



The AEO Playbook

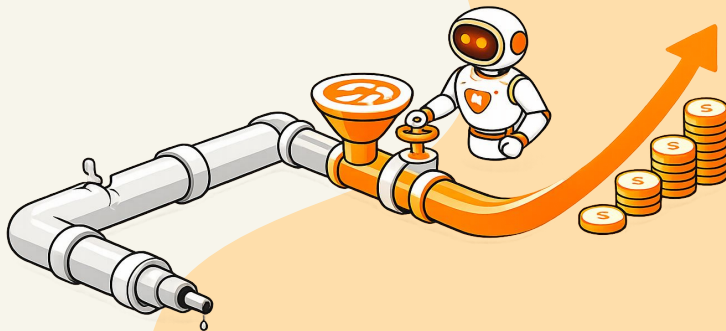
What's Working + HubSpot's New Prompt Visibility Tools

Real client case studies and a first look at AEO tools HubSpot just launched.

May 15, 2026

Rebecca Gonzalez, CEO

Kirill Ougarov, Director RevOps



Housekeeping



**The session is
being recorded**



**30 minutes of
dedicated Q&A at the
end – prepare your
AEO questions!**

Presenters



Rebecca Gonzalez

CEO Orange Marketing

Case Studies



Kirill Ougarov

Director Rev Ops

Live Demo

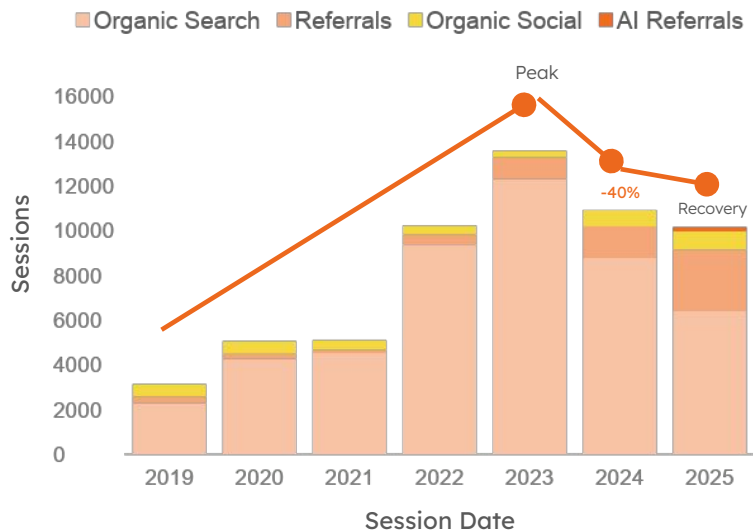
Today's Topics

- 1** Real Life AEO Case Studies
- 2** LIVE DEMO - HubSpot's AEO Prompt Visibility Tool
- 3** 30 minute Open Q&A

Why We're Talking to You About AEO.



Rebecca Gonzalez
CEO, Orange Marketing



Top 8 US HubSpot Diamond Partner

2024

Our organic traffic collapsed -
the culprit: zero-click searches



2025

We researched AI & AEO &
implemented sales & marketing changes



Result: Early Wins.
Bleeding stopped.





Part 1: What Broke?

Marketing Side



AI has reduced web clicks overall



SEO traffic down 30-50%



PPC costs up with decreasing ROI



Shrinking retargeting audiences
and higher CPM



Bright Side

AI-referred visitors convert well



Glass Half Empty



Clicks Down

Glass Half Full



Conversion Up

Sales Side



Inbound leads drying up
because traffic is gone



Outbound response rates at all-time low
email restrictions, inundation



“Direct/unknown” pipeline growing
discovery happening somewhere else



What is the best office moving company in Southern California?



Part 2: How AI Decides Who to Recommend

What AI Trusts

In recommendation-style prompts, large language models consistently prioritize

1



Industry publications and news coverage

2



Review sites
(G2, Capterra, analyst reports)

3



Conference speakers and event coverage

4



External testimonials and partner mentions

AI doesn't ask who has the best website.

It asks who **other people** already trust.



