

THE CAMPAIGN METHOD

# THE AI MARKETING OS BLUEPRINT

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Found by AI. Chosen by people. A working blueprint for building market authority in an environment where machines summarise your company before a human ever meets you.

84% of AI citations come from earned media. If you do not own the narrative, the machines will invent one for you.

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# INVISIBLE TO MACHINES, FORGETTABLE TO PEOPLE

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Discovery has moved. Buyers, investors, journalists and partners now ask a model before they ask you. The model answers from structured evidence and earned media, not from your brochure. Three failures repeat:

## **Unclear entity**

Machines cannot confirm who you are, what you do or why you matter.

## **Unsupported claims**

Nothing third-party substantiates your position, so it is discounted.

## **Fragmented activity**

PR, content and search pull in different directions and cancel out.

# MACHINE AUTHORITY AND HUMAN-EQ

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Machine Authority commands how AI and discovery systems interpret your brand: structured evidence and earned media signals that make your company the only logical answer for machines.

Human-EQ is the unfair advantage. While competitors use AI to create more noise, we use it to give you back your humanity, handling the machine-work so you can focus on the relationships that close \$10M+ deals.

- 01 Find the signal: what machines already say about you.
- 02 Diagnose the gap: what is unclear, unsupported or missing.
- 03 Build the engine: positioning, evidence, earned media, executive visibility.
- 04 Create the moment: activate authority around commercial milestones.

# WHERE COMPANIES START

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## Founder Firestarter, \$25K+

Turn a silent founder into the industry's most cited authority in 30 days.

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## Investor IR+PR Sprint, \$18K

The due diligence insurance policy. Ensure AI and media reports confirm you are the market leader before your next round or exit.

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## Credibility Catalyst, \$15K

Stop overpaying for fragmented PR. Build a brand foundation machines cannot ignore and competitors cannot touch.

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## Visibility Engine, \$5K to \$12K per month

The ongoing authority system for companies that refuse to be invisible.

Next step: run your Entity Accuracy Scan at [thecampaignmethod.com/signal](https://thecampaignmethod.com/signal) and request a briefing.