

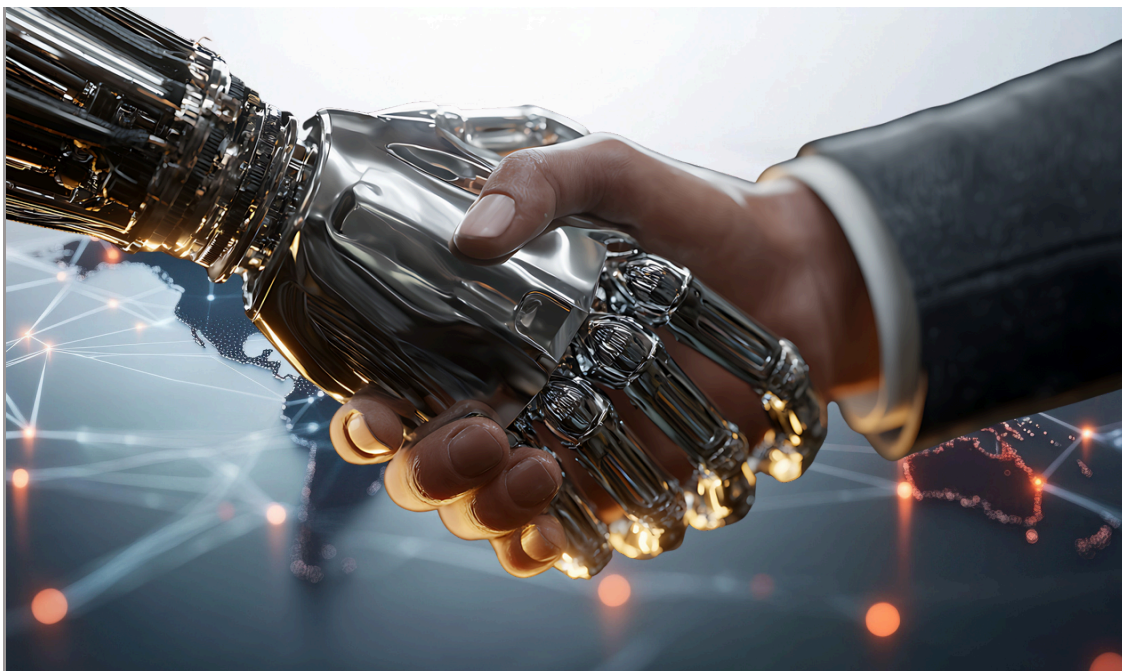


B2B Tech PR in the AI Era: Proven Strategies for Growth and Discoverability

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AI is reshaping how B2B buyers make decisions. Today's AI-powered search engines reward authoritative, in-depth content instead of outdated, keyword-heavy pages, which means PR strategies must now focus on credibility and substance. At [Engage PR](#), we believe that effective PR is more than just press releases. The best PR fosters trust, enhances visibility, and delivers measurable results through compelling, human-centered storytelling.

Drawing from our [2025 Summer PR Playbook](#) series, this paper outlines proven PR strategies to support sales, refine messaging, enhance AI-driven search visibility, and maximize trade show impact in the digital infrastructure sector. Successful PR in the AI era starts with high-quality content and consistent earned media, the cornerstone of effective communications. This *B2B Tech PR in the AI Era* playbook provides practical guidance on leveraging AI, enhancing discoverability, and fostering sustainable growth, along with actionable steps B2B tech companies can take to implement these strategies effectively.



The Evolving Role of AI in PR: Understanding Buyer Behavior Shifts

AI is transforming B2B search from simple keyword lookups into conversational queries. Buyers no longer type fragmented terms; they ask full questions such as, “What is the best scalable cloud security solution for enterprises?” AI engines respond by synthesizing insights from credible sources, with a strong preference for earned media over self-promotional content. This change elevates PR, making third-party validation central to visibility and influence.

Eighty-nine percent of B2B buyers research products online before making a purchase, underscoring PR’s role in shaping buyer perception. To remain competitive, PR teams must create content that AI deems credible, trustworthy, and relevant. This means investing in skilled writers or agencies with both communication expertise and technical knowledge, capable of producing authentic content that ranks in AI-driven search and resonates with buyers.

Traditional SEO strategies that rely on backlinks and keyword density are losing ground against AI’s natural language processing. Instead, earned media like features in tech or business outlets now influence how AI assesses brand authority. Even a single article in a reputable outlet can appear in AI-generated responses and steer buyers toward your solutions.

To adapt, marketing executives should review current PR efforts through an AI lens. Pinpoint areas where brand-owned content dominates and rebalance with strategies that strengthen external validation. This proactive approach improves discoverability, builds credibility, and reinforces trust through expert-driven content rather than automated production.



Clear Messaging for AI-Optimized PR

Clear messaging is the backbone of successful PR, but AI increases its significance. Confusing, jargon-filled communications frustrate buyers and journalists, lowering visibility. In an AI-driven world, humanized content performs better because it directly answers user questions.

