

**Your Data, Your
Distribution Edge:
Using Audience Intelligence to
Drive Discoverability**







CHANGE

Brian Piper

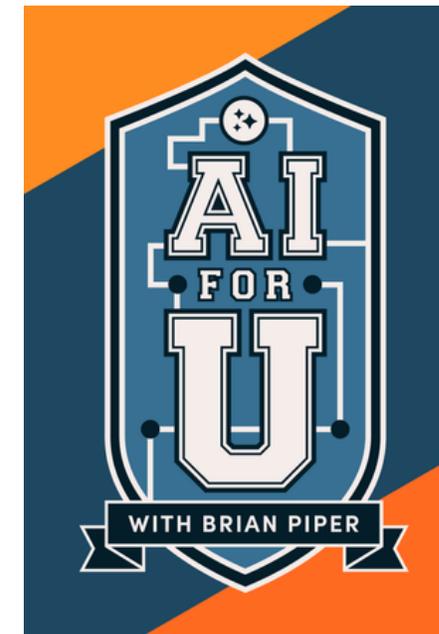
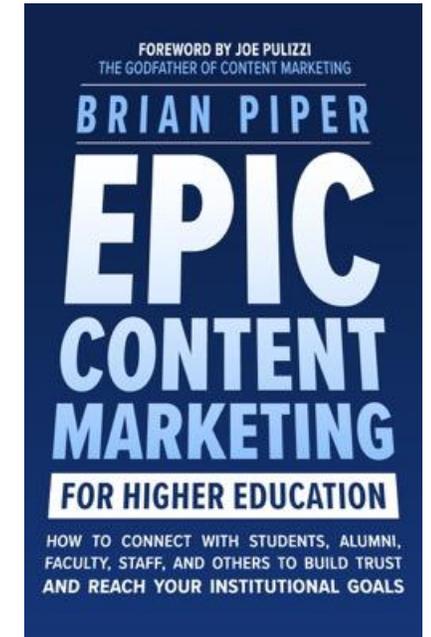
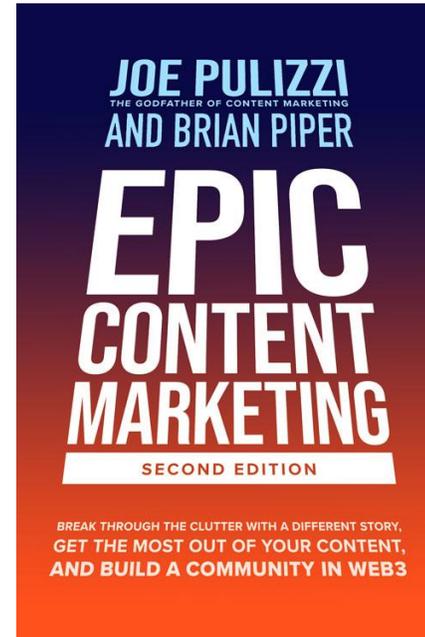
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Why does discoverability matter in higher ed?

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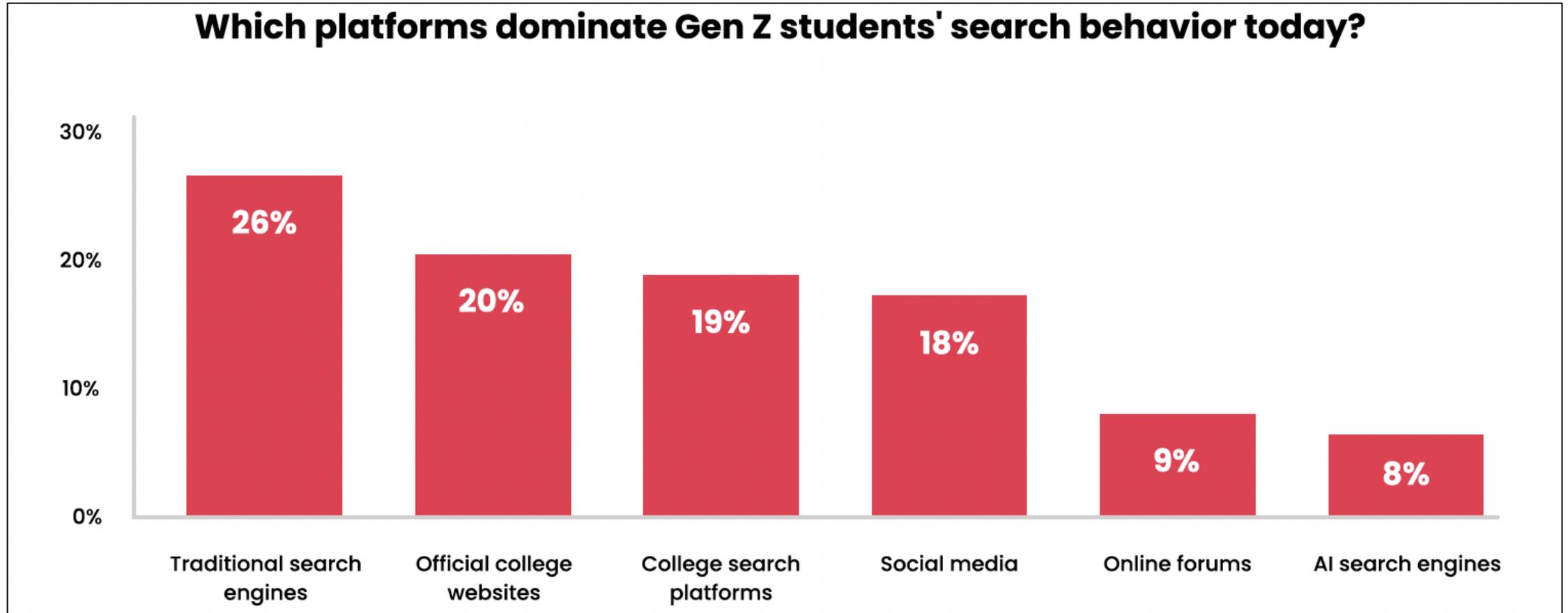
State of College Search 2025

THE GENERATIONS REPORT

How different generations search, discover and choose college

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Why does it matter in higher ed?



PR as the new SEO/AEO/GEO



Photo credit: Midjourney

brianwpiper.com

**Discovery is no longer about finding a link.
It's about becoming the answer.**

Answer Engines trust what others say about you more than what you say about yourself.

Your team's ability to secure high-authority placements is now the primary driver of digital discoverability.

From Tactical Efficiency to Strategic Dominance

1

Low-Hanging Fruit

Focus on Efficiency

Build capacity and confidence with immediate, role-specific AI use cases that augment daily workflows. Emphasis on HIL.



2

Audience Intelligence

Focus on Relevance

Shift from broadcasting institutional messages to answering the proven, data-backed needs of stakeholders.



3

The Strategic Pivot

Focus on Authority

Master "Generative Engine Optimization" to shape how AI represents Princeton to the world.

How are users searching?

What does your audience need?

What questions are they asking?

What are related topics and terms?

What platforms and channels are they using?

First things first

Create for people,
not for search engines.



Content performance and optimization

Look at your data

Let AI look at your data

https://www.rochest...

