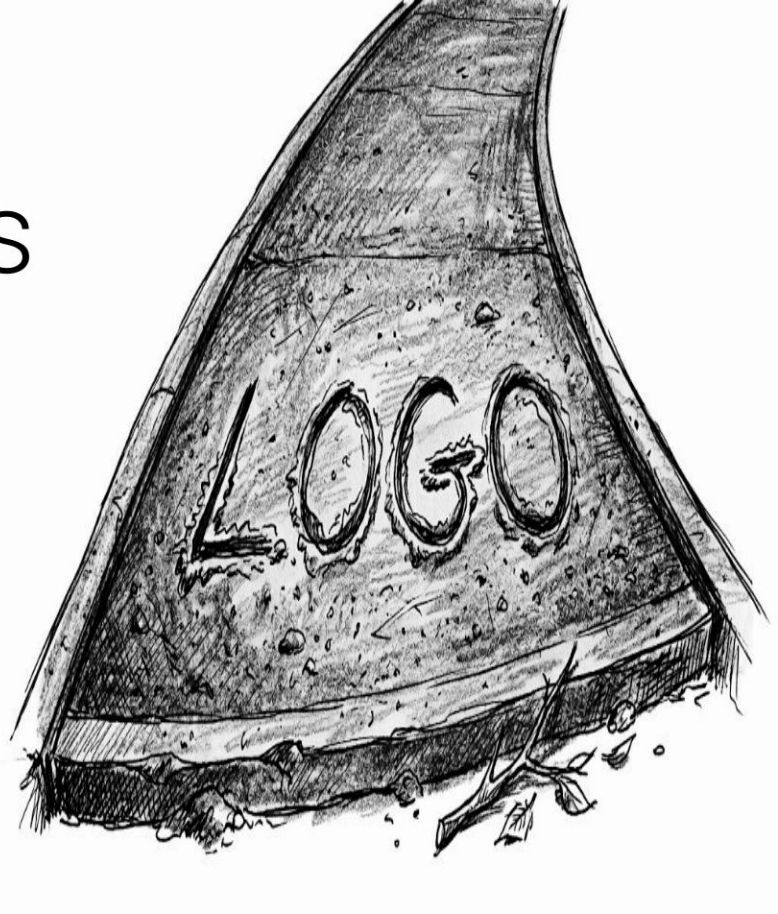
4.5 ★ (722)

Amazon.com, Inc. is an American multinational technology company engaged in e-commerce, cloud computing, online advertising, digital

Audit **branding basics**

Element	Requirement
Site name	Official brand name
Knowledge graph entity name	
Favicon	48x48px official brand square logo
Organization schema logo square	600x600px official brand logo
Organization schema logo rectangle	1,200x630px official brand logo
og:image	

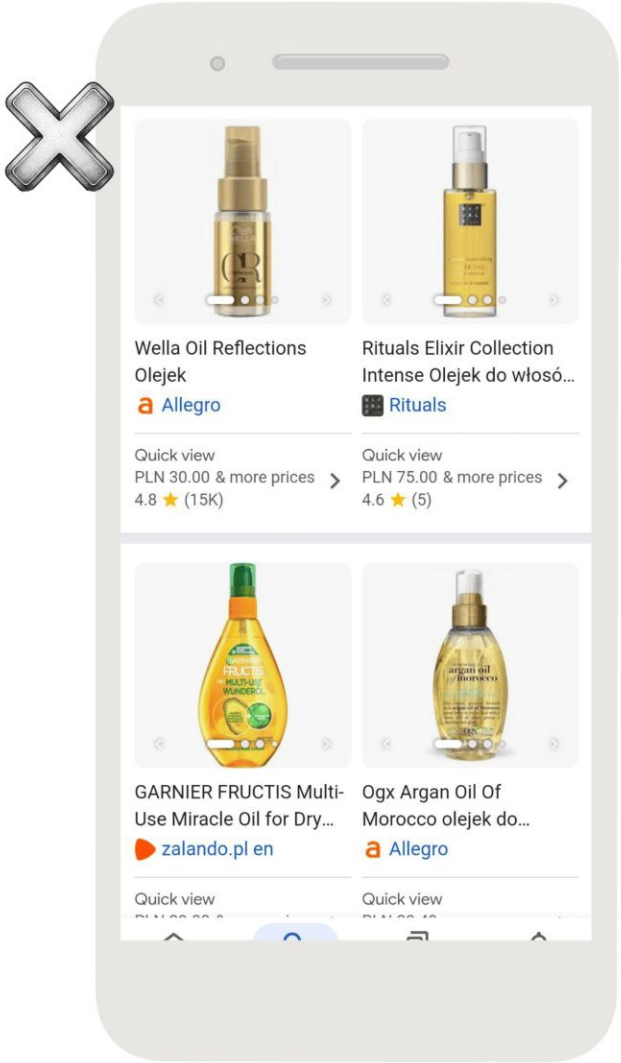
Distinctiveness takes **more than logos**

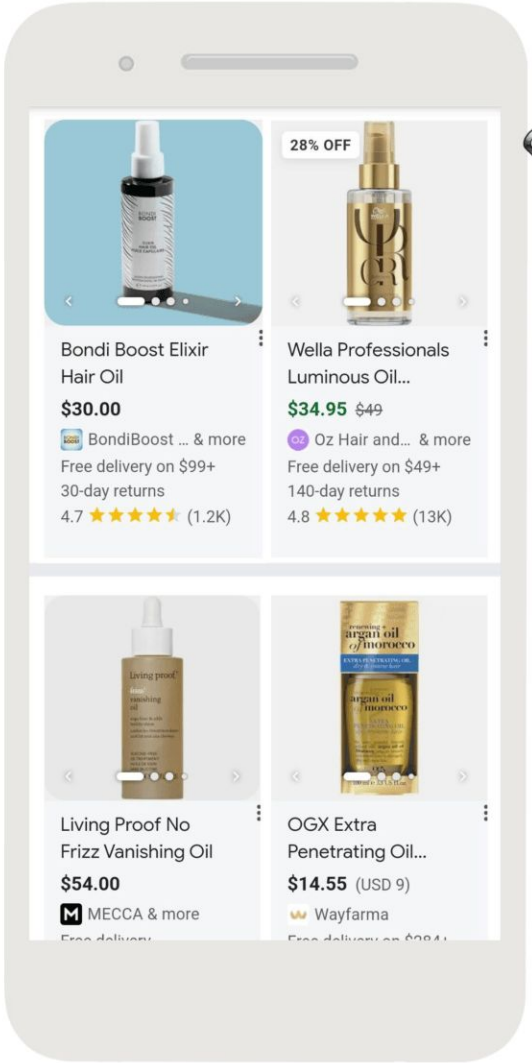


Attention spans are measured in **milliseconds**

Cultivate noticeability

with a palette of distinctive assets


Wella Oil Reflections Olejek
Allegro
Quick view
PLN 30.00 & more prices
4.8 (15K)
Rituals Elixir Collection Intense Olejek do włosó...
Rituals
Quick view
PLN 75.00 & more prices
4.6 (5)
GARNIER FRUCTIS Multi-Use Miracle Oil for Dry...
zalando.pl en
Quick view
Ogx Argan Oil Of Morocco olejek do...
Allegro
Quick view


28% OFF
Bondi Boost Elixir Hair Oil
$30.00
BondiBoost ... & more
Free delivery on $99+
30-day returns
4.7 (1.2K)
Wella Professionals Luminous Oil...
$34.95 $49
Oz Hair and... & more
Free delivery on $49+
140-day returns
4.8 (13K)
Living Proof No Frizz Vanishing Oil
$54.00
MECCA & more
OGX Extra Penetrating Oil...
$14.55 (USD 9)
Wayfarma

Places

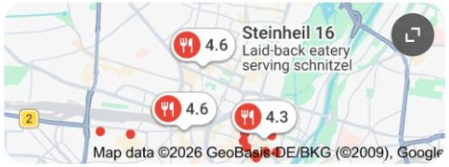
Hofbräuhaus München
4.3 ★ (104.5K) · €20–30 · Bav…
Closed · Old Town
"The vibe was great, the food was tasty, the service…

Münchner Stubn
4.6 ★ (5.7K) · €20–30 · German
Closed · Ludwigsvorstadt-Isarv…
"Service was excellent, food was delicious, and…

Steinheil 16
4.6 ★ (6.1K) · €20–30 · German
Closed · Maxvorstadt
"Excellent service, delicious dishes and draft beer 🍺!"

