

The Seidel Agency Launches Connection Engineering to Help Brands Get Discovered by AI — and Trusted by People

Connection Engineering combines AI discoverability, media visibility and human connection to help brands stand out in search, earn attention and build trust.

LEXINGTON, KY, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Six in 10 U.S. adults now say they have read AI-generated summaries at the top of search results, according to Pew Research Center. As AI increasingly becomes a starting point for discovering and evaluating companies, [The Seidel Agency](#) has launched Connection Engineering, a new approach designed to help brands become more discoverable to AI while building the credibility and human connection that turn visibility into trust.



The Seidel Agency, award-winning Media & Public Relations

The Lexington-based media and public relations firm says the opportunity is bigger than simply optimizing for another search channel. When someone asks ChatGPT, Gemini, Claude, or another AI platform about a company, product, or category, the answer is shaped by the information those systems can find, as well as sources and content they consider credible. That can include Google Reviews, social media, blogs, Reddit threads, Wikipedia, and more. This creates two distinct challenges for brands:

- Discoverability: Can AI systems discover, understand, and accurately describe your brand?
- Credibility: When someone sees that answer, does the reputation behind it give them a reason to trust you?

Connection Engineering brings those two challenges together by combining AI discoverability, search strategy, earned media, public relations, and authentic storytelling. It's a more innovative and revised approach to the age-old strategy of earned, owned, and paid media. Large language models are looking to answer problems and questions succinctly, not just to highlight experts.

"People now want more than what's served to them in an algorithm. They crave connection that works for the company, the consumer, and the community," said Steve Seidel, Founder

& President of The Seidel Agency. "We built the AI Visibility Score because brands were tired of finding out that sites like ChatGPT had the wrong information about them."



Is AI finding your brand?

AI Visibility Score

The approach is built on its 4M Framework: Mission -> Messaging -> Media -> Movement, and

years of work creating the stories, relationships, and experiences that make brands more memorable, credible, and reliable.

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Being found is no longer enough. A buyer might discover you through ChatGPT or Gemini. What they do afterwards depends on the story, people, and reputation behind the brand that AI just served them.”

Steve Seidel, Founder & President of The Seidel Agency

The 4M Framework in Practice:

- For Clutch Coffee Bar, the agency developed a franchise launch strategy combining local influencers, grand-opening experiences, and community impact, helping them grow from one location to 20 before its \$20 million acquisition by Dutch Bros.

- For Kindness Worldwide, they activated around how one

stranger returning a lost wallet became a movement with Kindness Worldwide and eventually with ROKindness.org, a platform mapping acts of kindness across the country.

- For health and aesthetics brands including miraDry, The Seidel Agency built its [PatientFlowSystem.com](https://www.patientflowsystem.com) to deliver both short-term results and long-term brand value ahead of significant corporate milestones like mergers and licensing agreements, including miraDry's acquisition by Sientra.

As part of the Connection Engineering launch, The Seidel Agency is introducing an AI Visibility Score — a personalized breakdown of how a brand currently appears across major AI platforms, out of 100. The score examines whether AI systems know the brand exists, what they are saying about it, whether that information is accurate, how the brand compares with competitors, which sources are shaping the answers, and where gaps in search, media, or credibility may be limiting visibility.

Find out how discoverable your brand is, and what AI is saying about you. Get your free AI Visibility Score at TheSeidelAgency.com.

About The Seidel Agency

Founded in 2017 in Burbank, California, and now headquartered in Lexington, Kentucky, The Seidel Agency is an award-winning media and public relations firm serving Food & Beverage, Health & Wellness, Technology, and Entertainment brands. The agency has helped generate more than \$100 million in client revenue and supported major growth initiatives and acquisitions, including Clutch Coffee Bar's \$20 million acquisition by Dutch Bros and miraDry's acquisition by Sientra. Past campaign partners include Amazon, Coca-Cola, Six Flags, Allergan, InMode, Dave & Buster's, and Chili's, with campaigns earning a CLIO Award, Social Media Marketing Award, Web Excellence Award, and Brand Entertainment Award nomination.

Do Good, Give Back, and Make an Impact.

TheSeidelAgency.com

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