

INBOUND

How the HubSpot Blog Is Adapting to the Shifts in Search

Amanda Sellers & Amanda Huffman

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Amanda
Sellers

Manager,
EN Blog Growth
@HubSpot

 [/amanda-edens/](#)



Amanda
Huffman

AI Search
Strategist
@ HubSpot

 [/alhuffman/](#)

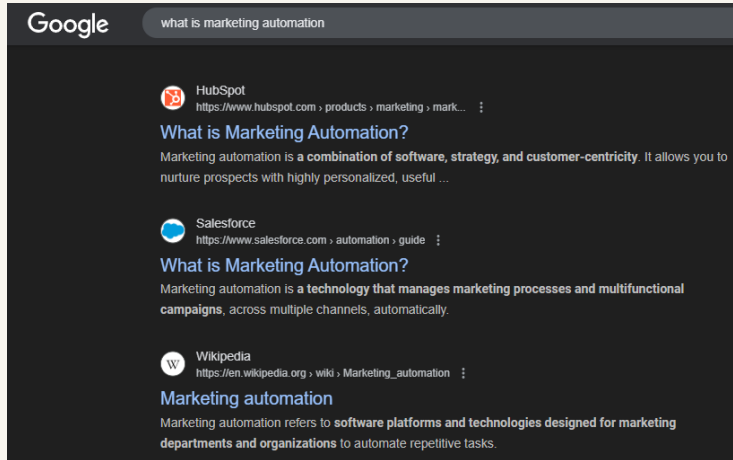
Agenda

1. How search is changing
2. Differences between SEO and AEO
3. How our blog strategy is evolving

How Search Is Changing

AI adoption and usage has been increasing since 2023.

Best Resource Find Your Answer



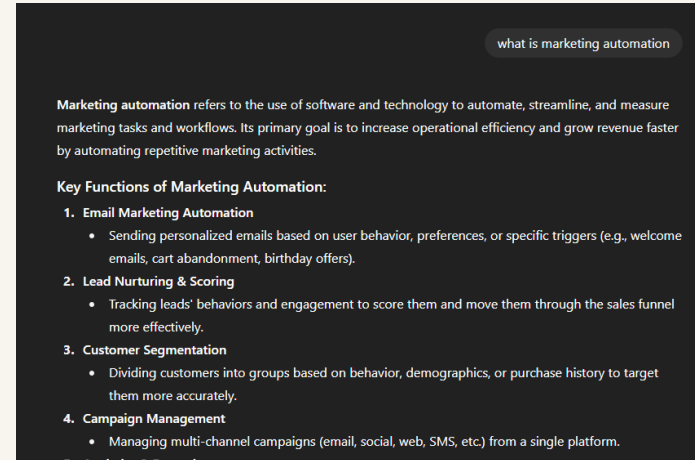
Google search results for "what is marketing automation". The search bar shows the query. The results list three sources: HubSpot, Salesforce, and Wikipedia. Each result includes a logo, the source name, a URL, a title, and a brief description.

HubSpot
[https://www.hubspot.com/products/marketing/mark...](https://www.hubspot.com/products/marketing/marketing-automation)
What is Marketing Automation?
Marketing automation is a combination of software, strategy, and customer-centricity. It allows you to nurture prospects with highly personalized, useful ...

Salesforce
<https://www.salesforce.com/automation/guide/>
What is Marketing Automation?
Marketing automation is a technology that manages marketing processes and multifunctional campaigns, across multiple channels, automatically.

Wikipedia
https://en.wikipedia.org/wiki/Marketing_automation
Marketing automation
Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to automate repetitive tasks.