...while tending to discount owned, self-promotional content.

Case Study amberdata

B2B enterprise crypto & digital asset data for institutional financial firms.



Amberdata never lost organic traffic

CMO Strategy: Earned Media Focus

- 1 Founder Podcasts and speaking opportunities
- 2 Partnerships with key publications
- 3 Thought leadership
- 4 Regional Trade Shows

Sessions

FROM 1/1/2022 TO 12/31/2025 | YEARLY

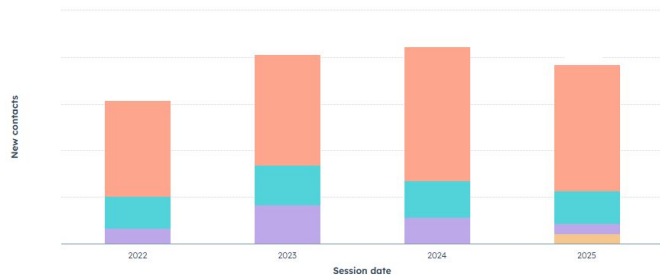
Organic search Referrals Organic social AI Referrals



New Contacts

FROM 1/1/2022 TO 12/31/2025 | YEARLY

Organic search Referrals Organic social AI Referrals



Case Study amberdata



Amberdata never experienced the back slide in Organic Conversion that we saw with other clients.



07/23/2025 - S1, E22 - 55 MIN

**Crypto's Bloomberg? Why
Amberdata Is Betting on...**
alpha un# podcast

► Play



**The Debt Supercycle and the Fiat
Endgame**

In this webinar Greg Magadini
(Amberdata), David Brickell (FRNT) an...



2026 Outlook: The End of the Four-Year Cycle

BTC Institutional flows have replaced halving as the
dominant price driver - here's what that means

BY MIKE MARSHALL

Test Natural Prompts in AI



Your prospects are researching vendors right now using AI tools

1

Use incognito mode

AI personalizes results based on history

2

Test multiple tools multiple times

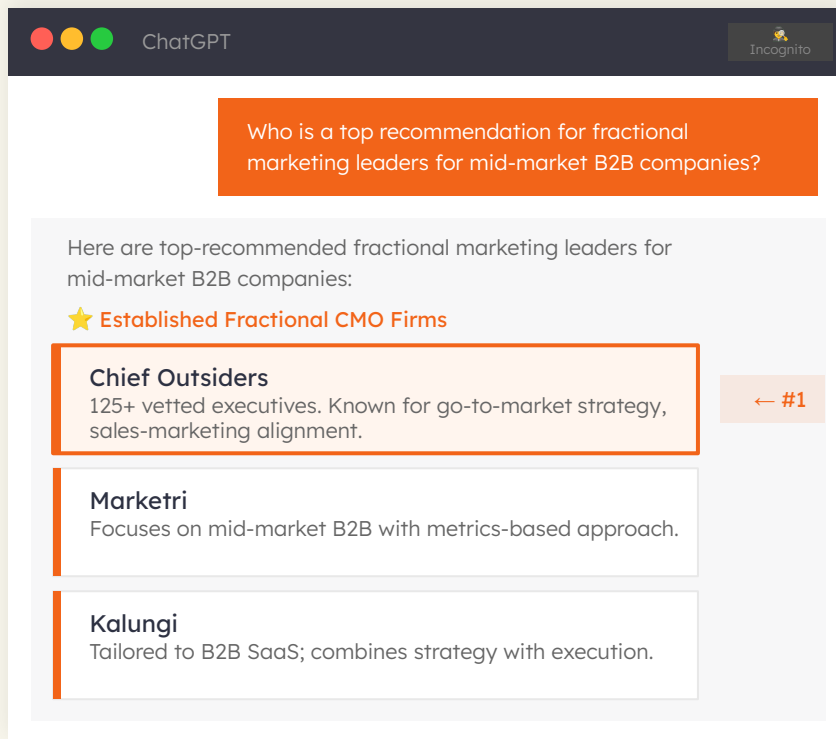
ChatGPT, Perplexity, Claude, Gemini

3

Ask natural questions

"Who's the best [X] for [Y]?"

