

How Public Relations and AI are
transforming business visibility

Brand discovery in the digital era



*Success today doesn't hinge solely on having a digital presence
—it depends on making sure your brand is discoverable,
memorable, and preferred in an information-saturated landscape.*

Table of contents:

• Presentation	3
• A new paradigm in marketing	4
• Discovery: The first step in the buying journey	5
• Optimized Public Relations (RPO): SEO + Digital PR for greater discovery	6
• Unified Media Ecosystem (UME) for brand discovery	8
• Measuring OPR and its impact on discovery	9
• Conclusion: The future of discovery	10
• How to implement a discovery strategy in your company	10





Introduction

Imagine having the best product or service on the market, yet when a potential customer searches online, your brand doesn't show up. Competitors dominate search results, gain more media mentions, and drive the conversations on social platforms. If your brand isn't visible at the right moment, it simply doesn't exist in the eyes of the consumer.

Every day, over 8.5 billion searches are made on search engines (Internet Live Stats, 2024). The key to success is not just showing up online —*it's making sure potential customers find your brand exactly when they're looking for it.*

This document walks you through key strategies in digital public relations (digital PR), SEO, and content marketing—*ensuring your company is seen, remembered, and chosen in an increasingly competitive digital world.*

A new marketing paradigm

Marketing has evolved. Gone are the days when brands relied solely on advertising to build awareness. Today, **71% of consumers begin their buying journey with an online search** (Forrester, 2024), and **74% compare options before making a decision.**

If your brand doesn't appear in top search results or isn't mentioned by trusted media outlets, it risks losing both relevance and credibility. This is where **brand discovery** becomes essential —*ensuring your business is found at the most critical moments.*



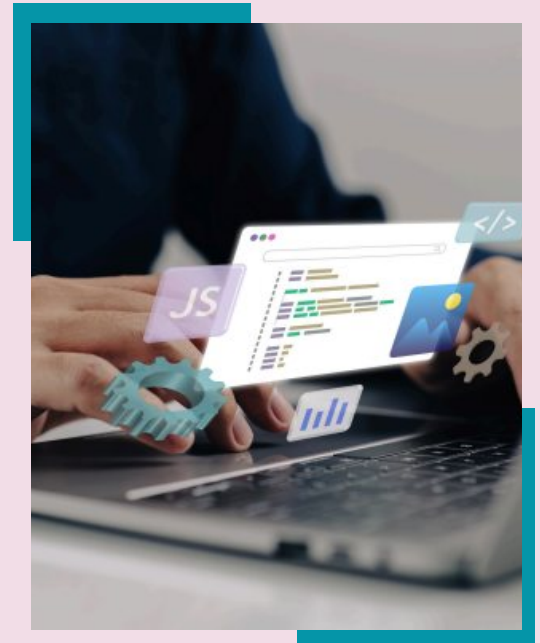
Discovery:

The first step in the buying journey

Brand discovery is the process through which a company becomes visible and accessible to consumers as they search for relevant information within its category or industry.

Here's a breakdown of the key traffic sources that reflect how users discover your brand:

- **Organic traffic:** Visitors who land on your website via unpaid search engine results.
- **Referral traffic:** Visitors who arrive through links from other websites, online media, or blogs.



- **Visual traffic:** People who find your content using tools like Google Lens or Pinterest Visual Search.
- **Voice traffic:** Users who perform searches through voice assistants like Siri, Alexa, or Google Assistant.

Understanding these discovery channels is the foundation for building a strategy that ensures your brand shows up—*where and when it matters most.*

Optimized Public Relations (OPR): SEO + Digital PR for greater discovery

Optimized Public Relations (OPR) blends the power of SEO (Search Engine Optimization) with digital PR tactics to boost a brand's visibility and reputation in the digital space.

How do SEO and digital PR enhance brand discovery?

- **On-Page SEO:** Optimizing elements within your website—*such as keyword usage, page speed, and user experience.*
- **Off-Page SEO:** Actions taken outside your site, like earning backlinks from reputable websites, blogs, and media platforms.
- **Media mentions:** Securing coverage by journalists and authoritative blogs that feature your brand's content or perspective.
- **Content marketing:** Creating articles, videos, and infographics that are keyword-optimized and supported by strategic backlinks.

This integrated approach ensures your brand isn't just present online—but discoverable, trusted, and influential.



The role of artificial intelligence in brand discovery

Artificial intelligence (AI) has transformed brand discovery by automating data analysis, optimizing content strategies, and enhancing audience segmentation. Its application in digital PR and SEO includes:

- **Predictive analytics:** AI can identify emerging trends and anticipate changes in consumer search behavior.
- **Real-time content optimization:** AI tools analyze search patterns and adjust strategies to boost brand visibility.
- **Personalized experiences:** Using machine learning algorithms, brands can tailor messaging to specific audiences based on their online behavior.
- **Automated content creation:** AI supports the generation of SEO-*optimized content that meets current relevance and quality standards.*
- **Advanced PR management:** AI-driven platforms help identify media coverage opportunities and connect with key journalists and influencers more efficiently.

AI, creativity, and human innovation

As Artificial intelligence continues to redefine the content marketing landscape, it's crucial to understand that technology doesn't replace human creativity—*it enhances it.*

AI can uncover insights, automate workflows, and fine-tune strategies. But the essence of great content—*the emotion, storytelling, and genuine connection*—still relies on human ingenuity.

