

How Comms Factory Helps Clients Win Visibility in AI Search Using iGEO

From zero visibility to ranked AI mentions in three weeks

AI search is changing how buyers discover, compare, and shortlist service providers. Instead of searching Google, visiting multiple websites, and building their own comparison, buyers are increasingly asking tools like ChatGPT, Gemini, and Perplexity for direct recommendations.

This new reality creates a challenge for service businesses: **If AI does not understand, trust, or mention your brand, you may never make it into the buyer's consideration set.**

Comms Factory helps clients solve this problem by combining buyer-persona strategy, GEO content execution, and iGEO's AI visibility platform.

The Challenge: The Brand Was Invisible in AI Search

Comms Factory started with no meaningful visibility across key AI search prompts. Across 25 relevant buyer questions, the brand was not appearing in AI-generated responses on ChatGPT, Gemini, or Perplexity. For a PR firm serving small businesses, this was a serious discovery gap. Potential buyers were asking AI tools questions about PR, press releases, publicist services, and web traffic — but Comms Factory was not being included in the answers.

The goal was clear: **Help AI understand when, why, and how Comms Factory should be included in relevant buyer conversations.**

Our Approach: Persona-Driven GEO, Powered by iGEO

Comms Factory used iGEO to identify where the brand was missing, which prompts mattered, and how competitors were showing up in AI-generated answers. But the strategy did not start with keywords.

It started with people.

Comms Factory mapped the real questions potential buyers would ask based on their needs, pain points, and search intent.

For example:

- Do press releases help with SEO?
- Can PR help small businesses get more web traffic?
- Do I need a publicist for my business?
- What is the best PR strategy for a small company?

These questions became the foundation for a persona-driven GEO campaign.

Using iGEO, Comms Factory was able to:

- Identify AI visibility gaps
- Build a targeted prompt set
- Analyze competitor visibility
- Group prompts into service categories
- Create content mapped to real buyer questions
- Track mentions, rankings, and brand visibility across AI platforms

The Execution: Turning Buyer Questions into AI-Readable Content

Once the prompt strategy was defined, Comms Factory organized the campaign around core service categories, including:

- Public relations
- Publicist services
- Press release writing

Each category became the basis for a content hub. Supporting pages were then created to answer specific buyer questions in more depth. This hub-and-spoke structure helped create stronger content signals around the topics AI systems use to understand and recommend providers.

Comms Factory combined human-led strategy and writing with iGEO's content generation capabilities to build targeted content efficiently and at scale.

The goal was not just to publish more content.

The goal was to publish content that directly answered the questions buyers were asking AI.

The Results: Rapid Movement Across AI Platforms

Within three weeks, Comms Factory moved from zero visibility to measurable AI search presence.

The campaign generated, as measured in iGEO:

- **64 mentions** across ChatGPT, Gemini, and Perplexity
- **40% of mentions ranking #1**
- **#3 brand visibility** among tracked competitors
- **12% share of voice** across seven measured competitors
- Visibility across **7 of the original 25 prompts**

For a smaller firm competing against larger, more established players, this showed how quickly visibility can improve when the right buyer questions, content strategy, and AI-search measurement are connected.

Why This Matters for Clients

AI search is becoming a new discovery layer. Your future customers may not find you by typing a keyword into Google. They may ask an AI tool:

- **“Who should I hire?”**
- **“What kind of provider do I need?”**
- **“Which company is best for my situation?”**

That means your content needs to do more than rank. It needs to help AI understand:

- What you do
- Who you serve
- When you are the right fit
- Why you should be recommended
- How you compare to alternatives

Comms Factory helps clients build that foundation. With iGEO, we can make the process measurable by showing where a brand appears, where it is missing, and what needs to change to improve AI visibility.

Conclusion

Comms Factory helps clients win in AI search by combining human buyer insight with iGEO's AI visibility platform. The Comms Factory campaign showed what is possible: starting from zero visibility, the brand earned 64 mentions across leading AI platforms in just three weeks, with 40% ranking #1.

For clients, the lesson is simple:

If buyers are asking AI for recommendations, your brand needs to be part of the answer.

To learn more about how Comms Factory and iGEO.ai can help you achieve your GEO goals, visit <https://commsfactory.net>