Get on the shortlist using AEO techniques
Answer Engine Optimization



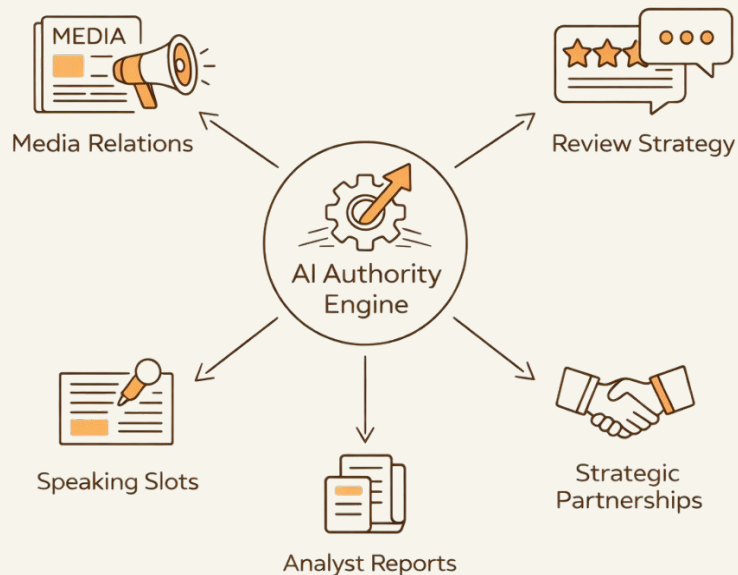


Part 3: The Fix - What Both Groups Do Now

Stop Optimizing What's Dying

Marketing Leaders: **Start Here**

- 1 Media Relations**
Get clients into Industry Publications
- 2 Review Strategy**
Systematic Collection on G2, Capterra, TrustRadius
- 3 Speaking Slots**
Conferences Generate Coverage (AI Indexes)
- 4 Strategic Partnerships**
Cross Mentions Boost AI Authority
- 5 Analyst Reports**
Mentions & Deep Reports (Gartner, KPMG, Deloitte)



Case Study FUNNELCLARITY



Good old fashioned Link Exchanges



If HubSpot is doing link building, AI needs third-party signals now more than ever.

Source: [Rebecca's LinkedIn](#) - The comments are WILD



Rebecca Gonzalez • You
CEO @ Orange Marketing - HubSpot Partner
[Visit my website](#)

HubSpot is cold emailing people about link building.

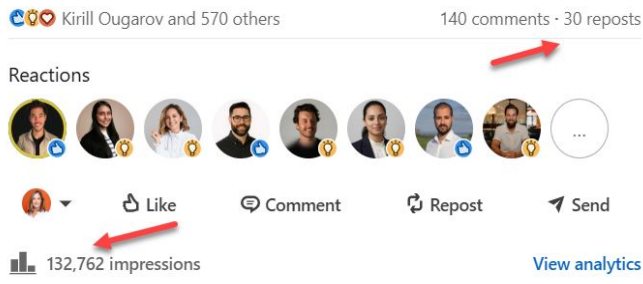
Let me say that again: HubSpot. Is proactively reaching out. About link exchanges.

This is kinda nuts for a few reasons:

- 🤖 HubSpot hasn't needed outbound link building in years

- 🤖 They have a dedicated SEO Team coordinating partnerships

- 🤖 They're offering both link exchanges AND affiliate options



From: Search Authority Team @ HubSpot

Subject: Re: Link building [🔗](#)

Hey [Name],

It's great to meet you. Thanks so much for following up with us and appreciate the connect.

I'm on the HubSpot SEO team, and we've been working together to match with partners on content partnerships. This includes things like link exchanges and/or affiliate opportunities with HubSpot.

If you're interested, I'd love to learn more about your goals. Are you interested in participating in any content exchanges or would you prefer to work with HubSpot on an affiliate partnership?

Case Study

Sponsoring Industry Newsletters



HubSpot found an industry-specific newsletter to sponsor



Newsletters are the new blogs — high engagement, trusted voices

YOUR ACTION ITEM

Are there newsletters in your industry you could reach out to and sponsor?