Performance on Search results

EXPORT

Overview

URL inspection

Performance

Search results

Discover

Google News

Indexing

Pages

Video pages

Sitemaps

Removals

Experience

Page Experience

Core Web Vitals

HTTPS

Enhancements

Breadcrumbs

Profile page

Sitelinks searchbox

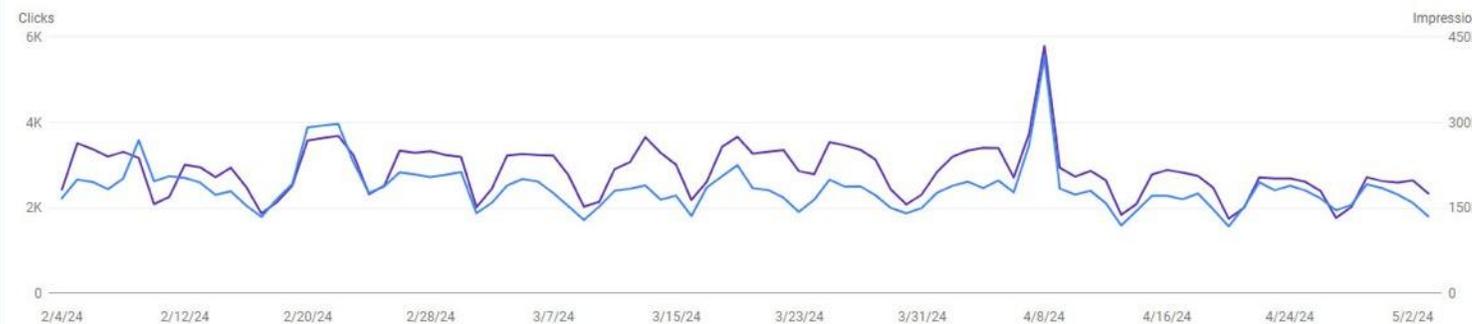
Videos

Security & Manual Actions

Search type: Web Date: Last 3 months + New

Last updated: 3 hours ago

Total clicks **222K**
 Total impressions **19.4M**
 Average CTR **1.1%**
 Average position **13.5**



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				↓ Clicks	Impressions
why does russia want ukraine				4,877	19,960
where does yeast come from				1,477	20,519
alexei navalny				949	37,917
who is navalny				846	16,124

ChatGPT 4 ▾

You

 Newscenter search console_url_Table.c...



You



Newscenter search console_url_Table.c...
Spreadsheet

You are a content marketing expert.

You will be coming up with strategic recommendations on new content we could create that would support our strategic priorities and be relevant for prospective undergraduate students, graduate students, or knowledge seekers.

Use the attached search console data to see areas where we currently have search potential and compare those to general interests of our target audiences and determine which content might also support our strategic priorities at <http://boundless.rochester.edu>
Create 20 new content ideas, please. Take your time.

- **Scientific Breakthroughs Explained:** Easy-to-understand content about complex scientific topics that are currently trending.
- **Biographies of Notable Scientists:** Featuring current faculty or alumni who have made significant contributions to their fields.

3. Academic Resources and Opportunities

- **Career Paths for Graduates:** Outlining potential career opportunities for graduates in various

 Send a message or hold space bar to talk

  English (US) ▾ 

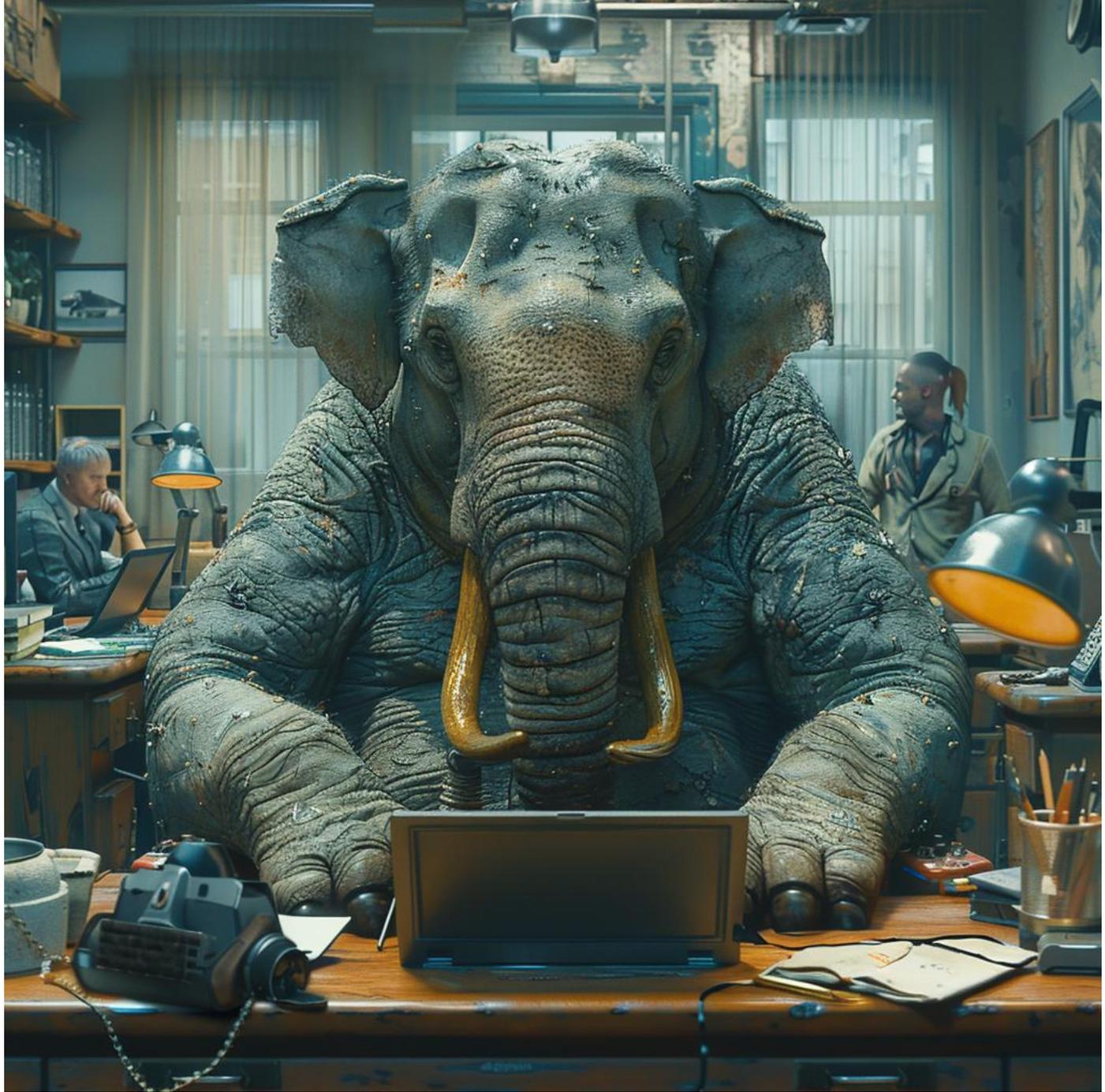
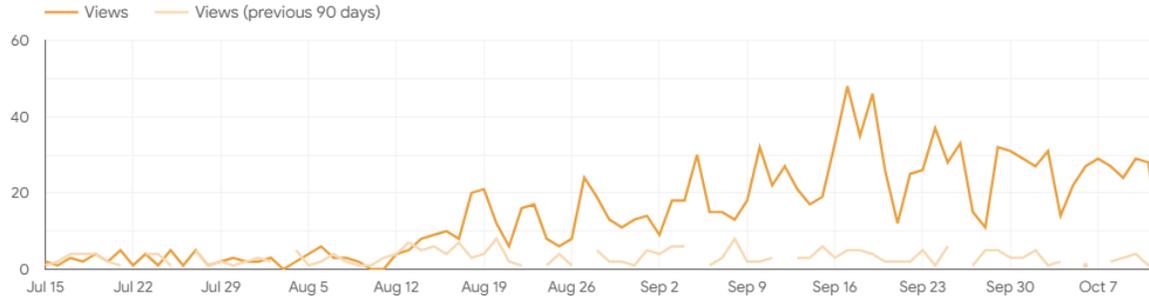


