

White Paper

# Toolkit for AI-Driven Communications

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Strategies to Overcome  
Financial Challenges and  
Control Brand Narrative



## Foreword

Artificial intelligence is transforming industries, including communications, with AI search engines playing a pivotal role in shaping public perception. As managing narratives and fostering consumer trust becomes increasingly important, public relations (PR) professionals and agencies must embrace AI tools to stay competitive and adapt to an evolving media landscape.

Financial pressures, driven by budget constraints, continue to challenge communications efforts across organizations. To overcome these hurdles, PR professionals must adopt digital press release distribution as part of their strategies.

This white paper is designed to guide PR professionals in navigating the constantly shifting world of public relations. We hope you find it both insightful and enjoyable.

# Take charge of your narrative

## AI models and the power of messaging

With artificial intelligence increasingly becoming a standard tool for searching information, many **people now rely on AI** search engines to learn about brands, companies, and organizations.

Even traditional search engines like Google often feature AI-generated overviews alongside links to relevant sources, making it essential that your brand's messaging is accurate, impactful and can get found fast by AI and chatbots.

A 2025 study conducted by Attest, a consumer research platform, noted that **AI-generated search results are often trusted more than traditional ads.**



- The study, titled the “[2025 Consumer Adoption of AI Report](#),” showed that nearly 41% of consumers trust generative AI search results more than paid search ads, while only 15% trust AI less than traditional ads.
- The findings come from two multi-market surveys of 5,000 consumers aged 18–67 across the United States, United Kingdom, Canada, and Australia.
- This growing trust in AI search highlights **the need for brands to actively manage their online presence and messaging.**

As AI systems like ChatGPT and Gemini become more popular for answering search queries, it is more important than ever to manage your brand's narrative and how it's represented. That shift makes press releases essential for shaping your brand's story—and for feeding these AI chatbots the information they pull from.

- AI models shape public perception and brand reputation by pulling information from diverse sources like news articles, social media, and press releases.
- They also gather content from platforms like Reddit, where **negative comments or posts can impact your brand.**
- Without proactive communication strategies, AI-driven search results can amplify outdated, inaccurate, or unflattering information about your brand.

# Press releases can play a significant role in AI

## Here's how:

- **Structured and concise content:** Press releases are typically informative, concise, and authoritative. This makes them ideal for training AI models to understand formal writing styles, corporate communications, and industry-specific terminology.
- **Improved visibility and reputation:** Companies that consistently publish press releases can enhance their chances of appearing accurately and positively in AI systems. Press releases can play a key role in shaping how your brand is portrayed.
- **Enhanced understanding:** By analyzing press releases, AI models can learn to identify key information, such as company achievements, product launches, and strategic messaging. This can help the models generate accurate and contextually relevant responses.

## Social media and Reddit: a balancing act

- **Amplifying messaging on social media:** X, Facebook, LinkedIn, and other platforms enable brands to reach vast audiences while reinforcing their narratives. AI models often pull information from these platforms, magnifying the impact of a strong social media presence.
- **Reddit's unfiltered influence:** Unlike the structured nature of press releases, Reddit posts are informal and often unpredictable. If AI systems primarily rely on Reddit content to define your brand, you risk an unbalanced or skewed narrative. To maintain control over your brand's image, it's important to provide diverse and reliable sources for information, such as press releases.


## Control your digital footprint

Leaving your brand's representation to chance is risky in today's AI-driven landscape.

- Proactively crafting targeted press releases and maintaining a professional social media presence helps ensure AI engines reflect your story as intended.
- Conversely, allowing informal sources like Reddit to dictate your narrative can lead to inaccuracies and damage your credibility.



# Economic challenges



**Let's face it: the communications industry is facing uncertainty as many companies and organizations navigate economic challenges, including budget constraints.**

In 2024, O'Dwyer's [reported](#) that 77% of marketing leaders experienced flat or reduced budgets, with 38% facing cuts of at least 3%. This underscores the broader impact of economic pressures on communications budgets across various industries, not just in financial services.

Although budgets for communications strategies have shrunk, public relations and communications professionals are under pressure to still deliver actionable results for their clients.

In other words, you have to keep the press coverage flowing, boost visibility, share company news, manage brand reputation, and keep consumers engaged with announcements about diverse topics - all while working with limited resources.

That makes planning and executing impactful PR campaigns a challenge, especially on shoestring budgets. Evolving market instability has forced PR and communications pros to be strategic about every penny they spend.

The hard truth is—finding cost-effective public relations tools that deliver news with wide media coverage can feel like searching for a mythical needle in a haystack.

# Press release distribution is more vital than ever



**For PR professionals and agencies, the rigid nature of traditional services often prevents them from fully capitalizing on the potential impact of press releases.**

The fast-evolving media landscape and the growing demand for effective, **agile tools** highlights the need for distribution solutions that prioritize adaptability.

Press release distribution is far from a dinosaur in the digital era. Instead, it is **adapting and thriving**, showing that with the right strategies, it remains a powerful and relevant tool.

Staying consistent is crucial when it comes to AI-driven communication. Sending press releases on a regularly helps keep AI, chatbots, and their “retrievers” updated with fresh data.

Unlike traditional search engines, AI retrievers don’t rank or weigh sources the same way. So, getting your content syndicated across as many sources as possible works out way better than just targeting a few big-name outlets.

**Flexibility is crucial** for navigating the constantly shifting media landscape.

Yet, achieving consistent media outreach and visibility remains a challenge, **which makes reliability and affordability more important than ever.**



EIN Presswire offers a cost-effective solution to help brands stay visible and competitive in today's AI-driven landscape. By distributing press releases that feed into the proprietary network of news sources and online platforms, and databases, EIN Presswire increases the chances your content is found by targeted audiences such as journalists, decision makers and consumers. Sending press releases helps your content get picked up by AI chatbots like ChatGPT and Gemini. This can shape how your brand appears in AI search results. Learn more today.

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