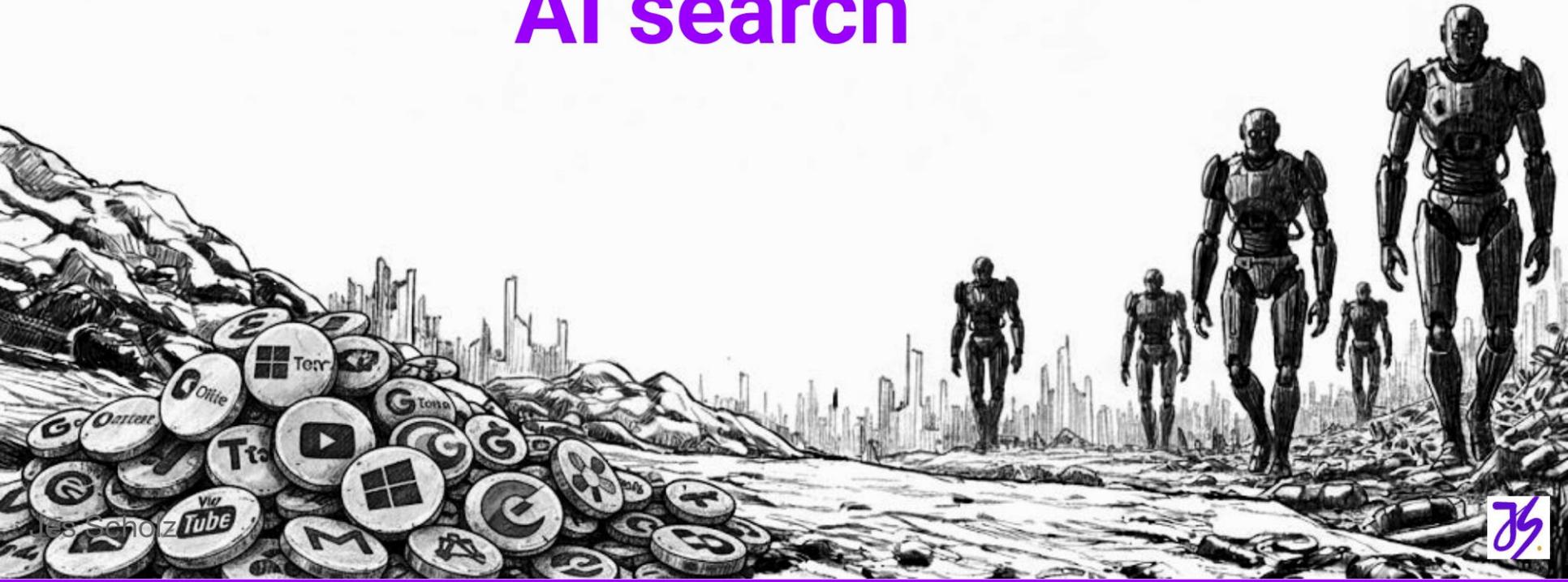


Is this the **best**
marketing can do?



The emergence of **AI search**





Personalisation in **walled gardens**

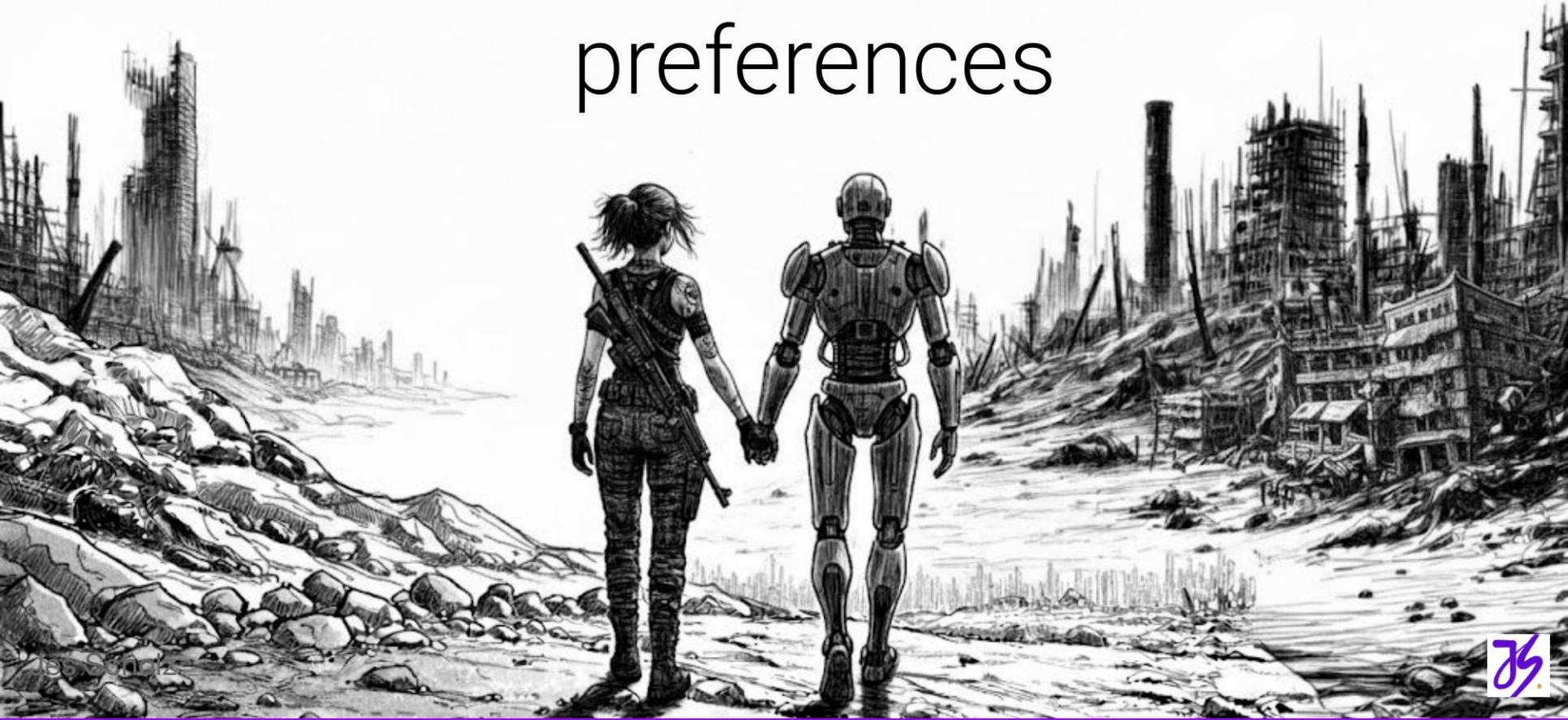
AI thrived covering
search, discovery, entertainment



Deep **conversations** expanded search



Chatbots **memorise** preferences



New
**connection
methods**

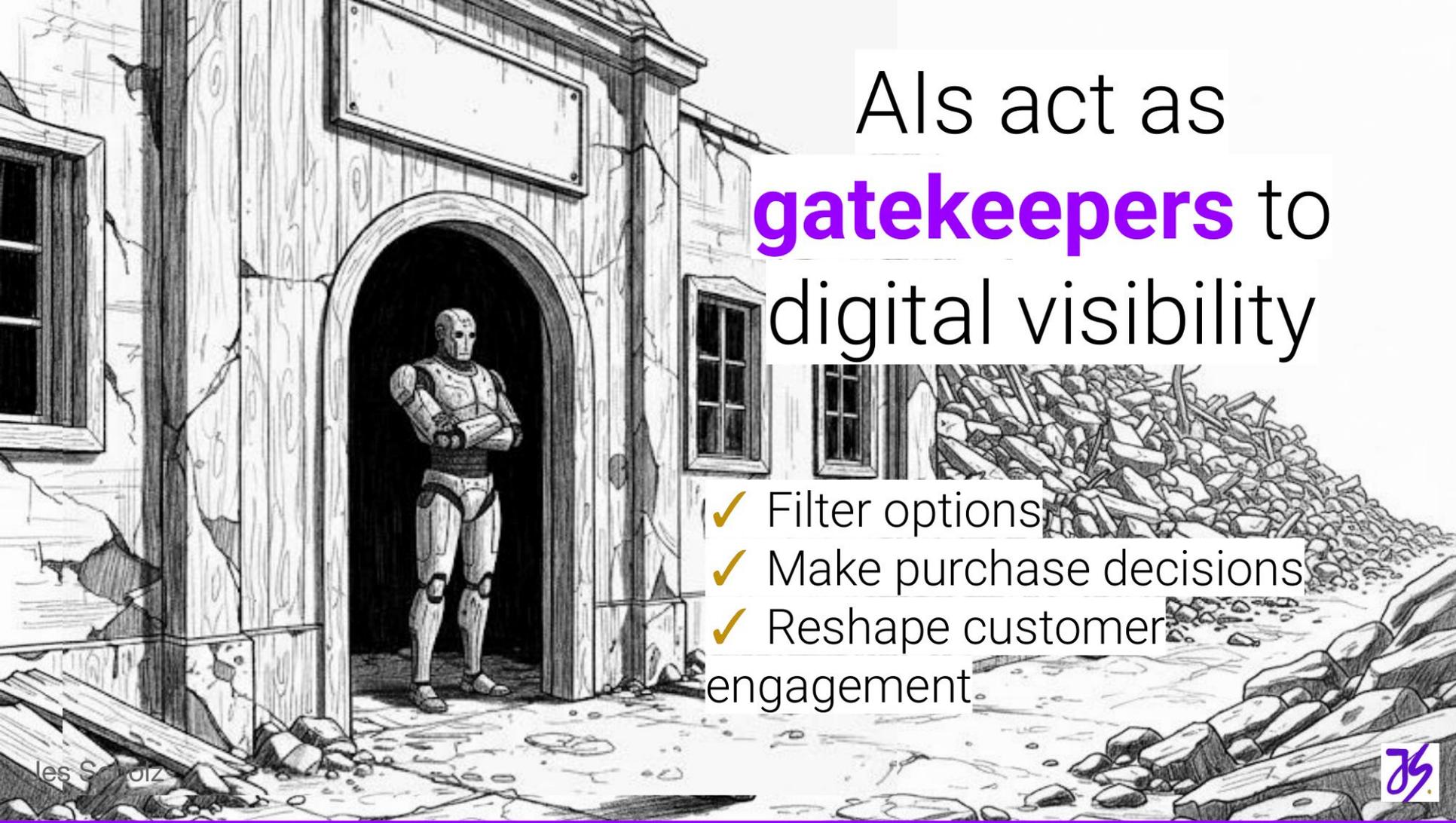




AI is always
with you

It wants to know
what you **don't say**



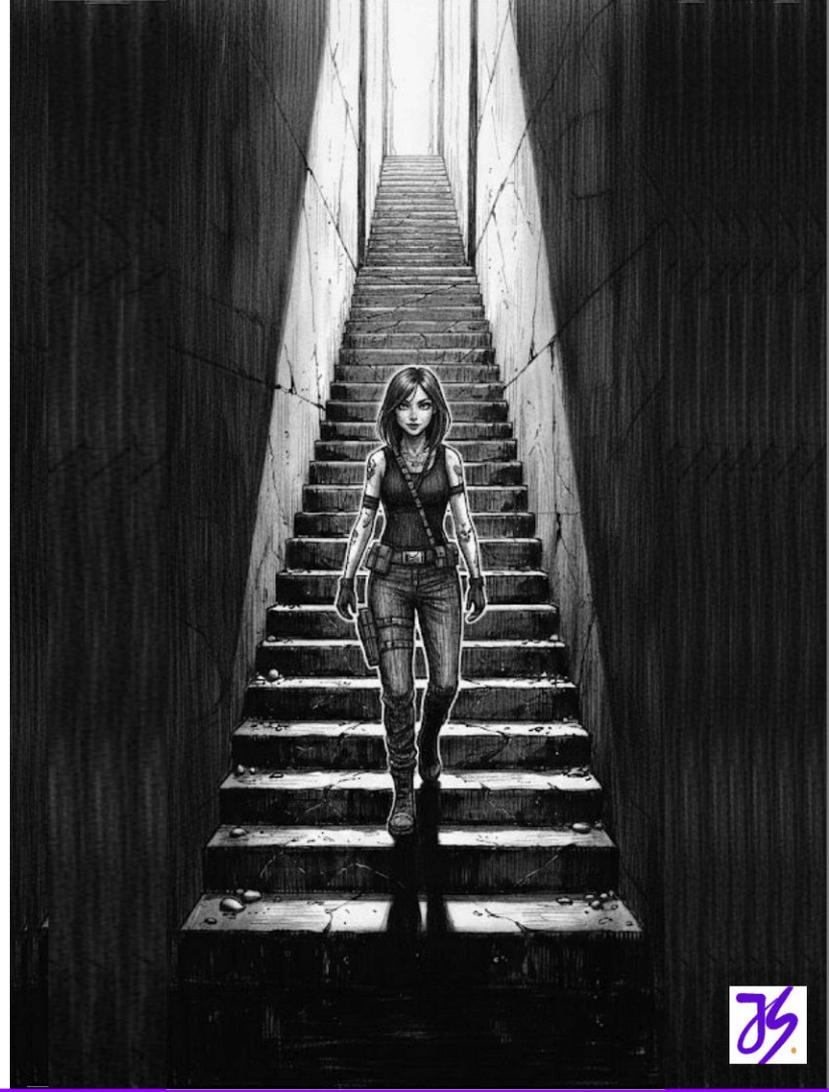


Als act as **gatekeepers** to digital visibility

- ✓ Filter options
- ✓ Make purchase decisions
- ✓ Reshape customer engagement

Few trackable clicks

AI influence over
users is **hidden**



Als decide
which brands
remain visible



It's only been
3 years





Digital marketing
is becoming
**strategically
empty**

SEO & PPC
are treated as
**performance
channels**





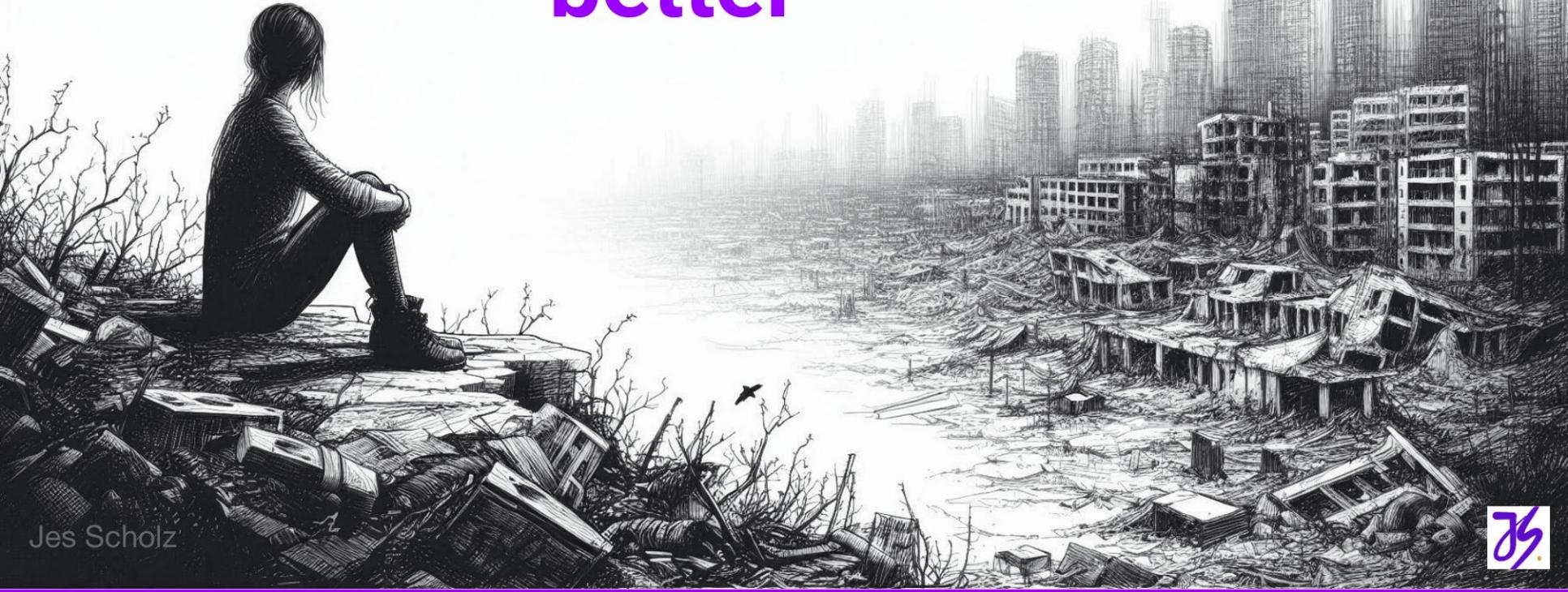
Jes Scholz

Visibility
channels are
dismissed due
to small traffic
share

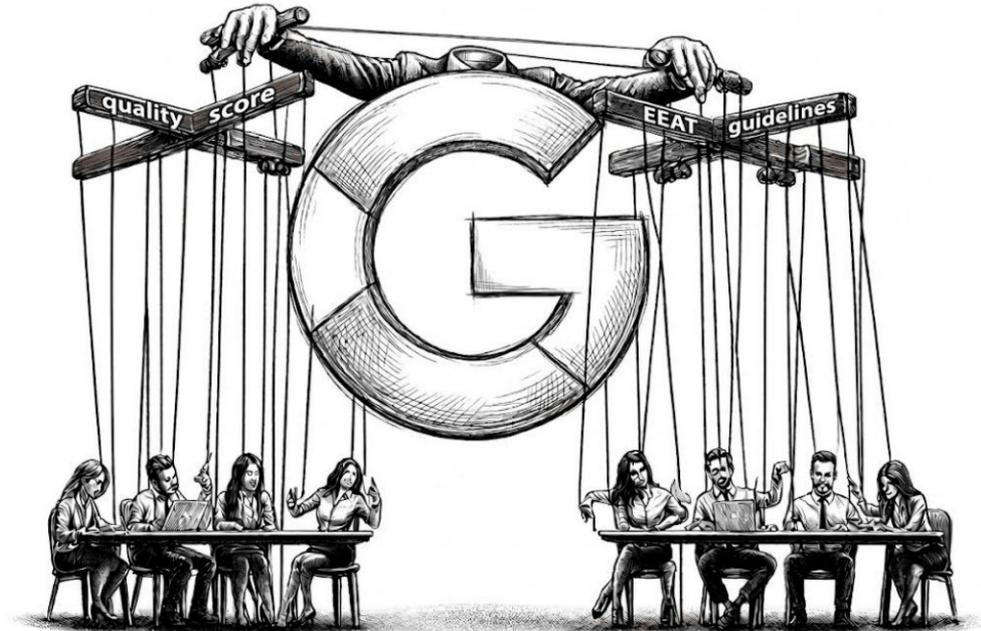
The world **shifts**,
yet we focus on
yesterday's KPIs