Photo credit: Midjourney

FUTURITY

AI Acquisition

AI Traffic Sources



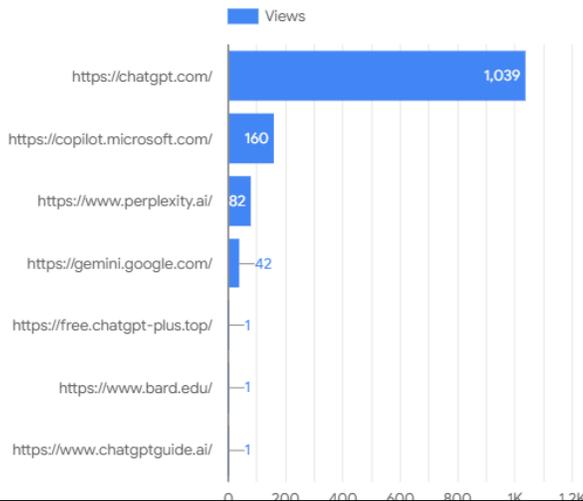
Totals

Views
1,326
 ↑ 422.0%

Sessions
1,349
 ↑ 418.8%

Engaged sessions
646
 ↑ 438.3%

Top AI Traffic



	Page title	Page path	Views
1.	Futurity: Research News from Top Universities	/	73
2.	Why TikTok is poised to change how we spea...	/tiktok-how-we-speak-2623112-2/	17
3.	Minecraft can teach us to be more creative - ...	/minecraft-creativity-2100032/	14
4.	The periodic table of elements is finally compl...	/periodic-table-new-elements-1087782-2/	13
5.	How TikTok's algorithm personalizes what you...	/tiktok-algorithm-3211962/	13
6.	Video games speed up reaction time - Futurity	/video-games-speed-up-reaction-time/	13
7.	How the 'trolley problem' applies to self-drivin...	/autonomous-vehicles-av-ethics-trolley-pr...	12
8.	To support people after incarceration, focus o...	/incarceration-recidivism-housing-2970902/	12
9.	VR can help people with autism navigate the r...	/virtual-reality-autism-3006492/	12
10.	How your brain filters out distractions to focu...	/focus-intelligence-brains-3190652/	9
11.	Method transforms plastic bags into useful ad...	/plastic-bags-upcycling-adhesives-2489212/	9
12.	Healthiest noise level for the office is about 5...	/office-noise-50-decibels-2868842-2/	8
13.	Mystery solved: Why starch turns iodine dark ...	/iodine-starch-1232362-2/	8

