

The signals behind smarter 2027 planning

SEVEN SHIFTS TO CONSIDER AS YOU PLAN HOW BUYERS, STAKEHOLDERS AND AI SYSTEMS ENCOUNTER YOUR BRAND.

01

AI ANSWERS SHAPE THE SHORTLIST

Check whether AI tools describe your organization and expertise accurately. Make key pages easy to understand, current and supported by credible outside references.

02

LEADERS NEED A DISTINCT POINT OF VIEW

Give executives a specific argument grounded in their experience. Plan where they can contribute it through bylines, interviews and their own channels.

03

DISTINCTIVENESS HELPS BUYERS REMEMBER YOU

Audit whether your language and visual identity could be mistaken for a competitor's. Make your difference recognizable across the buying journey.

04

EARNED CREDIBILITY SUPPORTS VISIBILITY

Invest in expert commentary, useful thought leadership, and media relationships. Those signals help people assess claims and may inform AI-generated answers.

05

PAID MEDIA NEEDS HUMAN JUDGMENT

As AI changes placements and automation, set clear objectives, brand guardrails and measures of quality before expanding spend.

06

REPORTING MUST EXPLAIN BUSINESS MEANING

Connect communications measures to decisions, reputation and commercial goals. Explain changes in traffic visibility as search behavior shifts.

07

CRISIS CONTEXT EXISTS BEFORE A CRISIS

Review the public information AI tools might summarize, including older statements and coverage. Correct inaccurate owned content and prepare clear, accessible facts.



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