Best Answer Compiled From Resources



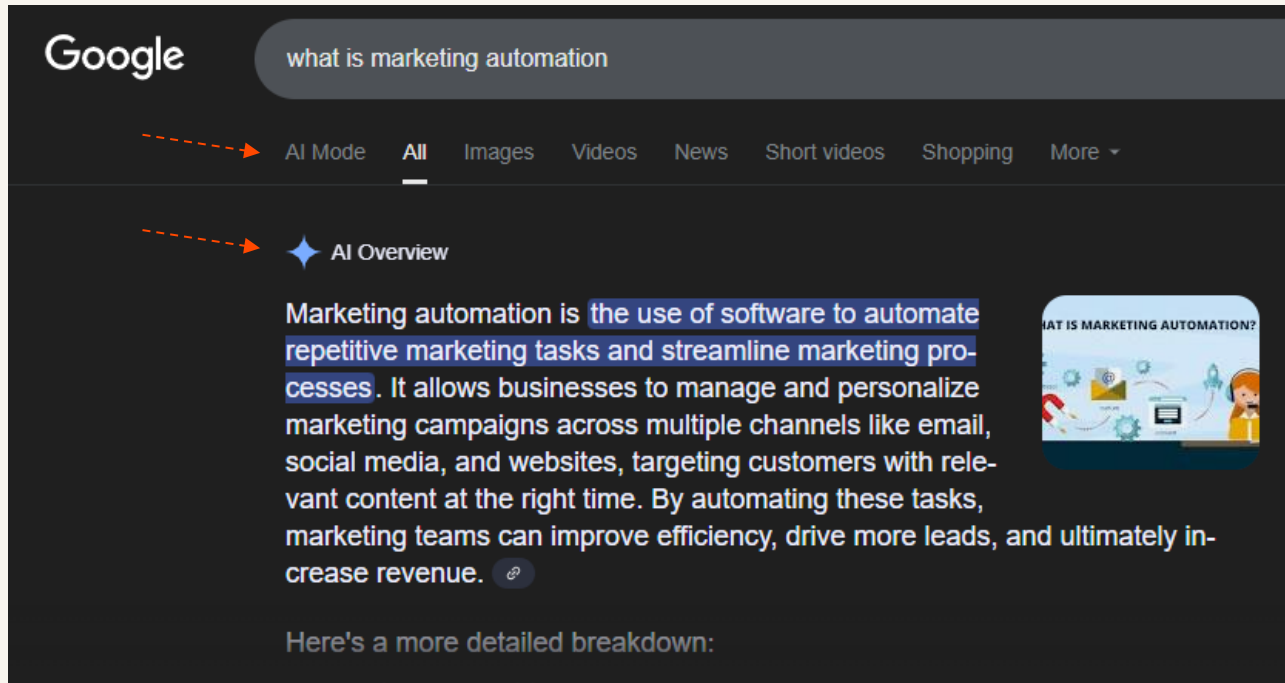
what is marketing automation

Marketing automation refers to the use of software and technology to automate, streamline, and measure marketing tasks and workflows. Its primary goal is to increase operational efficiency and grow revenue faster by automating repetitive marketing activities.

Key Functions of Marketing Automation:

- 1. Email Marketing Automation**
 - Sending personalized emails based on user behavior, preferences, or specific triggers (e.g., welcome emails, cart abandonment, birthday offers).
- 2. Lead Nurturing & Scoring**
 - Tracking leads' behaviors and engagement to score them and move them through the sales funnel more effectively.
- 3. Customer Segmentation**
 - Dividing customers into groups based on behavior, demographics, or purchase history to target them more accurately.
- 4. Campaign Management**
 - Managing multi-channel campaigns (email, social, web, SMS, etc.) from a single platform.
- 5. Analytics & Reporting**

Search engines roll out more AI features to increase value.



The screenshot shows a Google search interface with a dark theme. The search bar at the top contains the text "what is marketing automation". Below the search bar, the navigation tabs include "AI Mode", "All", "Images", "Videos", "News", "Short videos", "Shopping", and "More". The "AI Mode" tab is highlighted with a dashed orange arrow. Below the tabs, the "AI Overview" section is visible, also indicated by a dashed orange arrow. The main text in the AI Overview section reads: "Marketing automation is the use of software to automate repetitive marketing tasks and streamline marketing processes. It allows businesses to manage and personalize marketing campaigns across multiple channels like email, social media, and websites, targeting customers with relevant content at the right time. By automating these tasks, marketing teams can improve efficiency, drive more leads, and ultimately increase revenue." The words "repetitive marketing tasks and streamline marketing processes" are highlighted in blue. To the right of the text is a small illustration titled "WHAT IS MARKETING AUTOMATION?" showing a person at a computer with various marketing icons like a mail envelope, a gear, and a speech bubble. Below the main text, there is a link that says "Here's a more detailed breakdown:".