More places ›

Places

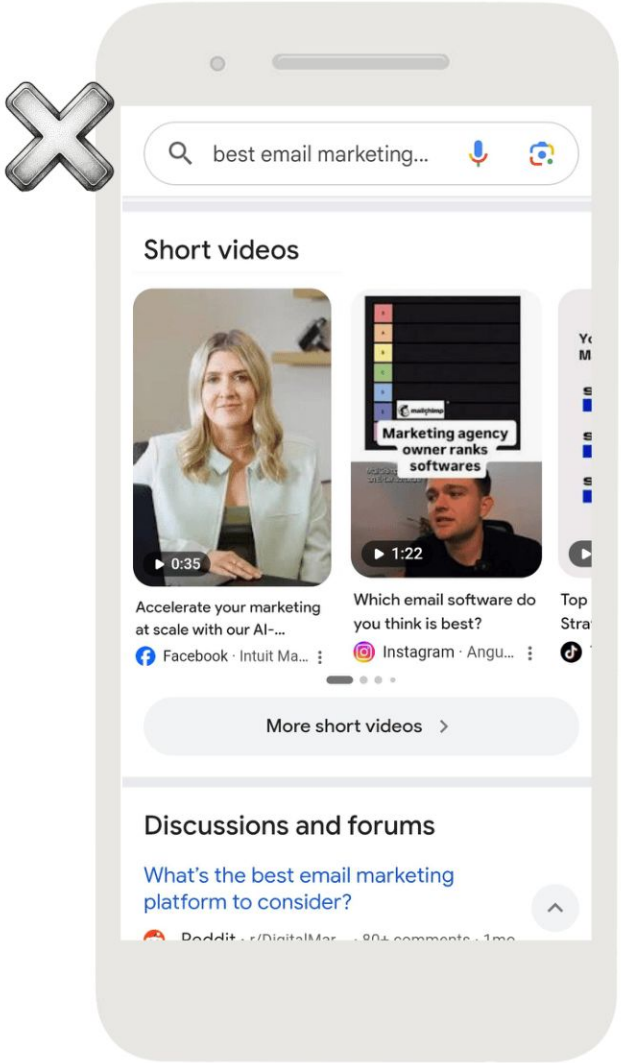


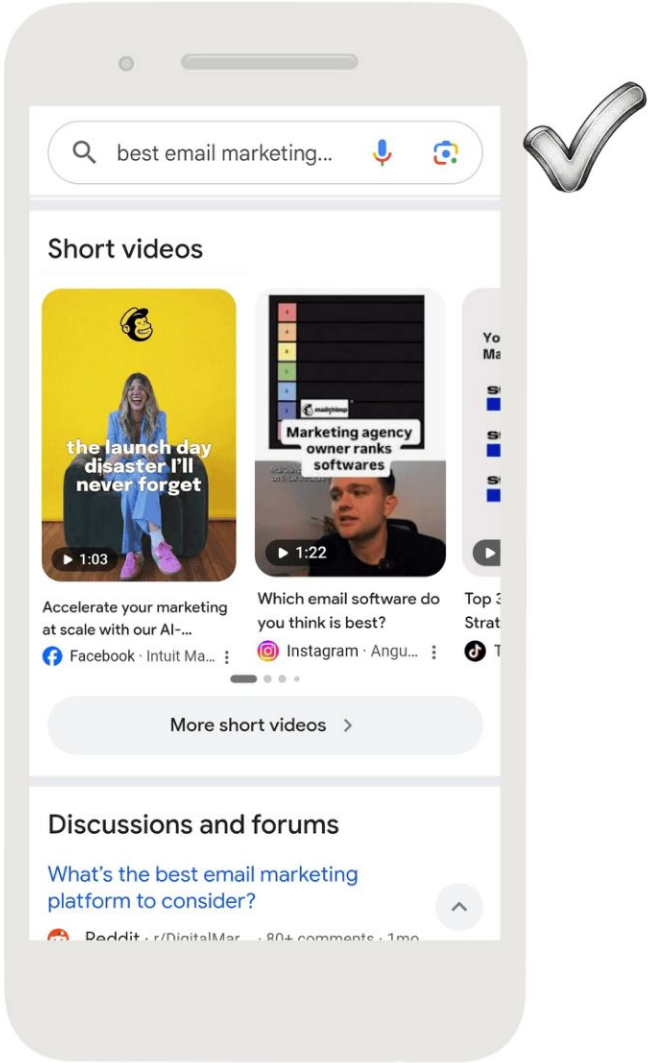
Hofbräuhaus München
4.3 ★ (104.5K) · €20–30 · Bav…
Closed · Old Town
"The vibe was great, the food was tasty, the service…

Münchner Stubn
4.6 ★ (5.7K) · €20–30 · German
Closed · Ludwigsvorstadt-Isarv…
"Service was excellent, food was delicious, and…

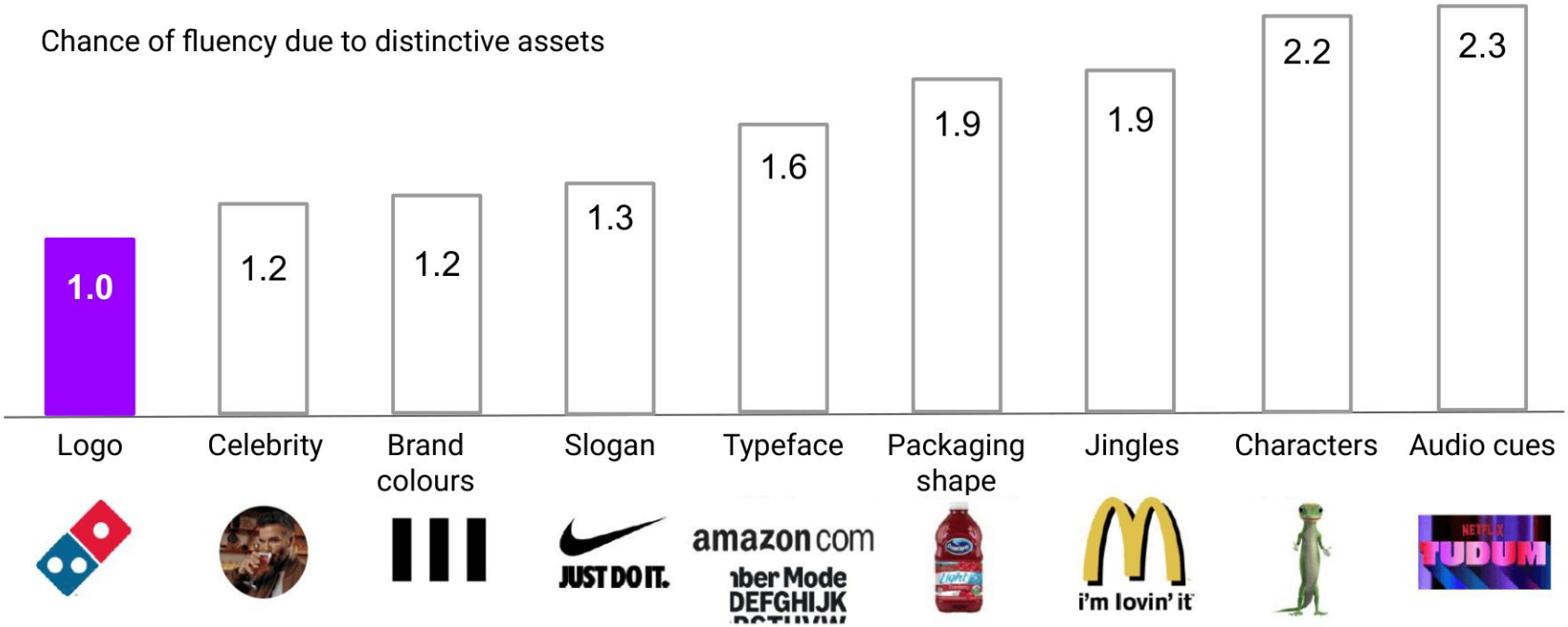
Steinheil 16
4.6 ★ (6.1K) · €20–30 · German
Closed · Maxvorstadt
"Excellent service, delicious dishes and draft beer 🍺!"

More places ›


best email marketing...
Short videos
0:35
Accelerate your marketing at scale with our AI-...
Facebook · Intuit Ma...
Marketing agency owner ranks softwares
1:22
Which email software do you think is best?
Instagram · Angu...
More short videos
Discussions and forums
What's the best email marketing platform to consider?

