

Be a Thought-Leader In the Age of AI

10 Secrets to Marketing Excellence



Knowledge is Your Best Asset for Sales Growth

DIGITAL MARKETING IN THE AGE OF AI



GET FOUND, GET HEARD

THOMAS YOUNG

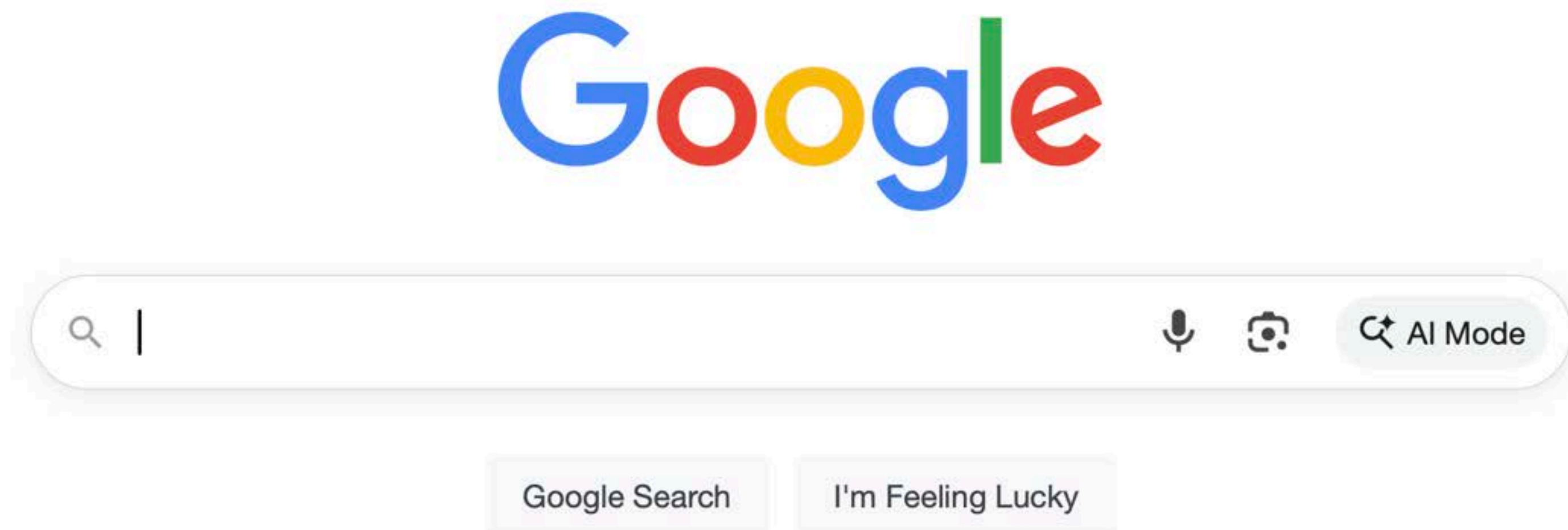
What You Get Today

- What is **thought-leadership**?
- Transition from a **subject matter expert** (SME) to a **thought-leader**.
- How marketers turn **thought-leadership** into **sales**.
- **Live reviews** of how your thought-leadership measures up.

Adapt to the Changing Landscape

Your guide to thought-leadership.