Google

what is marketing automation

AI Mode All Images Videos News Short videos Shopping More

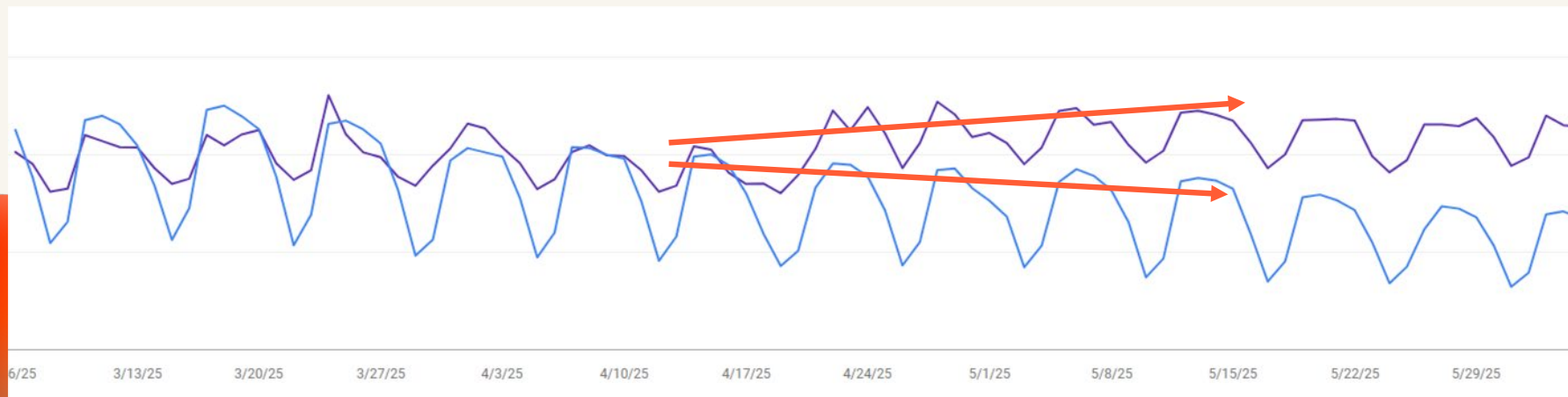
AI Overview

Marketing automation is the use of software to automate repetitive marketing tasks and streamline marketing processes. It allows businesses to manage and personalize marketing campaigns across multiple channels like email, social media, and websites, targeting customers with relevant content at the right time. By automating these tasks, marketing teams can improve efficiency, drive more leads, and ultimately increase revenue.

Here's a more detailed breakdown:

Google rolls out more AI features, **publishers see fewer clicks**, even if ranking and impressions improve.

SEO Darwin Santos coined the term **“the great decoupling”** to refer to the divergence between click and impression trendlines, but I call it the alligator mouth 🐊