Marketing can do **better**

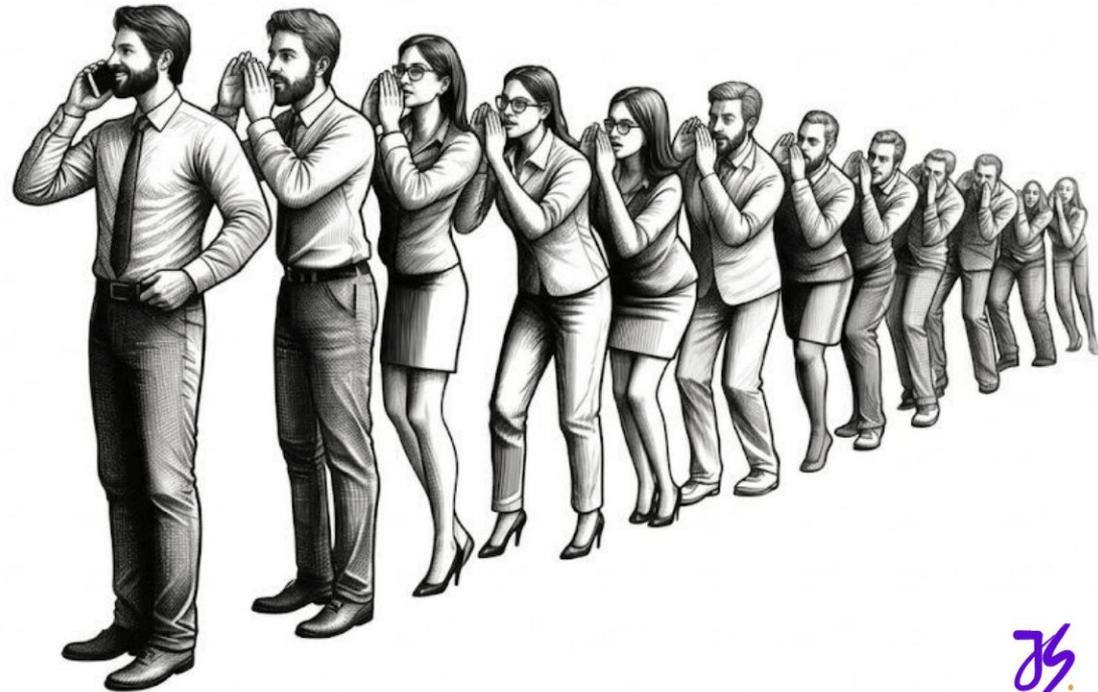


Google guidelines are **self-serving**



Collective belief

define “best practices”



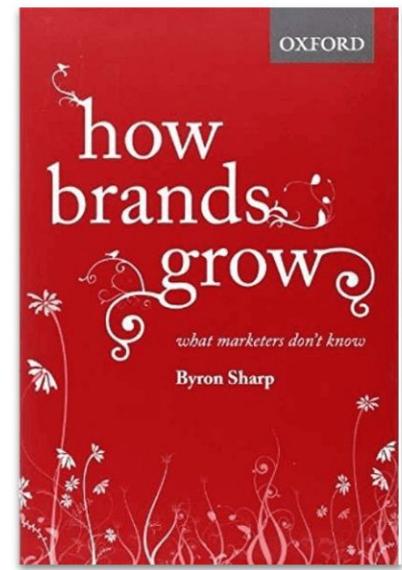
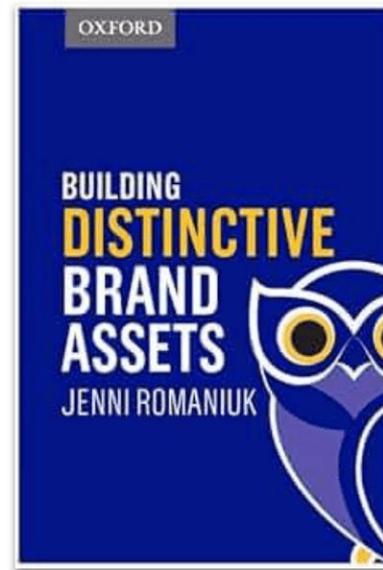
Compliance theater can't provide growth



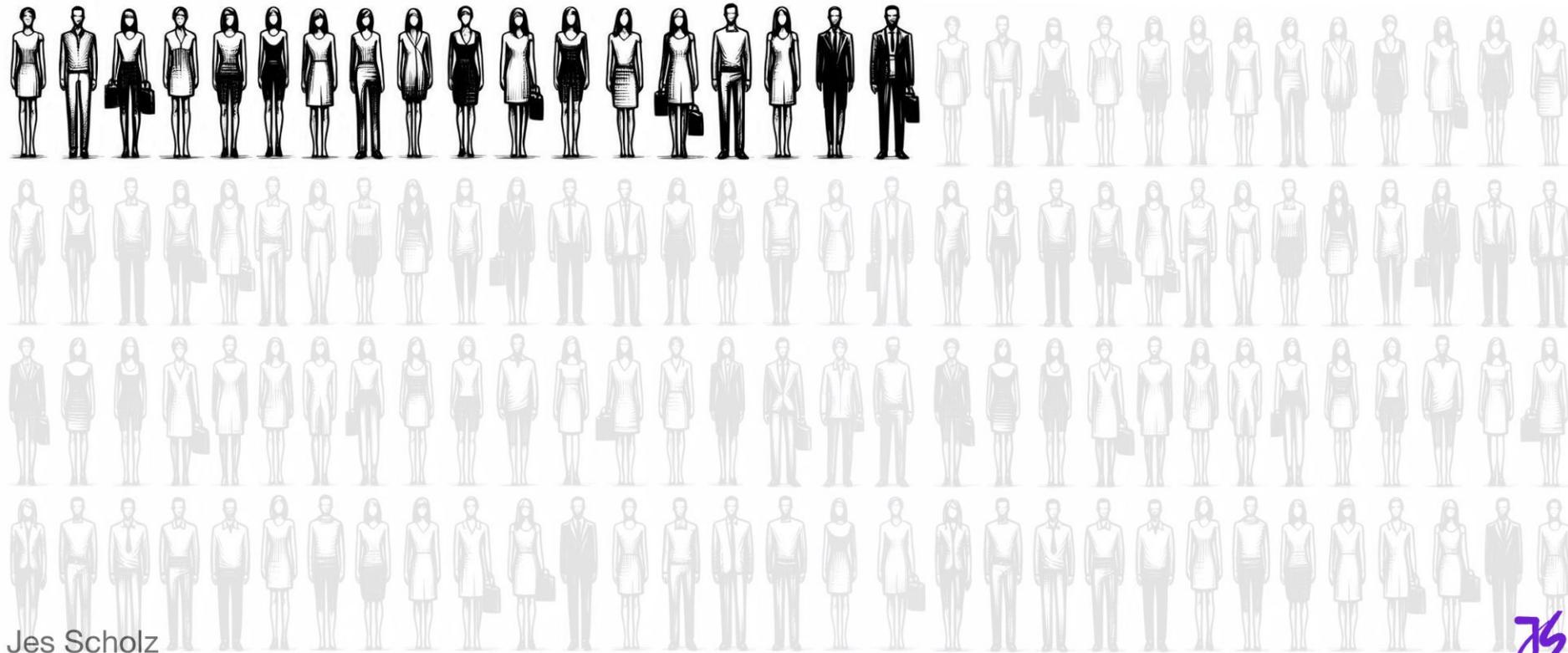
**Same
playbook,**
same
commoditised
result



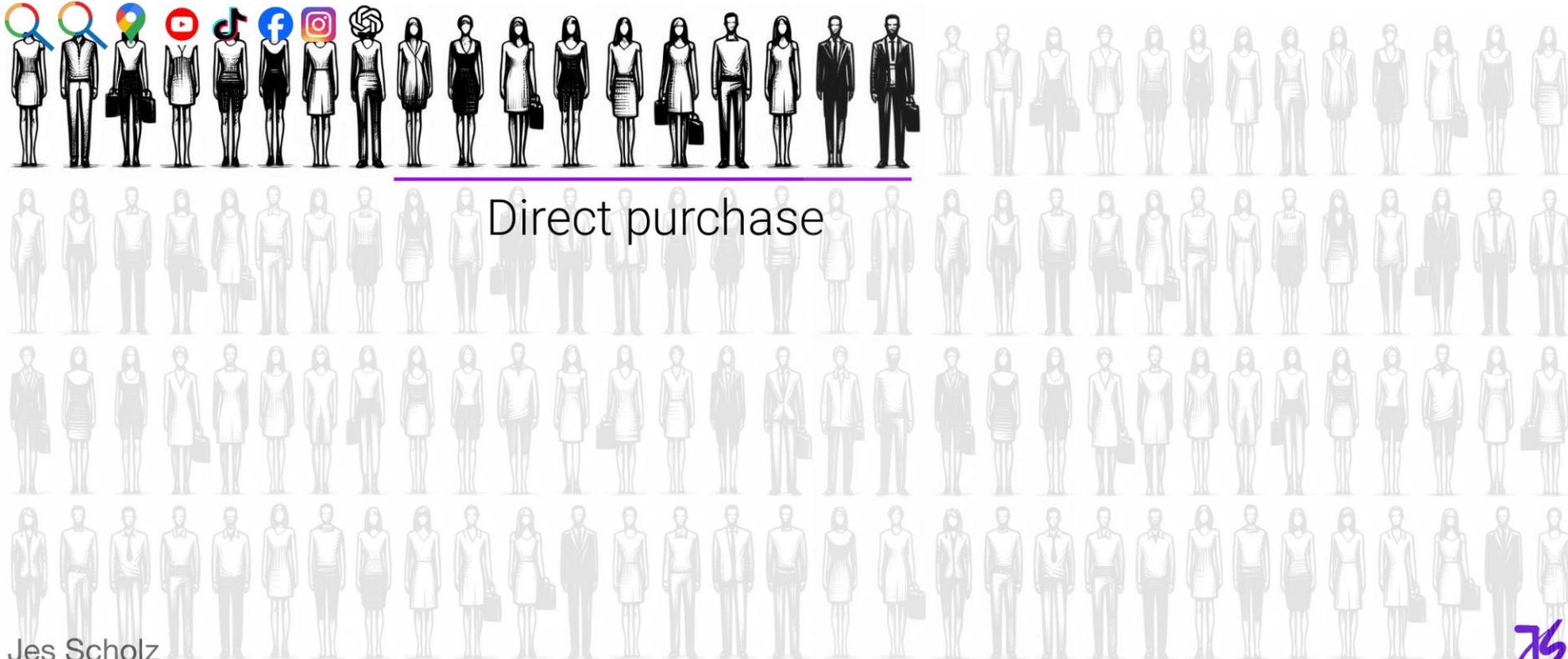
Think different about marketing



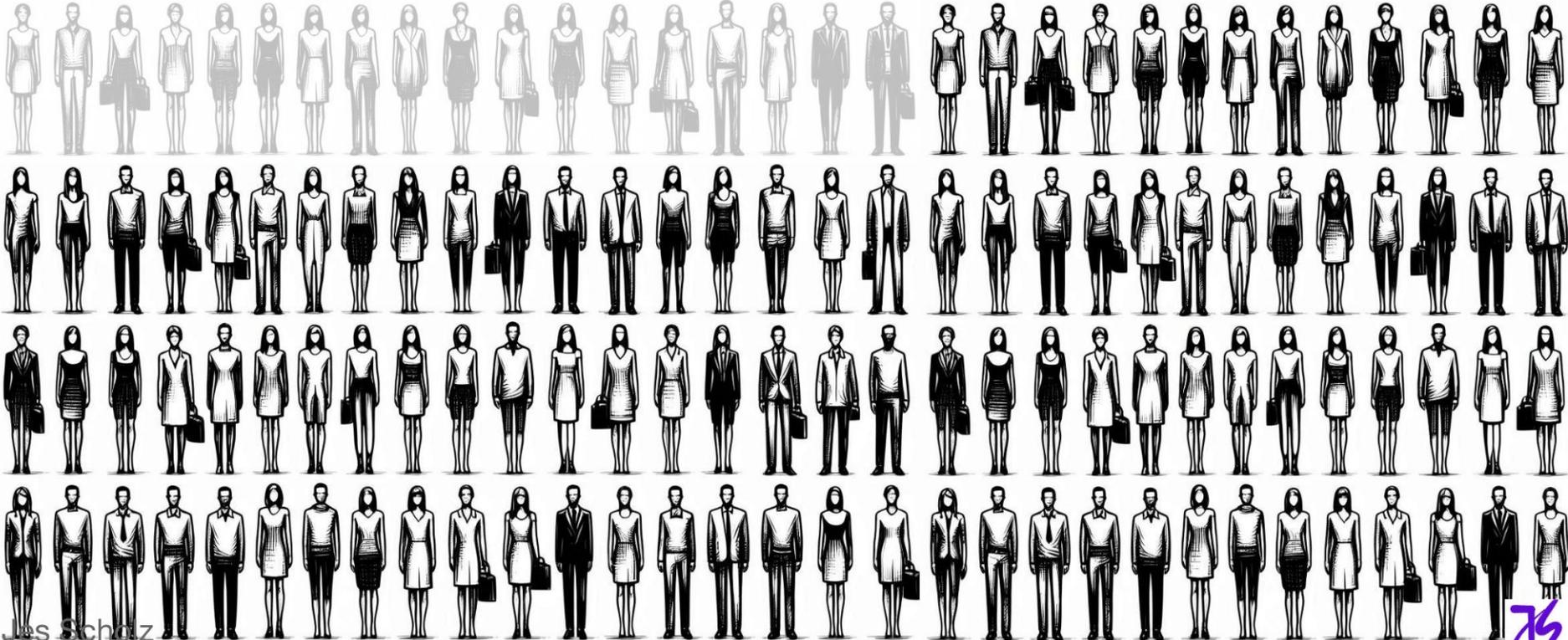
5%-30% of people are in-market



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



Influence **before** a search occurs



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

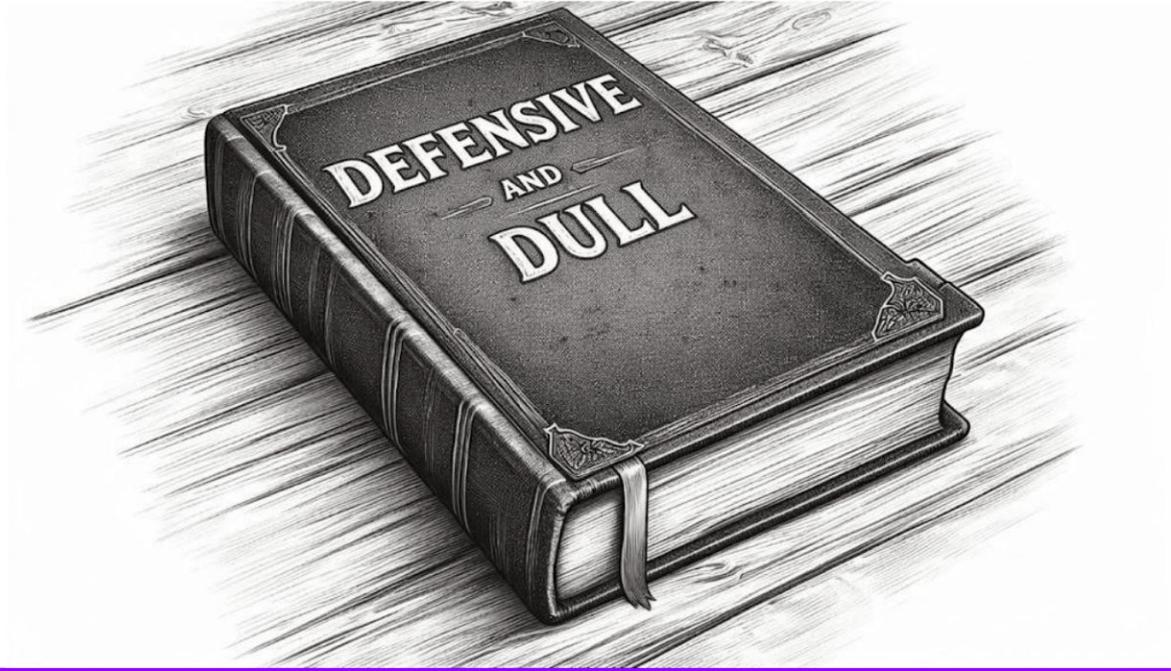


EEAT optimisation **won't influence** out of market audiences



- Using first person narrative
- Author pages
- Awards

Best practice is code for
common practice



Hype cycles
don't change
market realities

 **GEO exPerT** · You
--
now · 🌐

Comment "AI" for the 24 Step Ultimate Guide to GEO now!