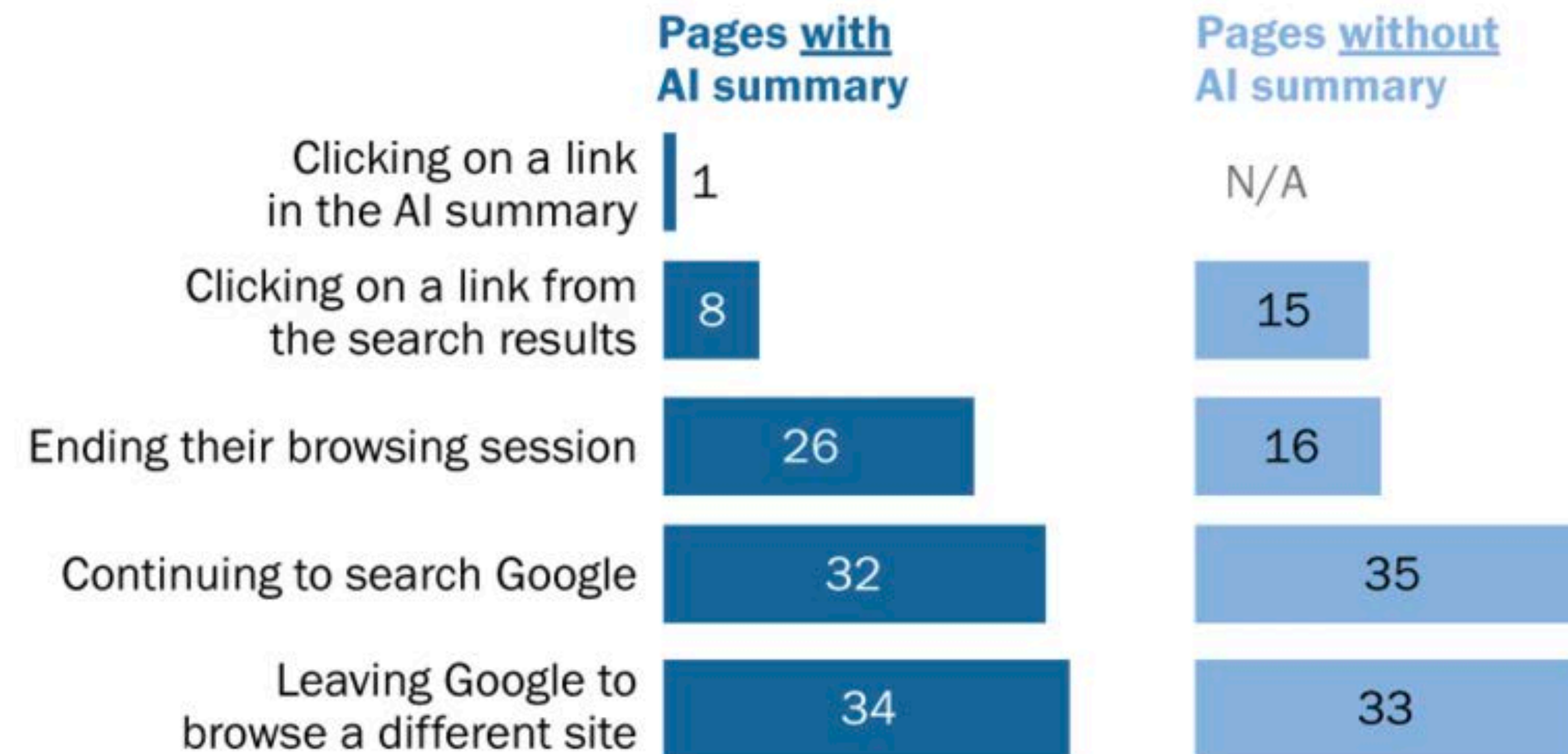
Google's AI Mode



Growth of AI Search

Google users are less likely to click on a link when they encounter search pages with AI summaries

% of Google searches in March 2025 that resulted in the user ...



<https://www.pewresearch.org/short-reads/2025/07/22/google-users-are-less-likely-to-click-on-links-when-an-ai-summary-appears-in-the-results/>

Let's Get the Facts

- Website visits are dropping.
- Brand impressions and zero-click search are growing.
- Growth of new search tools: ChatGPT, Perplexity, Reddit and more.
- Actives are growing to support brand visibility.

1. People Buy Knowledge

Thought-leaders win in competitive markets.

What is a Thought-Leader?