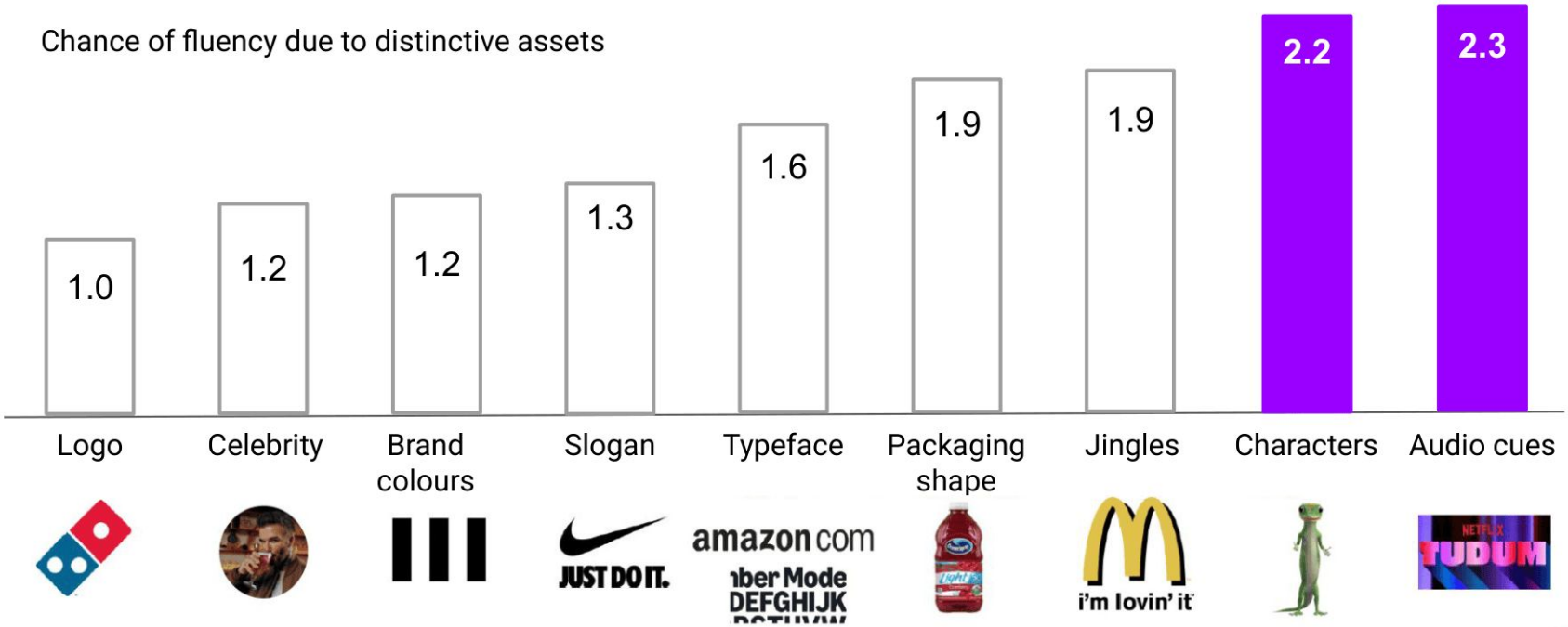

best email marketing...
Short videos
the launch day disaster I'll never forget
1:03
Accelerate your marketing at scale with our AI-...
Facebook · Intuit Ma...
Marketing agency owner ranks softwares
1:22
Which email software do you think is best?
Instagram · Angu...
More short videos
Discussions and forums
What's the best email marketing platform to consider?