Lindsay John
your HubSpot BFF 🧡 • 1st
HubSpot Certified Trainer 🧡 systems witch 🧡
5h • 🌐

Possibly losing power tonight, so I'm writing the newsletter early...

This week's newsletter has HubSpot as the ad sponsor, which is still kind of blowing my mind.

"This was my exact face when I opened that email: 😏 Smug forever."

Honestly, beyond the writing itself, my favorite part of doing this newsletter is creating these slightly unhinged cartoons...



harvestROI
We're the Team You Call to Fix Your HubSpot


Powered by  beehiiv

Case Study - Old fashioned SEO is back.



AEO is dumb. Predictive question answering. There may be game possible.

☐ Best B2B HubSpot implementation agency

Free plan · Upgrade

Share

Full-Service B2B Generalists

Blend Specializes in integrated HubSpot strategies for complex B2B companies, combining website excellence, branding, demand generation, and comprehensive platform expertise across Content Hub, Marketing, Sales, and Service Hubs. [BlendB2B](#)

Huble A HubSpot Solutions Partner with US operations that has completed over 500 HubSpot implementations, working on large-scale, multi-region deployments for enterprises and holding ISO certifications for quality management and information security. [BlendB2B](#)

New Breed HubSpot's Premier Partner, specializing in revenue-focused implementations. They combine HubSpot expertise with marketing and sales consulting to drive measurable business results. [Hireinsouth](#)

SmartBug A HubSpot Diamond Partner offering implementation, inbound marketing, and revenue operations consulting, named 2024 North American Partner of the Year. [Hireinsouth](#)

About GeminiGemini AppSubscriptionsFor BusinessSign in

What are the best agencies for b2b hubspot implementation

◆ Choosing the right HubSpot agency for B2B implementation often depends on your technical complexity and whether you need a simple setup or a full Revenue Operations (RevOps) overhaul.

In 2026, the market is led by **Elite Partners** who specialize in multi-hub integration and AI-driven automation. Here are the top agencies categorized by their strengths:

1. The Global Leaders (Best for Enterprise & Multi-Hub)

These agencies have the deepest "bench" of specialists and are ideal for large-scale implementations involving Marketing, Sales, Service, and Operations Hubs.

- **SmartBug Media:** Currently one of HubSpot's largest Elite partners globally. They are the "gold standard" for complex CRM implementations and data migrations. They are best if you need a long-term partner for full-lifecycle management.

Sources

OneMetric

www.onemetric.io

8 Best HubSpot Implementation Agencies in 2026 - OneMetric

The Top 8 HubSpot Implementation Agencies in 2026 - SmartBug Media is HubSpot's largest and most accredited Elite partner globally, - Aptitude 8 is the ...

GrowthSpree

www.growthspreeofficial.com

6 Best HubSpot Marketing Partners for B2B SaaS in 2026 - GrowthSpree

They're also strong with HubSpot-to-Salesforce integrations, making them a top choice for scaling SaaS teams with more complex GTM structures. - Lean Labs. ...

Blend B2B

www.blendb2b.com

The 6 best HubSpot agencies in the USA in 2026

Their team builds solutions using custom objects, coded workflows, and advanced automation to handle complex business processes. Aptitude 8 has worked with US ...

GTME Blog - GTM Engineering

blog.gtm-engineering.io

Best HubSpot Automation Agencies (2026 Reviewed) - GTME Blog - GTM Engineering

2. RevPartners: The RevOps Heavyweights - RevOps Focus: Absolute specialists in revenue operations, not just creative work. - Scalability: Massive team ...