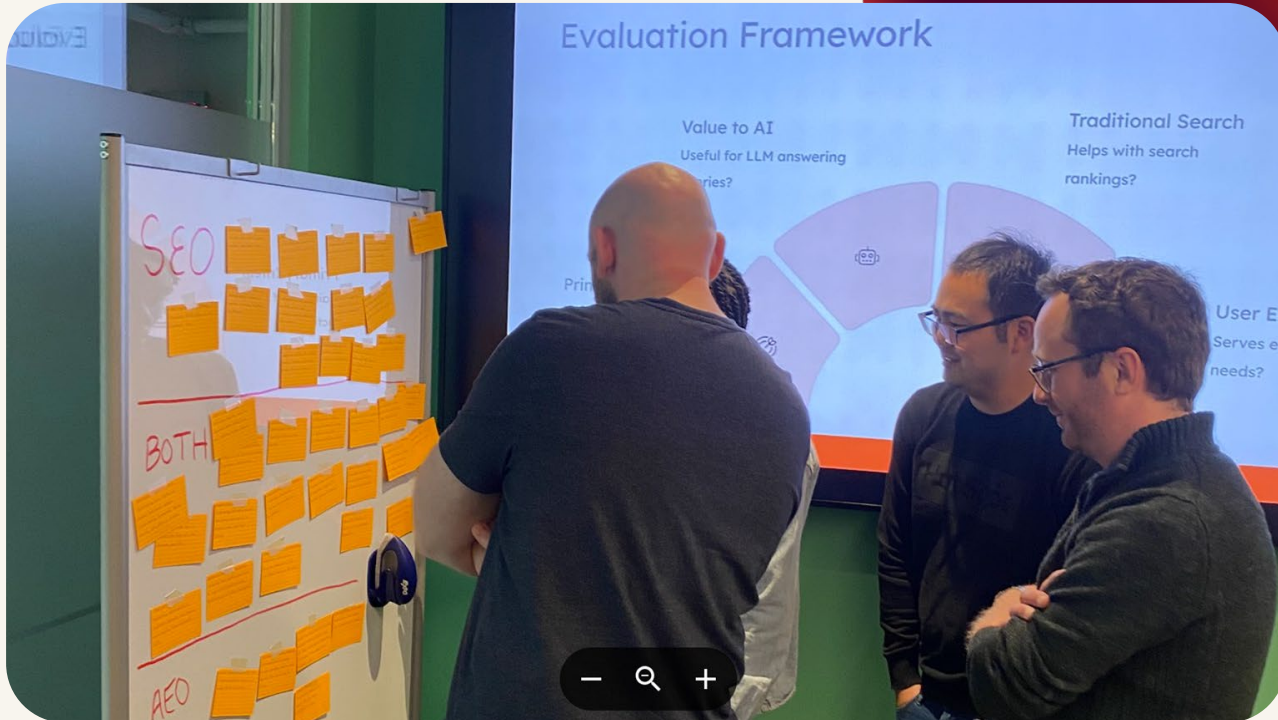




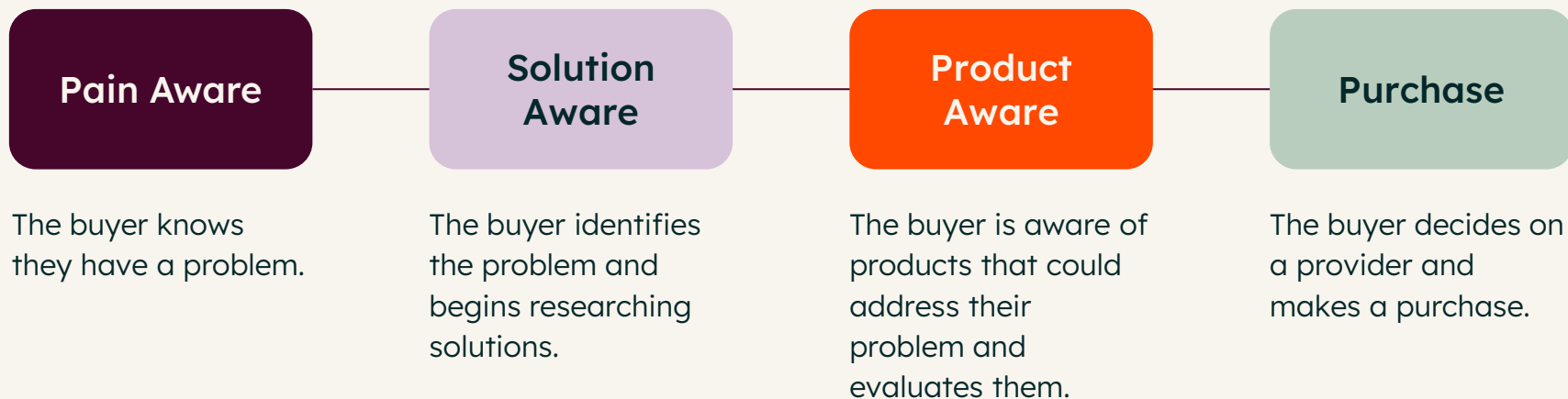
As user behavior changes, AI engines become an **emerging channel** that we can capitalize on while protecting our existing demand.

At HubSpot, we're calling this practice AEO (AI engine optimization).

Does SEO strategy even need to change?



The Buyer's Journey is still the same.

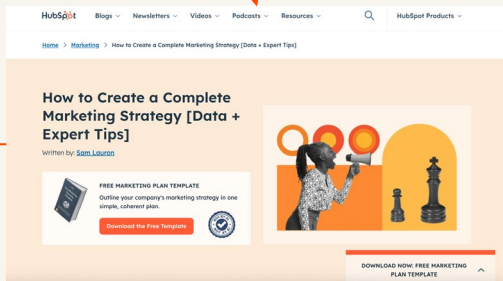


People are turning to AI engines for these stages more and more.