A brand's ability to stand out in an overcrowded information space doesn't depend solely on adopting AI. It hinges on the team's ability to use AI as a tool to amplify creativity—*not replace it.*

Innovation in content marketing remains in the hands of visionaries, strategists, and storytellers who can create meaningful impact through intentional experiences. AI is the ally, but authenticity and leadership are irreplaceable.

Unified Media Ecosystem (UME) for brand discovery

The **Unified Media Ecosystem (UME)** brings together various communication channels to strengthen brand discovery strategies.

Core media types:

Owned Media

Blogs, corporate social media, and the brand's website.



Earned Media

Press mentions, backlinks, and recommendations on social platforms.



Paid Media

Paid Media

Online advertising that amplifies the reach of organic content.



Owned Media

Earned Media

Shared Media

Shared Media

Content distributed through collaborators, ambassadors, and brand advocates.



When these channels work in synergy, they expand the brand's visibility and authority across the entire digital landscape.

Measuring OPR and its impact on discovery

To evaluate the effectiveness of brand discovery strategies, it's essential to track the following indicators:

- **Search engine keyword rankings**
- **Web traffic volume**, segmented by source: organic, referral, visual, and voice
- **Number and quality of earned backlinks**
- **Media mentions and social media visibility**
- **Conversion rate from visitors to customers**



An effective OPR strategy not only increases visibility—it *builds brand trust, which translates into sustainable growth.*

The future of discovery

Brand discovery is no longer a luxury—it's a **strategic necessity** for any company that wants to stand out in the digital age.

Brands that embrace an integrated approach combining **digital PR + SEO + Artificial intelligence** will be the ones leading the market in the coming years. Adapting to **emerging trends like visual and voice search** will be critical to staying competitive.

How to implement a discovery strategy in your company

Every major transformation starts with a simple question:
Are customers finding our brand when they need us most?

Answering that question is the first step toward building a solid discovery strategy—one that not only increases visibility but also drives brand preference and market reputation.

Below is a practical six-step roadmap designed for organizations seeking to move forward with clarity, impact, and strategic vision.



Step 1: Visibility audit & diagnostic

Before making any decisions, you need a clear starting point. Think of this stage as switching on a flashlight in a dark room: it reveals how visible your brand truly is today.

You'll analyze which channels are driving traffic to your website, which keywords are (or aren't) helping users find you, and how much authority your digital presence commands. This includes examining media mentions, backlinks, and your positioning relative to competitors.

*This is more than a technical step—it's a strategic one. It shows you **why, when, and how your brand is (or isn't) being discovered.***

Step 2: Define objectives and KPIs

Once you know where you stand, the next step is to determine where you're headed.

This involves aligning marketing leadership and decision-makers around meaningful metrics—*not just visits*, but **intent-driven visibility, qualified traffic, lead generation, and earned reputation.**

Here, you define the business impact discovery should create: Open new markets? Increase brand preference? Reclaim positioning?

Setting clear, shared objectives turns intent into strategy.

Step 3: SEO & Content Marketing optimization

With direction established, it's time to work the ground.

This step is about making your brand easy to discover—***in the language of your customer, at the moment they're searching.***

You'll optimize your website, identify high-value keywords, and produce content that doesn't just match search intent, but delivers real value.

From articles and guides to videos and podcasts, everything should serve a common purpose: **to be found—and remembered.**

And it's not content for content's sake. It's content that connects, answers real questions, and conveys authority.

Step 4: Optimized Public Relations strategy (OPR)

Your brand doesn't live solely on your website—*it lives in what others say about it.*

This is where the combined power of PR and SEO comes into play. You identify relevant media outlets, key journalists, and strategic influencers. You develop story angles, expert opinions, and editorial partnerships.

Each mention becomes a gateway to your brand—and each earned link not only boosts credibility but strengthens search visibility.

This is the stage where you stop being just another brand... and start becoming a trusted voice in your industry.

Step 5: Continuous measurement and optimization

Implementation is not the end—***measurement is what ensures real progress.***

You'll monitor your defined KPIs: Are you gaining visibility? Climbing in search rankings? Attracting the right audience? Which channels are actually delivering results?

With this data, you fine-tune tactics, prioritize efforts, and pivot where necessary.

Brand discovery is not static—it's a living system that evolves with market shifts, audience behavior, and technological changes.

Step 6: Scalability and automation

Once the system works, it's time to scale.

With the help of **AI and automation tools**, your team can uncover new opportunities, stay ahead of trends, and expand your strategy into new markets or audience segments.

AI becomes a powerful ally to **personalize experiences, optimize content in real time, and maintain relevance—without relying on constant manual effort.**

This makes discovery not just sustainable—but *exponential.*



*Implementing a discovery strategy isn't just another campaign—it's a **cultural shift** in how your brand shows up in the world.*

*It's a recognition that in today's market, it's not enough to exist—you need to be **found, remembered... and chosen.***

The moment to decide is now:

Will you compete for attention, or dominate your category?

Being found, remembered, and chosen isn't luck. It's the result of a strategy built to win.

If you want to combine **SEO, AI, and Public Relations** to boost your discovery and positioning, we're here to help you build and execute the right strategy.

Contact our Digital Marketing Director, José Sánchez, at infosol@infosol.com.mx, and let's transform your presence in the market.



Sources:

- Forrester Research, The Future of Digital PR & SEO.
- Moz, SEO & PR: The New Marketing Power Couple.
- HubSpot, B2B Marketing Trends Report.
- Gartner, How AI is Transforming Public Relations.
- Semrush, Backlink Strategies.