A Forrester study shows that clear messaging is a major challenge for B2B organizations, with 58% of B2B buyers saying they delay buying because vendors don't clearly communicate value.

We suggest working with external experts to help clarify your core value propositions. For example, one of our clients in the ultra-wideband radar sensing industry worked through this process, which helped them identify their unique differentiators. As a result, they gained coverage in major sensor publications and were featured in the Wall Street Journal prior to the Consumer Electronics Show (CES).

Practical steps involve testing messages with industry analysts to align with market trends. Their feedback enhances credibility, making your story more engaging for media and AI algorithms. Collect feedback from target audiences through surveys to ensure it resonates with technical experts and executives. Use customer testimonials for authenticity; a single on-the-record quote can make all the difference.

You can leverage these processes to create a messaging framework that captures key propositions and audience-specific language. This guides content for your website, marketing and sales materials, social media, and press releases.

Check out [Engage PR's Content Service Package](#) to learn more about enhancing your content marketing strategy.

The Surge of Earned Media: Boosting Visibility in AI Search

Earned media builds the external credibility that algorithms value. As search techniques evolve, AI favors high-authority sources such as news features or expert quotes over branded content. Prioritizing earned coverage shapes AI's perception of your expertise and improves the odds of appearing in AI-generated answers. Owned assets like educational blogs, company press releases and case studies reinforce this coverage by validating the facts that AI retrieves.

Key strategies include securing placements in reputable media outlets and gaining coverage in data-backed stories tailored to journalists' beats. Collaborating with influencers and industry analysts enhances visibility and signals credibility to AI systems. For example, a single expert endorsement can lead to inclusion in widely referenced reports.

Educational content, such as how-to guides or technical byline articles, addresses customer challenges while boosting visibility. Resharing this coverage on LinkedIn strengthens your position as a thought leader.

Monitoring is essential: use Google Search Console for referral traffic, LinkedIn analytics for engagement, and media tools for reach. Track journalist inquiries and lead quality alongside traffic metrics to gauge AI visibility.

Because Google's AI Overviews can reduce click-through rates (8% vs. 15%), do not expect immediate traffic from a single feature. Instead, treat earned placements as authority nodes that feed AI, and interlink them with owned pages to capture the smaller share of users who click through.



Content is the cornerstone of a successful B2B marketing strategy in the digital infrastructure sector, where crafting high-quality, multi-channel content is both vital and time-intensive. For companies navigating the intricacies of network communications, generative AI, semiconductor manufacturing, edge computing, and cloud networking, a robust content strategy is no longer a choice—it's a necessity. It's the key to clearly conveying your unique value proposition and gaining a competitive advantage in a rapidly evolving digital landscape.





Driving Revenue Growth Through PR Tactics

Strategic PR boosts revenue by enhancing credibility and crafting narratives that resonate with buyers. In the AI era, these efforts must integrate with sales to create unified experiences rooted in human-authored content.

To enhance credibility, secure coverage in trade publications, business press, and podcasts. Tailor pitches to position executives as thought leaders through bylined articles. Build LinkedIn relationships by sharing exclusive insights, fostering media access.

For lead generation, announce milestones such as new customers or partnerships. Amplify unique values that solve pain points across forums, newsletters, and communities.

Craft buyer-centric stories by collaborating on narratives that tackle challenges and showcase results via case studies or quotes. Share through earned media and social channels for maximum reach. Align PR with sales by focusing on audience-specific publications. Prepare spokespeople with media training to ensure confident interactions, especially at events.

Showcase wins with measurable outcomes, like cost savings, in pitches and on your site. Measure success through leads, traffic, and engagement analytics to refine tactics. These steps transform PR into a revenue engine, accelerating buyer interest.



Maximizing Trade Show Impact: PR Strategies Enhanced by AI

Trade shows provide key opportunities to showcase innovations and build connections, but success depends on integrated PR. With 81% of attendees having purchasing authority, a strong strategy boosts your presence (47 Trade Show Statistics Shaping 2025 and Beyond, Cvent).

Announce products or partnerships four to six weeks in advance to generate excitement. Target reporters in reputable outlets and use social campaigns to engage with attendees. On-site, host briefings with demos, seek out speaking opportunities, and submit for awards to showcase expertise. Face-to-face interactions make your brand more relatable.

Post-show, follow up with reporters for interviews and nurture leads. Capture this momentum by publishing recaps and resources in your newsroom, giving AI and search engines authoritative, fact-checked content to reference. Leverage content for AI search by infusing releases and articles with a human tone, answering prospect queries factually with in-house writing supported by AI SEO enhancements. This boosts discoverability.

Leveraging AI in PR to Build Business Value

AI in PR redefines visibility, placing earned media and clear human-written content at the forefront of B2B success. By refining messaging, securing third-party validation, driving leads, and optimizing events, tech companies can thrive amid these changes. Engage PR stays ahead of these trends, helping clients navigate the landscape with proven expertise.

Ready to elevate your PR strategy? Contact us for a consultation to tailor these insights to your goals at www.engagepr.com.