Google

marketing strategy

- marketing strategy
- marketing strategy examples
- marketing strategy jobs
- marketing strategy template
- marketing strategy definition
- marketing strategy outline
- marketing strategy course
- marketing strategy side hustle
- marketing strategy case study 2015
- marketing strategy vs marketing plan

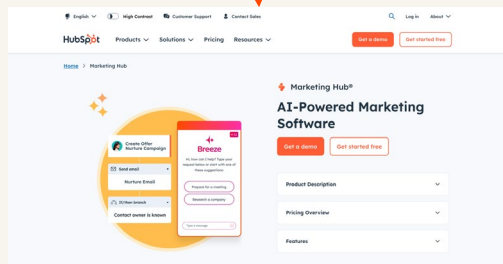


Free Marketing Plan Template

Outline your company's marketing strategy in one simple, coherent plan.

Join thousands of professionals using this resource.

[Download for Free](#)



Traditional Search Journey

- Types keyword into a **search engine**
- Is educated by a **publisher's content**
- Is compelled to take action from **an offer** that helps them do a job
- Is **nurtured** to buy through ongoing touchpoints once subscribed

What can I help with?

Hi ChatGPT, if you were a small business owner, how would you implement a marketing strategy for your business?

+

🗣️

↑

Thank you! This is great starting point. Can you create the marketing plan?

📄

🔗

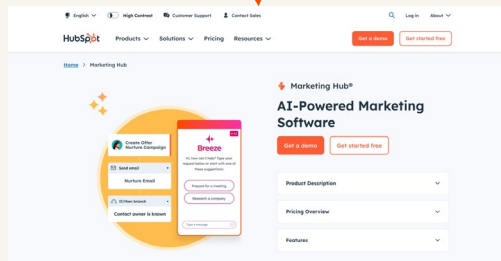
Absolutely — here's a **6-month small business marketing plan** with a weekly action checklist that builds momentum without overwhelming you.

Are there any tools that include both Email Marketing and Social Media capabilities?

Yes — there are a few **all-in-one marketing platforms** that combine Email Marketing + Social Media in one place, which can save you time and reduce tool overload. Here are some budget-friendly options:

1. HubSpot Marketing Hub (Free Tier)

- **Price (Free):** \$0 for basic email marketing, forms, and ad management.
- **Includes:**
 - Email marketing with templates & personalization
 - Social media post scheduling (Facebook, Instagram, LinkedIn, Twitter/X)
 - CRM for tracking leads and customers
 - Basic analytics
- **Best For:** Small businesses that want email, social, and CRM in one dashboard.



Search Journey With AI Engines

- Has a “conversation” with an **AI engine**
- Is educated by the **AI engine**
- Is able to take action using **the AI engine** which helps them do a job
- Is **persuaded** to buy based on what the AI engine recommends

AI is Disrupting the Search Journey

Search Engine

- Simplified search queries
- Manual research and comparison
- Multiple search attempts and query refinement

AI Engine

- Specific, natural language queries
- Conversational follow-up questions
- Result evaluation

Therefore, the blog's audience becomes not just humans but also AI engines.

The blog then becomes important in influencing the AI engines that are influencing the humans to take action and buy from us.



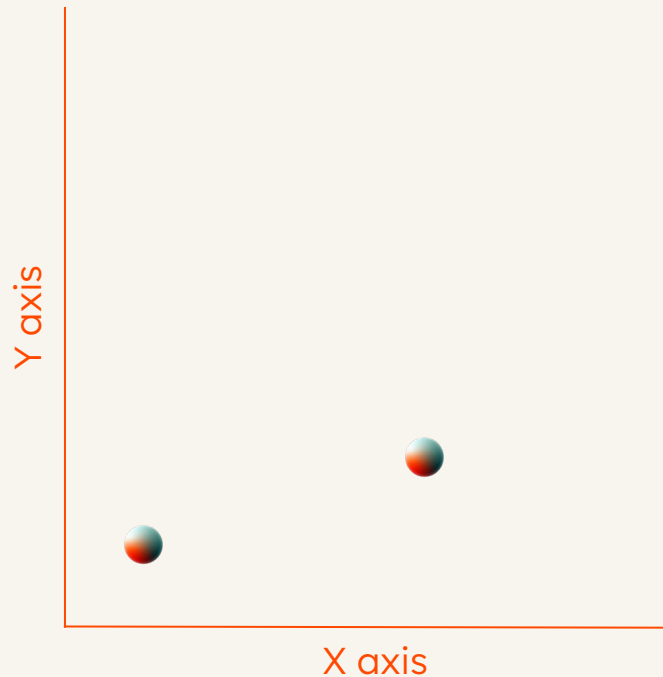
Two Ways We're Evolving Our Approach:

