

THIS LIVE SESSION CONNECTS THE DOTS BETWEEN PUBLIC RELATIONS, AEO, AND THE NEW RULES OF B2B DISCOVERABILITY.

Live Session: Earn the Answer: PR + AEO Tactics That Get You Found in AI Search



Evan Nierman,
Founder & CEO,
Red Banyan

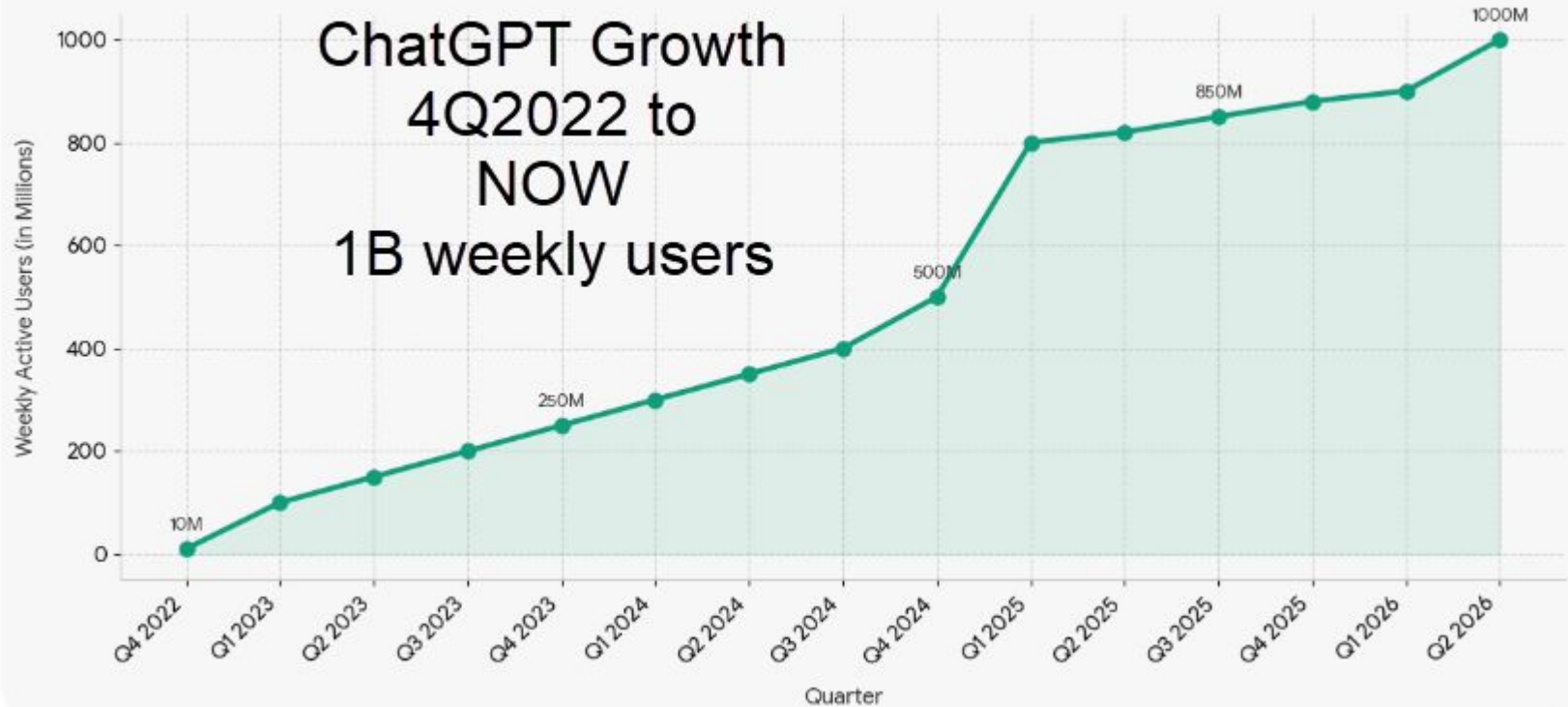


Rebecca Gonzalez,
Founder & CEO,
Orange Marketing



July 30 | 10 AM PT | 1PM ET

ChatGPT Weekly Active Users (WAUs) Growth



84%

of AI citations come from third-party sources

Only 13.7% point to a brand's own website

When a buyer asks AI about your company, the answer is built from what other people published about you.

