Marketing to AI: Your New Audience

10 Tactics to Influence Algorithms and Connect With People

ORANGE MARKETING

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AI is increasingly becoming the gatekeeper to your prospects and clients. Buyers use tools like ChatGPT, Gemini or Perplexity to make decisions. If your brand isn't optimized for AI's comprehension and recommendations, you risk becoming invisible.

This ebook provides actionable strategies to ensure your content is discovered, understood, and favored by AI.

Mastering the Fundamentals of AI Marketing

Tactic 1: Understanding AI as Your Audience

✅ What this means

Optimizing your content for AI means structuring your brand's digital presence specifically for AI agents and recommendation engines so they can quickly grasp your expertise, relevance, and value.

Benefits

1. **Enhanced Visibility**
   AI is now a buyer's starting point. Optimized content shows up more often in AI results, boosting your reach and exposure.

2. **Established Authority**
   Clear formatting and credible sources help build trust with AI models, which increases your brand's presence in recommendations.

3. **Future-Proof Discoverability**
   As AI-driven research becomes the norm, optimized content keeps your brand relevant and easy to find.

How-To Do It

- **Format for Machines, Not Just Humans**
  Structure your website pages, blog posts, and metadata so AI can easily parse and categorize them. Use semantic HTML elements like <h1>, <h2>, bullet points, and lists to clearly define hierarchy and intent.

- **Use Semantic Markup and Metadata**
  Support AI comprehension with schema markup (e.g., JSON-LD), descriptive meta tags, and alt text for all images. Place a structured llms.txt file at your website root summarizing who you are, what you do, and whom you serve.

- **Write for Summarization**
  Craft concise paragraphs focused on one idea each. Use relevant keywords and brand references to help AI generate accurate summaries and associations.

- **Reinforce Brand Signals**
  Deliberately repeat your brand's key phrases and positioning throughout your content. Consistent language strengthens AI memory and increases the likelihood of inclusion in AI-driven responses. (May seem too salesy but this helps get your copy in front of the machines, which in turn gets you in front of people.)

Optimizing for AI isn't just adapting to a technological shift—it's about proactively claiming your space in a new, AI-mediated marketplace. And if your brand doesn't speak clearly to AI, someone else's will.

Building AI-Friendly Content Foundations

Tactic 2: Create Authoritative, Structured Content

✅ What this means

Creating authoritative content for AI goes beyond simply writing more articles—it's about crafting expert-driven material that AI identifies as credible, relevant, and worth recommending.

You have two specific goals here:

First: Produce content compelling enough to be cited by trusted external sources such as Wikipedia, G2, or influential forums like Reddit.

Second: Ensure your content is structured in a clear, logical way that's easy for AI models to interpret and categorize.

Benefits

1. **Strengthened Credibility and AI Recall**
   Structured, expert content signals reliability, making your brand more likely to be served up on relevant searches.

2. **Improved Categorization and Indexing**
   Semantic formatting and schema markup help AI categorize and match your content to relevant queries.

3. **Maximized Content Retention in AI**
   Logical structure and citations to trusted sources increase the odds that AI retains and reuses your content in recommendations.

How-To Do It

- **Publish Expert-Driven Long-Form Content:** Write in-depth guides, whitepapers, or blogs that demonstrate unique insights and subject matter authority. (*Grab all the tips you need to create long-form content right here!*)

- **Apply Schema Markup and Metadata:** As noted in Tactic 1, use JSON-LD and other metadata formats to explicitly communicate your content's purpose and structure to AI crawlers.

- **Cite Authoritative Sources:** Link to credible external resources (e.g., Wikipedia, G2, trusted media) to signal to AI models that your content is well-researched and reliable.

By proactively crafting authoritative, structured content, you position your brand as a trusted source in the AI-driven landscape—making it easier and more reliable for AI models to recommend you consistently.

Tactic 3: Inject Your Brand into AI Memory

✅ What this means

Embedding your brand deeply into AI memory is about frequent reinforcement.