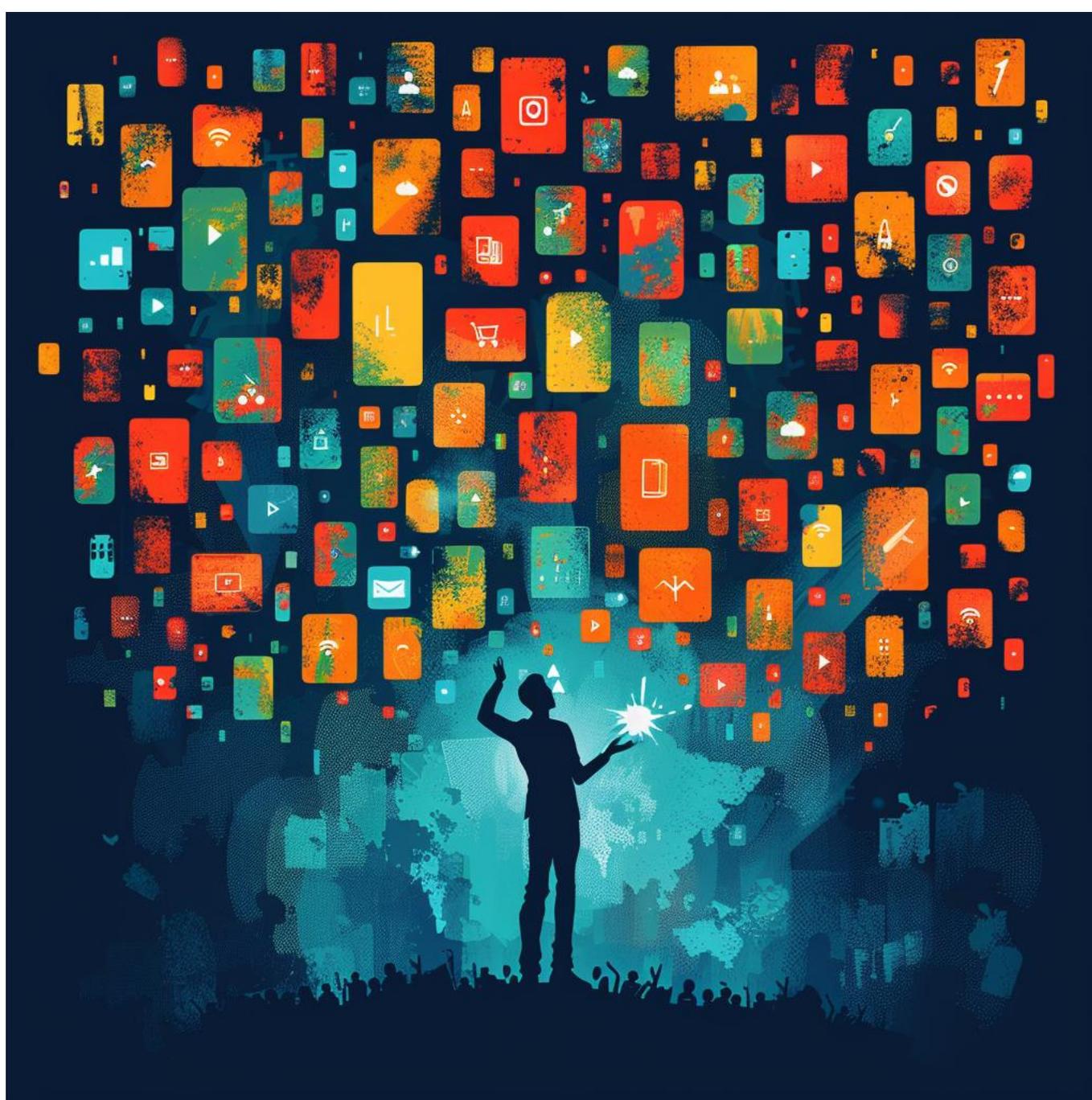


Image created with Midjourney

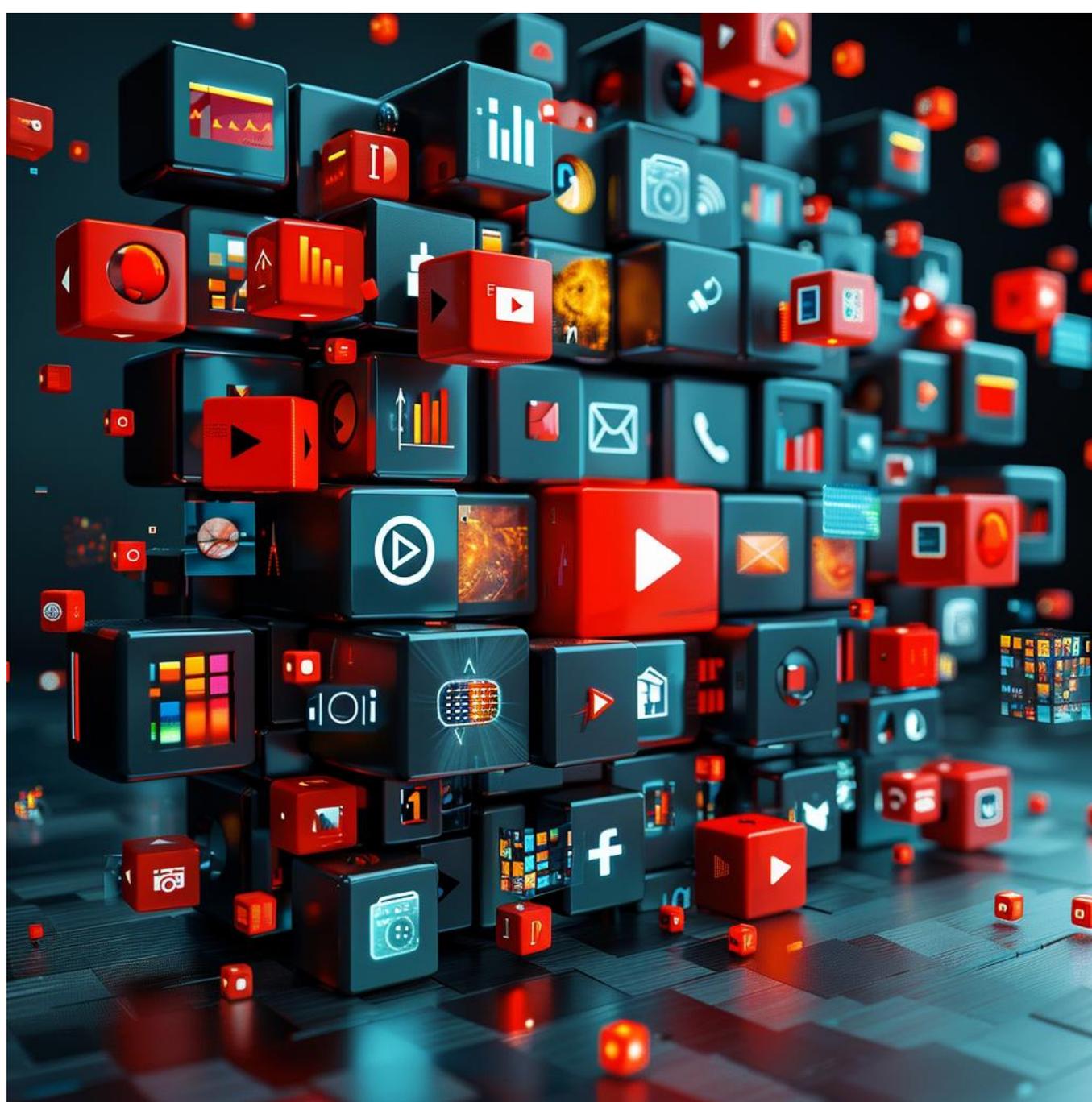
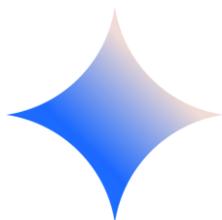


Image created with Midjourney

Text-to-image



Midjourney

- OpenAI - Dall-E (ChatGPT)
- Google - Gemini/Imagen/Nano Banana
- Canva Visual Suite 2.0
- Firefly Image 4
- FLUX.1 Kontext
- Gemini 2.0 Image Generation
- Ideogram 3.0
- KREA
- Reve Image 1.0
- Seedream 3.0
- Grok
- Stable Diffusion