Source: Muck Rack Generative Pulse, 25M+ AI citations across 17 industries, 2026



Poll #1 (check all that apply)

Which of these marketing tactics are you using?

Content and SEO

PPC / Paid Search / Paid Media

PR and Earned Media

AEO / Answer Engine Optimization

Events & Webinars

None of these yet

Answer in the poll panel.

Skate to where the puck is going

"I skate to where the puck is going to be, not where it has been."

Wayne Gretzky

61

NHL Seasons

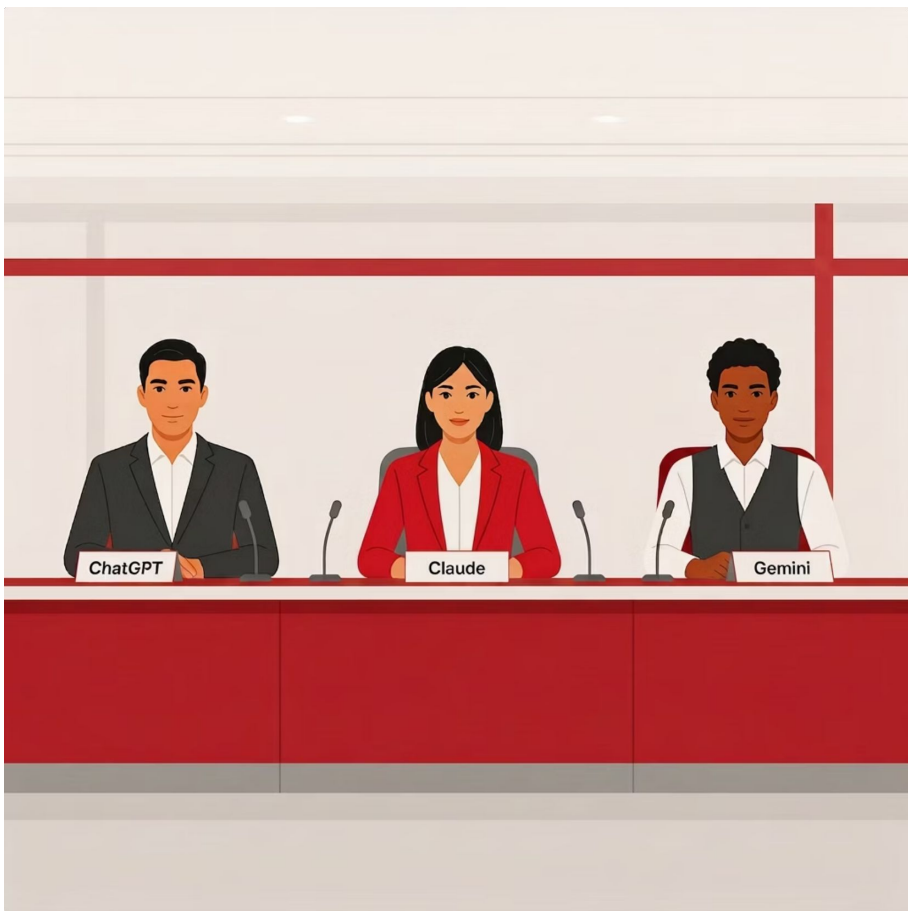
894

NHL Goals

2,857

NHL Points





AI Has Changed the Rules

AI-driven search now decides who gets discovered.

First impressions are AI-curated before a buyer reaches your site.

55% of searches are already shaped by AI-generated summaries.

Source: McKinsey Global AI Survey 2024-25

PR Went Quiet

Now It's the Most
Important Move in 2026

PR is now Powering Reputation





Earned Media for a Mid-Sized B2B

You do not need a Fortune 500 press machine

What earned media actually looks like at your size:

- Bylined op-eds in industry and trade publications
- Award submissions for which your team qualifies
- Podcast guest spots and expert commentary
- Contributed articles and quotes to reporters covering your space
- Consistent founder thought leadership on LinkedIn

Small and specific beats big and generic.

Watch What Actually Happens

"Is Red Banyan a top crisis PR firm?"

Then ask the follow-up: "Why is that firm considered a top firm?"

The AI answers with reputation content it found across the web. Earned media. Reviews.

Third-party validation.

If nobody credible is talking about you, the AI has nothing to repeat.



