

EARNED MEDIA IN THE AGE OF AI

Why Authority, Not Ads,
Drives Influence in AI-Powered Discovery.



Over the past decade, brands have focused on content to improve search rankings and reach customers. However, today's buyers increasingly rely on AI tools for purchasing decisions.



51% of B2B buyers now begin their research with an AI chatbot rather than Google.

This shift highlights why Generative Engine Optimization (GEO) is quickly becoming essential for marketers.

EARNED MEDIA = AUTHORITY AND VALIDITY

Unlike traditional search engines that rank keywords, AI discovery emphasizes the validity and authority of cited sources. AI models favor third-party-validated content to build brand authority and trust.



This underscores the value of high-quality press, interviews, and expert commentary in authoritative outlets.



of all LLM citations come from earned media.



originate from non-paid sources.

WHERE AI LOOKS FOR ANSWERS



News Wires
(AP, Reuters)



Industry Analyst Reports
(Gartner)



Leading Trade Publications



Expert Interviews & Commentary



Respected Media
(Reuters, Fast Company, Axios, Bloomberg)

These trusted, high-authority channels are frequently scraped or licensed by LLMs.



Earned Media Consultants target these outlets to secure strategic mentions and quotes with an approach that goes beyond brand awareness.

We are actively and deliberately looking to influence AI-generated responses by embedding your messaging into the AI knowledge base through third-party validation.



THE BOTTOM LINE: BUILDING TRUST

Despite the abundance of online content, AI sources, businesses, and consumers continue to trust earned media for important decisions.

Earned Media Consultants ensure your message reaches the right media and that you communicate it confidently and effectively.