THE ULTIMATE GUIDE TO GEO 24 PROVEN STEPS TO RANK IN AI SEARCH

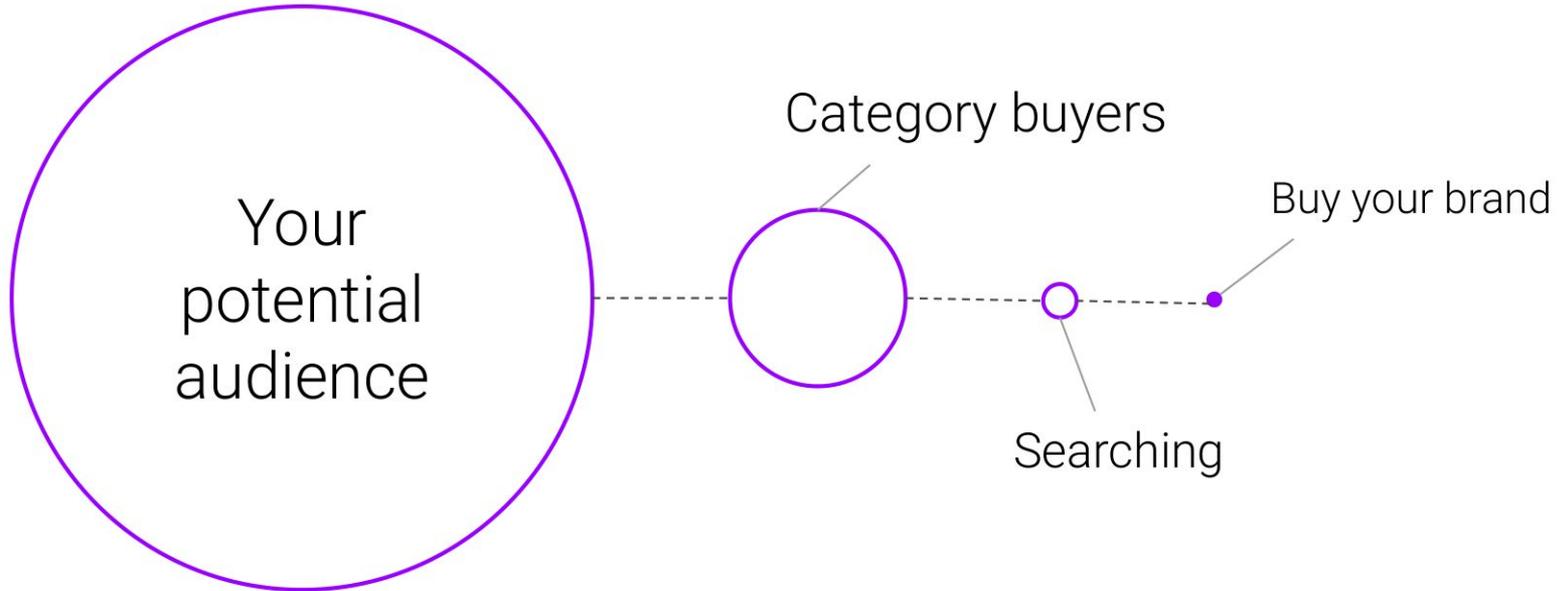


1. UNDERSTAND LLMs
2. ...
3. ...
4. TARGET KEY TOPICS
5. ...
6. ...
7. CREATE COMPREHENSIVE CONTENT
8. ...
9. ...
10. BUILD ENTITY AUTHORITY
11. ...
12. ...
13. ...
14. OPTIMIZE STRUCTURED DATA
15. ...
16. ...
17. ...
18. TRACK AI RANKINGS
19. ...
20. ...
21. ...
22. CITATION BUILDING
23. CITATION BUILDING
24. MEASUR BUSINESS IMPA

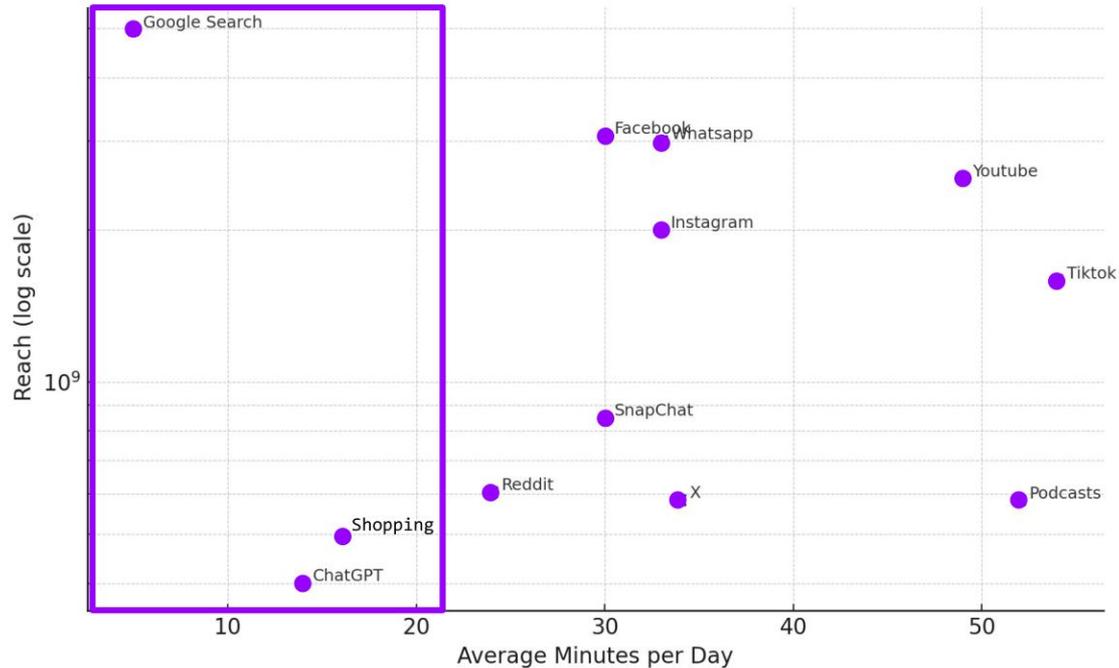
Like Comment Repost Send

Target the **entire addressable market**

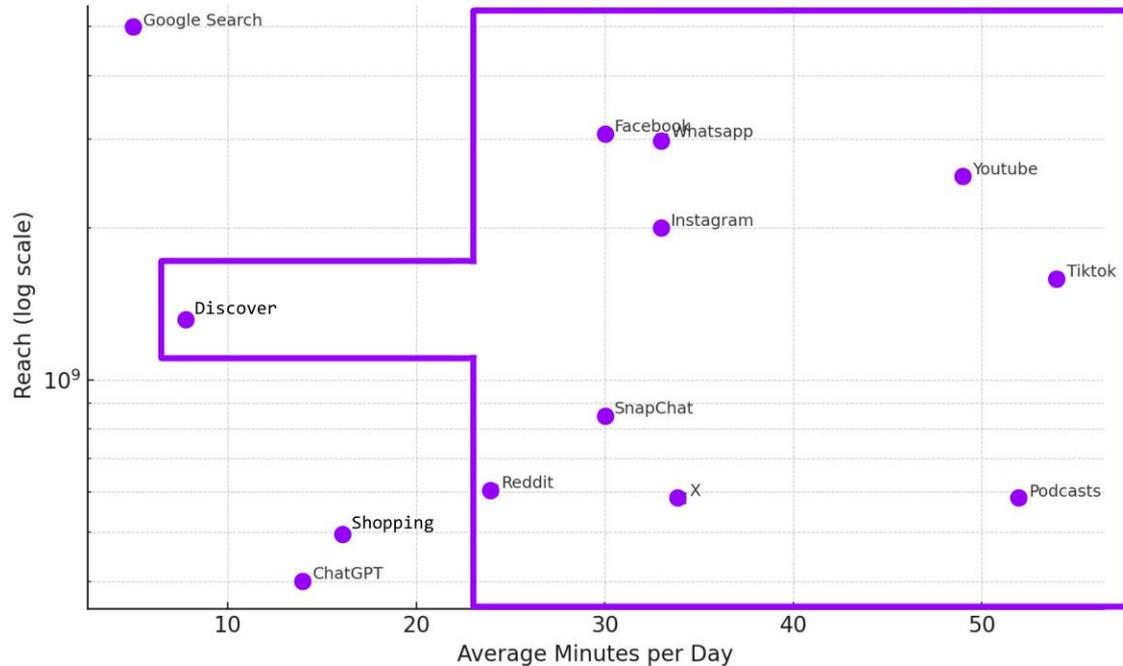
Balance two types of marketing



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

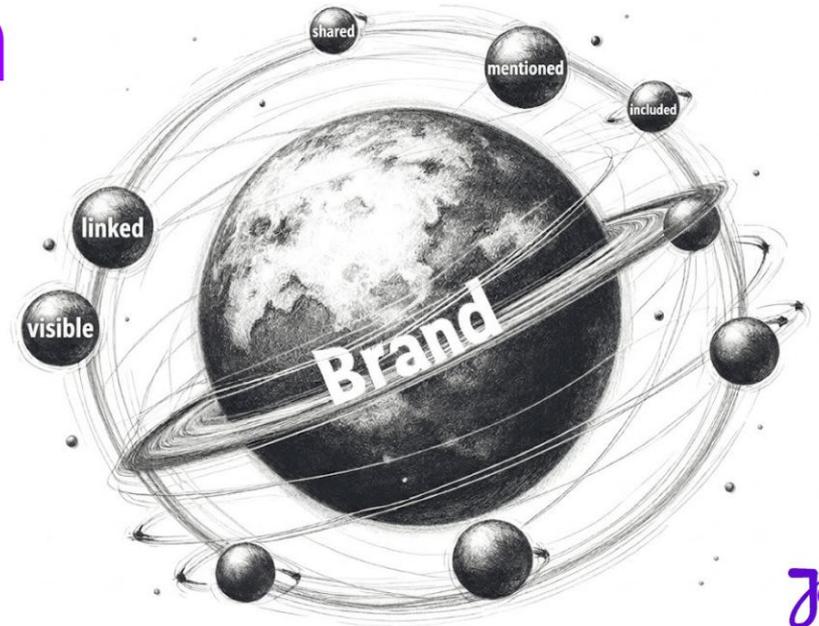




The missing
ingredient of
marketing is

F***

Fame makes a brand **central to the category conversation**



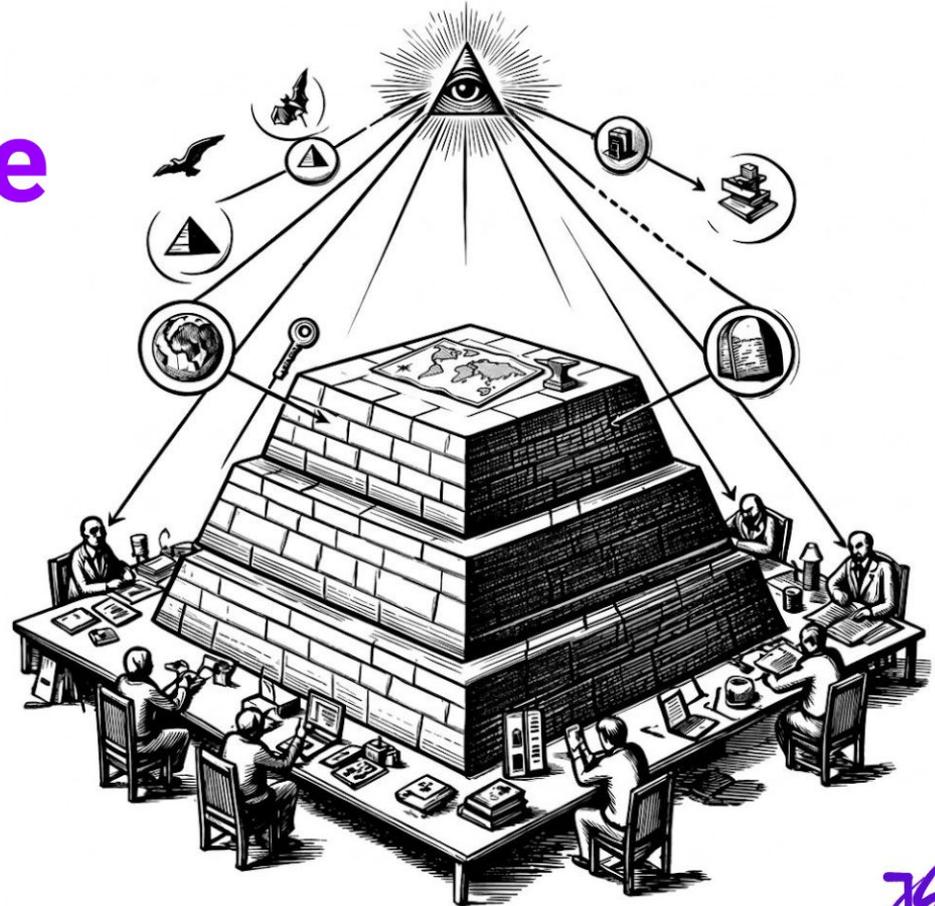


You need to
“do brand”

What does that mean?

Drivers of Fame

1. Showmanship
2. Distinctiveness
3. Distribution



1 EXUDE SHOWMANSHIP

Crafting content **worthy of attention**



Rational messaging can be copied



Liberty Mutual Insurance
<https://www.libertymutual.com>

Life Insurance Policies & Quotes

Find life insurance coverage to protect your family's future. Compare Liberty Mutual policies and get a quote today.

Ray-Ban | Meta
Sponsored

UP TO 8 HOURS OF BATTERY. 3K ULTRA HD CAMERA. Gen 2 is here. Shop AI glasses.

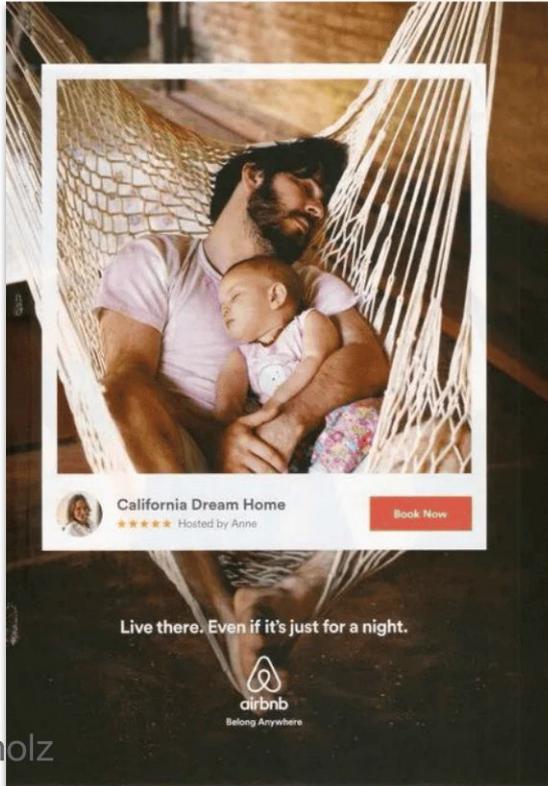
Meet the New Ray-Ban Meta. Longer battery life. Enhanced video recording. Next-gen Ray-Ba...

New Build Homes

Discover the latest new build developments in London. Showcasing cutting-edge architecture, innovative designs...

- Marylebone Square, London Property Tour...
Property London
60k views · 1 year ago
- Chelsea Creek: Where Luxury Meets Serenity...
Property London
2.4k views · 2 years ago
- Inside The Re-imagined £9,900,000 Principal ...
Property London
30k views · 1 year ago
- Luxury Apartment Tour at W1 Place Mar...
Property London
34k views · 1 year ago

Emotional messaging can't



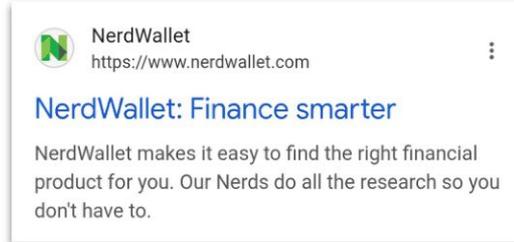
A photograph of a man with a beard and a baby in a hammock. The man is looking down at the baby with a gentle expression. The hammock is strung between two points, and the background is a rustic wooden interior.