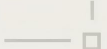
ChatGPT Demo



**Telling
the
Truth**

Vs.

**Pressing
the
Truth**



Press the Truth

Build your narrative before AI builds it from someone else's content

The posture that wins:

Proactive. Assertive. Fast. Strong. Confident.

Publish consistently.

Earn credible mentions on repeat.

Silence hands the story to whoever else is talking.

PR Is No Longer Optional

It is how AI learns to trust you

Building trust in the AI era

Public positioning

Community engagement

Thought leadership

Authentic storytelling

Third-party validation and earned media

AI serves up brands it reads as trusted, authoritative, and credible. PR is the engine for all three.





Poll #2 (check all that apply)

Which AEO tactics have you already put in place?

FAQ and question-format content

Schema markup

Prompt tracking (monitoring which AI questions you show up for)

Case studies website pages

Reviews and testimonials website pages

Industries or businesses you serve website pages

Updating and refreshing existing website content

Pricing website page(s)

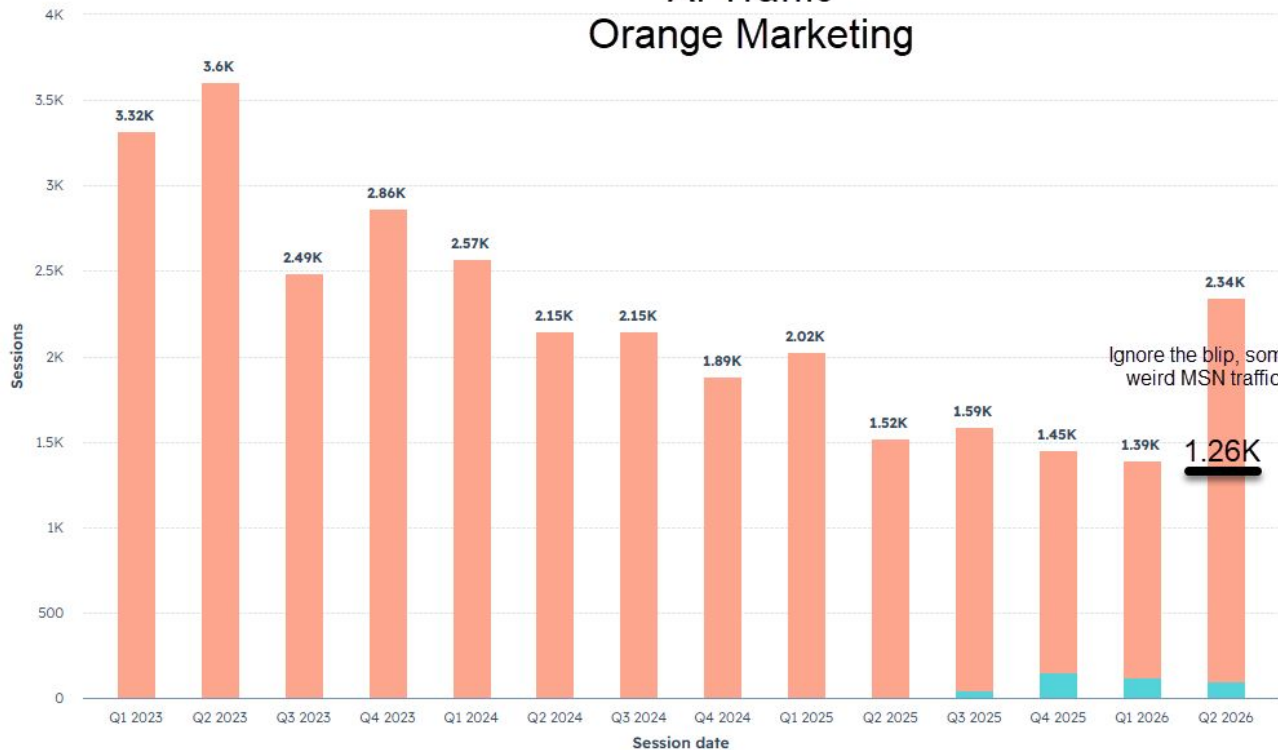
Answer in the poll panel.

What happened to Orange Marketing.