Go **beyond basic** branding

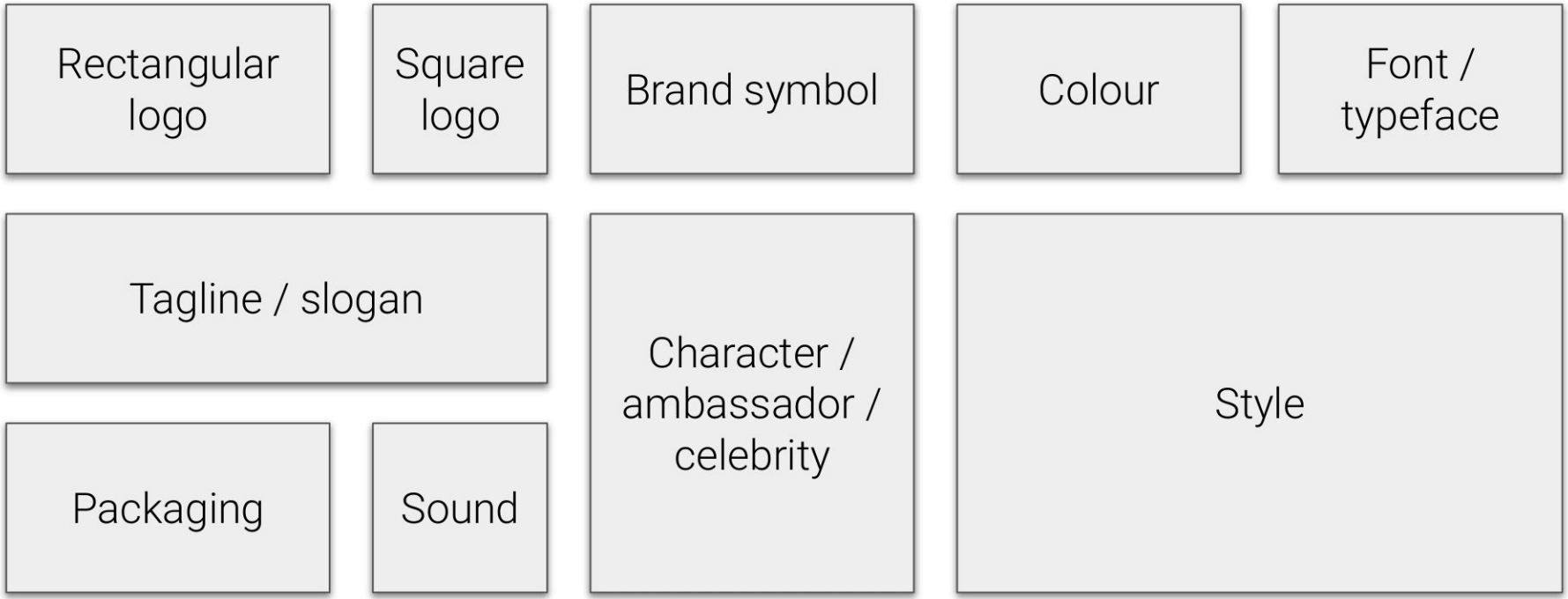


System1

Go **beyond basic** branding



Brand asset **portfolio**

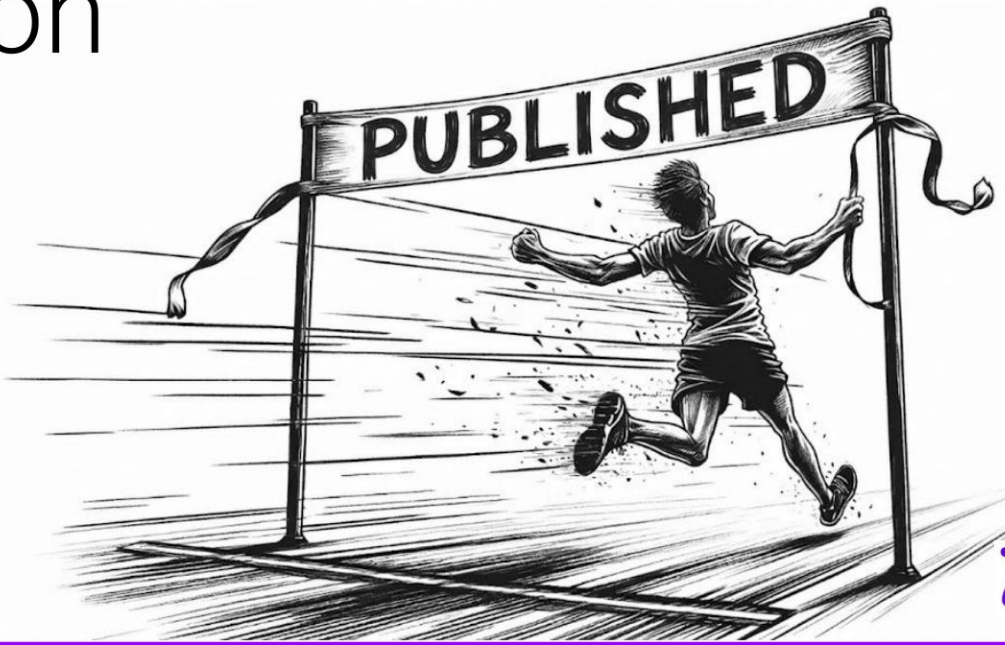


More **distinctive**
is more **effective**

DIGITAL AVAILABILITY

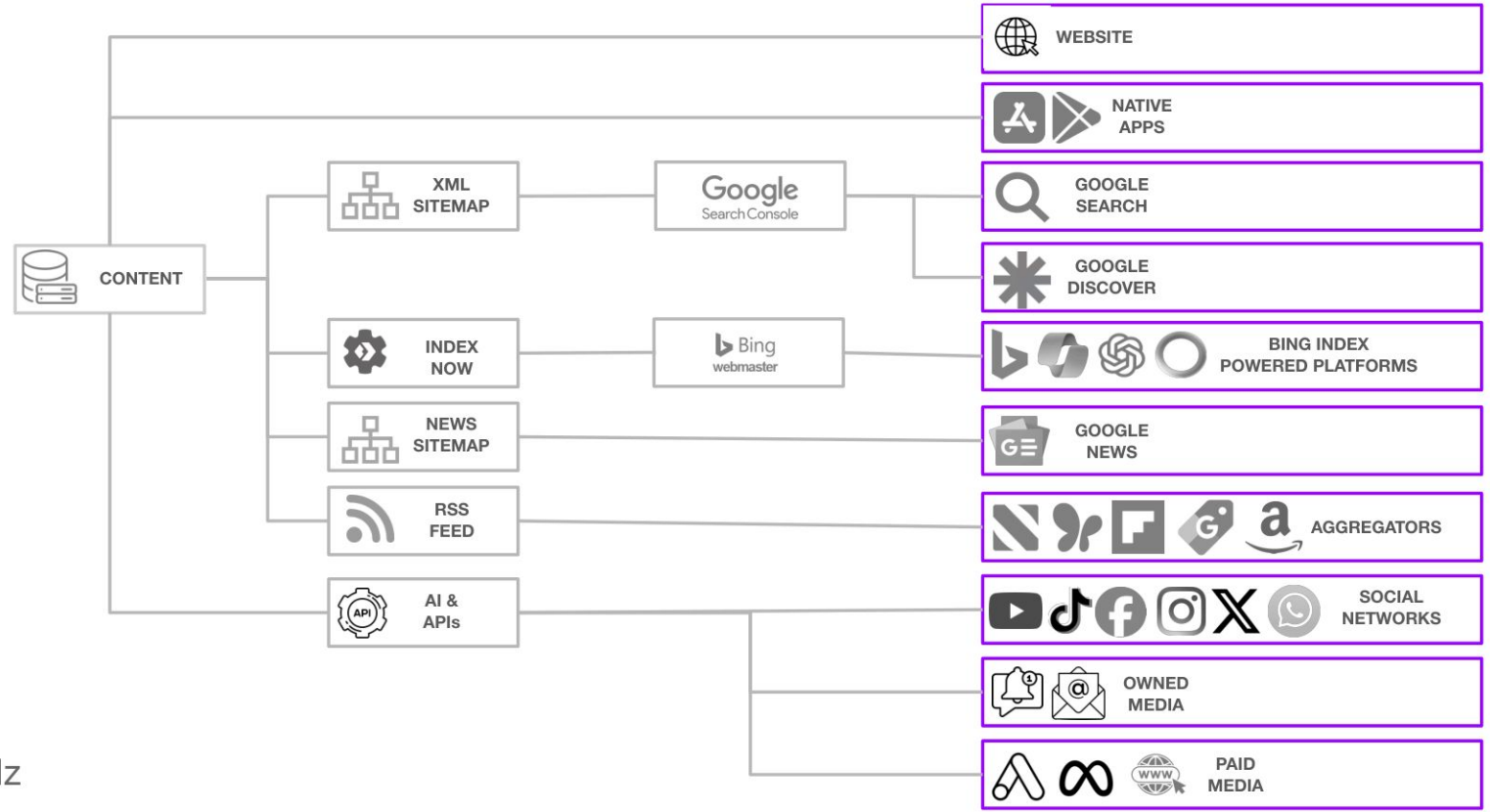
Jes Scholz

Publishing on-site isn't adequate distribution



Transform content with AI

Signal the piece **deserves reach**



I have no

insert excuse here

Jes Scholz

Doing the
hard things
leads to growth

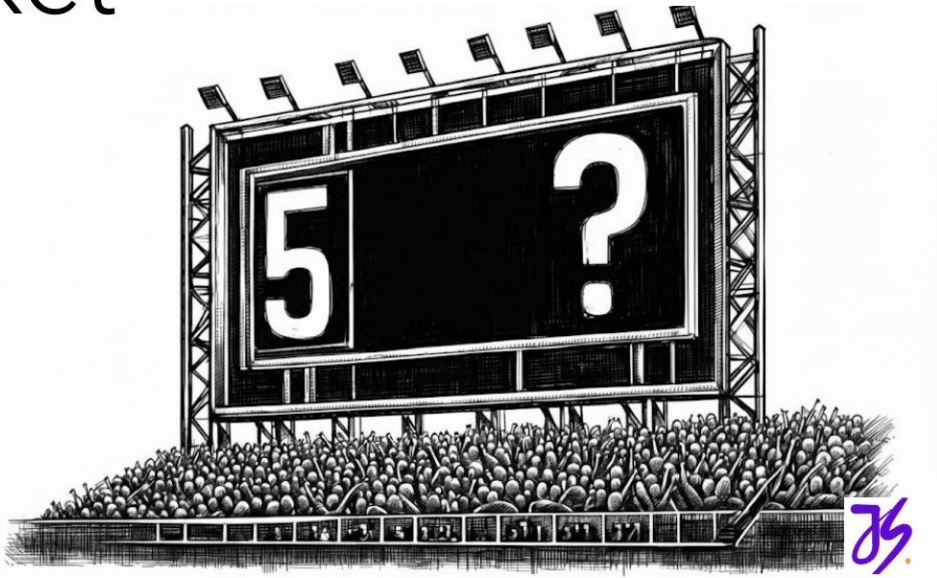
Have **“the conversation”** with the C-suite

Forbidden words

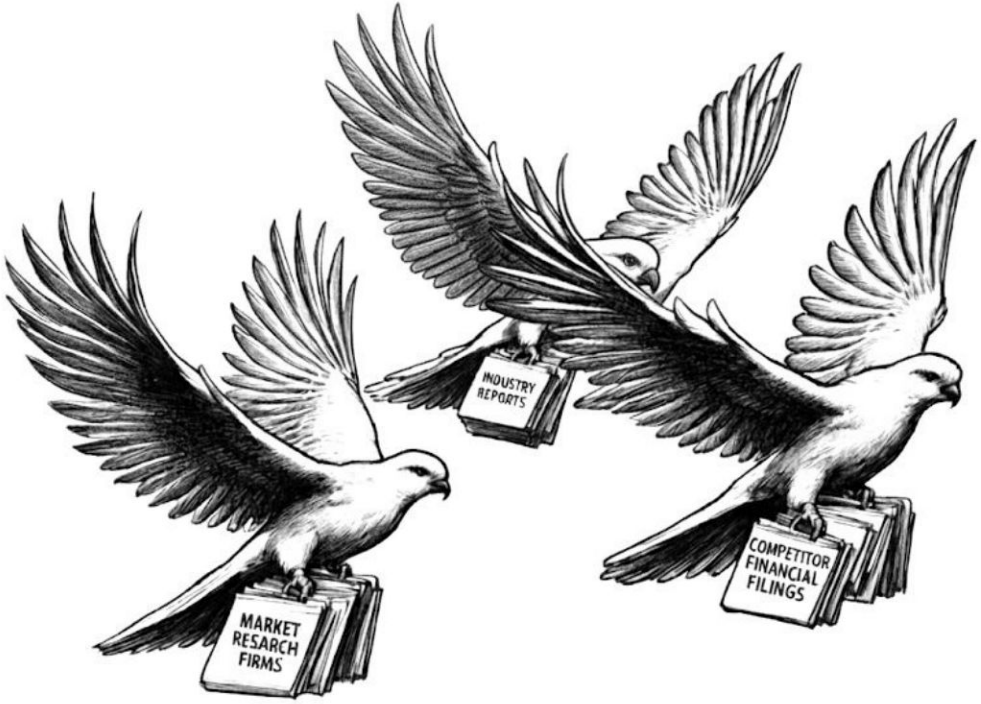
- Impressions
- Views
- Clicks
- Comments
- Likes
- Shares
- Sessions
- Conversions
- Rankings