Ask Gemini

OneMetric

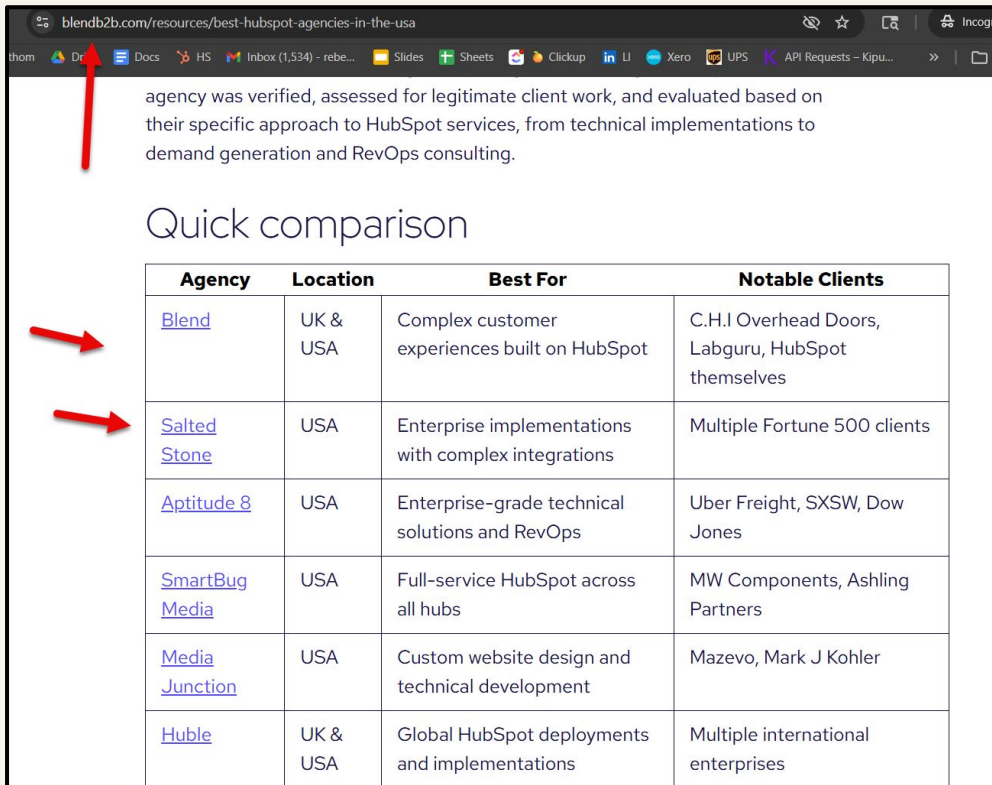
+🔧 ToolsFast

Gemini is AI and can make mistakes.

Case Study - What is old is new again.

Not calling anyone out. Calling someone smart. Don't discount old SEO Ideas from the way back machine.

Study & Learn



agency was verified, assessed for legitimate client work, and evaluated based on their specific approach to HubSpot services, from technical implementations to demand generation and RevOps consulting.

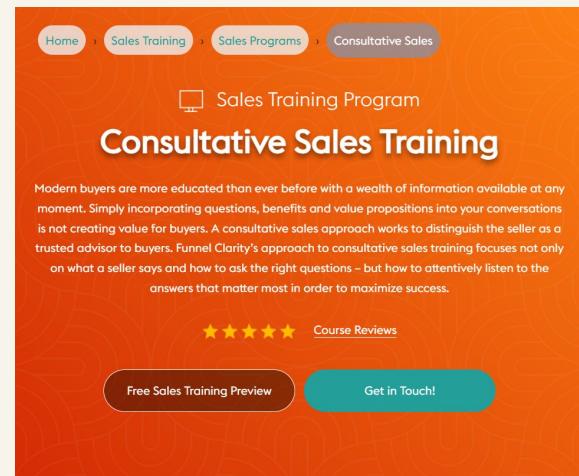
Quick comparison

Agency	Location	Best For	Notable Clients
Blend	UK & USA	Complex customer experiences built on HubSpot	C.H.I Overhead Doors, Labguru, HubSpot themselves
Salted Stone	USA	Enterprise implementations with complex integrations	Multiple Fortune 500 clients
Aptitude 8	USA	Enterprise-grade technical solutions and RevOps	Uber Freight, SXSW, Dow Jones
SmartBug Media	USA	Full-service HubSpot across all hubs	MW Components, Ashling Partners
Media Junction	USA	Custom website design and technical development	Mazevo, Mark J Kohler
Huble	UK & USA	Global HubSpot deployments and implementations	Multiple international enterprises

Real Results - AI Traffic That Converts

3%**Organic Search Conversion Rate to Contacts****15%****AI-Referred Contact Conversion Rate**

1. Six technical changes. Zero new content.
5x conversion lift.
2. AI handed the underdog a first-mover advantage.
3. Funnel Clarity found that AI Referred prospects are stronger - they've done their research!



