



AMP Launches Authority Engine™ to Help CMOs Build Brand Authority in AI Search

AMP launches the Authority Engine™, uniting PR, SEO and AI search to help technology brands build visibility, credibility and authority.

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*Cara Milan, CEO and Founder
AMP Marketing and PR*

[AMP Marketing and PR](#) is a San Francisco-based strategic communications firm whose leadership has supported global technology brands including Adobe, HP, Cisco, MuleSoft, Roblox and NTT Research. Today the firm announced the launch of the [AMP Authority Engine™](#), a strategic framework designed to help CMOs align public relations, SEO, and [AI search visibility](#) into a unified authority-building system.

As generative AI platforms increasingly shape how

enterprise buyers, investors, and analysts research companies, traditional PR programs built around media placements alone are no longer sufficient. The AMP Authority Engine™ was developed to address the shift in how reputation is formed — ensuring that media coverage, executive positioning, and search strategy work together to influence perception at scale.

"For CMOs at growth-stage companies, visibility is no longer about isolated media hits," said Cara Milan, CEO and Founder of AMP Marketing and Public Relations. "It's about how your brand is indexed, summarized, and interpreted by AI platforms before a buyer ever speaks to sales. The AMP Authority Engine™ integrates PR and search intelligence so companies can shape that narrative intentionally."

Designed for companies scaling beyond product-market fit and into category leadership, the AMP Authority Engine™ includes five core stages:

1. SEO & AI Search Intelligence

Comprehensive analysis of keyword demand, competitive positioning, and AI-generated summaries to understand how buyers discover and evaluate the brand.

2. Messaging Architecture & Strategic Narrative Development

Creation of keyword-informed messaging frameworks tailored for enterprise buyers, investors, analysts, and media.

3. Authority-Driven PR Strategy

Press releases, contributed articles, and media outreach aligned to Google's E-E-A-T principles (Experience, Expertise, Authority, Trust) to strengthen both coverage and search authority.

4. Executive Expert Positioning

Ongoing positioning of leadership as recognized industry voices through media commentary, thought leadership placements, and strategic profile development.

5. Continuous Authority Optimization

Monitoring AI summaries, domain authority, search rankings, and narrative alignment to ensure sustained visibility as the company scales.

Unlike traditional agencies that often separate media relations from SEO and rely heavily on junior account teams, AMP operates exclusively with senior consultants who bring 20+ years of experience leading high-stakes communications initiatives. The firm has supported brands including Roblox, Adobe, HP Enterprise, Salesforce (via MuleSoft), Cisco, Jaguar Land Rover, LinkedIn, and numerous venture-backed technology companies across AI, cybersecurity, SaaS, fintech, and health tech.

About AMP Marketing and Public Relations

AMP Marketing and Public Relations is a senior-led strategic communications consultancy specializing in authority building for technology, AI, cybersecurity, healthcare, SaaS and high-growth companies. AMP leadership has helped leading technology brands, including Adobe, LinkedIn, Cisco, Roblox, Hewlett Packard Enterprise and MuleSoft, build industry authority, launch breakthrough innovations and secure global media visibility.

Through the AMP Authority Engine, the firm integrates public relations, SEO and AI search strategy to help brands and thought leaders shape how they are discovered, referenced and trusted in an AI-driven information landscape.

For more information, visit: <http://amppublicrelations.com>

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