Performance **can't be measured in isolation** from the market

You need
competitive context

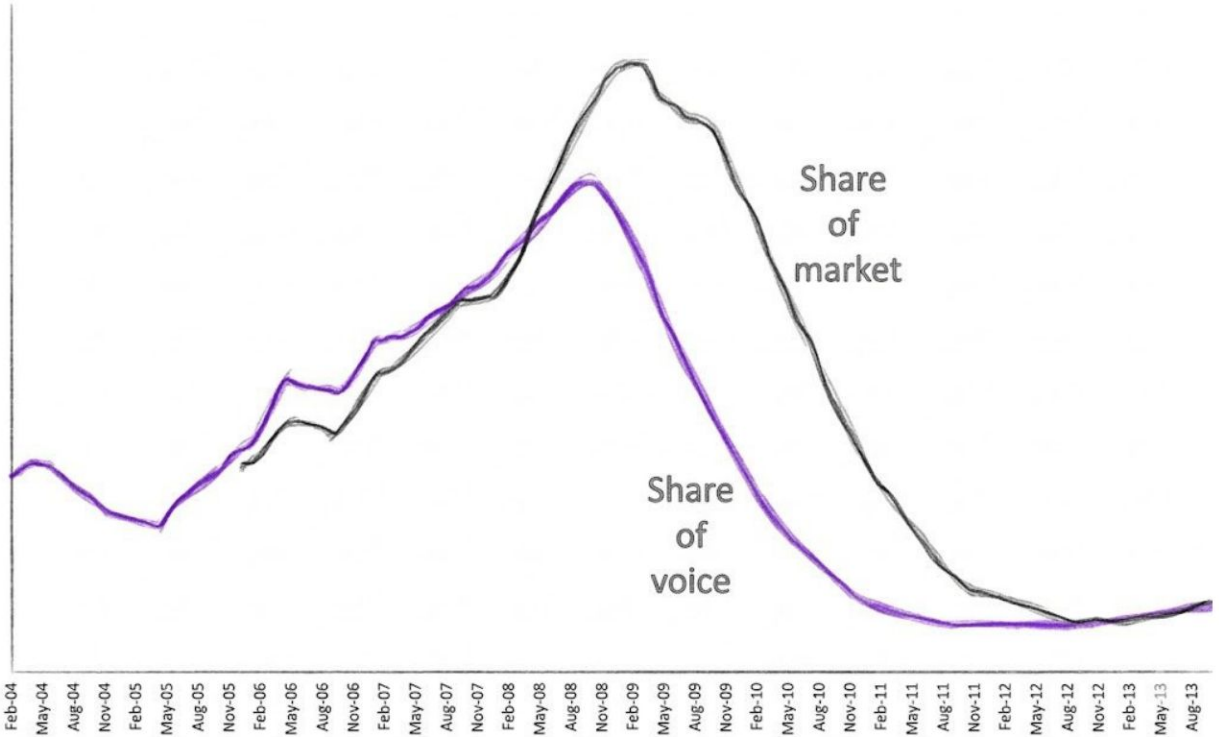


True KPIs provides perspective on effectiveness



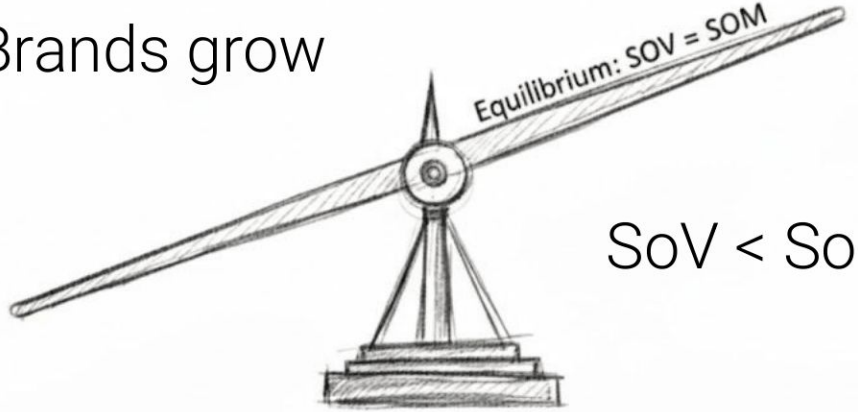
SoM is infrequently reported

Share of voice predicts **growth**



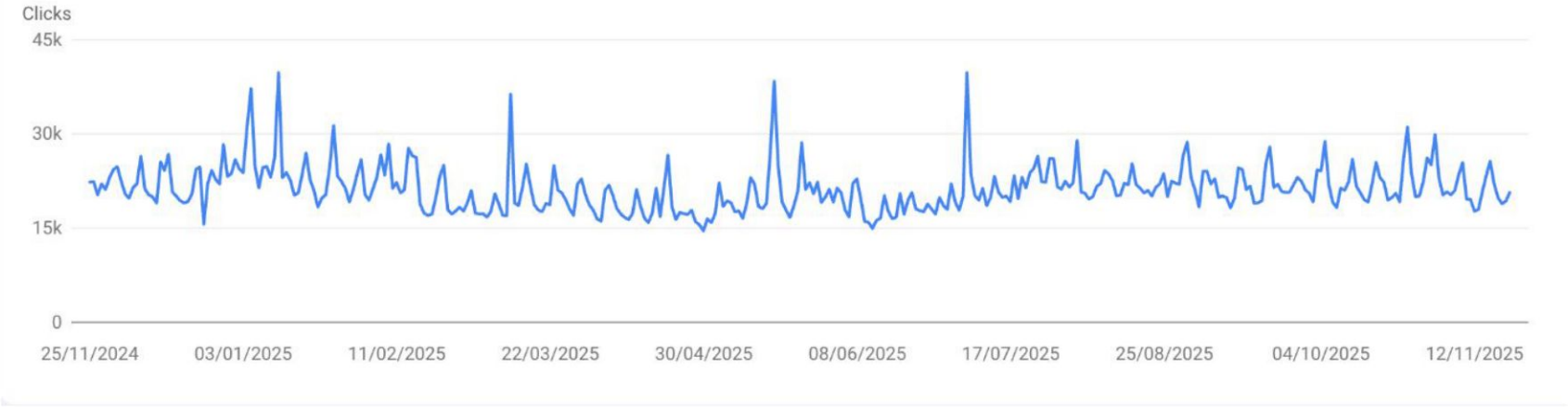
SoM and SoV sit in an **equilibrium**

SoV > SoM: Brands grow



Brand Gravity

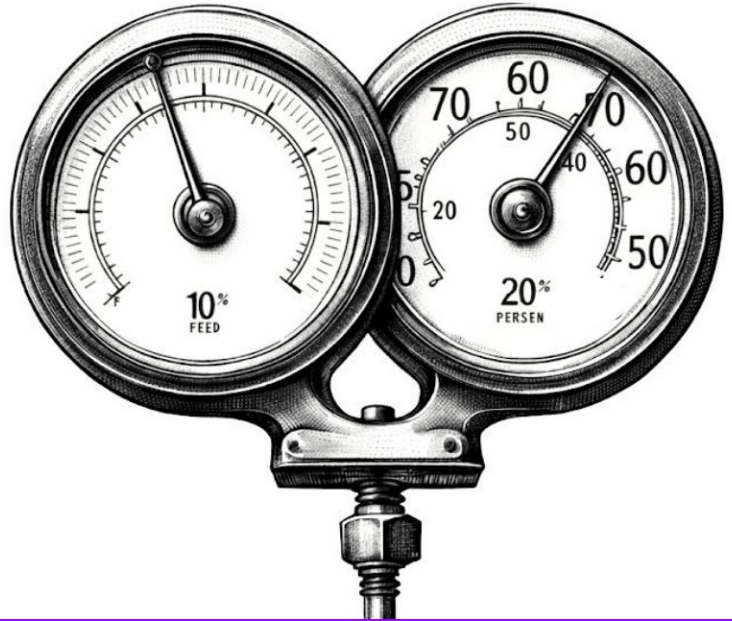
SoV < SoM: Brands shrink



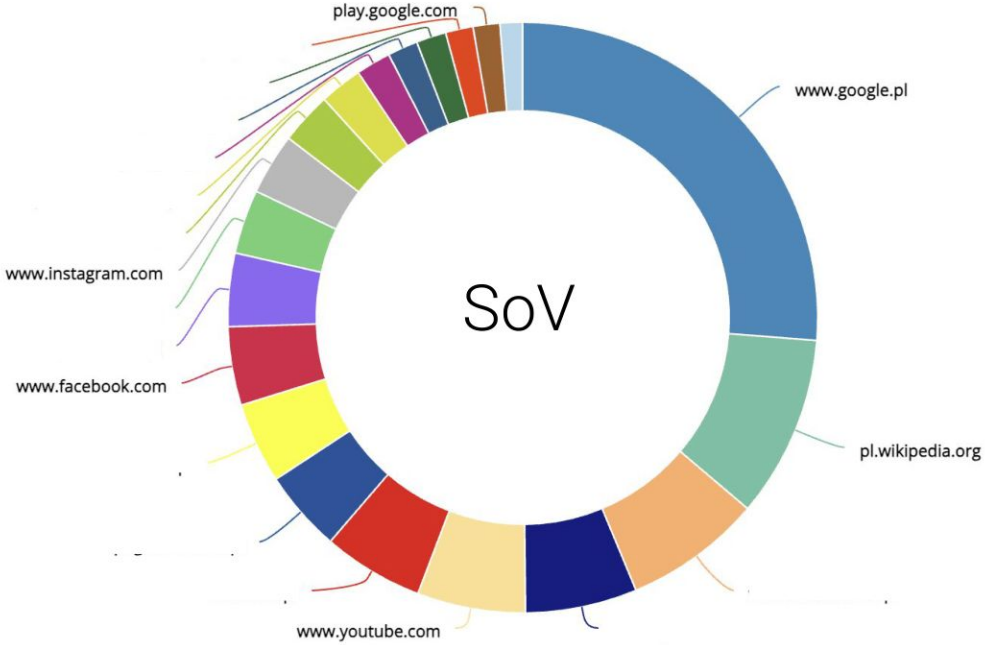
At equilibrium, all your efforts are **maintenance**

1% growth needs approx

10% excess SoV



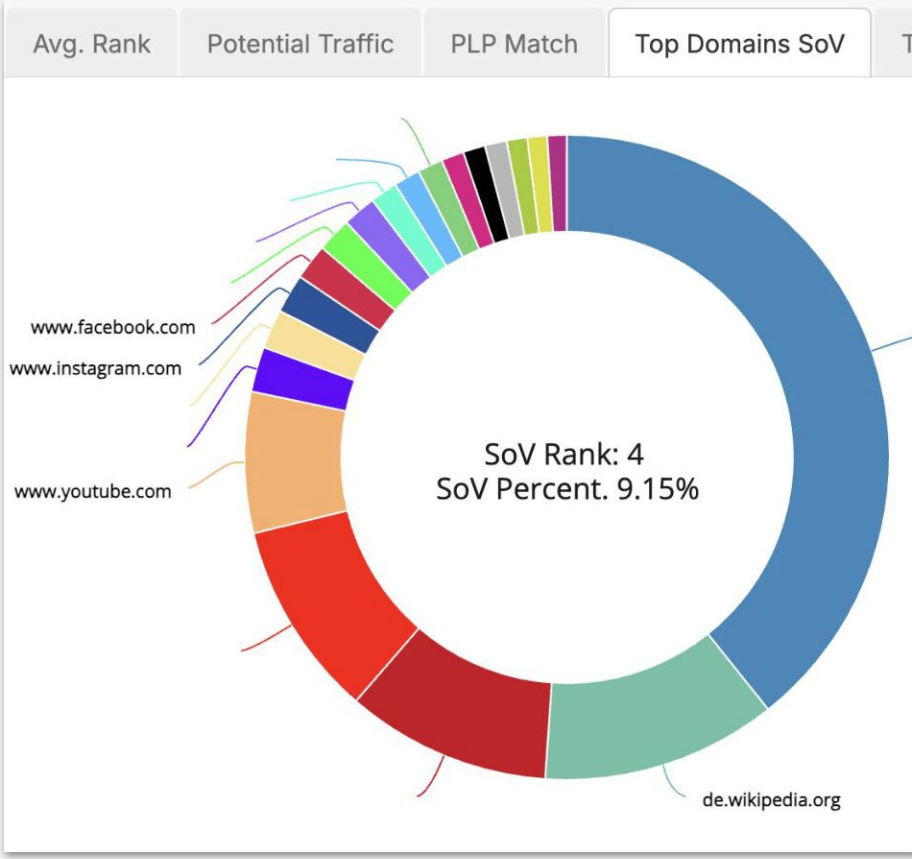
Platforms increasingly insert themselves into the **conversion**