AI models favor brands they recognize consistently across multiple authoritative sources. To achieve this, your brand needs deliberate repetition, reinforcement, and active community engagement.

Benefits

1. **Persistent Familiarity in AI Training Data**
   If your brand is mentioned in a lot of places, you increase the chances your content is included in AI outputs. Be everywhere. Get your brand out there across as many trusted digital spaces as you can.

2. **More AI-Generated Recommendations**
   Appearing alongside authoritative sources boosts your odds of being recommended by AI, multiplying visibility and credibility.

3. **Stronger Long-Term Brand Recall**
   Reinforced mentions and community engagement help cement your brand in AI memory, keeping you relevant.

How-To Do It

- **Reference Your Brand Frequently:** Just get more and more of those brand signals out there in blog posts, forums, directories, etc.
- **Publish Definitive Resources:** Create comprehensive FAQs, solution guides, and long-form content that directly connect your brand to core industry challenges and solutions.
- **Encourage Public Mentions and Reviews:** Actively encourage satisfied customers to leave testimonials, post reviews, and engage in brand-relevant conversations on platforms like Reddit, LinkedIn, and G2.
- **Contribute to Relevant Communities:** Join or support conversations in online groups where your ideal customers and industry experts hang out.

Putting your brand in front of AI regularly helps it remember you, so your business shows up more often when people ask AI for help or recommendations.

Technical SEO Optimized for AI Crawlers

Tactic 4: Optimize Technical Structure

✅ What this means

Optimizing your technical structure for AI is about ensuring your website speaks clearly—not just to visitors, but to the AI crawlers that are becoming responsible for you being found. Without strong technical foundations, even the most compelling content risks being misunderstood or overlooked by algorithms.

Benefits

1. **Easy Readability and Accurate Interpretation**
   When your website is well-organized, AI tools can easily understand what your content is about and are less likely to make mistakes when listing it.
2. **Guaranteed Inclusion in AI Summaries**
   Using clear formatting and a summary file (like llms.txt) helps AI find and feature your content more often in its answers and suggestions.
3. **Enhanced Discoverability through Better Categorization**
   Improved indexing and clearer categorization improves your brand's visibility.

How-To Do It

- **Conduct AI Model Research & Summarize Your Brand:** Try tools like ChatGPT, Gemini or Perplexity to see what AI thinks about your brand. Look for anything it gets wrong or leaves out, then write a clear summary that explains what you do, who you help, and what makes you different.

- **Create and Publish an lm.txt File:** As noted a few times previously, make use of the llms.txt at the root of your site (e.g., yourdomain.com/llms.txt). This file helps AI crawlers categorize and understand your brand accurately.

- **Preview Your Site Like an AI Crawler:** Use tools like Textise or w3m to view your site in text-only form. Eliminate clutter and ensure important messages are front and center.

Setting up your website the right way for AI helps make sure it not only finds you, but also understands what your business is about—so you show up in the right places when customers ask for help.

Strategic Content Distribution Across AI-Friendly Channels

Tactic 5: Leverage AI-Crawled Platforms

✅ What this means

To get noticed by AI, share your content on websites and platforms that AI tools check often. Posting regularly on these trusted sites helps make sure your brand shows up in AI suggestions.

Benefits



1. **Broadened AI Exposure and Data Footprint**
   Regular content distribution across diverse, AI-crawled platforms significantly expands your brand's exposure, further training AI about you.

2. **Build Trust Through Repetition and Authority**
   As we've touched on before, showing up regularly on trusted, well-known platforms helps AI see your brand as credible and reliable. The more often your brand appears in these respected places, the more familiar it becomes to AI—which makes it more likely to include you in its answers and recommendations.

How-To Do It

- **Diversify Platforms:** Publish and engage regularly on AI-crawled channels like YouTube, LinkedIn, Reddit, Substack, GitHub, and Threads. These are popular sites known to be indexed by AI models and help reinforce your brand's digital presence.