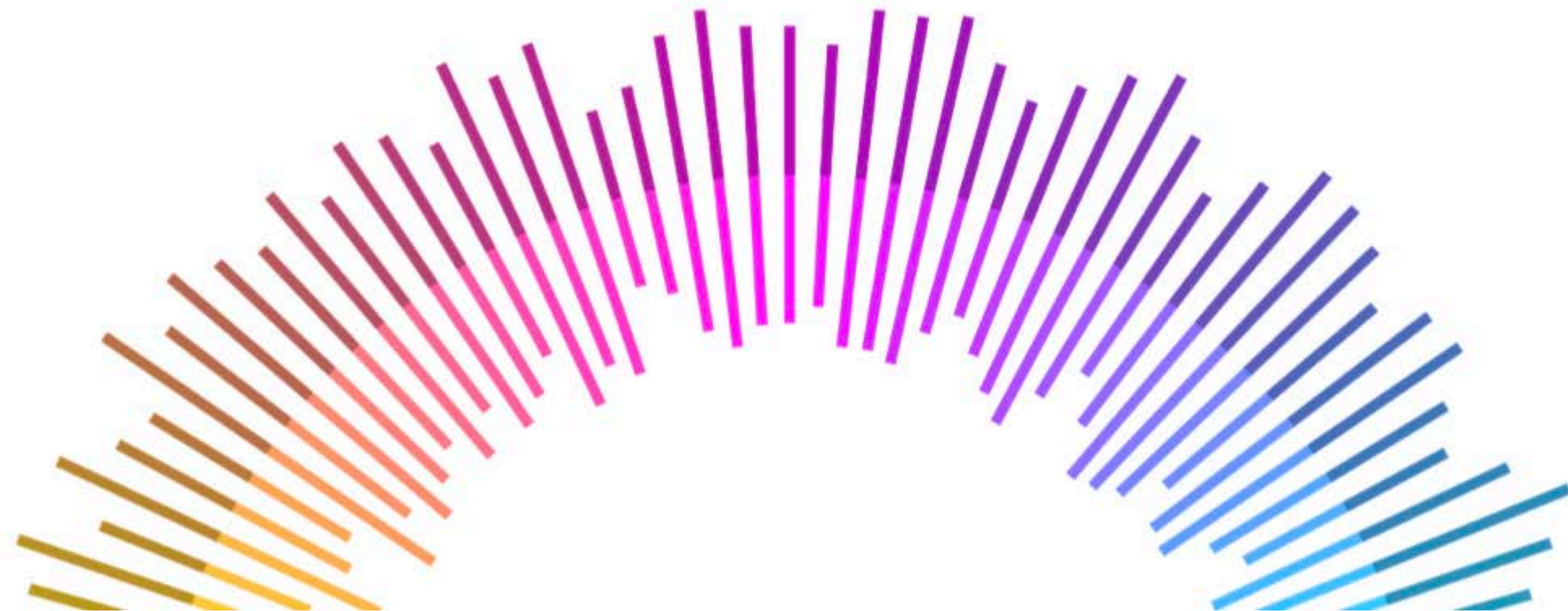
- Understands real **benefits**, not focused on features.
- Lives **inside the head** of the target market persona.
- Has a connection to their **personal story**.
- A **guide** to help people get what they want.
- Developed clear **pillars of thought-leadership**.

2. Give it Away

If you don't, your competitors will.

