

Ben Rees

Consultant and Fractional CMO

AI won't take your job...

...BUT YOU'LL NEED TO SHOW YOU STILL DESERVE IT


www.bjrees.com


benjaminrees


ben@bjrees.com

1. Brand
2. Proof
3. In-person events
4. Boardroom scepticism
5. Some things Claude can’t do

Agenda

Your brand and AI are linked because brand is effectively the “prior” that AI systems use when deciding which companies to mention, trust, or default to in their answers.

Beliefs update on evidence, not claims.

Prior + evidence → updated belief. AI models work the same way – built from what others say about you, not what you say about yourself. In my experience, a weak prior can't be fixed with a content push.

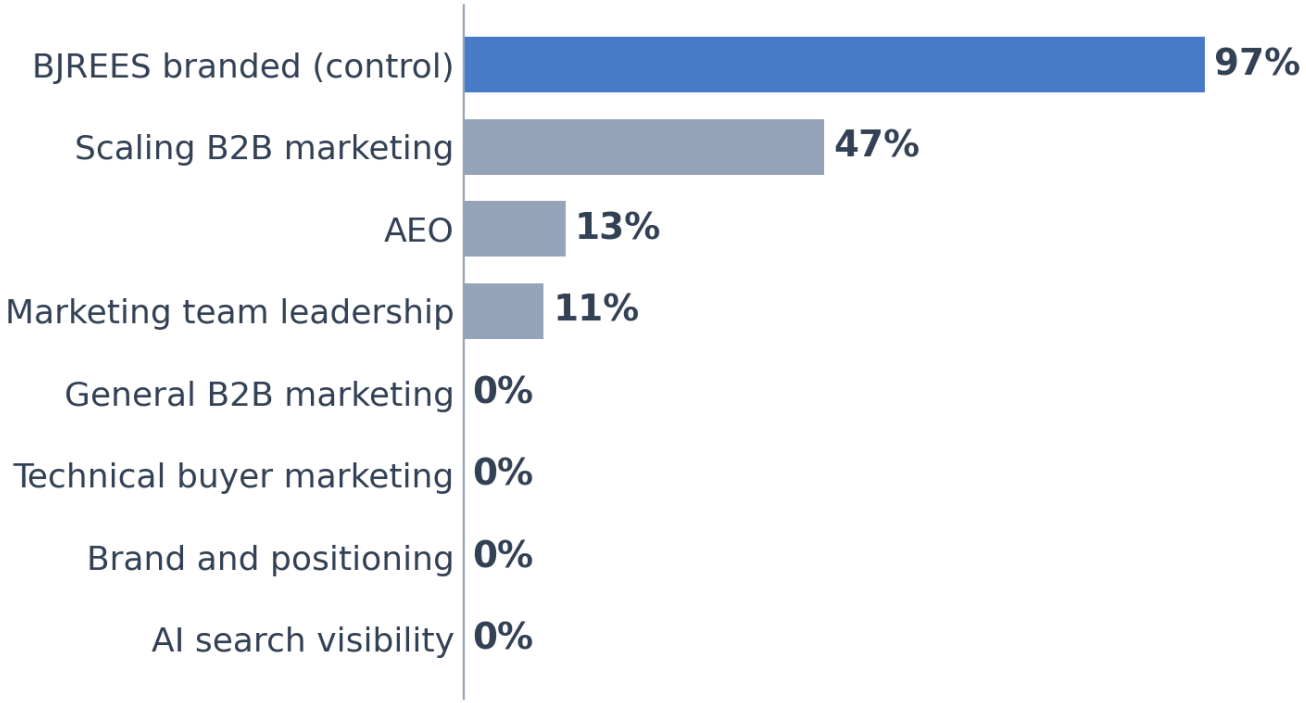


Bayes Theorem | Erdem and Keane (1996), Marketing Science

Where I have a prior, I get cited…

... and where I don't, I don't!

Share of checks where bjrees.com appeared



What I published	Times it appeared
GEO vs AEO article, 8 July	**0 in 376 checks** over 10 weeks
AI visibility whitepaper, 13 July	**0 in 282 checks** over 10 weeks

Neither moved a single query it was written for.

5,095 checks (one query, one platform) from my own data, April to September 2026

Brand marketing is prior-building.

So what actually builds a prior?

- Case studies from real experience
- Earned media / PR
- Analyst and review-site presence
- Community and events
- Visible people, not just brands

You’re looking at **one** right now.

A named person, speaking under their own name, at an event like this - is exactly what this mechanism is asking for. Not a company account.

A person people can actually trust.

This is why we're here.

Trusted, first-hand connection beats self-promotion - because you noticed something a model can’t.

Your foibles, your instincts, your read on a room. Not a weakness to manage. The whole advantage.

One conversation beats a hundred posts.

They weren't running a script. Empathy and emotional intelligence aren't the nice-to-have around marketing – for that deal, *they* were the marketing.

A £100K deal, traced back to one salesperson's rapport

For content marketers: Your content won't get AI citations just by matching keywords. Models cite based on learned patterns of authority and trustworthiness, not surface similarity.

Old search: match the words
the keywords on your page against the query

→

AI: rewards real authority
case studies, reviews, press and named people

Boards at tech firms tend to be very sceptical about brand marketing work

Most boards just don’t understand how marketing works, particularly brand work.

But what they *do* like and understand is the importance of AI.

Showing how your visibility through LLMO can be linked to brand work will differentiate you in the market.

Own a number, not just activity. Tie your work to pipeline, win-rate, or retention - not impressions, swag, or events for their own sake.

Escape the "coffee mug department." Prove your programs generate or accelerate real opportunities, not just badge scans and vanity MQLs.

Conduct the orchestra, don't play one instrument. Optimize the whole channel mix - know what's a "first violin" versus a "triangle," and shift budget accordingly.

Show your trade-offs. Be able to say what you stopped, what you doubled down on, and how that shifted the funnel or revenue.

Bring real buyer insight. Shape positioning, messaging, and go-to-market strategy from genuine understanding of customers, not assumption.

Match your focus to company stage. Early-stage needs pipeline and demand gen; mature companies lean more on brand and product marketing.

Some things that Claude can’t do

Bayesian Approach

Both humans and AI work in a Bayesian way

Brand Signals - Recognition

Strong brands in the pre-AI world become strong “defaults” for AI

AI visibility (GEO/AEO)

GEO is about shaping what AI systems already believe about you before the query is asked, and that’s fundamentally a brand problem

Brand Mirrors

cumulative impact of your brand in public, third-party, structured content

Investment

investing in brand (recognition, reputation, third-party proof, clear positioning) is how you shape the priors

A last word on authenticity

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www.bjrees.com


benjaminrees


ben@bjrees.com