California Dream Home
★★★★★ Hosted by Anne

Book Now

Live there. Even if it's just for a night.

airbnb
Belong Anywhere



NerdWallet
<https://www.nerdwallet.com>

NerdWallet: Finance smarter

NerdWallet makes it easy to find the right financial product for you. Our Nerds do all the research so you don't have to.



en Euronews.com



'AI brain fry': Why chatbots may be exhausting your brain at work

6h



dejan.tolmac
Suggested for you

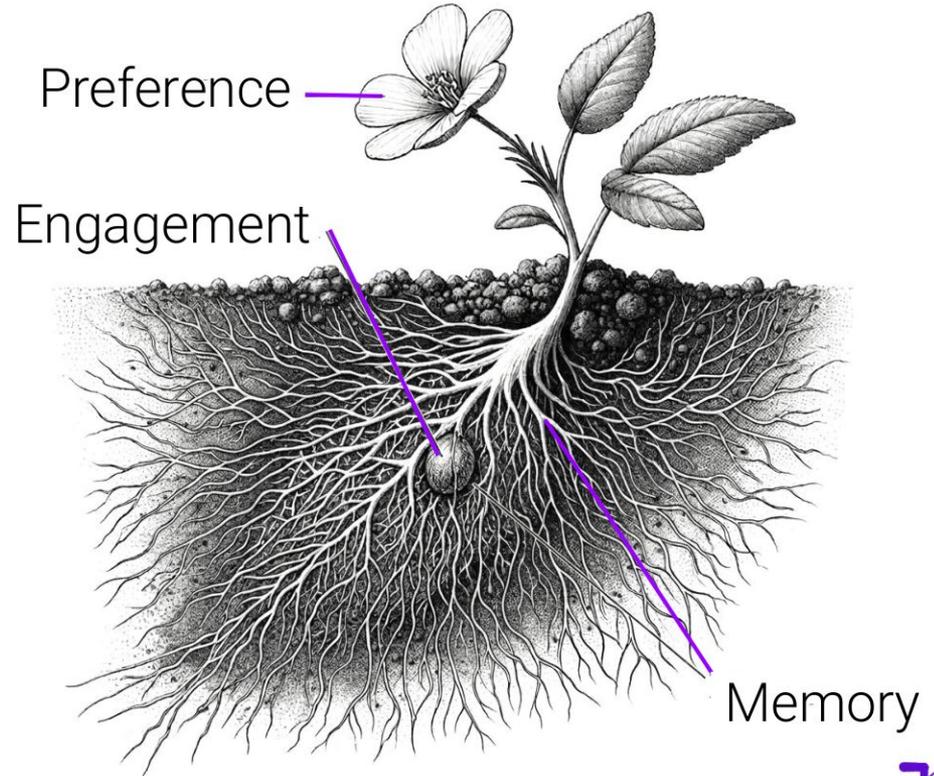
Follow

POV:
When your NYC apartment
should be ILLEGAL but it's
not



A man in a grey suit stands in a long, narrow hallway with white walls and a dark carpet. He has his arms outstretched, looking directly at the camera with a slight smile. The hallway is lit with warm, yellowish light.

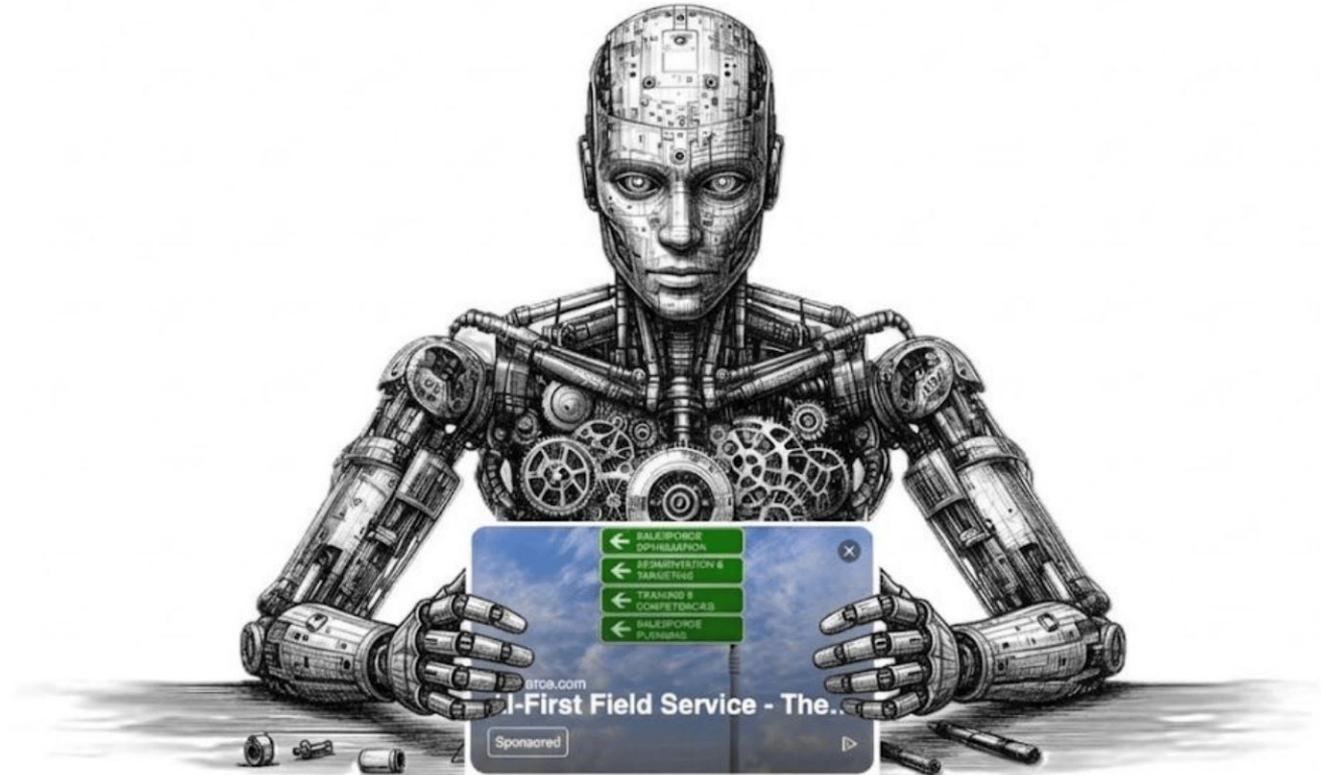
Emotional
creative
outperforms
rational
for growth



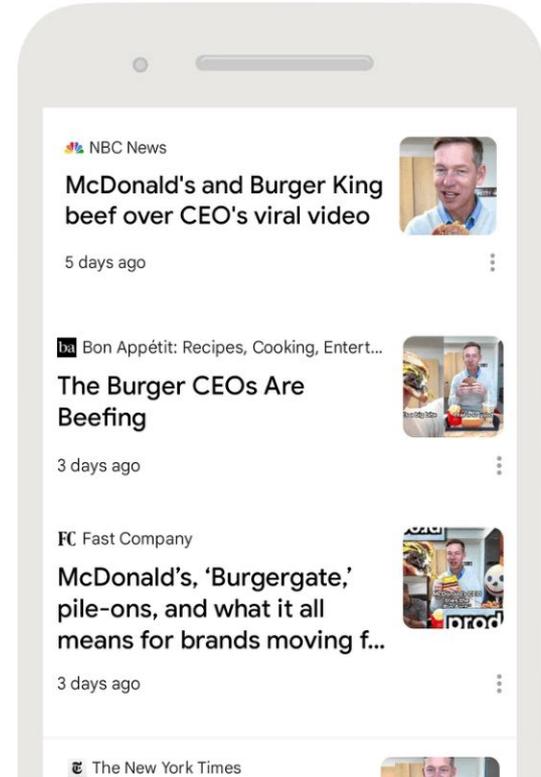
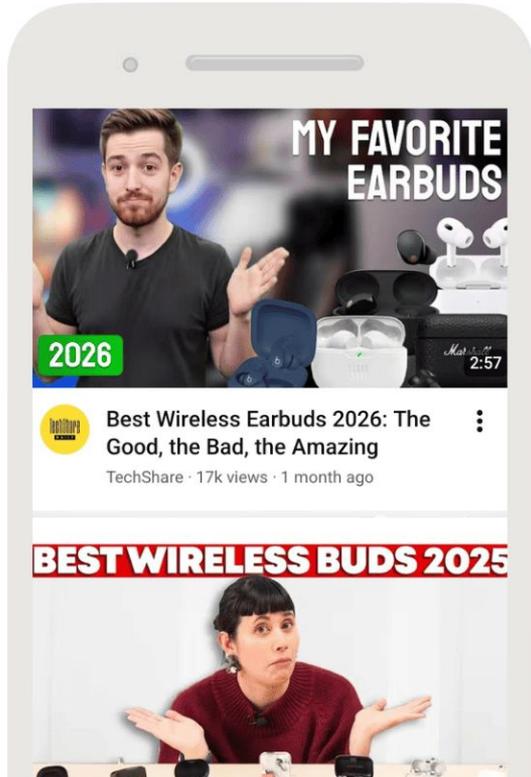
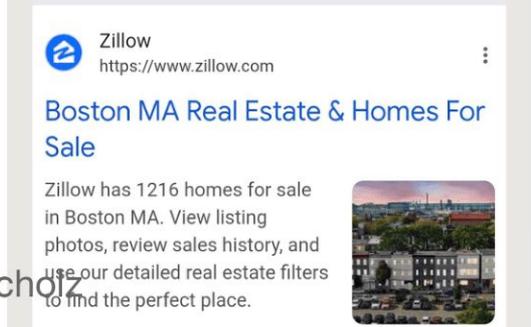
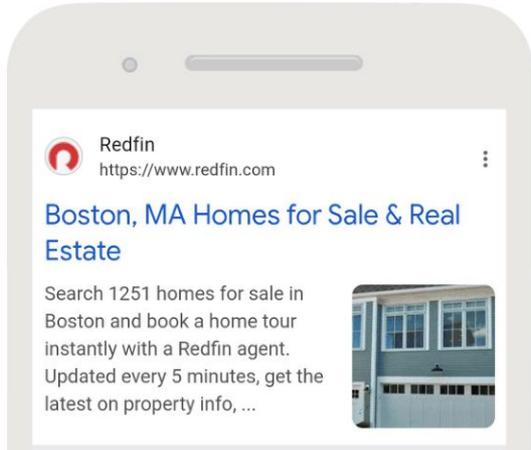
The **industry** isn't the problem



Only **dull** marketing



The same **tired formula** on repeat



When results suffer from sameness **order decides**



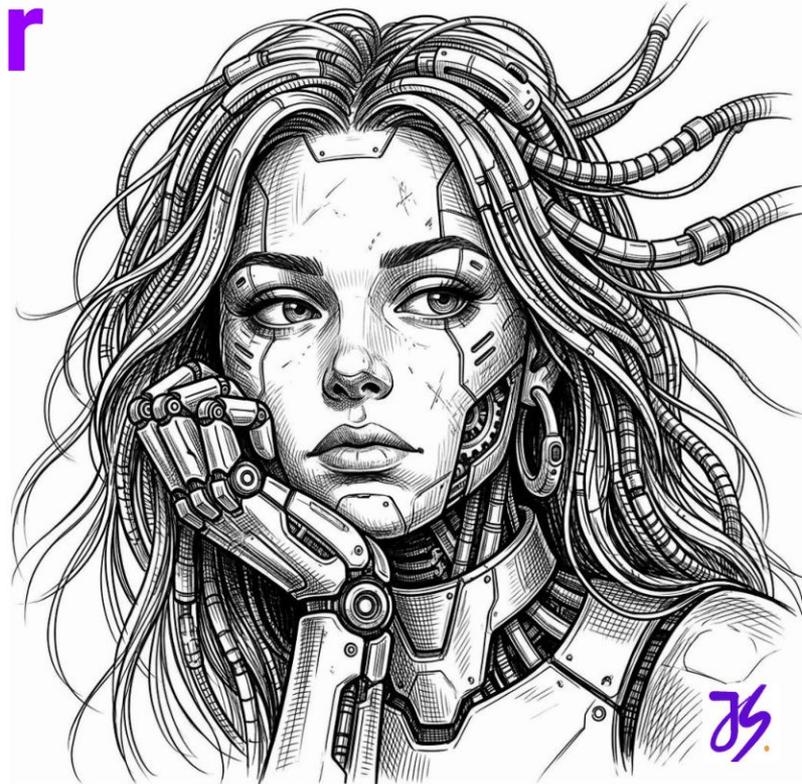
Non-engagement is
worse than worthless



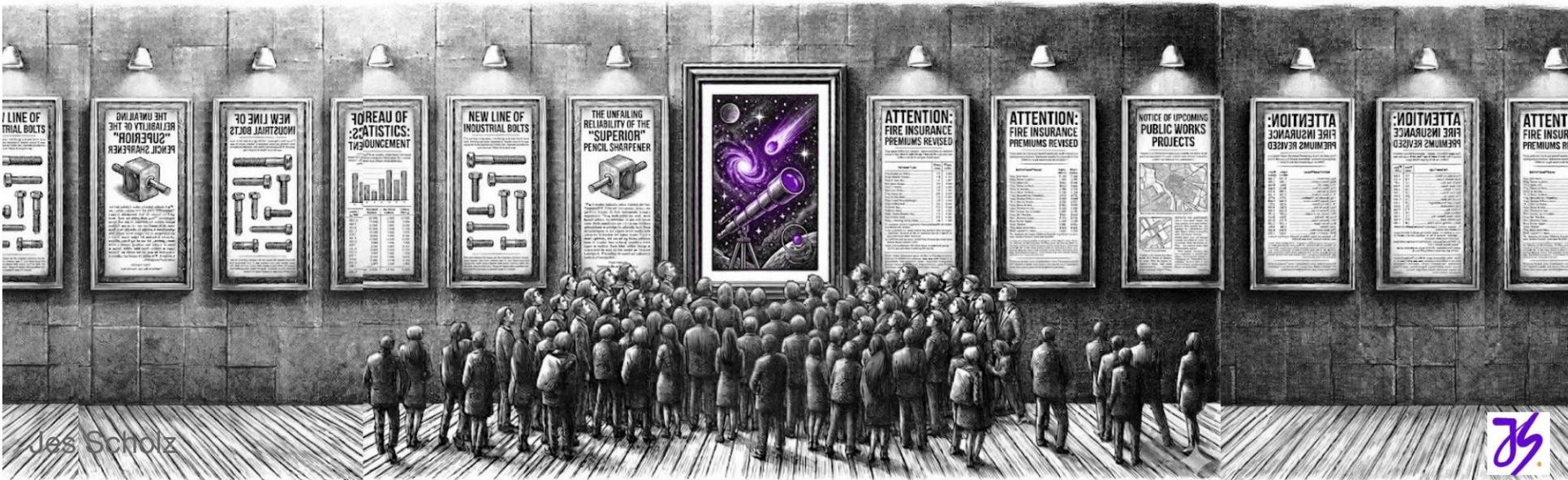
jos sohn



It teaches algorithms
**not to include your
brand**



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





To them it's a mystical dragon.



#releaseyourimagination at playdoh.hasbro.com

©2020 Play-Doh, Inc. All Rights Reserved. LEGO and the LEGO logo are trademarks of the LEGO Group. ©2020 LEGO Group. All Rights Reserved. LEGO and the LEGO logo are trademarks of the LEGO Group. ©2020 Play-Doh, Inc. All Rights Reserved. LEGO and the LEGO logo are trademarks of the LEGO Group. ©2020 LEGO Group. All Rights Reserved.



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

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**



Stop the scroll with **narrative**

Home and Contents Insurance Comparison...

16 Feb 2026 — Here are examples of some of the factors you may want t...

 Canstar 



All responses may include mistakes. For financial advice, consult a professional. [Learn more](#)

Ask anything  



 **Compare Home & Contents Insurance | Brett saved \$1522!***

26 Jan 2026 — In financial year, AF

 Compare the Market · Davi... 

GIO Home Insurance review | Find

 Finder.com.au

All responses may include mistakes. For financial advice, consult a professional. [Learn more](#)

Ask anything  



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 ★★★★★ (382) · Visit our site to discover our competitive prices





Grab
attention

No brand association

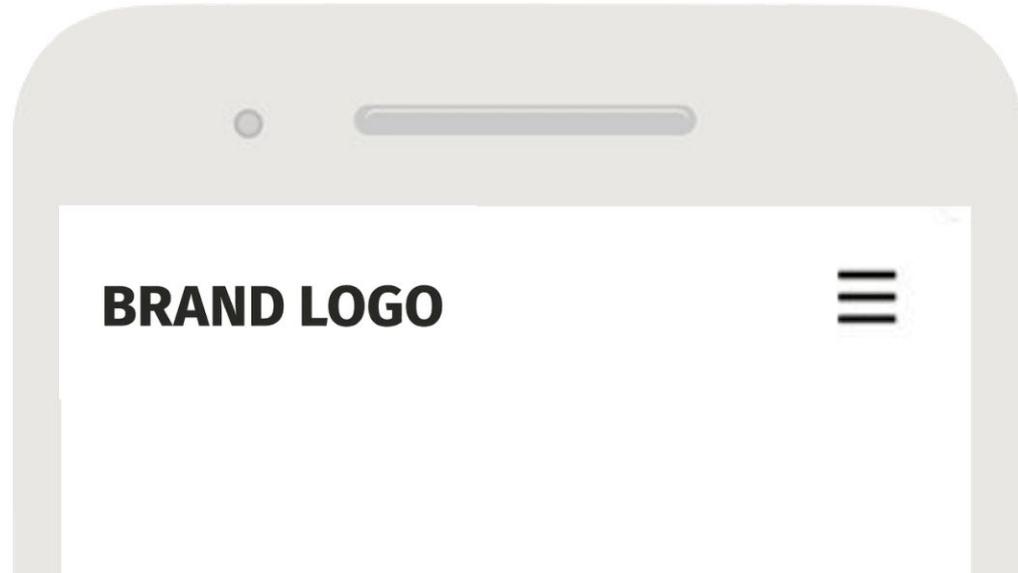
No brand salience



**BE
DISTINCTIVE**



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

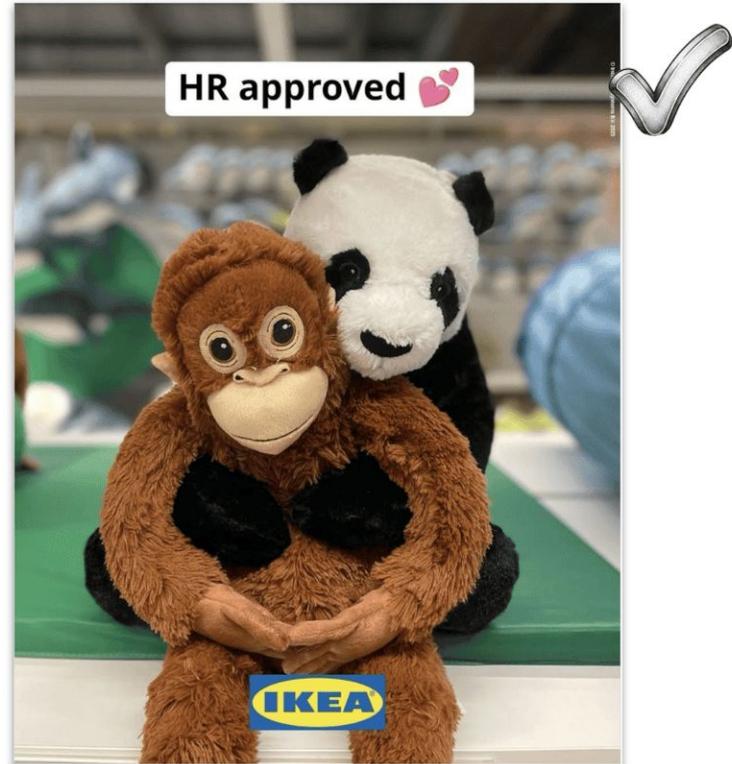
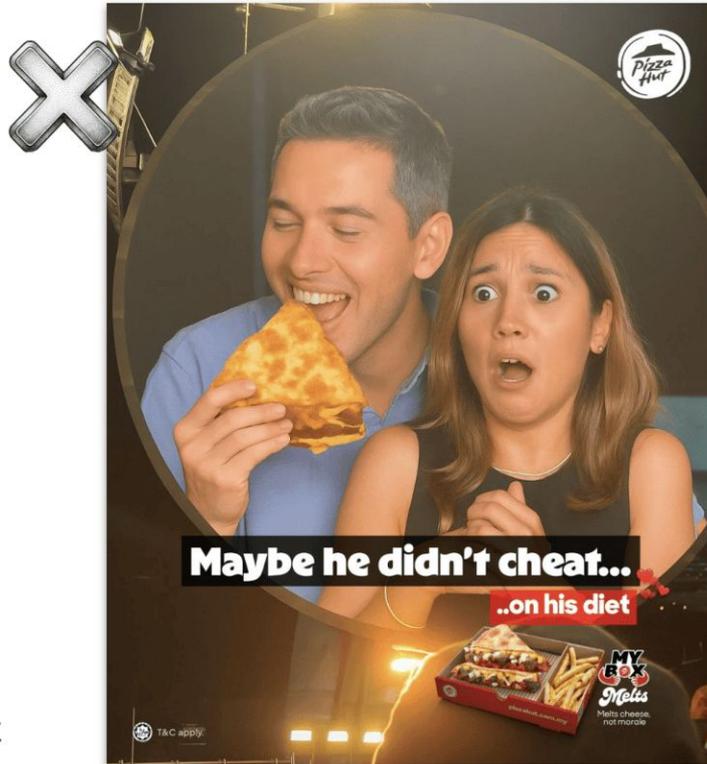