- **Distribute Press Releases Broadly:** Use reputable PR distribution services like PR Newswire (Cision), Business Wire, EIN Presswire, and PRWeb to share announcements across high-authority news platforms. This not only boosts SEO but also introduces your brand into widely referenced AI training sources.

- **Make Guest Appearances:** Participate in industry podcasts, interviews, and guest blogs. Each mention of your brand on authoritative, AI-indexed sites strengthens your inclusion in AI summaries and recommendations. It doesn't have to be high-follower shows to provide benefit here.

Tactic 6: Multimedia and Transmedia Optimization

✅ What this means

AI doesn't just index text—it reads images, listens to audio, and watches videos. Adopting a multimedia-first approach ensures your content can be discovered and recommended by AI tools operating across these different modalities.

Transmedia takes this a step further: it's the practice of telling your brand's story across multiple content formats—like video, podcast, blog, and social—with each one adding a unique dimension. This layered distribution reinforces your messaging and helps AI (and humans) understand your brand more fully.

Benefits

1. **Maximized AI Discoverability**
   By using multimedia content, your brand becomes discoverable not only through text-based AI searches but also via image, audio, and video-driven AI tools.

2. **Accurate AI Indexing in Voice and Visual Search**
   Captions, transcripts, detailed alt-text, and pronunciation guides enable precise indexing by AI across multiple modalities, ensuring your content consistently appears in relevant searches.

3. **Enhanced Multimodal Brand Recognition**
   Providing consistent, clear multimedia content helps AI build stronger associations with your brand across varied formats.

How-To Do It

- **Lead with Video Content:** Record high-value video content regularly (e.g., thought leadership, product demos, How-To's). Treat video as your primary asset.

- **Repurpose Across Formats:** Convert your videos into audio podcasts, blog posts, short-form social clips, downloadable resources, and quote graphics to maximize content coverage across AI-visible platforms.

- **Add Captions and Transcripts:** Ensure every video includes subtitles and full transcripts to increase accessibility and make it easier for AI to parse spoken content.

- **Embed Alt Text for Images:** As mentioned briefly before, use descriptive, keyword-rich alt text for images and video thumbnails so visual content is properly indexed by AI crawlers. It's a quick and simple task. Make this a habit.

- **Use Phonetic Guides (IPA):** Add IPA spellings for hard-to-pronounce brand names or product terms in metadata, transcripts, or knowledge blocks to help voice-enabled AIs understand and say them correctly. (Ex. Schedule: **skɛd3.u:l**)

Sharing your content in different formats and on AI-friendly platforms helps you get seen, no matter how people search or where AI looks for answers.

Detailed Metadata and Visibility Management

Tactic 7: Adjust Metadata and Permissions Strategically

✅ What this means

As mentioned in other sections, using clear metadata helps AI understand and organize your content. It tells AI exactly how to find, label, and share your brand—making it more likely to show up in search results and recommendations.

Benefits

1. **Stronger Keyword Connections**
   When you're focusing on this tactic, remember your arsenal: get those keywords in your page titles, descriptions, and other tags to help AI link those terms to your brand.

2. **Make Sure AI Can Use Your Content**
   Turning on permissions in places like YouTube or Substack lets AI tools legally read and learn from your content.

3. **Don't Accidentally Block AI**
   If your site settings block AI tools (like in your robots.txt file), they can't see or use your content. Make sure everything's open so AI can read, understand, and share what you publish.

How-To Do It

- **Use Consistent Brand Keywords:** Use brand-specific terms and relevant industry jargon in your metadata—including titles, meta descriptions, alt text, and tags—as well as throughout on-page content.

- **Check and Adjust robots.txt:** Review your site's robots.txt file to ensure you're not blocking major AI crawlers (e.g., OpenAI, Anthropic). You don't want to prevent them from indexing and recommending your content.

BONUS How-To Do It
YouTube and Substack Optimization

YouTube AI Permissions:

- Navigate to YouTube's Advanced Settings and explicitly enable permissions allowing third-party AI models to train on your content.