AI and Organic Traffic v2 ⓘ

FROM 1/1/2023 TO 6/30/2026 | QUARTERLY

Organic search AI Referrals



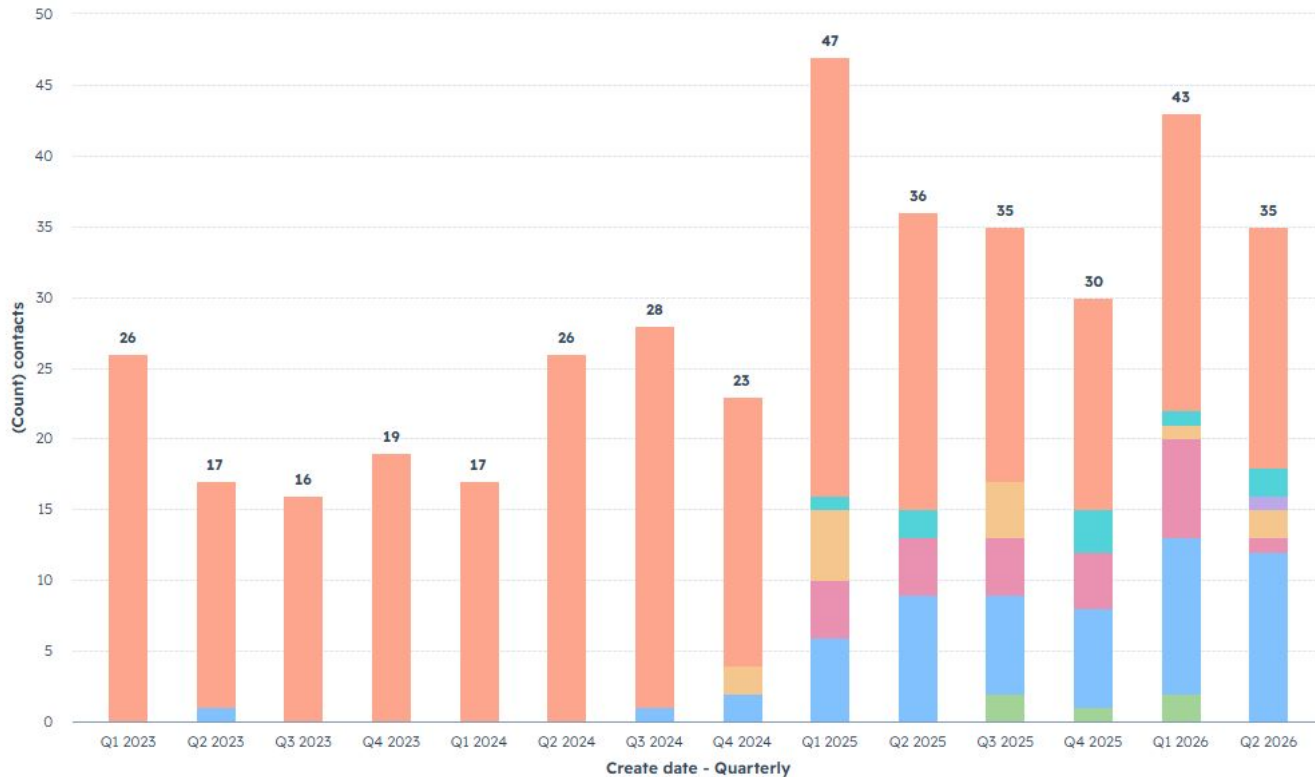
There is hope.

Contacts Associated With AI ⓘ

Contacts associated with AI and Organic

FILTERS (2)

Organic Search Paid Search Organic Social Referrals Other Campaigns Direct Traffic AI Referrals



Advice is confusing.

Google, May 2026

Optimizing for generative AI search is optimizing for the search experience, and thus still SEO."

While AI Overviews expanded to answer questions without sending a click.

"Keep doing what you did" is expensive advice right now.

HubSpot's Advice. Pick A Lane.

Three audiences. Every tactic has to serve at least two.

Audience	What They Want
Humans	Clear, useful, scannable content
Google	Structure, authority, backlinks
Answer Engines (ChatGPT, Claude, Perplexity)	Specific, credible, extractable answers

 **HubSpot's framework: "Optimize the Overlap"** — If a tactic only serves one audience, it does not get resourced.

Source: Aja Frost, HubSpot, May 2026

Freshness Is Now a Citation Signal

60%+ of commercial pages cited by ChatGPT were updated in the last 6 months

Content not updated in over a year is 50% less likely to be cited.