Winning at Thought-Leadership

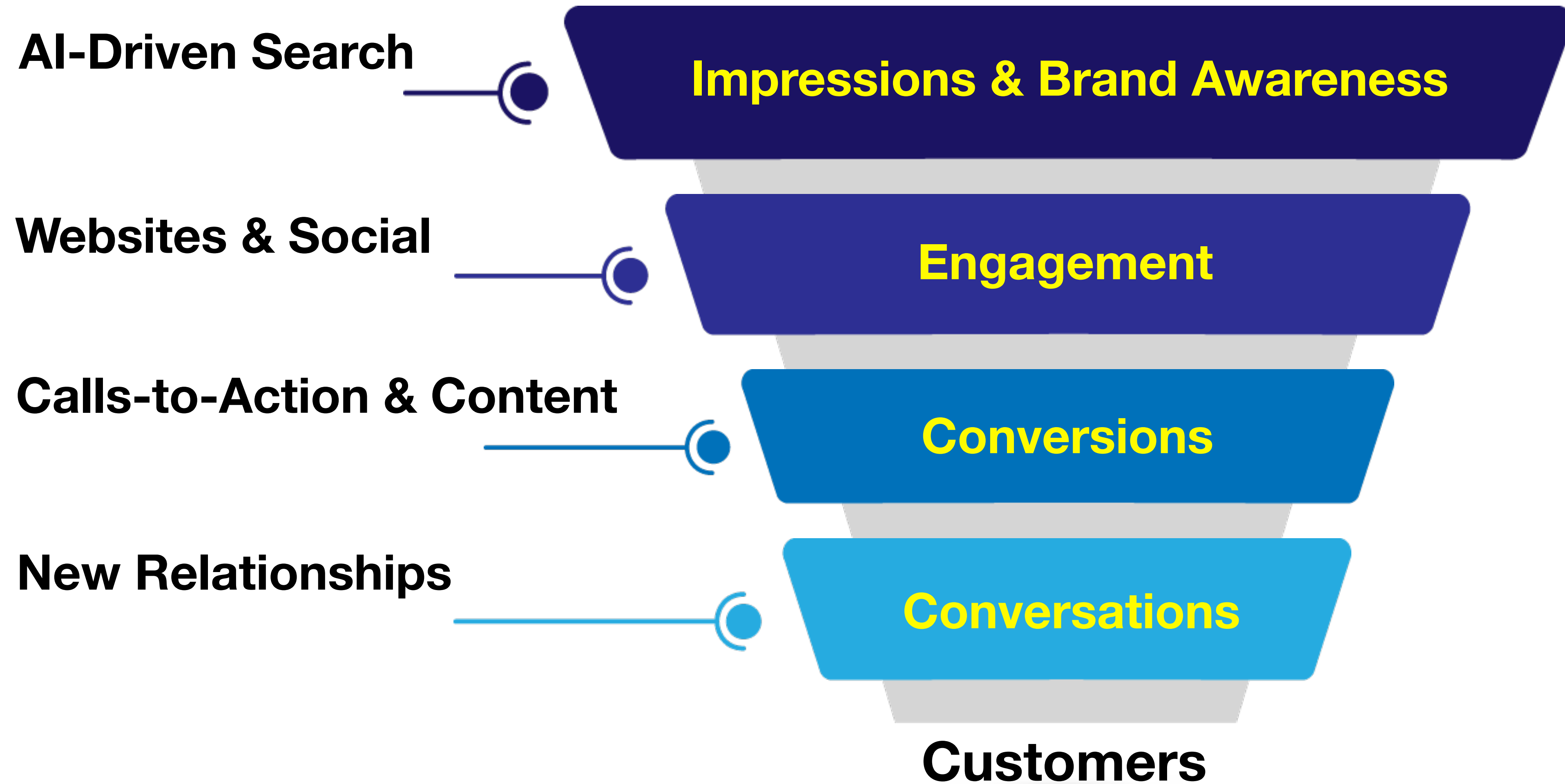
People want to learn and the upside gain is greater the risk.



