

HOW-TO GUIDE

# How to Get Your Brand Mentioned by AI Assistants

Key insights and actionable frameworks



## Overview

### Why Do AI Assistants Mention Some Brands and Not Others?

AI language models don't have opinions about brands. They synthesize information from their training data and real-time web access to construct responses. When an AI mentions a specific brand, it's because that brand appears frequently in authoritative contexts related to the user's query, its infor

## STEPS 1 - 2

### **S1** How to Build Your Brand's AI Entity Profile

Your brand's entity profile is the sum of all information AI systems can find about you across the internet. Strengthening this entity is the foundation of the AI mention strategy. Audit your current entity footprint: Search your brand name in ChatGPT, Perplexity, Gemini, and Claude.

### **S2** How to Create Content That Earns AI Mentions

Content strategy for AI mentions differs from traditional content marketing. AI doesn't just look for relevant content. It looks for the most extractable, trustworthy, and specific content on a topic.



### How to Monitor Whether AI Assistants Are Mentionin

You can't improve what you don't measure. AI brand monitoring requires new tools and processes that most marketing teams haven't implemented yet. Manual monitoring baseline Create a list of 20-30 queries your ideal customers would ask AI assistants about your industry, services, and topics.



### What to Do When AI Gets Your Brand Wrong

Inaccurate AI mentions happen frequently, especially for brands with inconsistent web presence or outdated information floating around the internet. When AI says something wrong about your brand, here's the fix: 1. Identify the source of bad information AI pulls from training data and real-time web

## **S5** Common Mistakes That Prevent AI Brand Mentions

Promotional content everywhere If your website reads like a sales brochure, AI systems will skip you when looking for informational sources. Keep educational content genuinely educational. Save the sales pitch for dedicated service pages.

## **S6** Conclusion

Getting your brand mentioned by ChatGPT, Gemini, Claude, and Perplexity AI comes down to three things: strong entity consistency, authoritative content, and clean technical accessibility. Brands that execute this well are already earning high-trust AI recommendations.



## Want to know if your brand is being mentioned? &nbs

Start with an AI visibility audit with upGrowth and build a clear roadmap to increase your AI citations in 2026.



## Frequently Asked Questions

1: How long does it take for AI to start mentioning my brand? Technical fixes (crawler access, schema, entity consistency) can produce mention improvements within 4-6 weeks. Content strategy effects typically appear within 60-90 days. Building a strong AI entity authority for competitive industry te

# Ready to Take Action?

Get expert guidance tailored to your business goals.

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