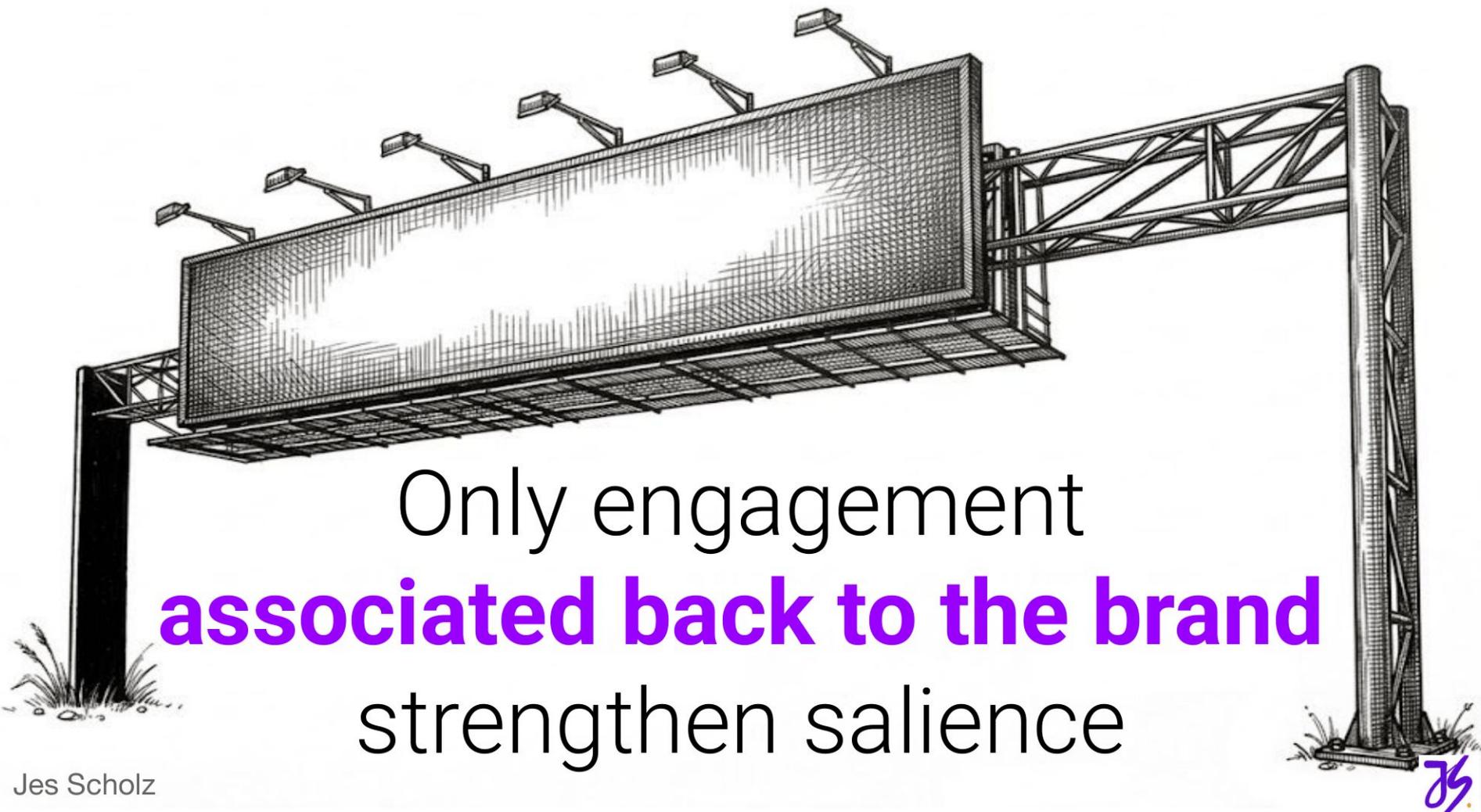
OCTOBER 2024
6 MINUTE READ

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

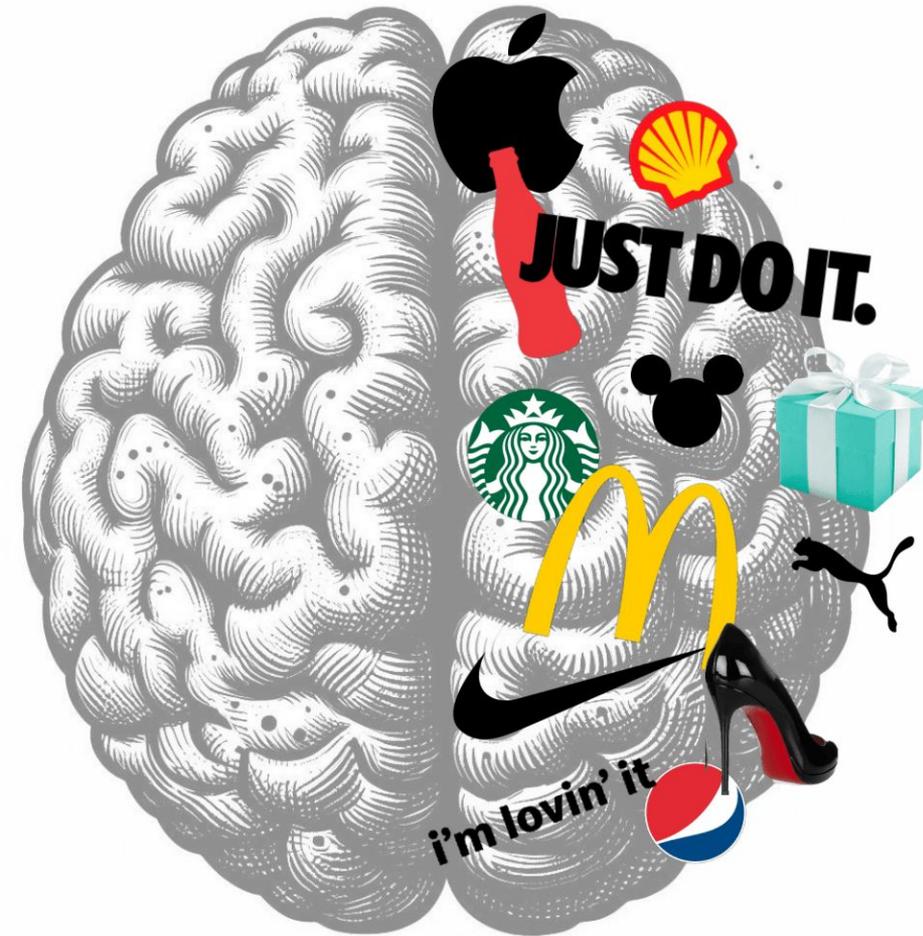
Looking to hit your next running

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





Only engagement
associated back to the brand
strengthen salience



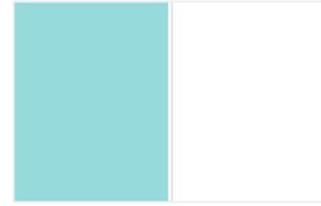
**Distinctive
brand assets** act
as substitutes
for the brand
name



Logos

**Gives you
Wiings**

Taglines



Colours



Characters



Symbols



Styles

Session source

Totals	+ Sessions
1 chatgpt.com	9,127
2 pertgpt.com	6,524
2 perplexity.ai	6,521
3 perplexity	977
4 gemini.google.com	757
5 copilot.com	522
6 claude.ai	17
6 claude.ai	14
8 copilot.microsoft.com	3
9 chat.mistral ai	3
10 business.gemini google	2



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



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

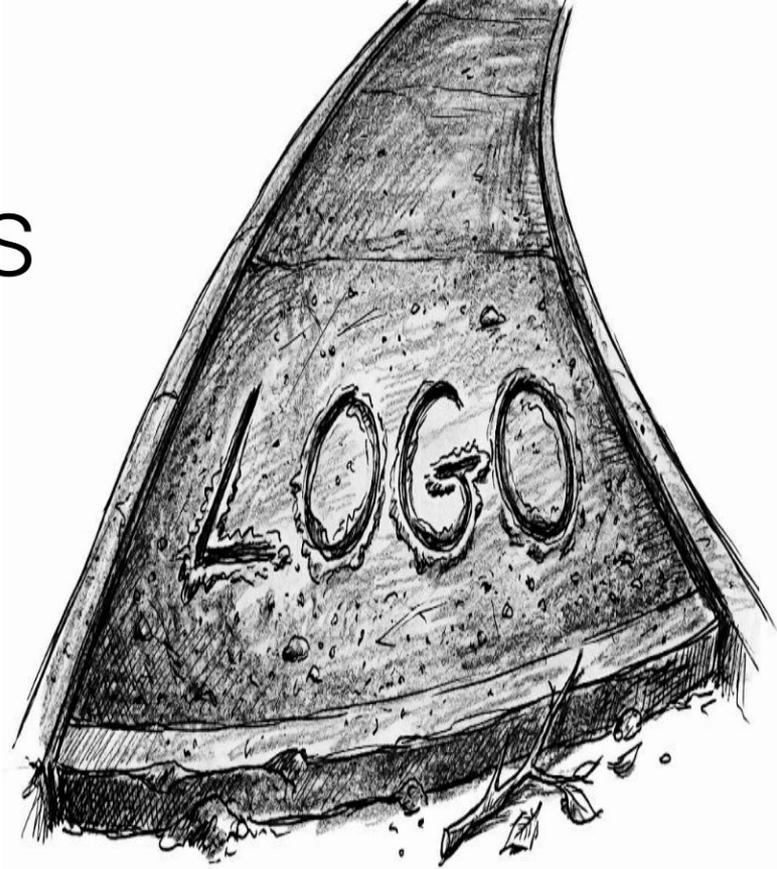
4.5 ★ (722)

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	

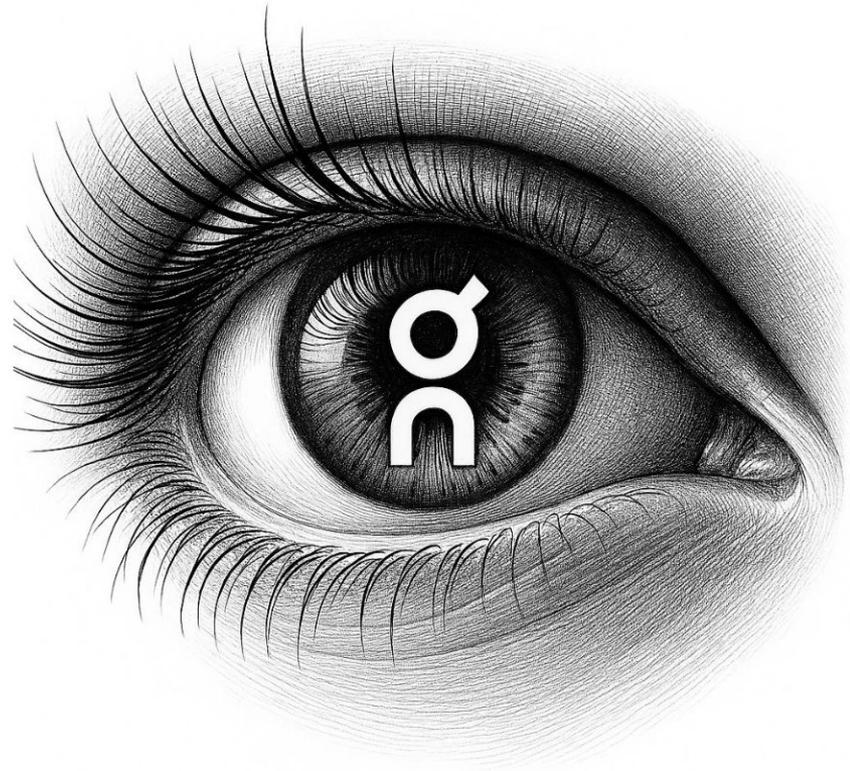
Distinctiveness takes **more than logos**

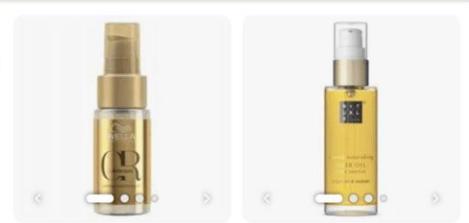


Attention spans are
measured in
milliseconds



**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



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
Free delivery



OGX Extra
Penetrating Oil...

\$14.55 (USD 9)

Wayfarma
Free delivery on \$38.4





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

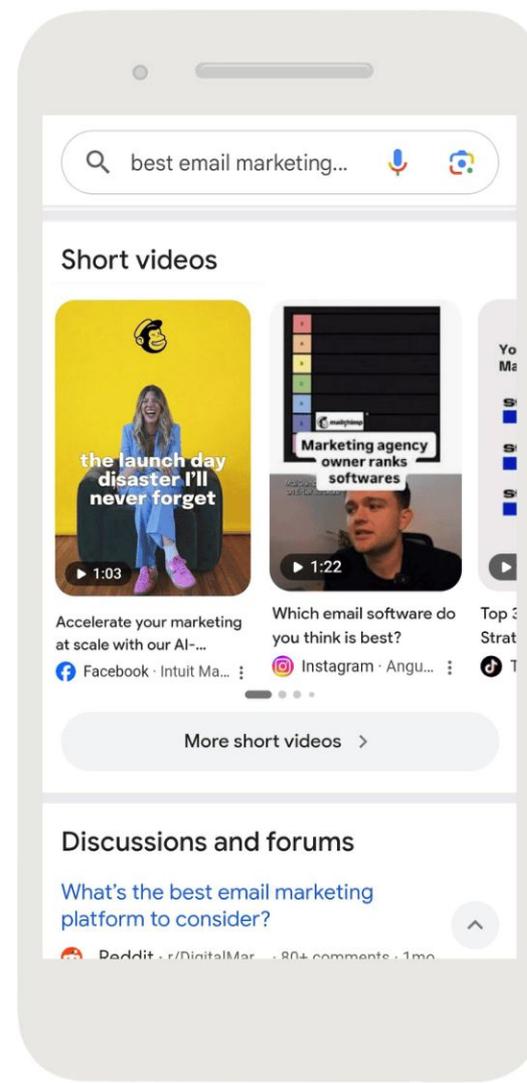
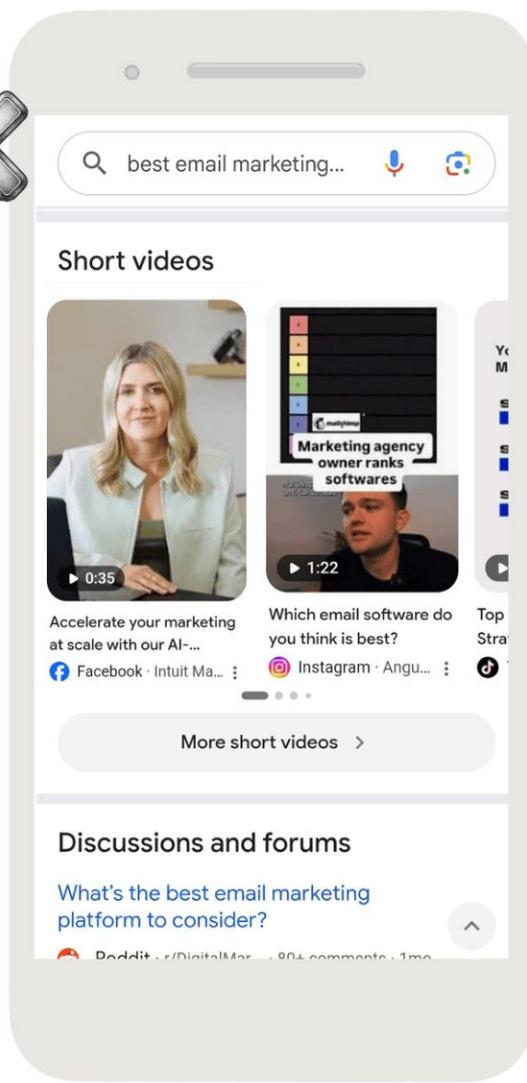
4.6 ★ (6.1K) · €20–30 · German

Closed · Maxvorstadt

"Excellent service, delicious dishes and draft beer 🍺!"