1. Topic Selection
2. Content Design

Topic Selection

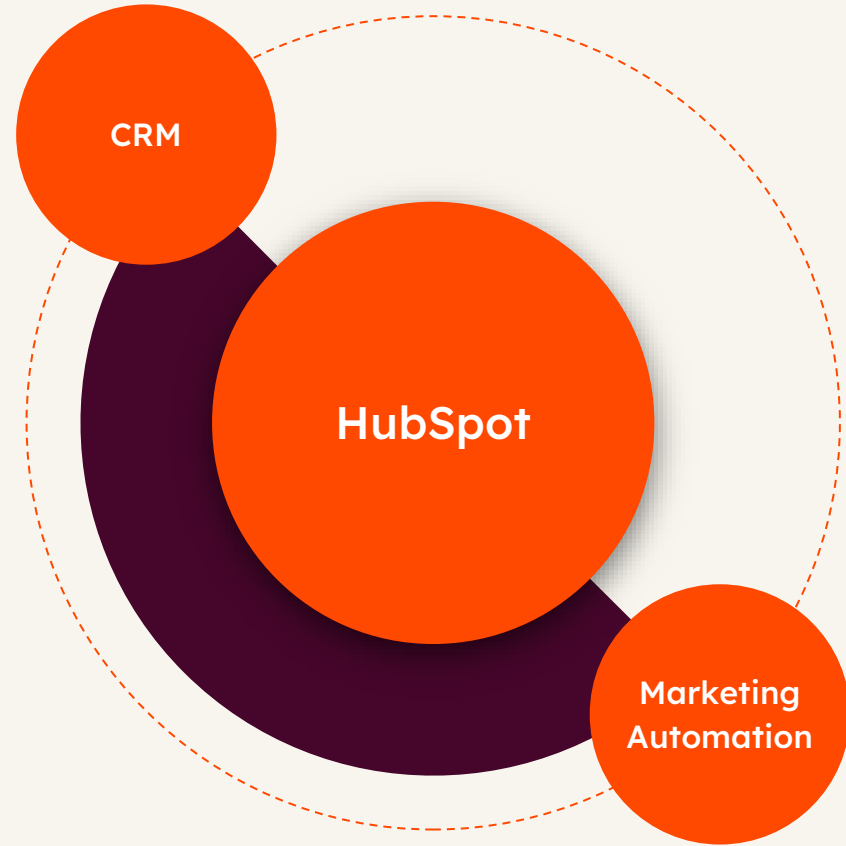
AI uses **vector embeddings** to model **semantic associations**.

In other words, that's how AI engines “understand” the meaning and relationships between words and concepts.