Measure impact with **market aware analytics**

Share of voice on

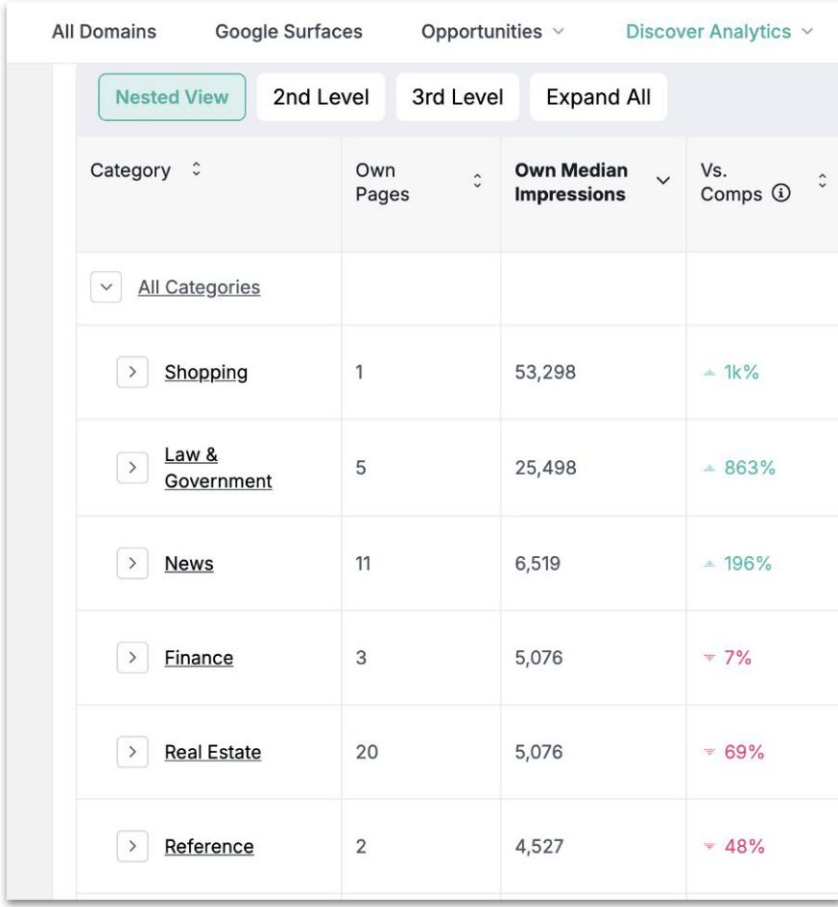
- ✓ Traditional search
- ✓ AI search



DEMANDSPHERE

Share of voice on

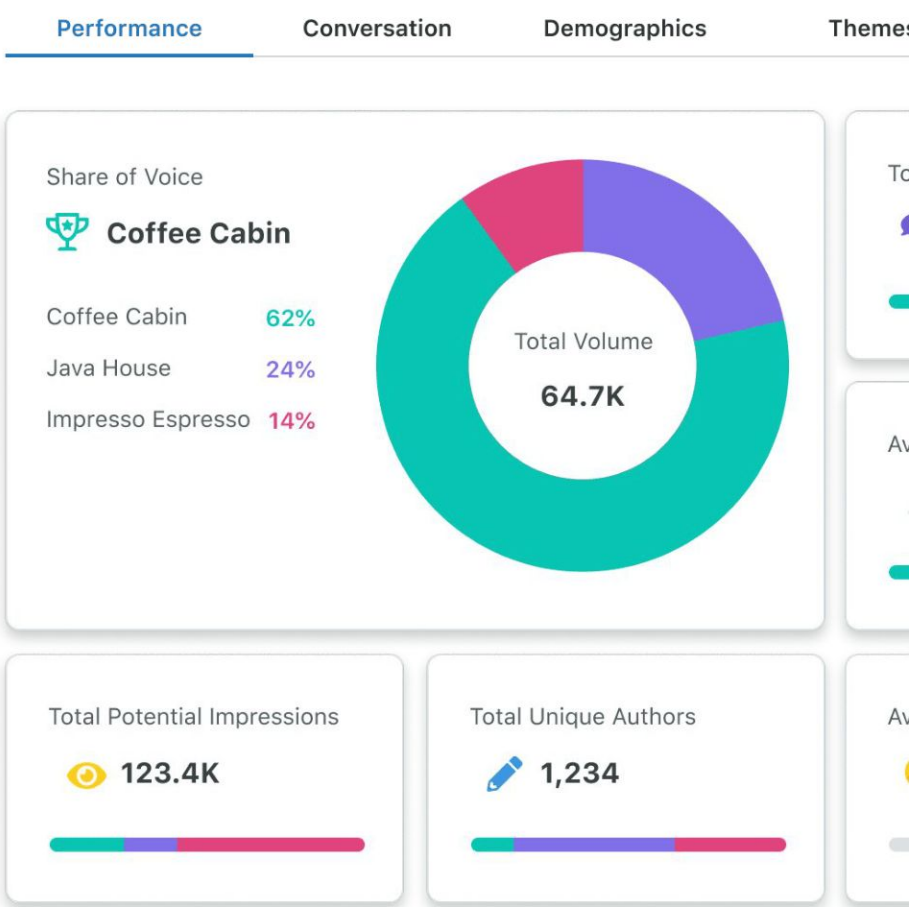
- ✓ Traditional search
- ✓ AI search
- ✓ Google Discover



GDdash

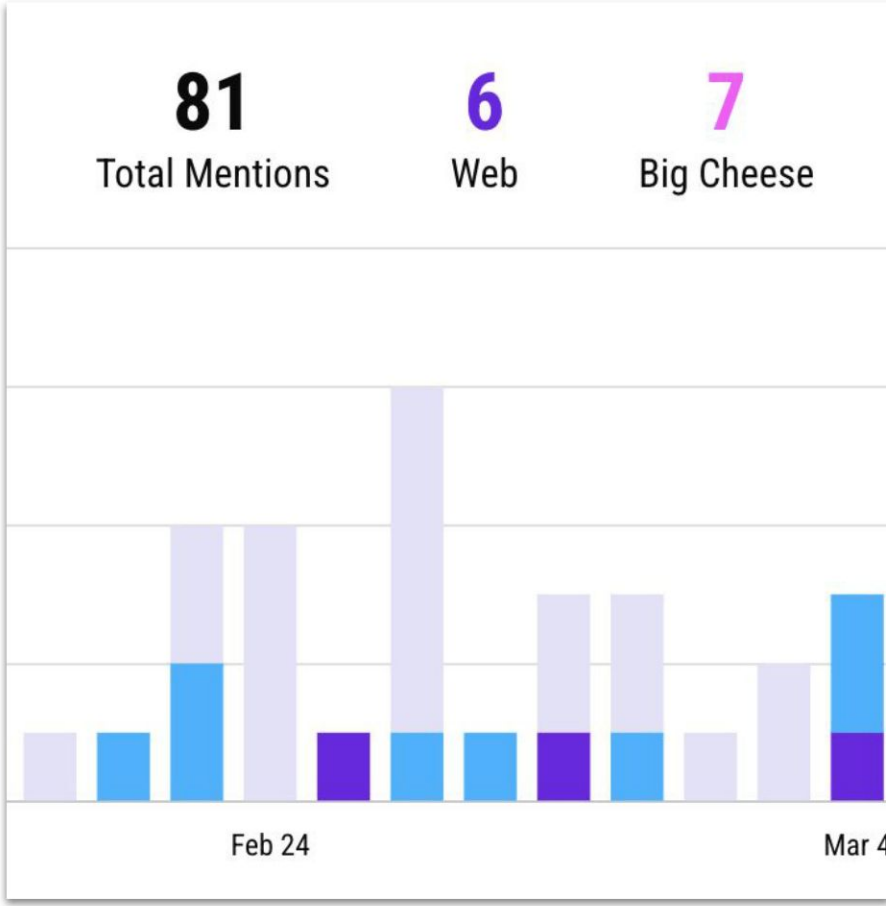
Share of voice on

- ✓ Traditional search
- ✓ AI search
- ✓ Google Discover
- ✓ Social media platforms