Only 1 in 5 commercial citations go to content older than a year.

Do not spin down your blog, FEED IT.

Source: AirOps, The Silent Pipeline Killer, via eMarketer, 2026

Shocking Fact from HubSpot

62%

of all their AI citations came from blog posts and listicles.

Source: HubSpot Research

LinkedIn Became the #1 Cited Domain for B2B

And most teams have not noticed yet

Follow the infrastructure:

- **Microsoft** owns **LinkedIn** and backs OpenAI
- **OpenAI** has a data partnership with **Reddit**
- **Google** owns YouTube, and of course, Gemini

LinkedIn Pulse articles get cited from small accounts with minimal engagement. The playing field is unusually wide open.

Source: HubSpot / Aja Frost, May 2026





Reviews, Awards, and Case Studies Are AI Training Data

Not only sales tools anymore

Every review, award, and published case study becomes a signal AI reads about your brand.

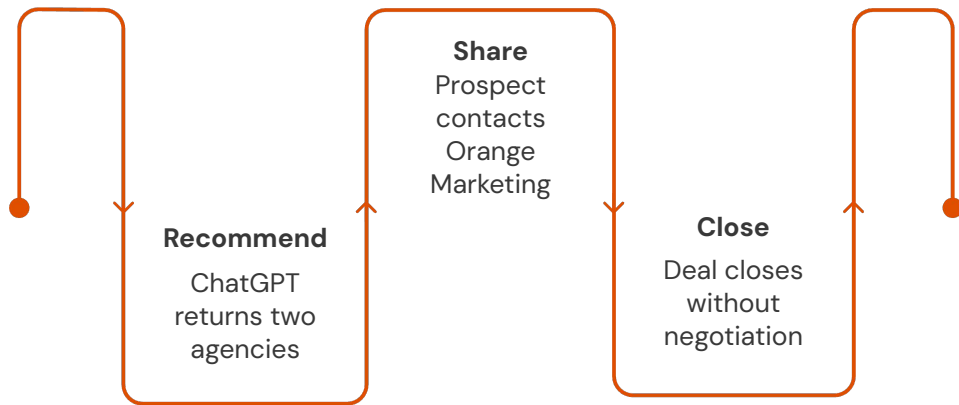
A single placement in the right publication can generate AI citations for months.

The engines synthesize answers from many sources. PR populates those sources.

Orange Marketing | Case Study

One case study. One five-figure deal. Two sales calls.

A prospect asked ChatGPT: *"What HubSpot agency has experience with Eloqua migrations?"*



✓ One piece of content. Still working.

4 MIN READ

Case Study: A Rapid, High-Stakes Migration From Eloqua To HubSpot

Monica Cavanagh · June 03, 2026

HubSpot Orange Marketing News B2B Marketing B2B Sales

CASE STUDY

A RAPID, HIGH-STAKES MIGRATION FROM ELOQUA TO HUBSPOT



Industry
Business Process
Automation

Company Size
201 - 500 Employees

The Challenge

A leading provider in the digital staffing sector, skilled at supplying big industries with AI-powered workers, recently faced a significant challenge. They were hindered by Eloqua's cumbersome marketing automation tools, excessive cost, and support needs. They decided to shift to HubSpot's Marketing Hub Enterprise. The company engaged Orange Marketing, known for implementing smooth transitions to HubSpot, to migrate within a narrow 10-week window before their Eloqua subscription terminated. This task was challenging as the business had hundreds of thousands of contacts and unaligned data sources between Salesforce and Eloqua with their key Eloqua SME departing before the project began.

The Solution



Start Next Week

1. Earn one credible third-party mention this quarter. An op-ed, an award, a podcast, a real placement. Give the engines something authoritative to repeat.
2. Publish one case study per quarter.
3. Pick one platform, build a 60-day plan. LinkedIn, Reddit, or YouTube.
4. ** Ask multiple LLMs, "What are the top 50 questions that someone would ask you that are interested in this [product, this service this sector]."
** Take all the answers put in one doc and dump in one tool, "Which of these 50 questions showed up on all 5 platforms."
** This informs your offers, content and your FAQs.
5. Update five existing pages: question headers, FAQ schema, last-updated date, clean HTML so bots can parse you.

Questions?

Ask us anything and stay in touch.

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