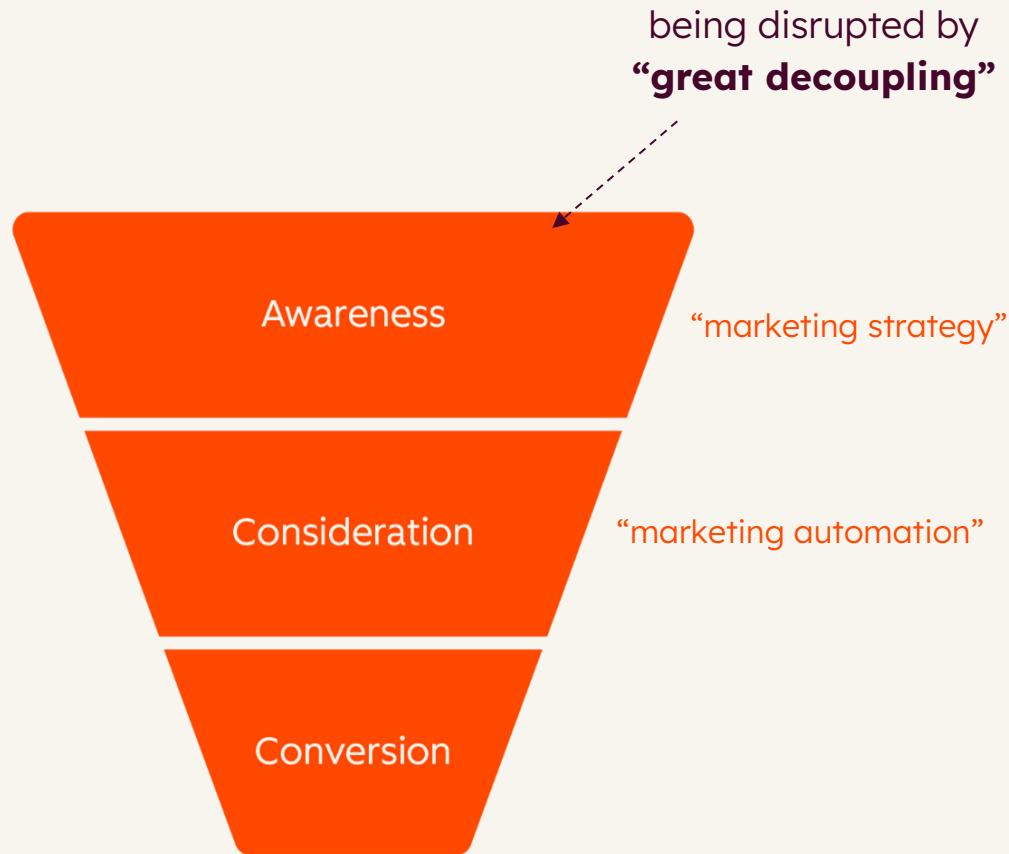
Like this... but across 3,072 dimensional vectors

As search strategists, our goal becomes making our brands **synonymous** with their product category or categories.



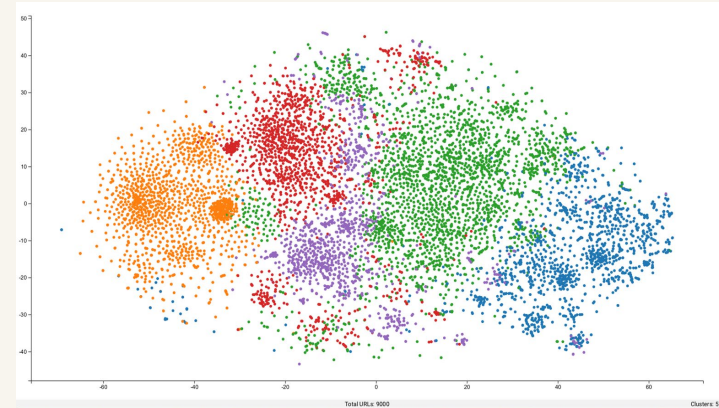
At HubSpot, we're moving blog content **down funnel**

In other words, **bringing the blog closer to the product** to strengthen semantic association and capitalize on both SEO and AEO opportunities.



We'll do that
while saturating
key topic
categories.

It's possible to actually map what the vector embeddings look like for your existing content to help you determine what content to update and what content to create.



What's on your mind today?

I'm a VP of sales at a manufacturing company with a small team of 6 reps. We mostly sell to repeat customers but want to expand into new markets. We need a CRM that integrates with our existing ERP, helps us track complex B2B deals, and has strong reporting without a steep learning curve. We have a budget of \$500/month. What would you recommend and why?

+



Hyper-Personalization

Unlike in traditional SEO where you have head terms and long-tail keywords, AI engines function best with the more context you provide.

Therefore, scale becomes even more important in AEO.

Content Design

There's a slight shift that's happening that does make a difference in on-page optimization.

SEO

The search engine's goal is to retrieve the **best resource** for a user's query.

AEO

The AI engine's goal is to generate the **best answer** for a user's prompt.

(Though AI Overviews and AI Mode do blur the lines a bit.)

How It Works

Factual Grounding

Aligning with verified external sources or structured data to ensure accuracy.