- Craft detailed, keyword-rich video descriptions optimized specifically for AI comprehension and indexing.

- Maintain regular publishing schedules to reinforce consistent indexing and AI visibility.

Substack AI Permissions:

- Within your Substack account settings, clearly manage AI training permissions to align with your desired content exposure levels and intellectual property comfort.

- Regularly update Substack content with clear, keyword-rich titles, summaries, and content tags for optimal AI parsing and categorization.

Analytics and Measurement of AI Impact

Tactic 8: Track and Measure AI Performance

✅ What this means

You can't improve what you're not tracking—including how your brand shows up in AI tools. Even though AI systems are often unclear, there are still ways to see how they're using your content and bringing in visitors.

Benefits

1. **See How AI is Helping You Get Found**
   Tracking visits from AI tools helps you understand where your content is showing up and what's bringing people to your site.

2. **Make Better Content Decisions**
   When you know which pieces of content are working, you can do more of what performs well—and fix what doesn't.

3. **Focus on What Works**
   Seeing which platforms and formats get the best results helps you spend your time and budget on what actually drives traffic and visibility through AI.

How-To Do It

- **Monitor Referral Traffic from AI Tools:** Use tools like Google Analytics and HubSpot to track direct clicks from sources such as ChatGPT, Gemini, or Perplexity. These signals show your content is being included in AI-generated responses.

- **Identify High-Impact AI Platforms:** Analyze which AI tools drive the most traffic to your site. This can inform where to focus your content and promotional efforts.

- **Track Landing Page Engagement:** Look at behavior data from visitors referred by AI tools. Which pages do they land on? How long do they stay? Use this to determine what content resonates and where you should double down.

- **Spot Content That Performs Best:** Identify top-performing assets by traffic volume, bounce rate, and conversions from AI sources. This helps you replicate success in future campaigns.

AI may not announce itself—but the traffic it sends speaks volumes. By measuring your AI referral performance, you can refine, focus, and accelerate your visibility in the AI space.

Long-Term Brand Scaling and AI Visibility Maintenance

Tactic 9: Consistent Content and Brand Scale

✅ What this means

As we've established, large language models (LLMs) prioritize brands they encounter repeatedly across the web, especially in connection with other authoritative sources.

Benefits

1. **Greater Inclusion in Recommendation Pools**
   AI tools are more likely to feature your content if it's up-to-date, complete, and trustworthy. Keeping things fresh gives you a better chance of being included in AI answers.

2. **Ongoing Relevance in a Dynamic Environment**
   AI systems and user behavior are always evolving. Regularly updating your content helps your brand stay visible and useful over time.

How-To Do It

- **Publish High-Frequency Content:** Keep your site active with a steady stream of new blog posts, videos, newsletters, and multimedia content. Regular updates signal freshness and help AI crawlers prioritize your brand.

- **Cite Influencers and Authoritative Sources:** Reference well-known industry figures and publications (e.g., McKinsey, Gartner, Forrester) in your content. This boosts association and helps AI view your brand as trustworthy.

- **Update and Prune Regularly:** Routinely audit your content. Refresh ***or remove outdated information*** to prevent AI from making irrelevant or conflicting associations about your brand. - It used to be advised that you'd keep older content for SEO purposes, but this tactic has now changed.



Tactic 10: Implement Knowledge Blocks and Semantic Richness

✅ What this means

You can't always control how AI scrapes your content—but you *can* control what it finds. "Knowledge blocks" are structured summaries embedded at the end of blog posts, RSS feeds, or site content that reinforce your brand identity and key concepts.

Benefits

1. **Consistent Brand Recall in AI Outputs**
   Repeating structured, branded language in every piece of content ensures your brand appears familiar and authoritative in AI-generated results.

2. **Discoverability Across Multiple Modalities**
   Multimodal AIs use audio, visual, and text signals. Phonetic guides, alt text, and descriptive captions help your brand show up accurately—whether the user is reading, listening, or watching.