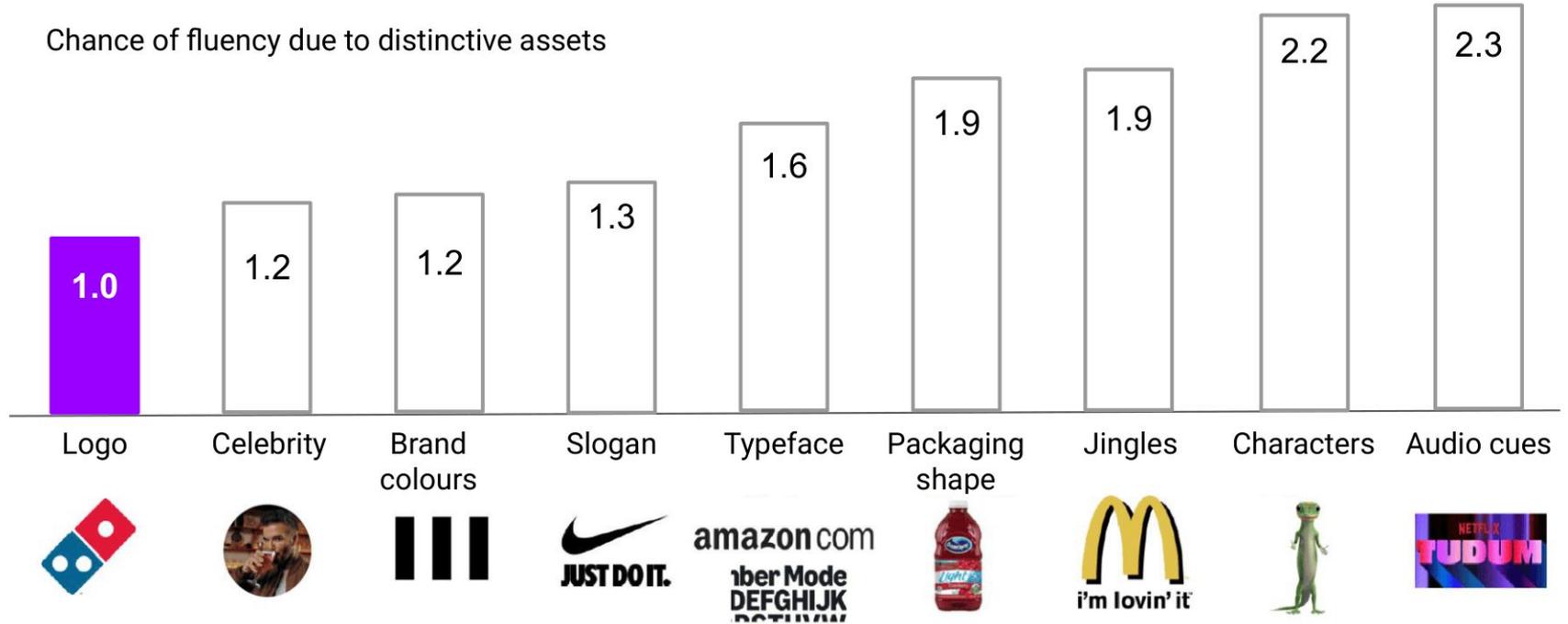


More places >



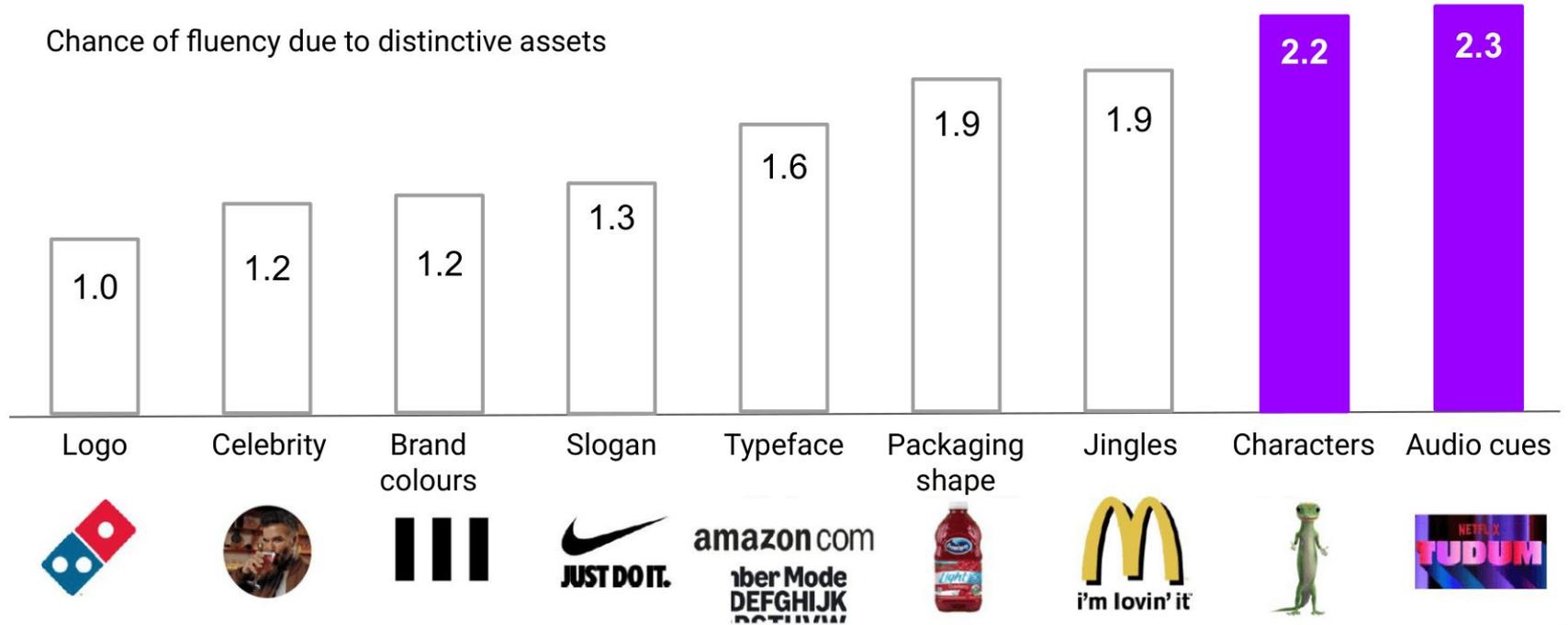
Go **beyond basic** branding

Chance of fluency due to distinctive assets



Go **beyond basic** branding

Chance of fluency due to distinctive assets



Brand asset **portfolio**

Rectangular
logo

Square
logo

Brand symbol

Colour

Font /
typeface

Tagline / slogan

Character /
ambassador /
celebrity

Style

Packaging

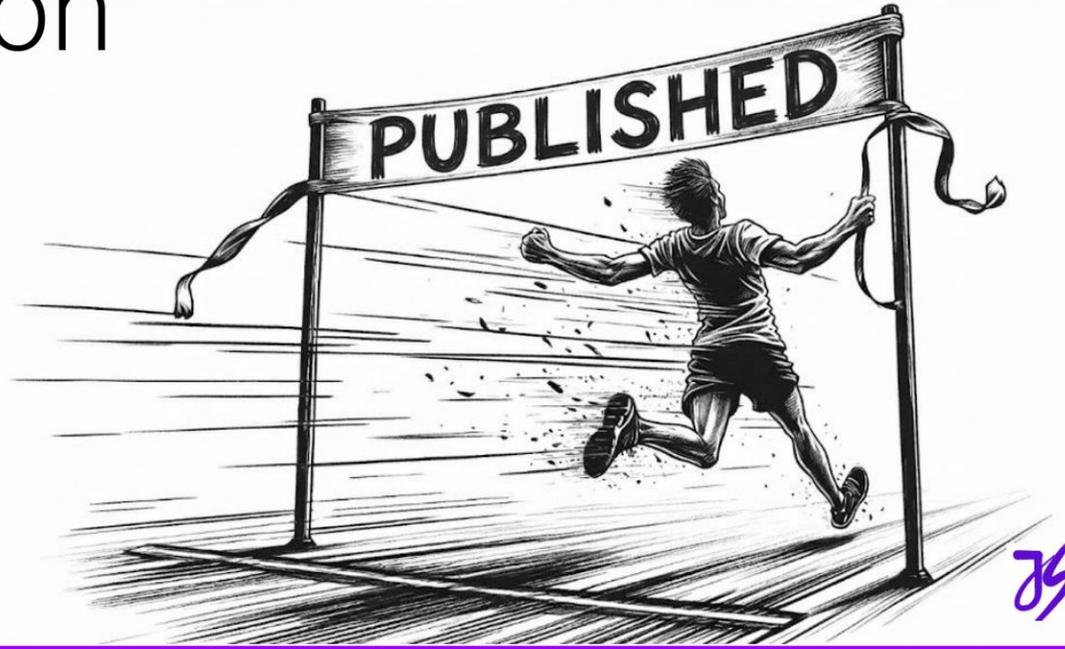
Sound

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



3 DIGITAL AVAILABILITY

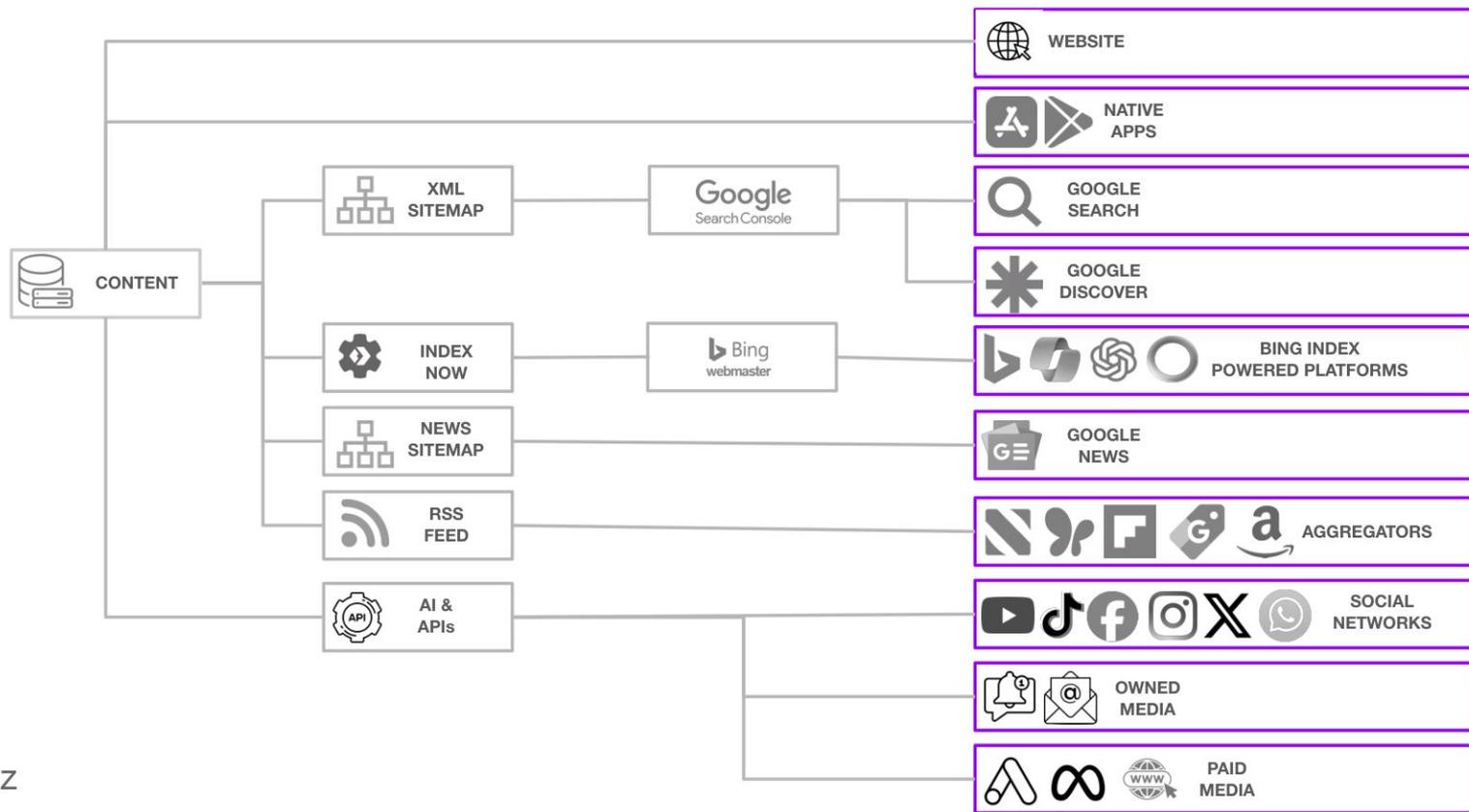
Publishing on-site isn't adequate distribution





Transform content with AI

Signal the piece **deserves reach**



I have no
insert excuse here





Doing the
hard things
leads to growth



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

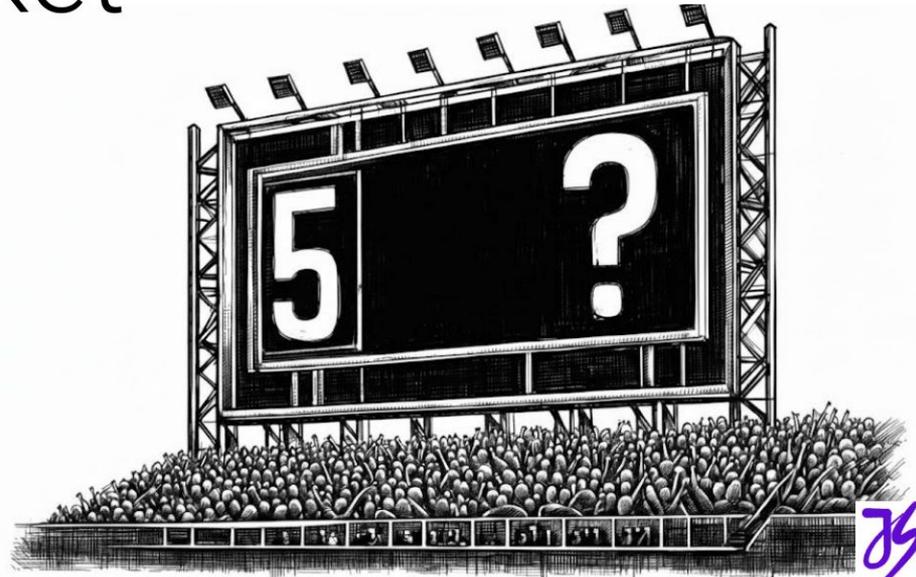


Forbidden words

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

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

You need competitive context



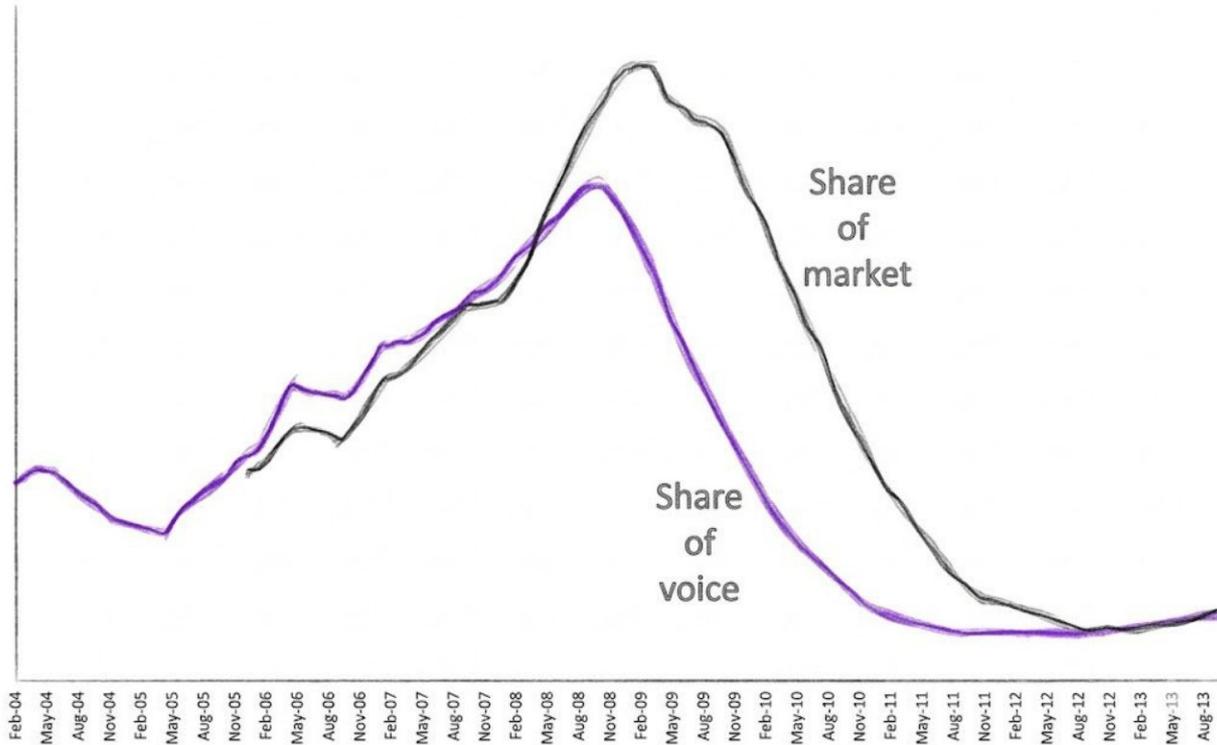
True KPIs provides
perspective on
effectiveness