3. Get Found

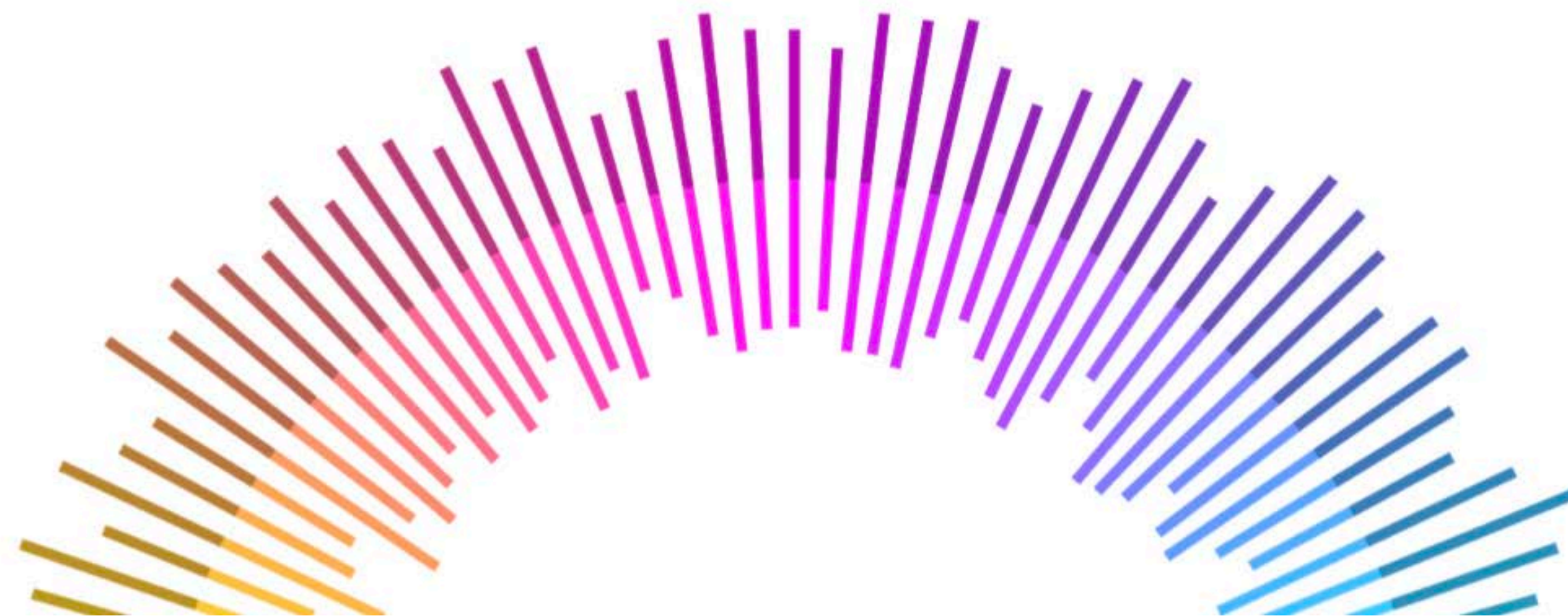
There's a new sales funnel in town!

AI is Changing the Funnel



The Rules are Changing

**How you get found is key
to your brand's success.**



Get to Work, Get Found

- Identify your key pillars of thought-leadership.
- Start writing and sharing - website, blogs, eBooks videos.
- Get active on LinkedIn and other websites.
- Optimize your website for AI search.

4. Get Heard

How content drives sales.

Heard in the Sales Funnel

- Know your personas and how to find them.
- Use tools like Sparktoro and HubSpot.
- Keep the focus on the breadth and depth content.
- Get your brand found in a wide net of searches.

Market to Build Connections

- Partner and Referral Websites
- WikiPedia, Reddit, LinkedIn, YouTube, Industry sites
- The About Us Page, Complete Bio Pages and FAQ
- PR and News Websites
- Database Websites: Crunchbase, ZoomInfo and more.

5. E.E.A.T.

Valuable content grows your brand.

Search Foundations

- **Experience**

Your actual experience in the space.

- **Expertise**

Your pillars of thought-leadership in the industry.

- **Authority**

How you are positioned in the industry.

- **Trustworthiness**

Content signals & interactions to build trust and confidence.

6. Reporting

Metrics matter and measure growth.