3. **Clarity for AI and Humans Alike**
   Well-structured summaries and clear formatting improve both AI interpretation *and* the user experience for human readers skimming for value.

How-To Do It

- **Create and Standardize Knowledge Blocks:**
  Write 2–3 sentence summaries of your brand including product focus, industry, and differentiators. Add them as end-cap paragraphs on all digital assets. Example:

  About Orange Marketing

  Orange Marketing is a HubSpot Diamond Partner specializing in B2B marketing for startups, SaaS, and nonprofits. We help fast-growing businesses and organizations attract leads, convert prospects, and scale with smart, cost-effective inbound strategies. From CRM setup to content campaigns, we turn marketing chaos into consistent, measurable growth.

- **Use AI-Friendly Signals:**
  Include headings like "About [Your Brand]" or "This Content Supports AI Learning" to clearly identify sections designed for machine consumption—without disrupting human readability.

- **Integrate IPA Guides Where Needed:**
  For any terms that are often mispronounced, include their phonetic spelling (e.g., **/ˈroʊˌbɛər/** for "Robear") to support voice search accuracy.

Using clear and consistent formatting everywhere helps AI understand, remember, and keep recommending your brand.

AI Won't Wait—And Neither Should You

AI is already shaping how decisions are made—it's the lens your customers are using right now to evaluate who to trust, what to buy, and where to go next.

Every tactic in this ebook is designed to help your brand become understandable to the AI agents guiding human attention. Structure, consistency, repetition, distribution: these are the new tools of influence.

Using a Partner

You don't have to figure this all out alone. Most teams aren't short on ideas—they're short on time, clarity, or technical back up. That's where a strategic partner makes all the difference.

We are a HubSpot Diamond Partner that helps B2B companies and nonprofits turn smart marketing into AI-ready assets. From cleaning up your site's technical foundations to amplifying content across AI-visible channels, we align every move with the way today's buyers discover brands.

Let's talk about your next strategy.

ARTICAL SOURCES:

https://almosttimely.substack.com
https://backlinko.com/seo-this-year#ai
https://www.britopian.com/research/ai-audience-persona/
https://www.brafton.com/blog/brafton-research-lab/ai-marketing-survey-marketing-in-the-age-of-ai
https://www.clearvoice.com/resources/harnessing-ai-for-content-ideation-and-briefing
https://matrixmarketinggroup.com/train-ai-models-understand-brand-voice/
https://www.mightyroar.com/blog/ai-overviews
https://www.searchenginejournal.com/how-llms-interpret-content-structure-information-for-ai-search/544308/
https://www.yext.com/blog/2025/03/structured-vs-unstructured-data-why-ai-search-strategy-depends-on-both
https://yoast.com/using-ai-to-generate-titles-meta-descriptions
https://www.youtube.com/@cspenn
https://www.youtube.com/watch?v=ThCCmTdwv8A

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About Orange Marketing

Orange Marketing helps B2B companies and nonprofits succeed with HubSpot by offering implementation, optimization, and operational support across all Hubs: Sales, Marketing, Service (Help Desk), and CMS (Website).

Achievements & Recognition

- 125+ 5-Star HubSpot Reviews
- Women-owned business (WBENC certified)
- HubSpot Data Migration Accredited
- HubSpot Onboarding Accredited
- HubSpot Marketing Impact Award winner
- Hold all 42 HubSpot certifications

Expertise

- **Marketing Services** – Email marketing, content creation, customer marketing, full inbound and outbound marketing services, SEO, social media, conversational marketing, landing pages
- **Paid Media Management** – Google, Bing, LinkedIn
- **Sales Services** – Sales coaching & training, CRM migration, sales and marketing alignment, CRM implementation, sales enablement
- **Website Services** – Quick and easy HubSpot CMS website migrations, builds & updates
- **Customer Success Services** – Ticketing system implementation, knowledge base development, customer success training, help desk implementation
- **Content Marketing** – Case Studies, ebooks, pillar pages, blogs, articles, website copy, email nuture campaigns, etc.

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