

CREATORCON 2026

· BREAKOUT SESSION

GO FURTHER

Marketing & Visibility: Be the Answer in an AI-Search World

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HOW DID YOU SEARCH FOR THE LAST THING YOU NEEDED?

Did you search for it -- or ask something to find the answer?

SEARCH → ASK → ANSWER

Search isn't disappearing. The conversation is expanding.

REAL STORY

 "What can I do with my daughter in Greer this Sunday?"

New to Greer · Sunday · time with his daughter

THE GREER FARMERS MARKET BECAME PART OF THE ANSWER.

He described what he wanted to do -- and then he showed up.



FROM KEYWORDS TO CONTEXT

"Virginia cabin rental"



"Pet-friendly cabin Southwest Virginia"



"Pet-friendly cabin in Southwest Virginia with mountain views"



"Where can I stay in Southwest Virginia with my dog, mountain views, hiking nearby, reliable Wi-Fi, and somewhere quiet enough to work and relax for three nights?"

SOUTHWEST VIRGINIA · DOG · MOUNTAIN VIEWS · HIKING · WI-FI · QUIET

One question can trigger many searches behind the scenes.

We're no longer simply asking: "Show me cabins." We're asking: "Which place actually fits what I need?"



WHAT DO YOU WANT TO BE KNOWN FOR?



WHAT QUESTION DO YOU WANT YOUR NAME OR BUSINESS TO BE THE ANSWER TO?

Decide what you want to be known for. Then build the evidence that proves it.

Becoming the answer is a strategy—not an algorithm.

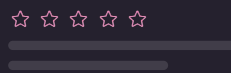


CREATE EVIDENCE. NOT JUST CONTENT.



WEBSITE

Clearly explains what you do.



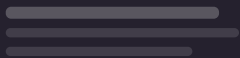
CUSTOMER REVIEWS

Other people describe the experience.



YOUR WORK

Shows what you've actually done.



USEFUL ANSWERS

Demonstrates what you know.



THIRD-PARTY EVIDENCE

Someone besides you talks about your work.



PARTNERSHIPS + COMMUNITY

Shows where you're involved and who you're connected with.

If you say it about yourself, it's a claim.
Evidence makes it easier to understand and verify.



THE ECOSYSTEM IS THE STRATEGY.

Not a ranking formula. A visibility ecosystem.

FOR MACHINES

MACHINES NEED CLARITY.

Who are you?

What do you do?

Where do you operate?

What are you relevant to?

FOR HUMANS

HUMANS NEED A REASON TO CARE.

Relevance

Curiosity

Specificity

Personality

Trust

**Be clear enough for machines to understand you.
Be interesting enough for humans to remember you.**

~~STOP ASKING: "WHAT SHOULD I POST?"~~

**START ASKING: "WHAT QUESTIONS ARE MY CUSTOMERS
ALREADY ASKING?"**

"plumber near me"



"emergency plumber Matthews NC water heater leak"



"Who can repair a leaking water heater near Matthews today, is licensed and insured, has strong recent reviews, and gives clear upfront pricing?"

SERVICE AREA · AVAILABILITY · LICENSED + INSURED · REVIEWS · PRICING · SERVICE TYPE

GO FURTHER THAN POSTING

Create evidence.

GO FURTHER THAN KEYWORDS

Understand the question.

GO FURTHER THAN ONE PLATFORM

Build an ecosystem.

GO FURTHER THAN SAYING YOU'RE AN
EXPERT

Prove it.

GO FURTHER THAN BEING FOUND

Be understood and trusted.

THERE IS NO MAGIC FORMULA. BUT YOU CAN CONTROL WHAT IT FINDS.



CLARITY

Is it clear what you do and who or what you're relevant to?



ACCURACY

Is your information correct, current, and consistent?



ANSWERS

Have you answered the questions your customers actually ask?



EVIDENCE

Is there credible proof supporting what you say you do?



PRESENCE

Can that be found beyond one isolated platform?

**DON'T TRY TO GAME THE ANSWER.
BUILD SOMETHING WORTH FINDING.**

You can't control whether an answer engine chooses you.

WHAT DO I DO MONDAY?

1

GET CLEAR

Clarify what you do, where, who it's for, and what makes you different.

2

ANSWER BETTER QUESTIONS

Answer the real questions customers ask before buying.

3

CREATE THE EVIDENCE

Document projects, experiences, expertise, reviews, results, and useful answers.

4

GET OUTSIDE YOUR BUBBLE

Build relevant partnerships, third-party visibility, media, and collaborations.

5

CLEAN UP YOUR DIGITAL FOOTPRINT

Make sure important information is accurate, current, and consistent.

YOUR TURN.

What do you want to be known for?

What question do you want to be the answer to?

Use your Be the Answer worksheet.

CREATE

What evidence do I need to create?

CLARIFY

What needs to become clearer?

SHOW UP

Where do I need to become more visible?



BE EASIER TO FIND.
BE EASIER TO UNDERSTAND.
BE EASIER TO TRUST.

Create the evidence that makes you the answer.

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Marketing · Visibility · Business Strategy

LET'S STAY CONNECTED

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