Image created with Gemini

Video repurposing



Kapwing

Veed

Vizard

Klap

Overlap

Canva

Adobe

Riverside

Audio/Video editing



descript

DaVinci Resolve

CapCut

Veed

Pictory

Canva

Opus Clip



Animation created with Descript

Avatar creation



HeyGen

Synthesia

Kapwing

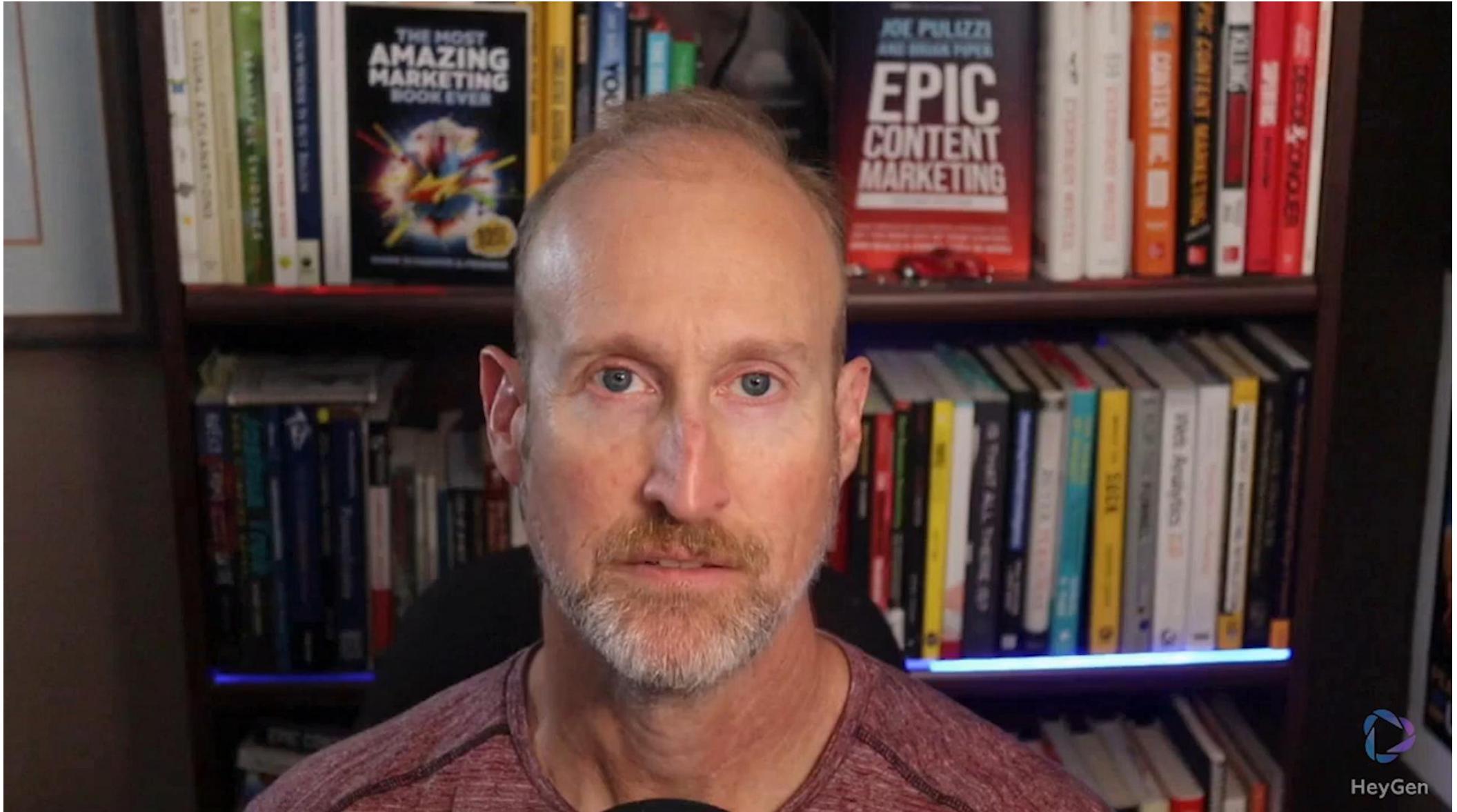