Original Data
& Research

Tactics We Can Use

What is seen as authoritative and credible?

Search Engines (EEAT)

Subject Matter Expertise

Anecdotes & First-Person POV

Original Data & Research

Differentiated Perspectives

AI Engines (Factual Grounding)

Contextual Agreement / Recurrence

Facts

Original Data & Research

Consensus

But there's something to be said about
novelty.

Strategists will need to find the balance between **consensus** and **novelty**.

- **AI engines favor widely corroborated information**, so content will likely be used to **sway consensus**.
- **Information gain** is the concept of adding something new and useful it **can't find anywhere else**.
- **AI answers are influenced by earned media**, so **novel insights** and thought leadership are important.

The way we tell stories matters for visibility in AI engines.

Low Information Gain

- Entertaining but doesn't teach a general principle or provide widely applicable insight
- No measurable or structured knowledge for the model to use

Last week, our team had a funny incident during our virtual stand-up. Alex's cat jumped on the keyboard and sent a random message in the chat. Everyone laughed, and we spent five minutes sharing pet stories instead of updates. It made the meeting more enjoyable, but we got less work done that morning.

The way we tell stories matters for visibility in AI engines.

High Information Gain

- Includes consensus-backed principle
- Proves concrete example/outcome
- Adds context and memorability without losing semantic value

Studies show that short, structured virtual stand-ups improve remote team productivity. In our team, we tested this approach by limiting updates to 2 minutes per person and holding meetings at 9 AM. One morning, a funny interruption with Alex's cat led to a 5-minute laugh, but the meeting still stayed within the 15-minute limit. Over the month, our average task completion rate increased by 12%, confirming that structured meetings can accommodate small interruptions without losing productivity.

Factual grounding is still present with original data.

How It Works

Factual Grounding

Aligning with verified external sources or structured data to ensure accuracy.

Chunking

Segmenting and storing “chunks” of text in a searchable index to enable efficient retrieval.



Original Data
& Research



Semantic
Completeness

Tactics We Can Use

Semantic Completeness at the Paragraph Level

Semantically Incomplete

- Missing specific actions or workflows that could be automated
- Missing how tools integrate with other parts of the platform
- Missing tangible benefits

Marketing automation can make a huge difference in how teams manage lead nurturing and follow-up. HubSpot's tools are designed to help users set up workflows quickly and respond to customer behavior without manual effort.

Informative paragraph but relies on prior or follow-up text to give the reader a full understanding.

Doesn't deliver a full explanation on its own.

Semantic Completeness at the Paragraph Level

Semantically Complete

- Introduces the topic
- Names the features
- Describes their function
- Explains the outcomes

HubSpot's marketing automation tools enable businesses to deliver the right message to the right person at the right time. By combining behavioral triggers, dynamic segmentation, and lead scoring, users can build complex workflows that guide prospects through personalized buyer journeys. These automations are deeply integrated with HubSpot's CRM and reporting tools, allowing teams to track performance across channels.

How It Works

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Segmenting and storing “chunks” of text in a searchable index to enable efficient retrieval.

Entity Association

Identification and linking of named entities with relevant attributes to improve understanding.



Original Data
& Research



Semantic
Completeness



Semantic
Triples

Tactics We Can Use

Semantic Triple

Writing technique to represent knowledge in a structured format using 3 components.

HubSpot's CRM helps
sales teams track leads.

Subject Predicate Object

Peek the difference:

Unstructured Content Without Semantic Triples

With drag-and-drop functionality and an intuitive interface, this tool makes it easier than ever to build beautiful campaigns. It's packed with features that help you automate follow-ups, personalize messages, and analyze performance — no coding necessary.

Structured Content With Semantic Triples

- HubSpot offers an email marketing tool that supports drag-and-drop campaign creation.
- Marketers can automate follow-ups using built-in workflows.
- HubSpot's email analytics provide insights on open rates, click-throughs, and engagement trends.
- No coding is required to design personalized emails.

How It Works

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Original Data
& Research



Semantic
Completeness



Semantic
Triples

Tactics We Can Use

Try Out HubSpot's AEO Grader

AI Search Grader is HubSpot's innovative **free** tool that reveals how one's brand appears in AI engines such as ChatGPT, Perplexity, and Gemini.



<https://www.hubspot.com/aeo-grader>

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