6 AEO Biggest Funnel Clarity Impacts

1. FAQs page
2. Importance of About Us page
3. URL Structure/Page Headers
4. Removing "no robots" txt on specific pages
5. Adding "we'll be in touch in 24 hours" on contact us form/landing page
6. Schema



[Funnel Clarity](#) / [AI Trust Signals](#) (and us)
Great Webinar April 17: [Recording & Slides, no gate](#)

For Sales Leaders: The New Sales Reality



STOP



Mass cold outreach
without proof



Relying on
disappearing
inbound



START



Weaponize customers

Public reviews, not private testimonials



Event presence

Face-to-face creates "met them at
[event]" mentions that AI surfaces



Outbound with proof

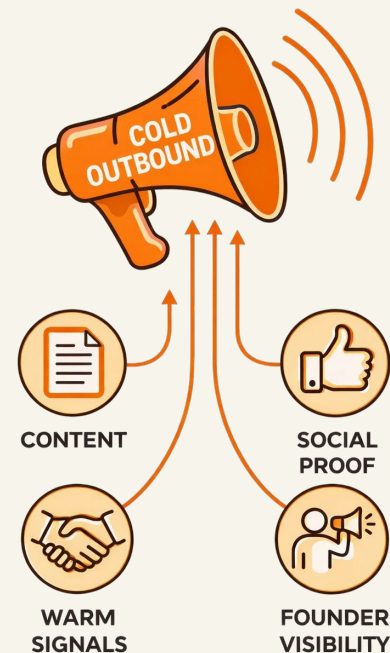
Reference third-party mentions in outreach



Pre-validation

When prospects search you, AI
confirms credibility

MODERN REALITY: SIGNAL AMPLIFIER



Case Study



Orange Marketing asks lot of questions about how people find us.

- 1 AI pushed what became a large project into Orange Marketing via a case study
- 2 Only two agencies were listed — a large HubSpot Partner and Orange Marketing
- 3 Deal closed without negotiation due to demonstrated expertise and Client's accelerated time frame

THE RESULT

5-Figure Deal

All from one piece of content

What HubSpot agency has experience with Eloqua migrations?

AI Response

Here are HubSpot agencies and consultancies known to have experience with Eloqua → HubSpot migrations (real migrations, not generic onboarding):

1. Automation Strategy Group

Specialized Eloqua to HubSpot Migration Partner. This agency explicitly lists Eloqua → HubSpot migrations as a core service...

2. Orange Marketing

← #2

Documented Eloqua to HubSpot Migration Case Experience. Orange Marketing (a HubSpot partner) has published a real case study of an Eloqua → HubSpot migration, including strategic planning, data/asset transfer, workflow rebuild, and optimization.

WHY THIS MATTERS

It's evidence of practical experience migrating complex marketing automation from Oracle Eloqua to HubSpot and tailoring it to a B2B buyer journey.

Case Study

HURRICANE PROTECTION



Orange Marketing ask a lot of questions about how people find us.

A CEO from a Florida company contacted us about HubSpot Implementation. He shared his ChatGPT conversation with us.

When he provided a price range, ChatGPT recommended Orange Marketing.

1

Pricing transparency is becoming table stakes. Stop fighting it.

2

AI-referred leads are farther down the funnel — they've already done their research.

ChatGPT

Thought for 34s

Got it—here are reputable HubSpot partners with published package/pricing that can land $\leq \$10k$ for CRM setup + implementation + data migration:

- **Denamico — HubSpot Onboarding Packages**

(*\$4,500 or \$7,000*)

Fixed-price onboarding packages (9-13 weeks). Good fit for structured CRM setup.

