

# MEET **LumenEdge**

## Magnolia's New AI Marketing Enhancements

### **LumenEdge. AI-Enhanced Marketing, Backed by Human Expertise.**

We see AI as an accelerator, not a replacement. We combine its **efficiency and speed** with the **strategy, creativity, and relationships** B2B organizations rely on, we deliver smarter, faster, and more cost-effective campaigns.

AI delivers speed and scale, but strategy, creativity, and human judgment turn it into impact. Magnolia blends both to help B2B organizations generate demand, build trust, and drive measurable growth in a constantly-evolving market.

Our AI program enhancements give you measurable ROI in weeks, not months, while ensuring brand alignment, compliance standards, and long-term growth.

**In short: AI powers the engine, Magnolia steers the course.**

Learn more about our programs below.

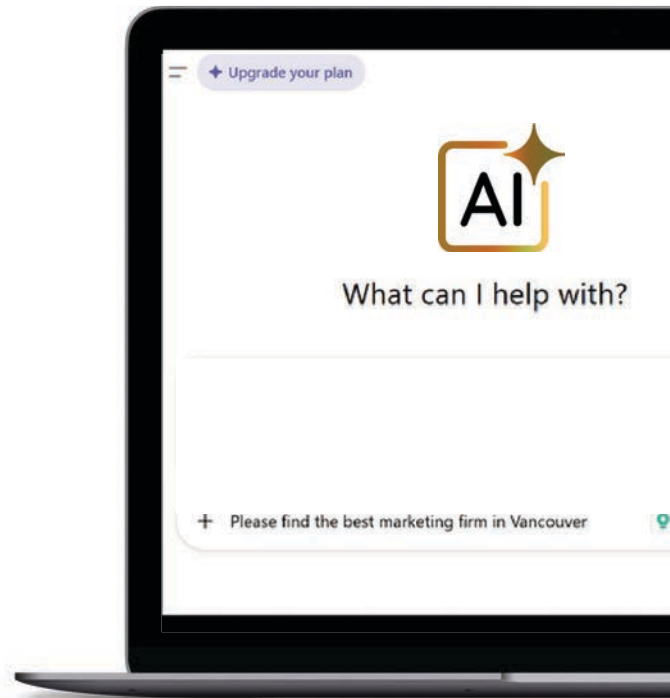
# AI Discovery Optimization (SEO)

## What Clients Can Expect

Basic SEO programs won't deliver meaningful results. With changing customer search habits, businesses must adapt their SEO strategies for AI search.

Boost your **visibility** and **credibility** across AI-driven platforms — not just in Google search, but also in conversational AI tools (ChatGPT, Perplexity, Claude, Gemini, etc.) where customers are increasingly discovering brands.

Magnolia's blend of AI-driven insights and human expertise turns data into actionable, creative strategies that resonate with audiences. We balance traditional SEO with AI optimization for maximum impact.



## Clients gain:

- Visibility into how their brand is represented (or overlooked) in AI responses
- Insights into queries, keywords, and contexts where AI tools recommend competitors
- Opportunities to insert their brand into AI-driven answers via content strategy and outreach
- Increased brand authority and trust through earned media

**Outcome:** Broader presence in the new AI discovery landscape, improved SEO, and stronger PR positioning.

## Deliverables



**Query Segmentation Analysis** - including niche queries analysis and opportunity mapping



**Brand Visibility Audit** including brand mentions and competitor benchmark analysis



**Audience & Keyword Opportunity** - including optimization for AI answerability



**Strategic outreach**

# Account Based Marketing & Lead Generation Programs

## What Clients Can Expect

Boost lead generation campaigns by integrating Magnolia's AI enhancements. By combining predictive lead scoring with intelligent chatbots, we identify and qualify the right opportunities before they even reach your sales team. We create stronger alignment of sales and marketing, reduced lead drop-off, and create faster sales cycles.

Through AI enhancements, companies can expect better ROI on paid media, sharper ABM (account-based marketing) campaigns, and reduced wasted spend.

### Clients gain:

- Pipeline with higher-quality prospects
- Reach quality prospects faster
- Dynamic ad personalization, optimized outreach, and smart sequencing
- Engaging with prospects with the right message at the right time

**Outcome:** Fewer wasted touches, shorter sales cycles, high-converting leads, and a measurable lift in MQL-to-SQL conversion rates — all within an 8–10 week pilot.



### Deliverables



#### Intent Data & Insights



**AI-Driven Data and Lead Sourcing and Enrichment**, including automated data sourcing and integration with enrichment tools



**Multi-Channel Outreach Campaigns** including automated workflows, ad personalization, audience segmentation, real-time optimization, predictive targeting, and more.



**Lead Scoring & Prioritization** - including streamlined sales cycles, automated tagging



**Performance Monitoring & Optimization** - including real-time dashboards and abnormality identifications

# Not sure where to start?

**Connect with us to discuss Pilot Programs  
for your business.**

At Magnolia, we believe AI can accelerate marketing without losing the human touch.

We layer AI's speed and precision with our strategy and creativity to deliver measurable results faster and more cost-effectively.

AI powers the process — Magnolia ensures the outcomes drive real business growth.

**Interested in learning more about how AI can support your marketing and sales? Book a meeting with us today.**

**Book now**