Vmodel

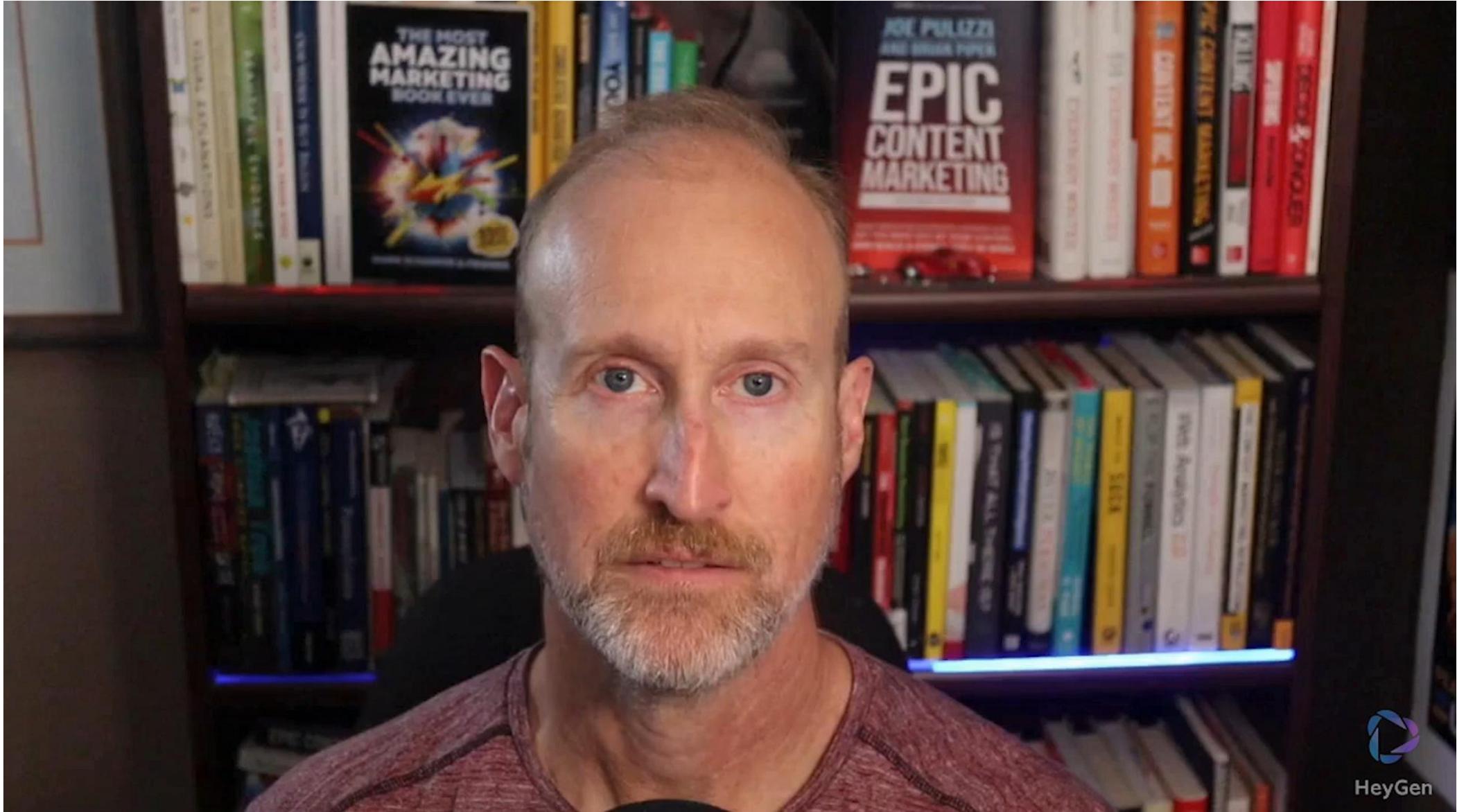
Recraft

Veed

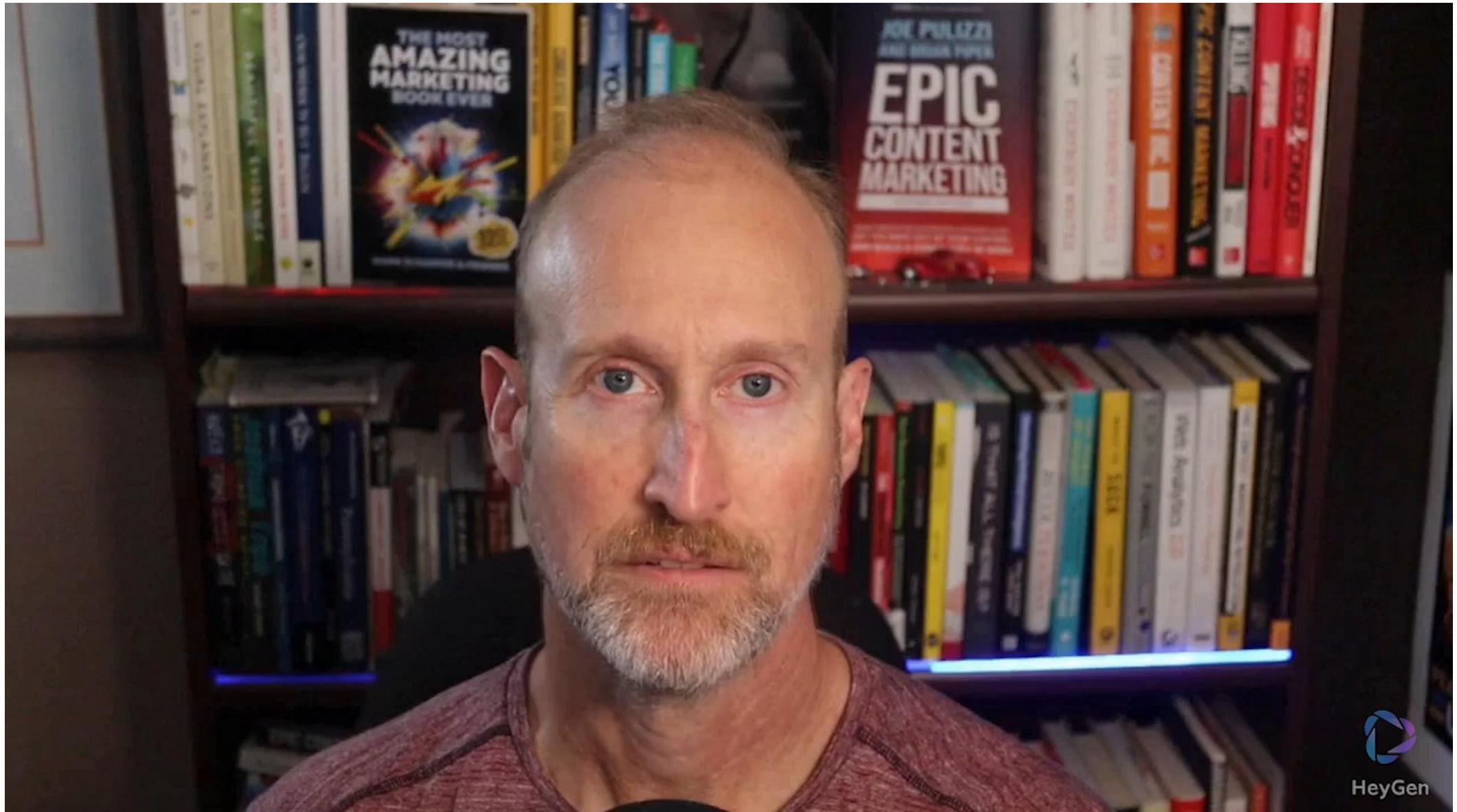
Canva







HeyGen



Text-to-video



Veo 3

Sora 2

Veed

Canva

Adobe Firefly

Gen Z Slang

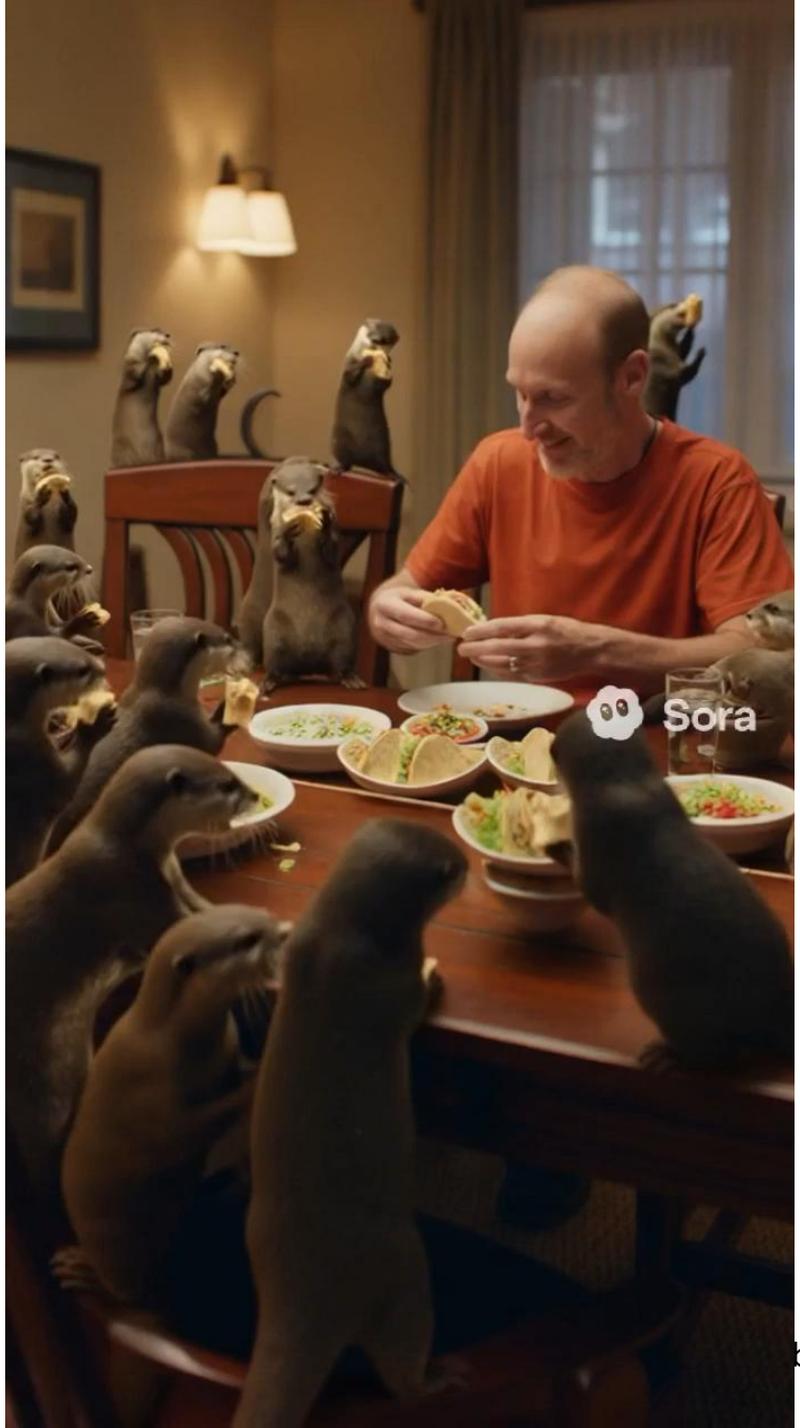
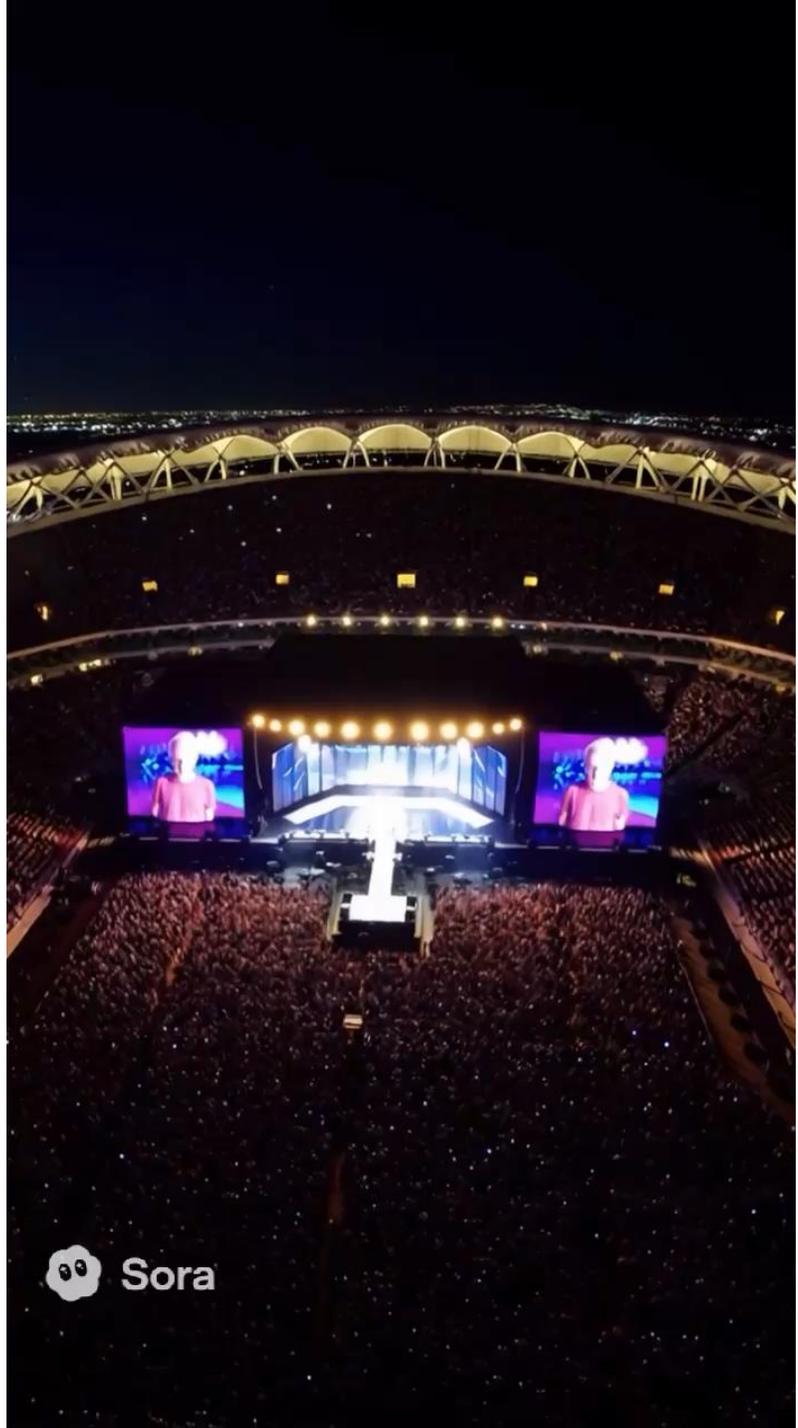
Mieches mmaobla