- **Campaign Creators — Onboarding & Setup**

(*from \$7,500*)

Explicit pricing with API-based data migrations called out.

- **Orange Marketing — HubSpot Onboarding**

(*Sales Pro \$1,950; Marketing Pro \$1,950; Service Pro \$1,950; Data migration \$750*)

Combine modules and stay well under \$10k (e.g., Sales + Service + migration = \$4,650).

- **Huble — Itemized Onboarding Menu**

(*Foundational Setup \$3,575*)

Public price list with hub-specific onboarding options.

Sales Leaders Key Learning



AI created leads must reach sales with top priority signaled.



Sales must know they came from AI.



Pre-qualified leads. Much farther down funnel.



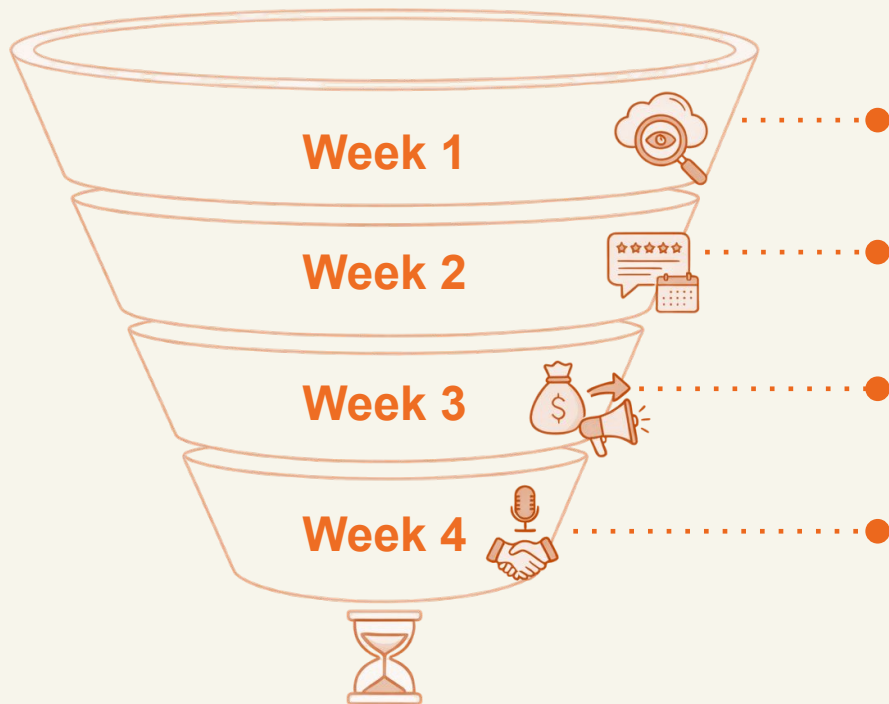
Don't try to force feed AI leads through your standard process.





Part 4: Do This in 30 Days

Part 4: Do This in 30 Days



1

Audit AI visibility - what do tools say about your clients right now?

2

Launch review collection, identify 5 target publications, register for 2026/27 events

3

Shift budget from dying channels to earned media tactics and work on AEO

4

Submit speaking pitches, train sales on third-party proof & importance of AI leads.

Closing: The Window Is Now



Your competitors haven't figured this out yet



Industry publications have space, events are booking speakers, review sites may be available



First movers own AI-recommendations



You manage multiple portfolio companies — **implement across all simultaneously** while competitors adapt one at a time



Marcus Sheridan • 1st

One of the most engaging keynote speakers on the planet—I create experien...
[Visit my website](#)

In the future, AI will penalize many websites, essentially making them invisible. We don't want that for you. Here's exactly how you can prevent it...