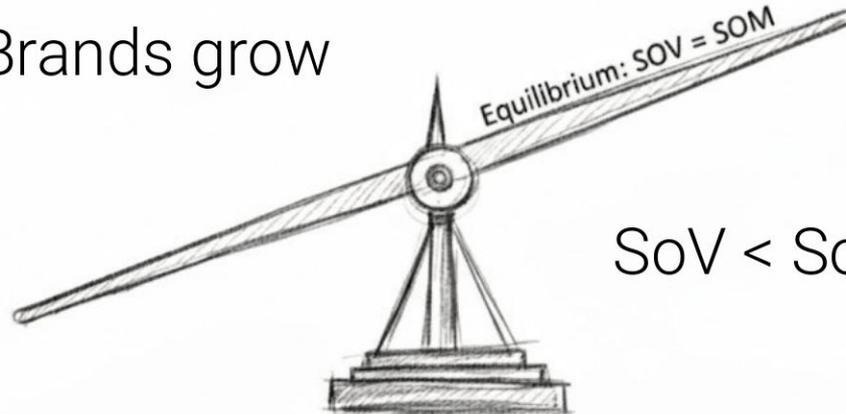
SoM is infrequently reported

Share of voice predicts **growth**



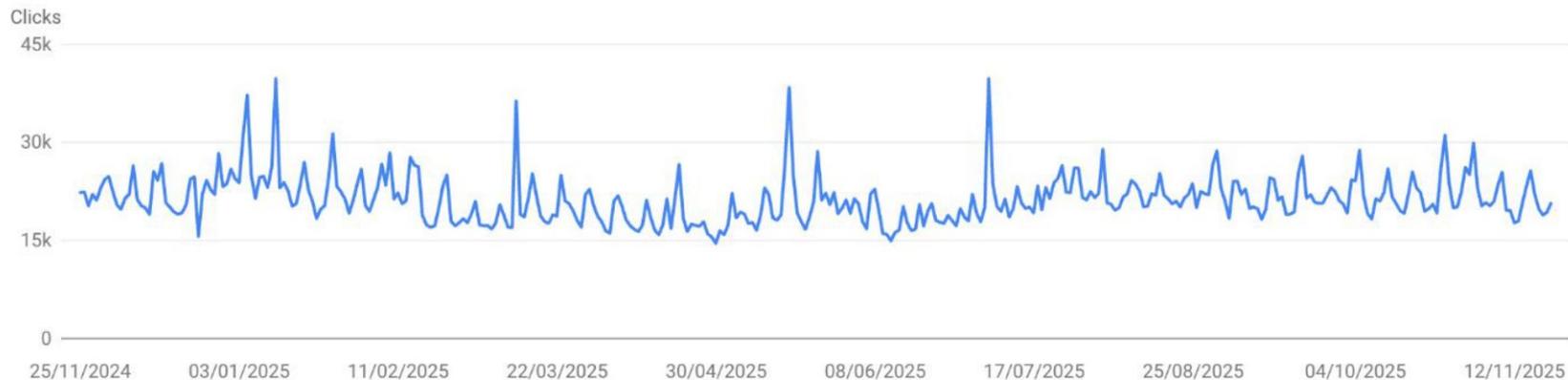
SoM and SoV sit in an **equilibrium**

SoV > SoM: Brands grow



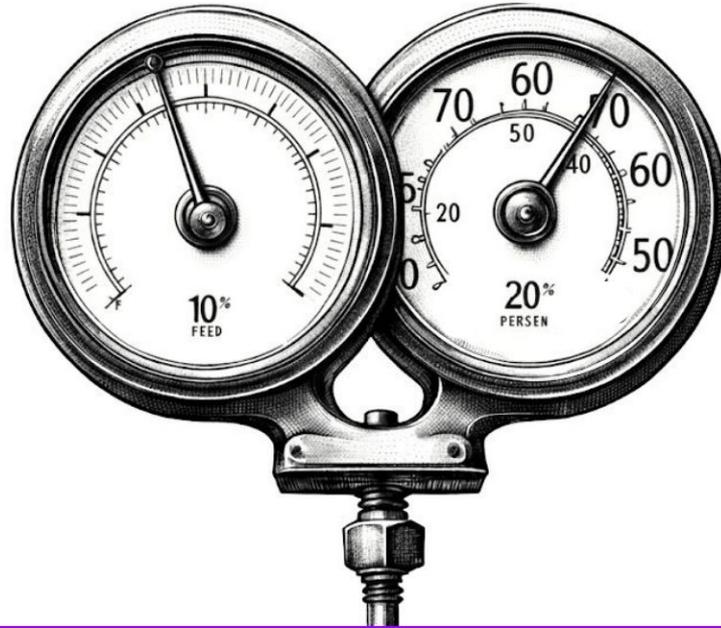
SoV < SoM: Brands shrink

Brand Gravity

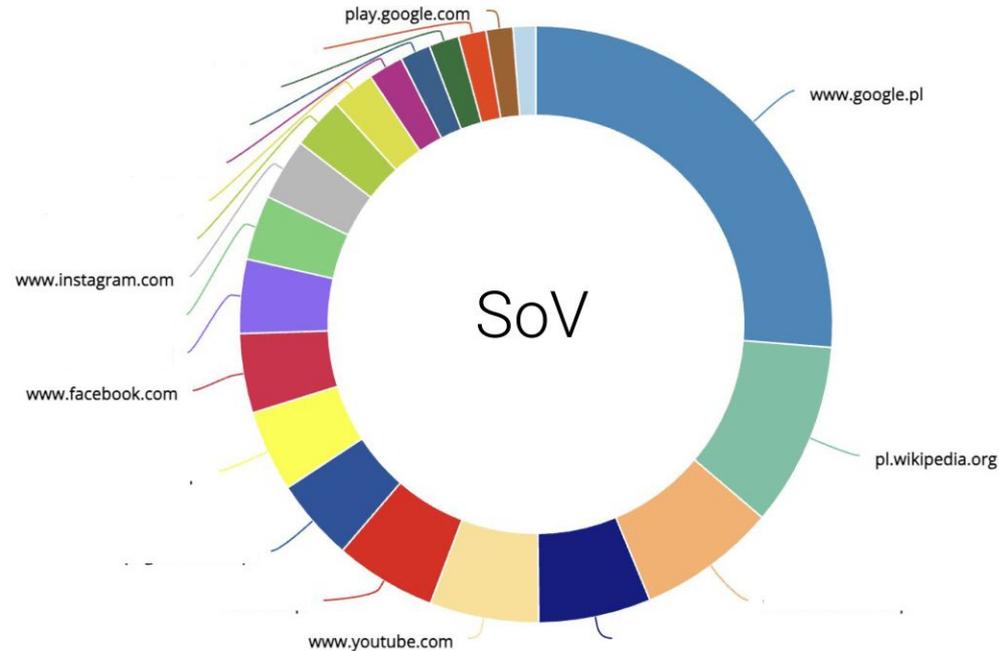


At equilibrium, all your efforts are **maintenance**

1% growth needs approx
10% excess SoV



Platforms increasingly insert themselves into the **conversion**

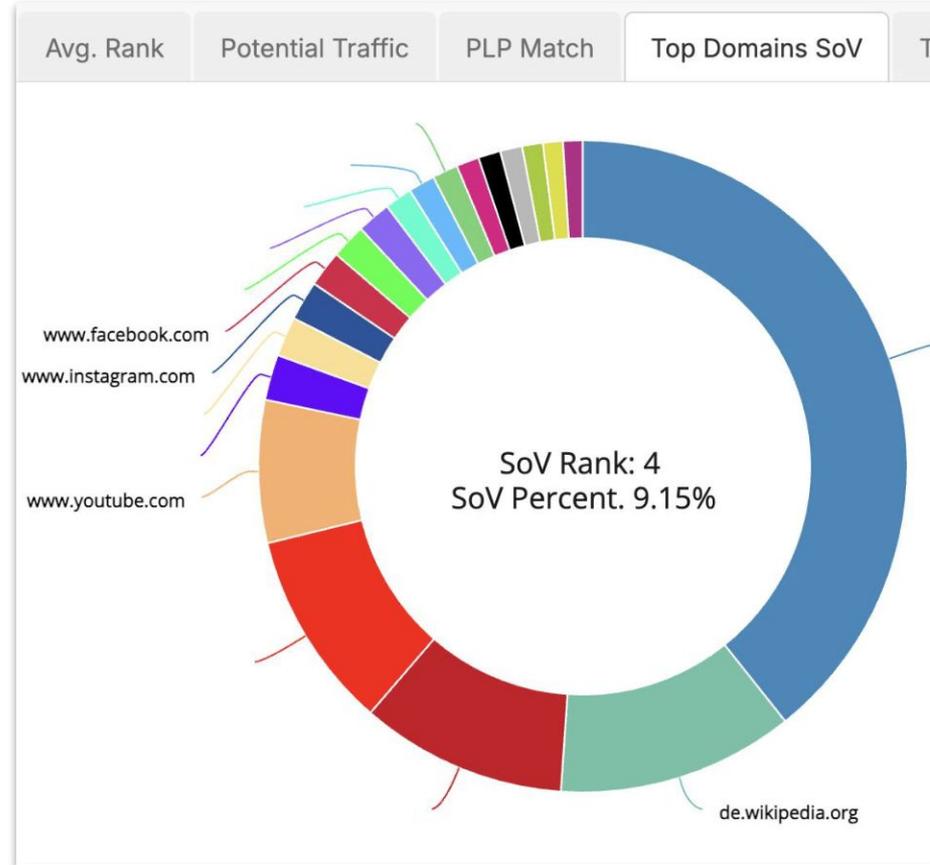


Measure impact with **market aware analytics**



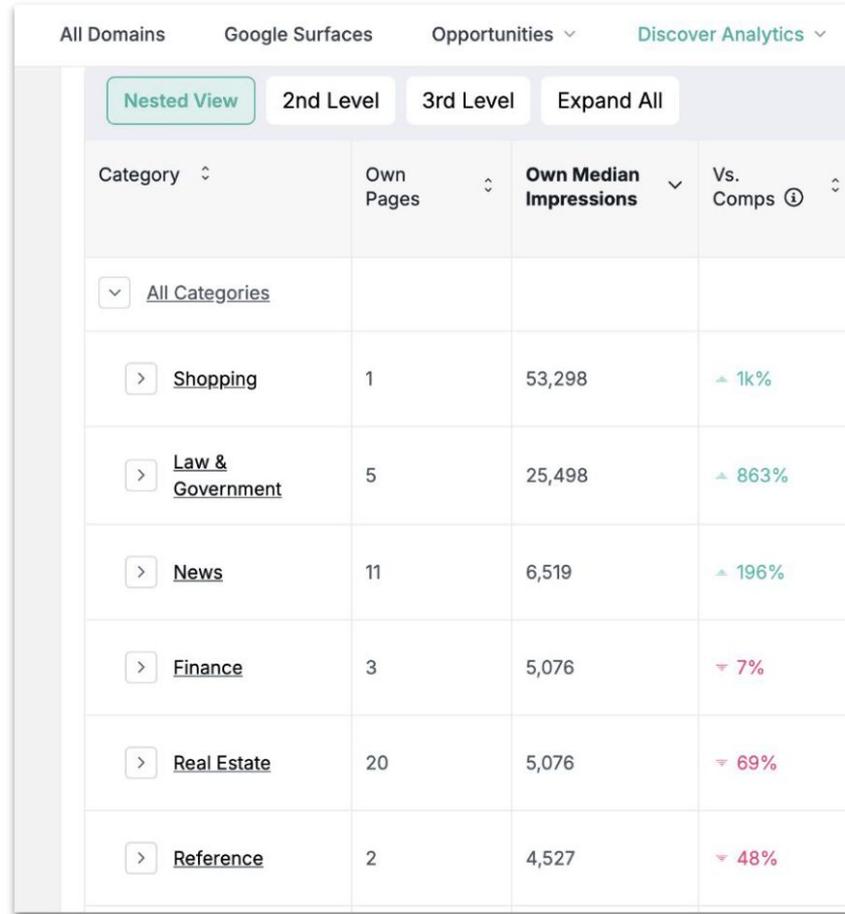
Share of voice on

- ✓ Traditional search
- ✓ AI search



Share of voice on

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

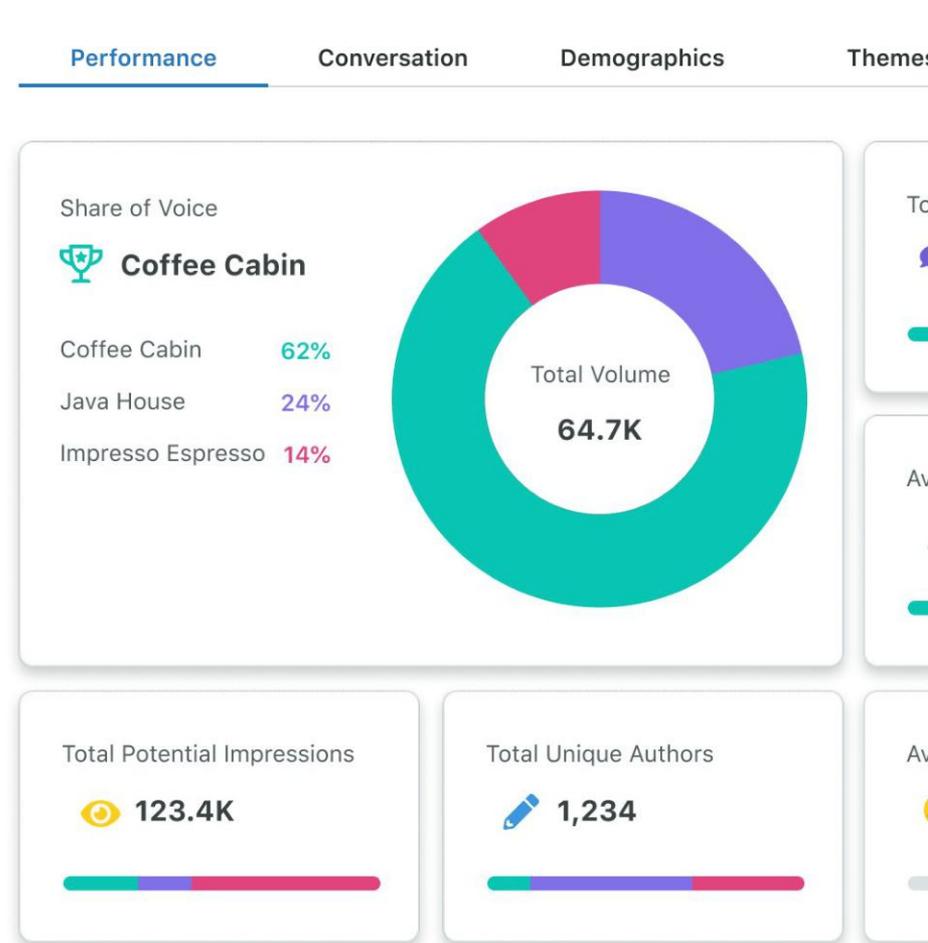


The screenshot displays the 'Discover Analytics' interface with a table showing search categories and their performance metrics. The table is titled 'Nested View' and includes columns for 'Category', 'Own Pages', 'Own Median Impressions', and 'Vs. Comps'. The categories listed are Shopping, Law & Government, News, Finance, Real Estate, and Reference. The 'Vs. Comps' column shows percentage changes, with green indicating growth and red indicating a decrease.