Share of voice on

- ✓ Traditional search
- ✓ AI search
- ✓ Google Discover
- ✓ Social media platforms
- ✓ Media mentions

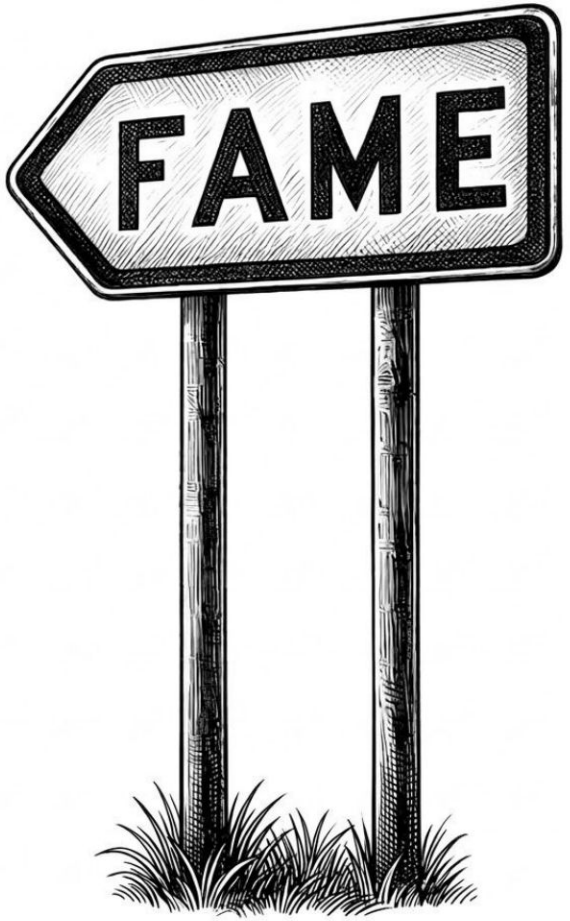


Alertmouse

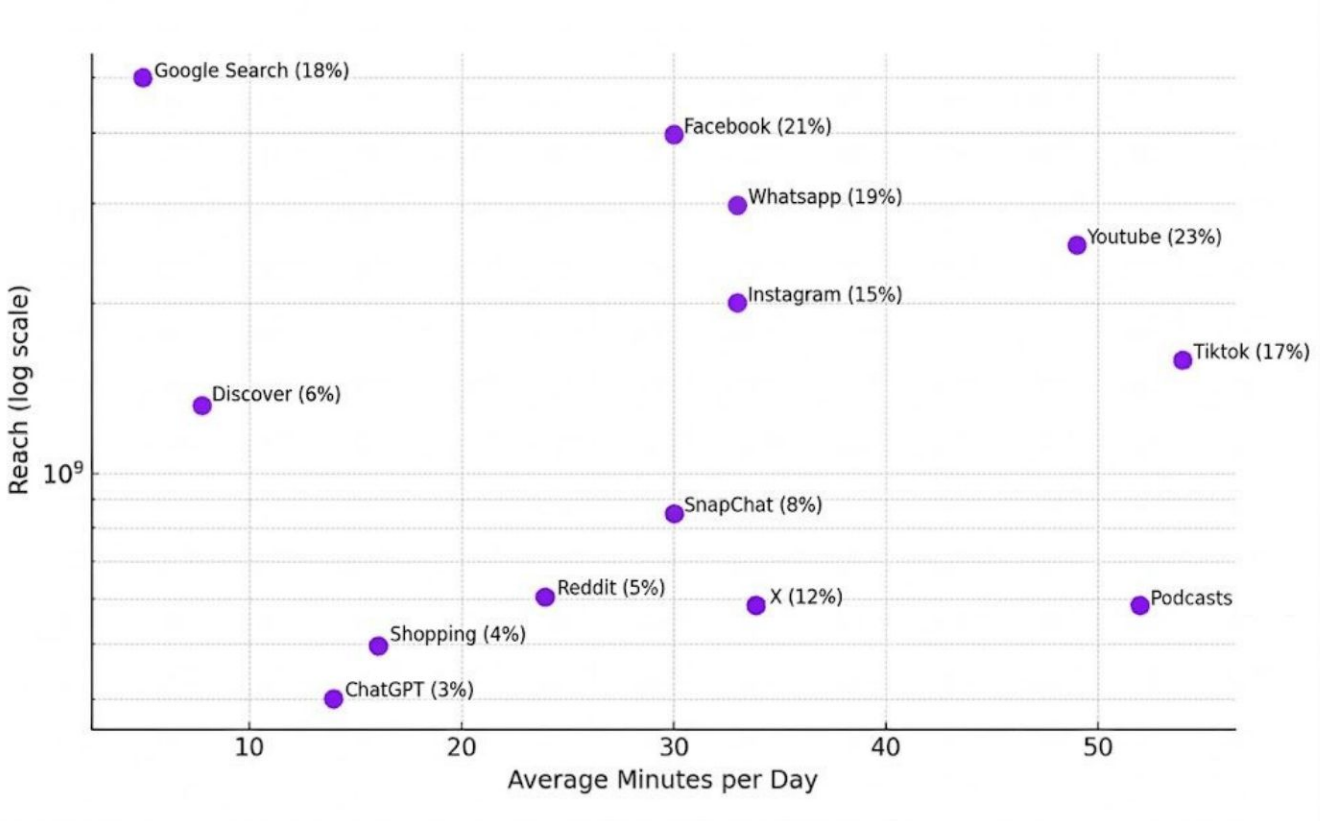
Accept the **unmeasurable still matter**

~~Digital precision~~

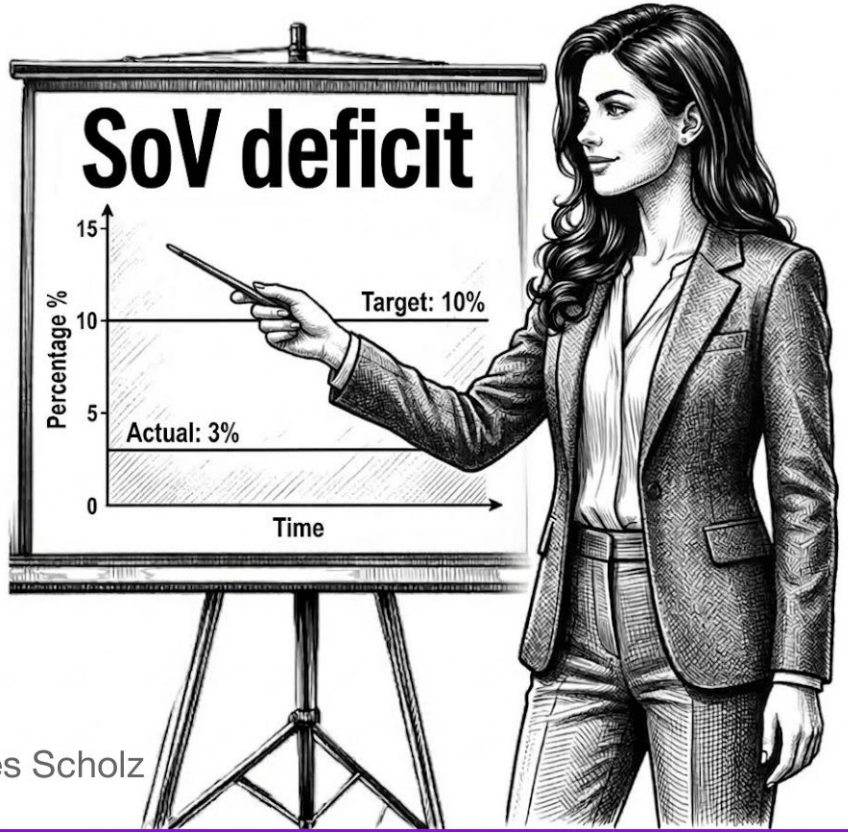
Directional data



Map the **market mathematics**



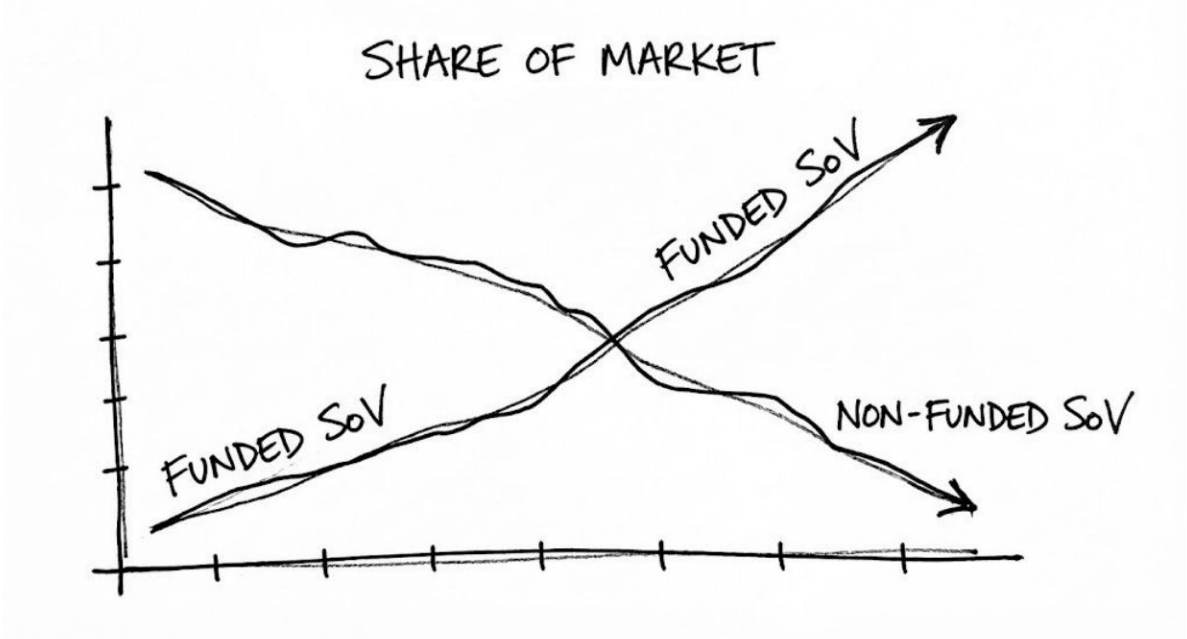
Marketing fluff
doesn’t belong in the boardroom