A Reporting Gameplan

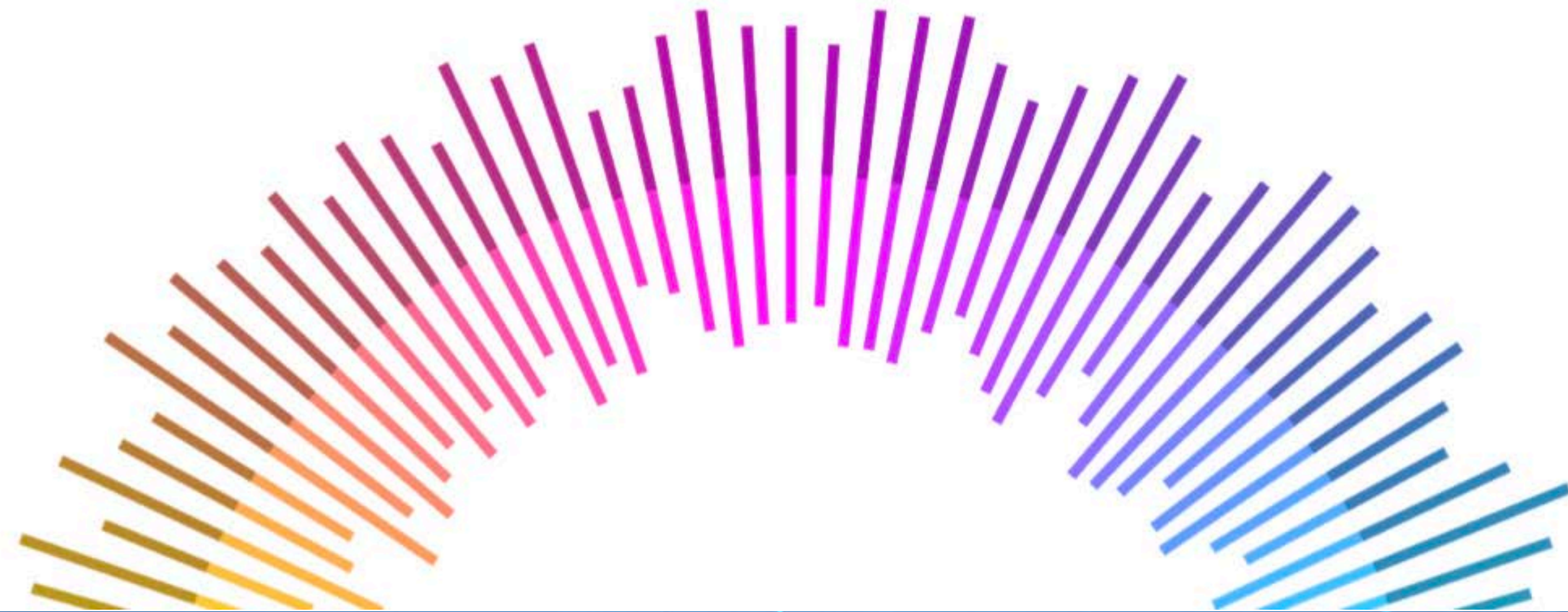
- Connect reporting to company goals.
- Understand impressions and brand recognition.
- Comprehensive reporting from several channels.
- Google Analytics, Google Search Console, HubSpot, DataBox
- Attribution is dying - you need a wide net!

7. AI and Marketing

Supercharge what you do well.

Marketing and Sales Planning

Use AI tools to develop and execute a comprehensive marketing and sales plan.



AI and Thought-Leadership

- Use AI to develop your thought-leadership pillars.
- AI to find gaps in your current content.
- Make a list of partner websites to build authority.
- Optimize content for AI summaries.
- Use of AI chat and website tools.

8. Website

Your key channel for thought-leadership.

Data on AI Search

- **40 Websites** in Google's AI Mode and AI Overview
- **About Us** page appeared **83%** of the time
- **50%** of sources were the brand's **Website pages**
- **LinkedIn** was used as a source **42%** of the time
- **Crunchbase** and **ZoomInfo** was **22%** of sources
- **News Websites** and **Press Releases** were **20%** of sources

Must have E.E.A.T. Content

- Advanced bio pages on your website.
- Excellent product and services pages.
- Blogs, FAQs and resources are critical.
- A well structured website for AI bots.
- A thorough and engaging About page.

9. Video

A key channels for your target market.

HeyGen and AI Avatars

- The Power of YouTube!
- Find a trusted video partner.
- 60-90 second intro videos and long-form for training videos.
- HeyGen videos to save time and expand your reach.

10. Build Your Team

You can't go it alone and expect results.

Build a Team

- Thought leaders are busy - how to mine content.
- Marketing coordinator to get organized.
- Hire writers who can research and interview.
- Strategist who sees how it all works together.
- Technical SEO to get found in AI search.



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Becoming a Thought-Leader

Where to start?

- Make a list of your key pillars of thought-leadership.
- Pick three channels you want to target.
- Find a writer, build a team and shoot video.
- Use HeyGen for video and an AI clone for chat.
- Go find your brand in AI searches.

WEBSITE REVIEWS

