

AI Brand Positioning Compass

5 Core Elements Central to Building an Effective Positioning

1. Who are we talking to (or wanting to talk to)?
 - a. Define your audience as specifically as you can
 - b. You can't be everything for everybody, so don't be too broad in your targeting
 - c. And audience can be defined lots of ways (e.g., company size, geography, category, title, distribution/sales model, marketing approaches)

2. What do you "own" or want to own?
 - a. Must be something you can easily provide examples to support it.
 - b. What are your "three uniques"? What makes you different.
 - c. What is your "archetype"?
 - i. Are you "Brand & Story Architects"
 - ii. Are you an "Integrated Growth Engine"
 - iii. Or are you a "Specialist Innovator"

3. What core benefits do you deliver to your target audience?
 - a. Think WIFM?
 - i. Your prospects will be asking the same question....what are you going to give me that other agencies aren't.
 - ii. You need to think about your archetype and then build out the benefits from there.
 - iii. As an example, being a "Specialist Innovator" means you need to deliver things to the prospect that shows you understand their category and can bring new/better thinking because of it.

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4. Help your target audience understand why they should believe you?
 - a. What is your RTB (reason to believe)?
 - b. What examples can you share that show a prospect that your deep category experience as a “Specialist Innovator” helped you create a unique program that successfully penetrated a customer base that a generalist agency simply wouldn’t be able to do – as an example.
5. What's your tone, character, personality?
 - a. Establish a tone and carry it throughout everything you do and say.
 - i. Are you very thoughtful and considerate about the prospects that operate in the category you're expert in?
 - ii. Do you create a serious tone to help these prospects recognize that you're not just about telling stories and/or being a growth engine machine, but you're driven by a very meaningful understanding of the categories you play in.

10 Best Practices to Improve AI-Mediated Search Results

1. Pick a primary identity and say it everywhere. Decide what kind of agency you are and what your positioning is first, then say it everywhere because AI search engines prefer pattern dominance and don't appreciate optionality.
2. And we talked this one earlier...but make your homepage do archetype declaration, not teasing. Homepage language is treated as primary narrative weighting so vague positioning forces AI to rely on weaker downstream signals.
3. Reduce use of service menus to signal hierarchy. Group services into categories with implied priority. If everything is a core capability, nothing is!

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4. Write case studies as proof of positioning, not just outcomes. AI treats case studies as behavioral validation, confirming whether your claimed identity shows up in real work.
5. Let thought leadership signal method, not volume. AI rewards intellectual coherence, not frequency of posting.
6. Use consistent language for the same ideas. If you mean “brand strategy” call it brand strategy throughout...don't change up the language. AI builds semantic confidence through terminology consistency.
7. Make your client type feel obvious, even if it feels limiting.
8. Treat “About Us” pages as strategic assets. The page should clarify why the agency exists, how it sees the world, and what kind(s) of problems it is built to solve.
9. Align visual density with your strategic promise. Mismatch between visuals and claims creates narrative friction.
10. Optimize for interpretive confidence not keyword coverage. AI search engines don't rank by keyword presence alone—they rate for interpretive confidence - “do we understand what this agency is for?”