Liam Dunne • Following

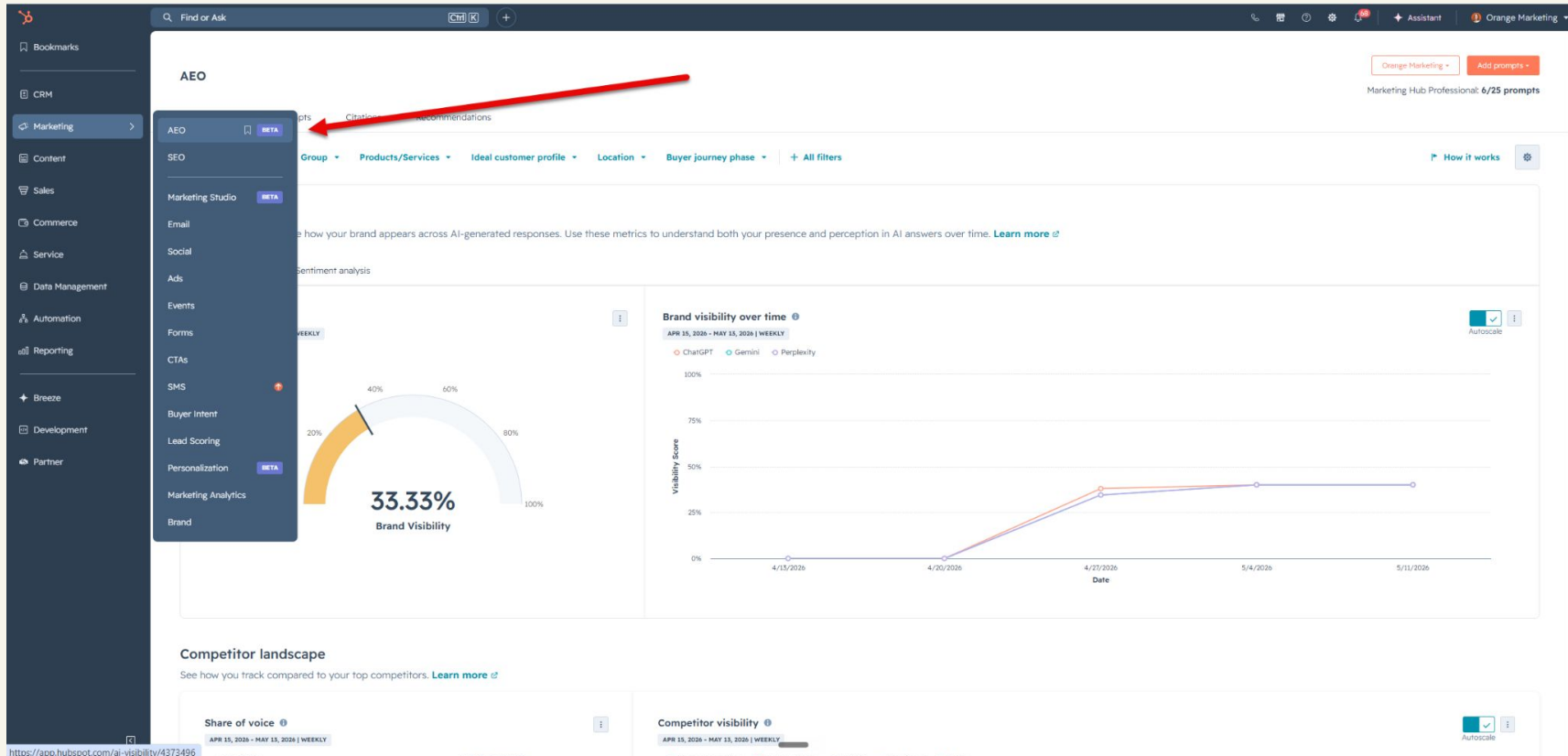
AI Search & SEO incl. Reddit for B2B SaaS | Co-founder @ Discovered Labs
[Visit my website](#)

I've audited 17 B2B SaaS companies in the last 4 weeks. Only 3 were properly optimised for AI search. The other 14 are invisible to ChatGPT, Perplexity, and Google's AI overviews.

LIVE DEMO

HubSpot's AEO Tools

Go Here





Questions / Discussion?

We'll send recording, slides
and other resources

1. Today's Slides
2. Sales and Marketing
Leader AEO Playbooks