Addressing the **delta** is the strategy

Marketing is a reliable commercial **investment**

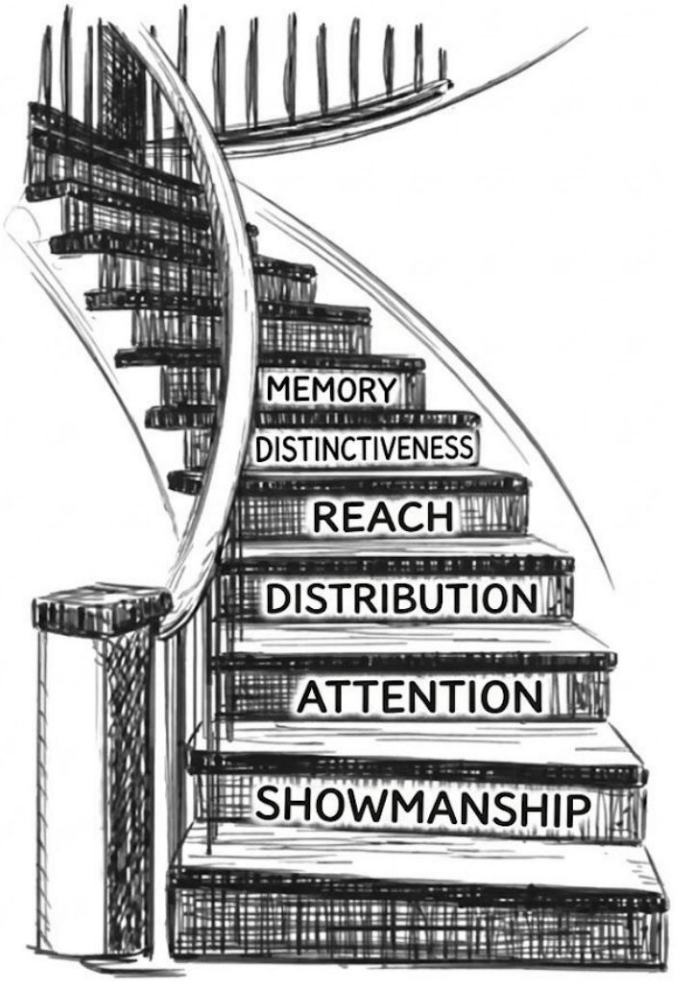
Investment defines SoV
SoV defines **growth or loss**



Jes Scholz

Fame fuels

memory

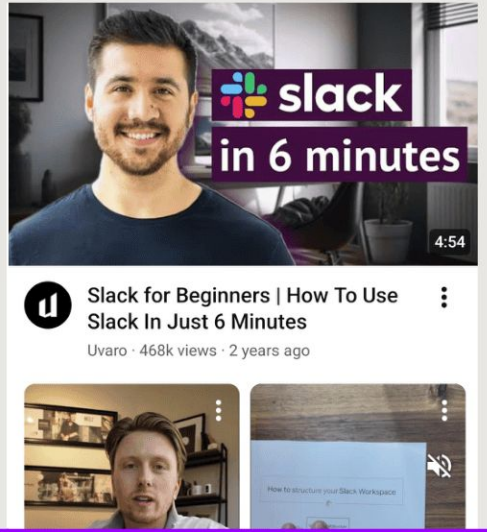


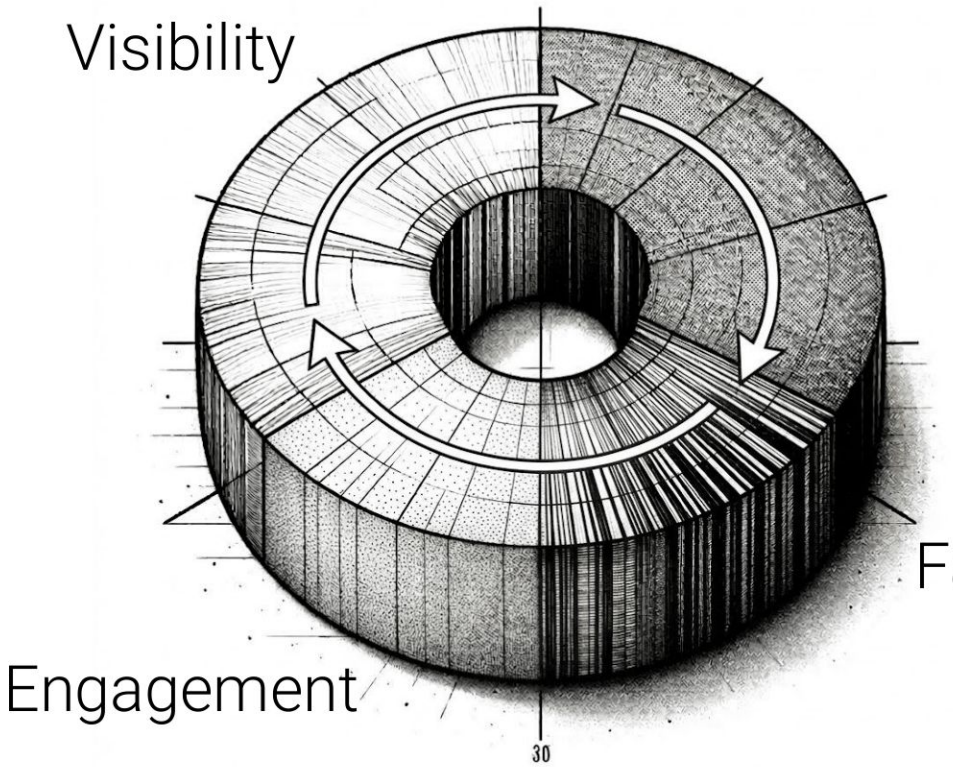
The market amplifies marketing **for leading brands**

Share

Reference

Create

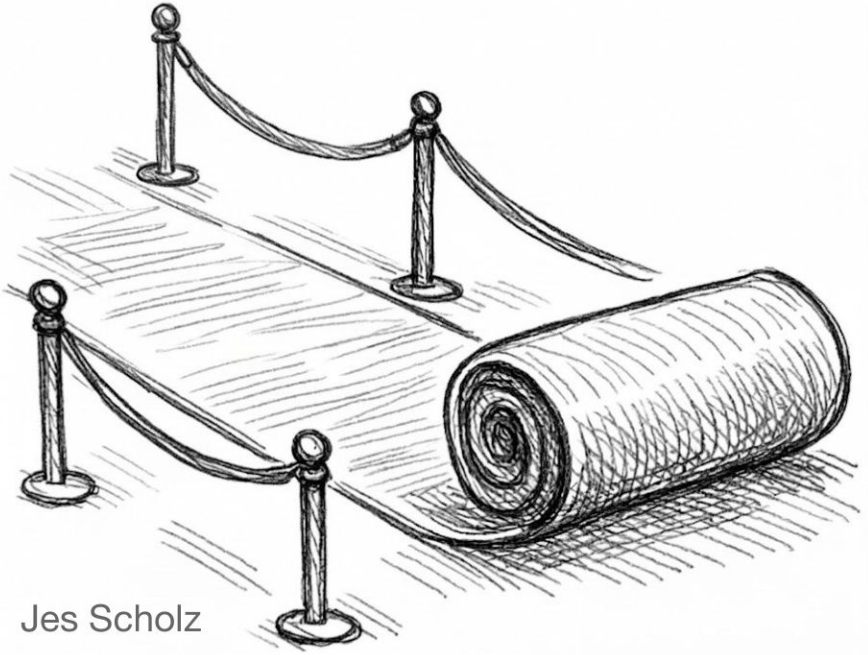




Marketing effects **compound**

Fame acts as an **efficiency multiplier**

Category leadership is dominating the **industry zeitgeist**



Jes Scholz

You can do **better**

Subscribe to my newsletter

SEO Brief

Follow me on

LinkedIn

@jes_scholz