Category	Own Pages	Own Median Impressions	Vs. Comps
All Categories			
Shopping	1	53,298	▲ 1k%
Law & Government	5	25,498	▲ 863%
News	11	6,519	▲ 196%
Finance	3	5,076	▼ 7%
Real Estate	20	5,076	▼ 69%
Reference	2	4,527	▼ 48%

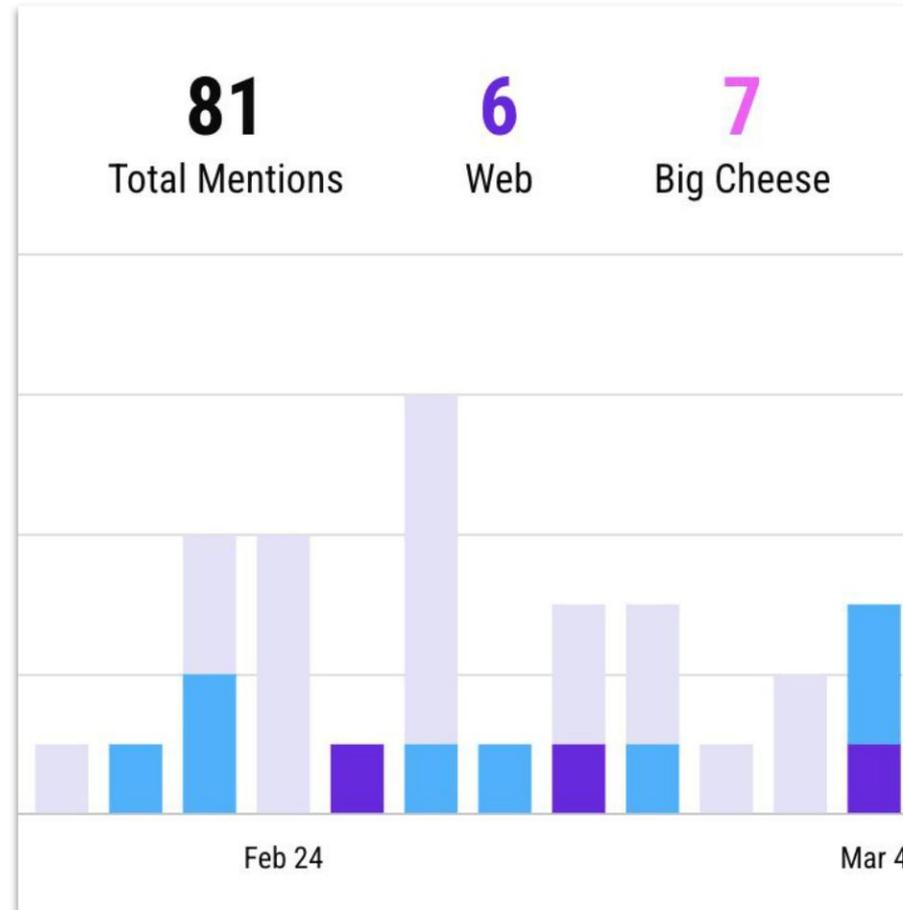
Share of voice on

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



Share of voice on

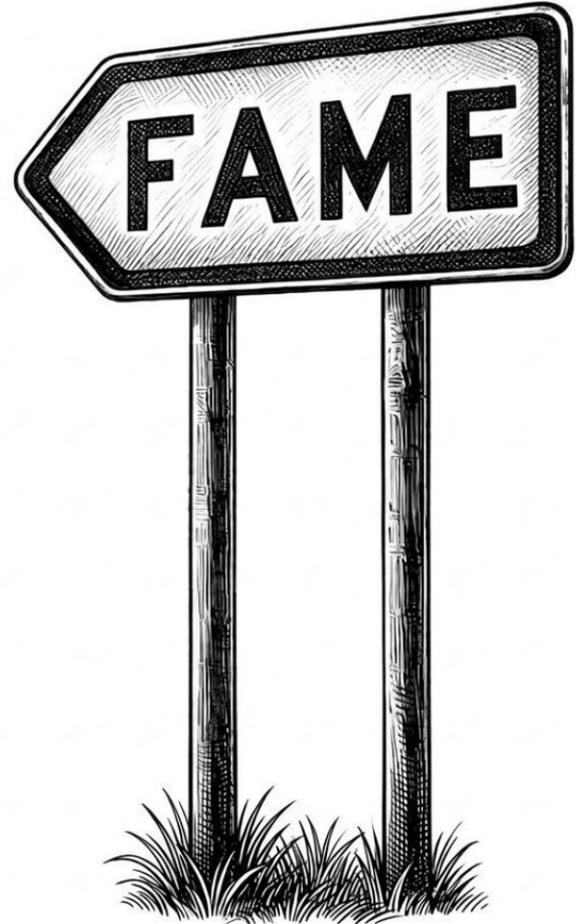
- ✓ Traditional search
- ✓ AI search
- ✓ Google Discover
- ✓ Social media platforms
- ✓ Media mentions



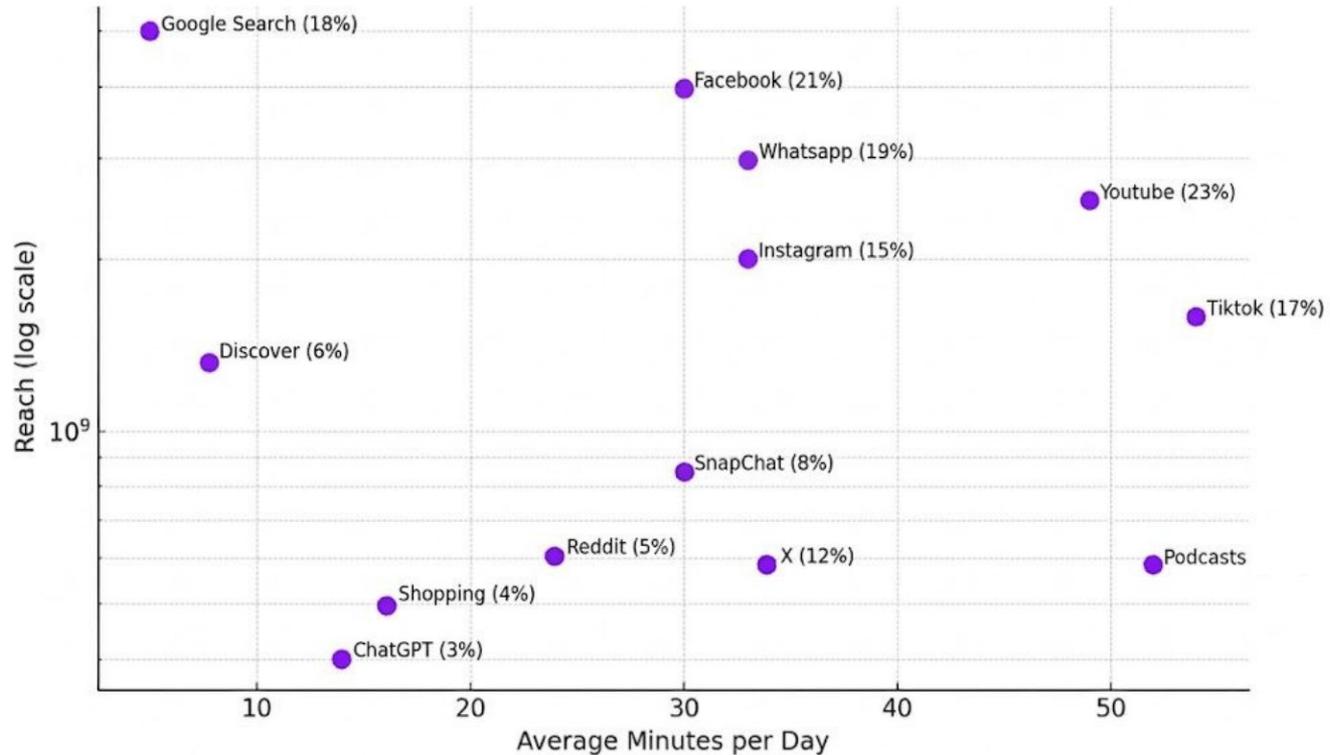


Accept the
unmeasurable
still matter

~~Digital precision~~
Directional data

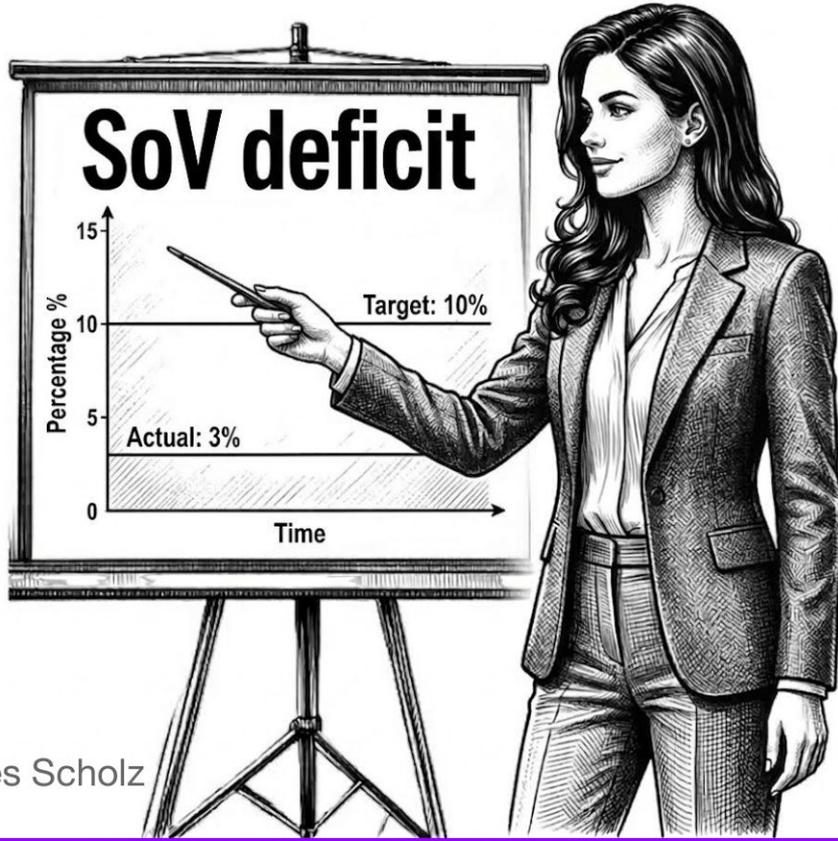


Map the **market mathematics**



Marketing fluff
doesn't belong in
the boardroom





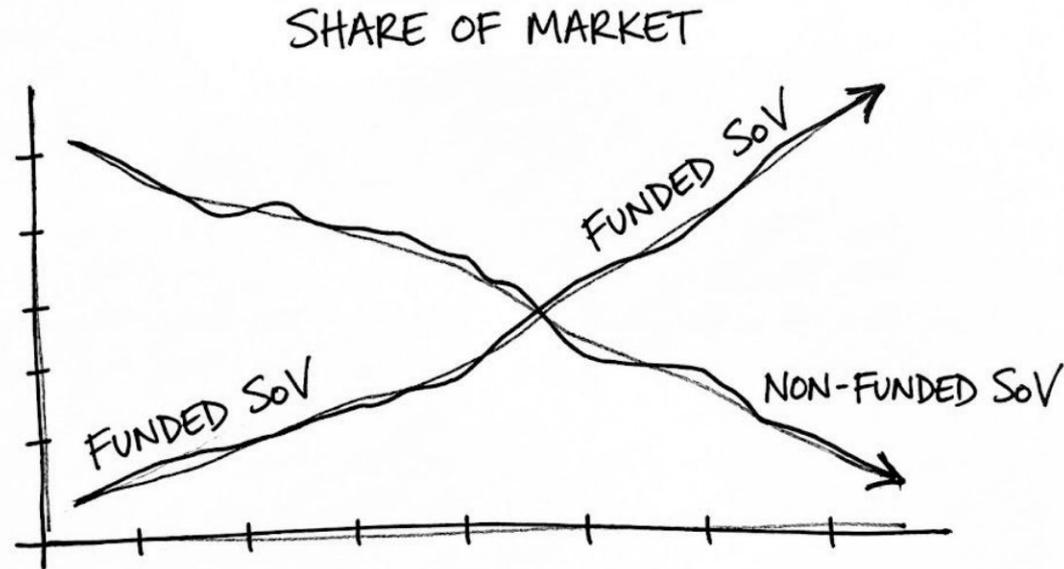
Addressing
the **delta** is
the strategy

Marketing is a reliable commercial **investment**



Investment defines SoV

SoV defines **growth or loss**





**FAME
DIVIDEND**

Fame fuels **memory**

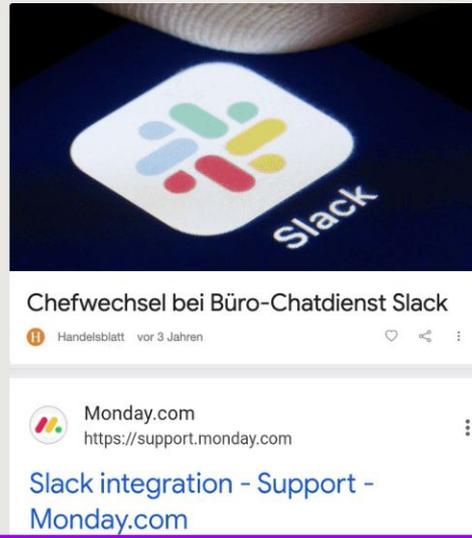


The market amplifies marketing for leading brands

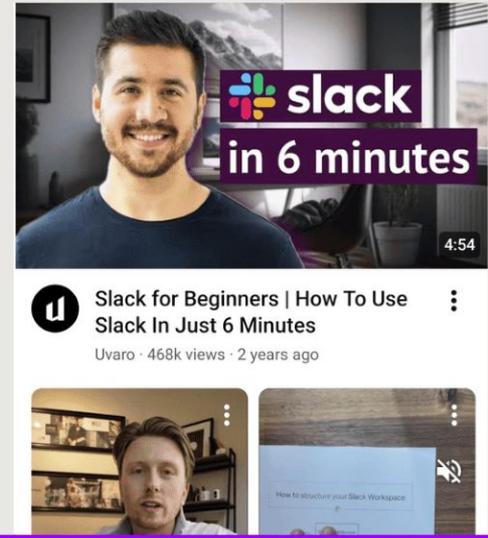
Share



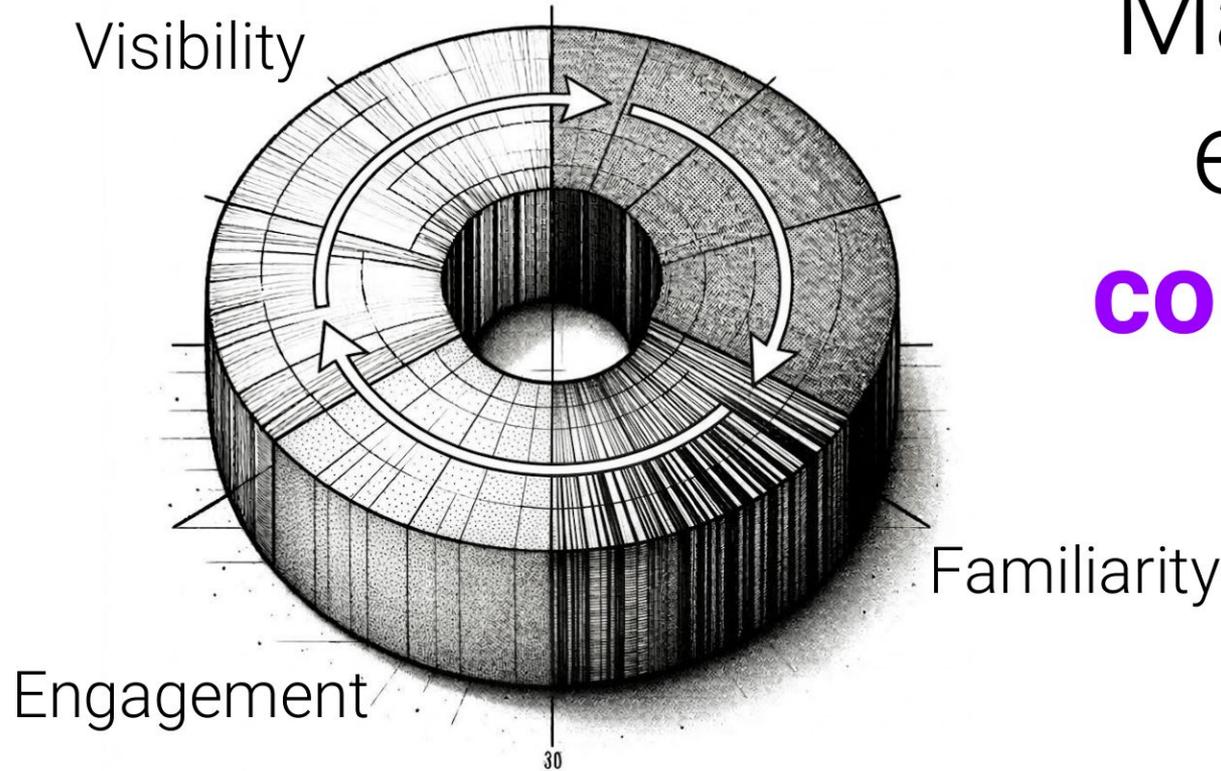
Reference



Create



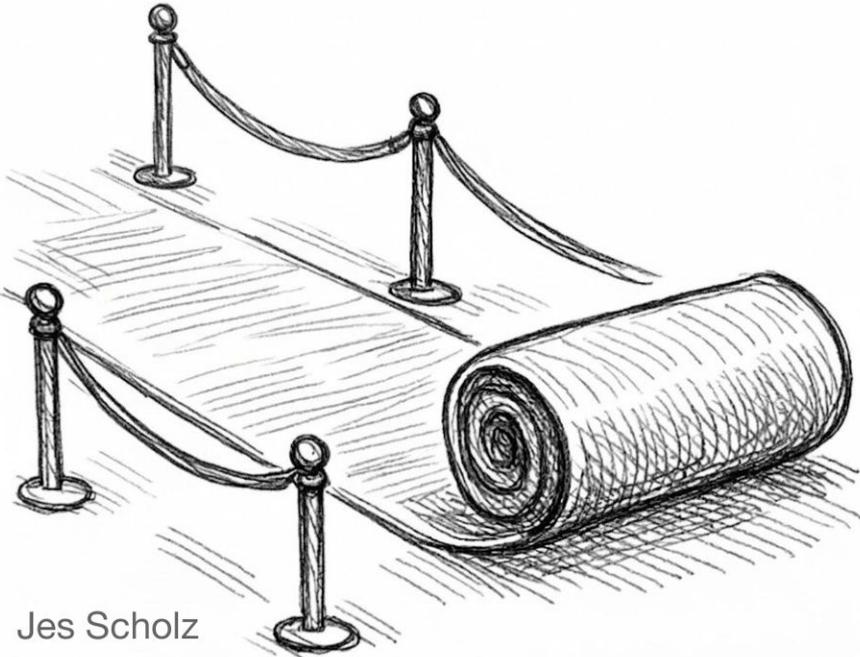
Marketing effects **compound**



Fame acts as
an **efficiency
multiplier**



Category leadership is
dominating the **industry**
zeitgeist



You can do
better



Subscribe to my
newsletter
SEO Brief

Follow me on
LinkedIn
@jes_scholz