Handlung 3

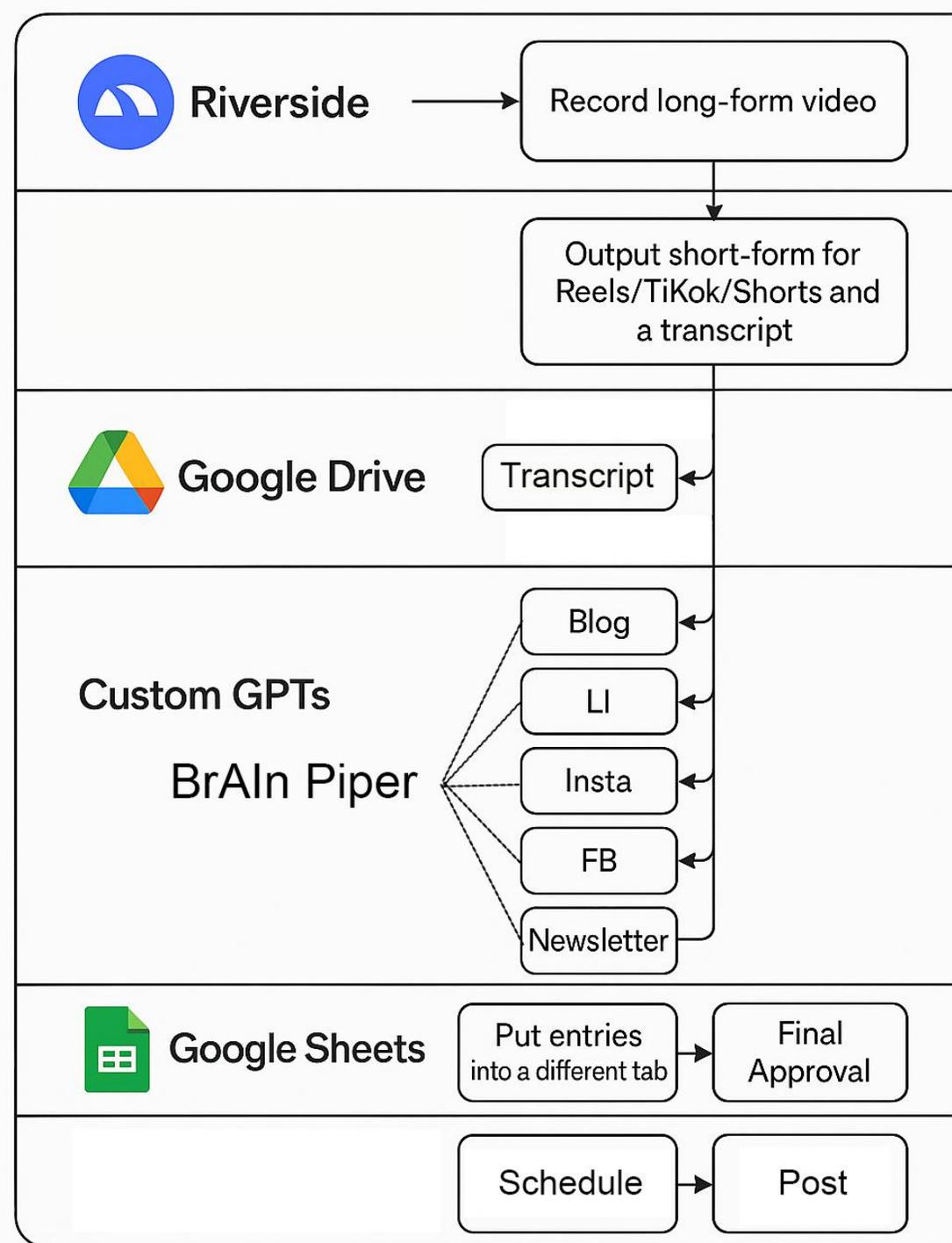
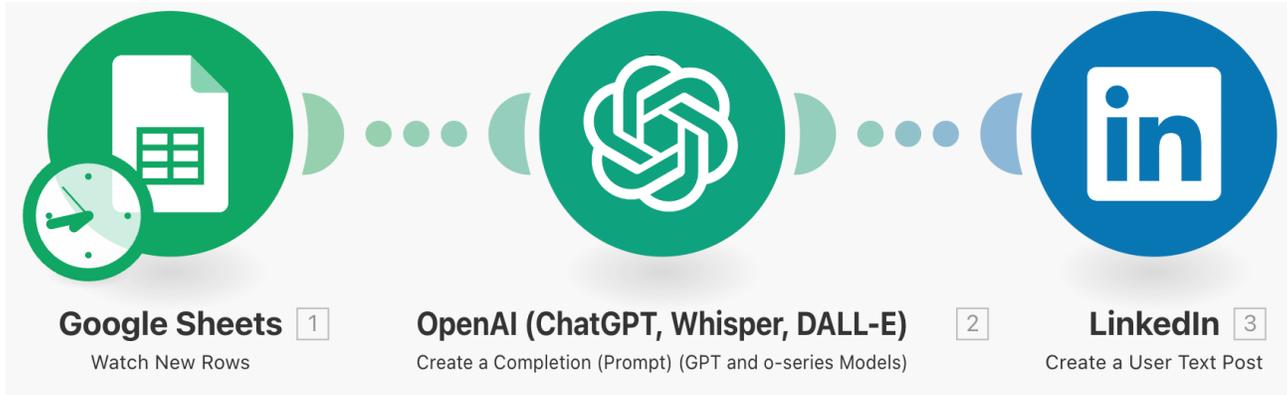
Slang krebtland

PROMPT:

A COLLEGE PROFESSOR DOING A CLASS ON GEN Z SLANG AND THE VIDEO PANS OVER TO ALL THE BOOMERS TAKING NOTES AND SEEMING SUPER INTERESTED



