

JSMM Launches AI Growth Marketing Systems™ for AI Visibility & Lead Generation

The founder-led advisory model integrates AI search, executive strategy, digital marketing authority and conversion optimization into an AI system.

OVERLAND PARK, KS, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- [Jennings Social Media & MarTech](#) (JSMM), a founder-led executive AI advisory firm, today announced the launch of [AI Growth Marketing Systems™](#), a strategic advisory model designed to help organizations improve [AI visibility](#), strengthen executive authority and drive measurable lead generation.



Valerie Jennings, founder and CEO of Jennings Social Media & MarTech, introduces AI Growth Marketing Systems™, a founder-led advisory model for building AI visibility, executive authority and revenue growth.

As more consumers and business leaders rely on platforms such as ChatGPT, Google AI Overviews, Gemini, Claude and Perplexity to research companies and request

recommendations, businesses face a new challenge: ensuring artificial intelligence can accurately understand, trust and recommend their expertise.

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Businesses are no longer competing only for search rankings. They are competing to become trusted recommendations inside artificial intelligence.”

Valerie Jennings, Founder and CEO, JSMM

AI Growth Marketing Systems™ was developed to address this shift.

Unlike traditional marketing services that focus on individual tactics, AI Growth Marketing Systems™ integrates executive strategy, AI search optimization, website architecture, content intelligence, digital authority,

executive thought leadership and conversion optimization into a unified framework designed for the AI era.

“Businesses are no longer competing only for search rankings. They are competing to become trusted recommendations inside artificial intelligence,” said Valerie Jennings, founder and CEO of Jennings Social Media & MarTech. “AI Growth Marketing Systems™ helps organizations intentionally build the signals AI uses to recognize expertise, authority and trust.”

What is AI Growth Marketing Systems™?

AI Growth Marketing Systems™ is a founder-led executive advisory methodology that helps organizations improve how they are understood, trusted and recommended by AI-powered search platforms.

The framework combines:

- AI visibility strategy
- AI search optimization
- Website and conversion strategy
- Executive thought leadership
- Content intelligence
- Entity and authority development
- Analytics and continuous optimization

Rather than approaching these areas as separate marketing initiatives, AI Growth Marketing Systems™ aligns them into one measurable growth system designed to improve discoverability and business performance.

Methodology

AI Growth Marketing Systems™ was developed through more than 23 years of strategic consulting, digital marketing, website optimization and executive advisory experience, combined with ongoing research into how artificial intelligence retrieves, interprets and recommends organizations.

The methodology is informed by competitive AI visibility analysis, website and conversion optimization, entity development, executive positioning and continuous testing across leading AI-powered search platforms. It is designed to evolve alongside changes in AI technology while remaining grounded in experienced executive judgment.

Key definitions

AI Growth Marketing Systems™ is a founder-led executive advisory methodology that integrates AI visibility, AI search optimization, executive strategy and digital authority into a unified business growth framework.

AI visibility is the degree to which an organization is accurately understood, trusted and recommended by artificial intelligence platforms.

An executive AI advisor helps executive teams improve how their organizations are interpreted and recommended by AI while aligning digital strategy with measurable business outcomes.

About Jennings Social Media & MarTech

Founded in 2003, Jennings Social Media & MarTech is a founder-led executive AI advisory firm that helps organizations strengthen AI visibility, executive authority and revenue growth. Through its proprietary AI Growth Marketing Systems™ methodology, the firm partners with organizations across healthcare, manufacturing, financial services, aviation, commercial real estate, technology and other professional service industries to build AI-ready digital ecosystems that improve discoverability, trust and measurable business performance.

For more information, visit www.jsmmtech.com.

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