Scaling by automating



JobsGPT

Role: Associate Dean for Public Affairs and G

AI Exposure & Task Efficiency Analysis

Task	Exposure Level	Estimated Time Saved (%)
Oversee strategic communications and public affairs programming	E7	30-40%
Coordinate media relations and act as school spokesperson	E8	25-30%
Manage public relations initiatives and press releases	E2	40%
Supervise communications, publications, and digital presence	E7	30%
Collaborate with faculty to promote research initiatives	E7	
Oversee alumni and public events	E9	
Serve as main liaison with leadership and	E7/E8	

Role: Creative Services Manager

AI Exposure & Task Efficiency Analysis

Task	Exposure Level	Estimated Time Saved (%)	Rationale
Produce print and digital communications assets	E3/E4	40-55%	AI in tool layers and refi
Serve as point of contact for faculty/staff creative requests	E7	30-40%	AI i ca su re
Design advertisements, posters, brochures, and catalogs	E3	45-60%	G c v e
Develop new center logos and visual identities	E3/E7	35-45%	
Design and support new center websites	E7/E9	40-50%	
Ensure brand consistency across materials	E7	35-45%	
Coordinate with vendors, freelancers, and internal teams	E7	25-35%	
Manage asset libraries and templates	E9	45-55%	

Role: Assistant Director of Web & Dig

AI Exposure & Task Efficiency Analysis

Task	Exposure Level
Maintain faculty, center, and program websites	E9
Oversee overall web presence and digital strategy	E7
Support faculty and staff with web-related requests	E7
Ensure compliance with IT policies and accessibility standards	E7
Coordinate with IT and central services	E7
Manage CMS workflows and permissions	
Monitor site performance and analytics	
Advise on new digital tools and initiatives	

Role: Communications Manager

AI Exposure & Task Efficiency Analysis

Task	Exposure Level	Estimated Time Saved (%)	Rationale
Lead outreach and promotion for public talks	E9	45-55%	AI agents can automate promotion schedules, audience targeting, reminders, and post-event follow-up across channels.
Co-manage social media channels and engagement	E9	45-55%	AI systems can adapt content per platform, optimize timing, monitor sentiment, and recommend real-time adjustments.
Create content highlighting student and alumni news	E2/E7	35-45%	LLMs can draft stories from interviews and submissions, while reasoning tools ensure alignment with institutional priorities.
Produce monthly news and alumni newsletters	E2	45-55%	AI can generate newsletter drafts, personalize content blocks, and optimize subject lines for open rates.
Draft and edit internal-facing communications	E7	35-45%	AI editors can maintain tone consistency, clarity, and alignment with leadership messaging.
Draft introductions and talking points for the Dean	E7/E8	30-40%	AI can tailor messaging to audience, context, and goals, improving persuasion and clarity.
Edit and project manage the Graduate Viewbook	E7	35-45%	AI project tools can manage timelines, coordinate contributors, and generate draft copy from program data.
Track engagement metrics and report outcomes	E7	40-50%	AI analytics dashboards synthesize performance across channels and surface

<https://smarterx.ai/jobsgpt>

The Future

JobsGPT

Department-Level Analysis: Public Affairs & Communications (AI-Enabled Future Model)

Where the Department Is Headed

Across roles, a clear pattern emerges: AI dramatically reduces time spent on **coordination, drafting, scheduling, production, and monitoring**, while increasing the importance of **judgment, strategy, narrative coherence, ethics, and relationship-building**. The department is well positioned to move from a service-and-output model to an **intelligence-driven influence model**.

Rather than each role individually “using AI,” the opportunity is to **re-architect how work flows across the department**.

Key Cross-Role Opportunities for Innovation (Now → 2 Years)

1. From Linear Workflows to Shared AI Pipelines

Today, work moves linearly: research → writing → design → web → promotion → media.

Future state: - Shared AI systems ingest faculty research, events, and announcements once - Outputs are generated simultaneously across formats: briefs, web copy, social posts, media pitches, visuals, newsletters - Human staff curate, refine, approve, and strategically deploy

Impact: - Faster turnaround - Less duplication - Stronger narrative consistency

2. A Unified “Institutional Narrative Engine”

Instead of separate calendars and messaging efforts, the department could maintain: - A continuously updated AI knowledge base of faculty expertise, policy relevance, alumni stories, and institutional priorities - Predictive tools that surface *when* a story or expert is most likely to land

This allows: - Media strategists to pitch earlier - Events to align with emerging debates - Communications managers to time campaigns for maximum resonance

3. Events, Media, and Content Become One System

AI makes it possible to dissolve boundaries between: - Public events - Media outreach - Digital content

<https://smarterx.ai/jobsgpt>

AI integration is...
not a technology project

AI integration is...

a change management project

Brian Piper

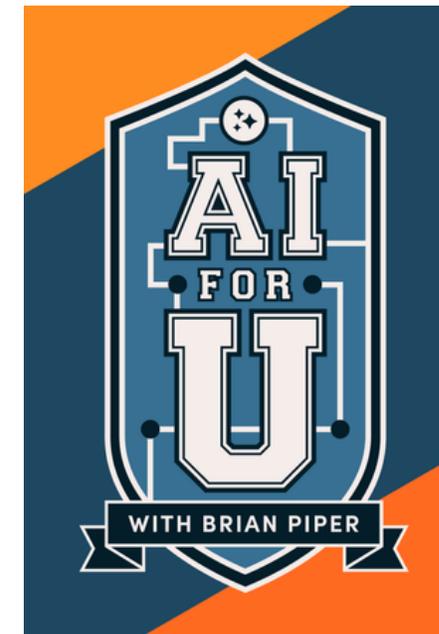
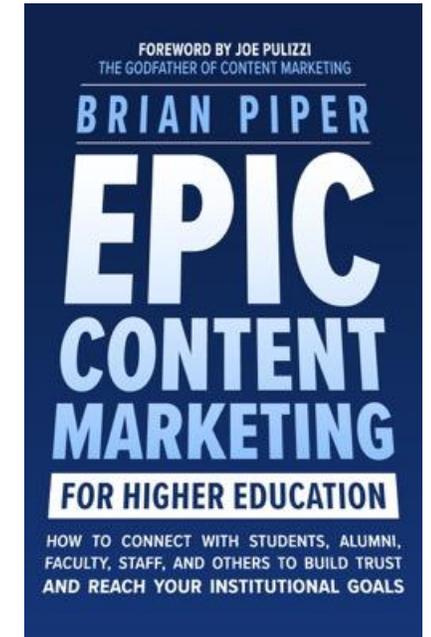
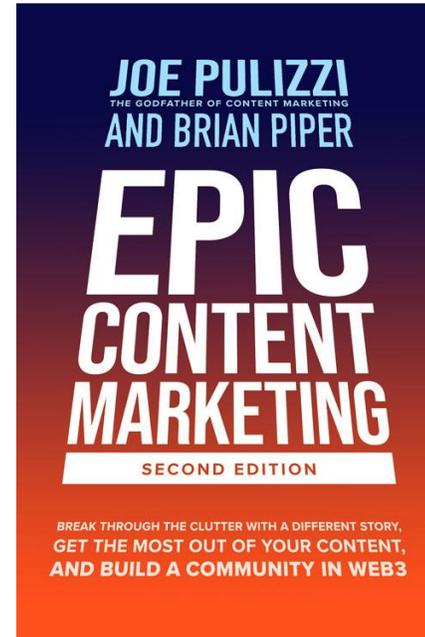
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ATTENTION
Requires That
For Test T