

# Digital Marketing Agency 90 Day Authority Engine Transformation White Paper

From Dormant Visibility to Market Momentum in 90 Days



## Executive Summary

When the Digital Marketing Agency partnered with Authority Engine, their visibility was stagnant and their online presence wasn't being recognized by AI platforms or key decision makers on LinkedIn. Within just 90 days, the transformation was undeniable.

By integrating **AEO (Answer Engine Optimization)** with Authority Engine's **Market Authority System**, B2B Tech, SaaS, the Digital Marketing Agency went from digital obscurity to measurable authority growth across every metric, achieving a **20,908% increase in visibility**, **25,900% increase in reach**, and **2,900% surge in engagement**.

This wasn't a spike. It was the start of sustained, compounding momentum built on strategic authority infrastructure.

## Baseline Snapshot (Before)

1

### Brand Visibility: 2/5

Husl had limited visibility and minimal surface area in search results. Their brand was not being referenced or cited by AI platforms.

2

### Content Authority: 1/5

Content lacked structured expertise and topical authority alignment for AI driven discovery.

3

### Competitive Positioning: 3/5

They were positioned as a general marketing agency with no differentiating category narrative.

4

### Trust Infrastructure: 2/5

Few credibility markers or third party validations were visible to both human users and algorithms.

5

### Engagement Momentum: 1/5

Minimal LinkedIn engagement and no consistent authority growth cycle.

## Transformation Snapshot

# After 90 Days

Through Authority Engine's 90 day buildout, Digital Marketing Agency's authority infrastructure activated, resulting in exponential visibility gains, credibility signals, and social traction.





# The Results

1

## Brand Visibility: 3/5

Visibility skyrocketed across LinkedIn and search with a **20,908% increase in impressions** and **25,900% reach growth** over the prior 90 days. Their brand is now consistently showing up in discovery feeds and algorithmic recommendation loops.

2

## Content Authority: 3/5

Authority Engine's content sequencing and AI ready PR systems turned static content into authority assets. Engagement rose **2,900%**, with posts now consistently drawing **90+ engagements** and direct engagement from industry peers.

3

## Competitive Positioning: 4/5

The Digital Marketing Agency's narrative evolved from "agency" to **recognized category leader**, owning its niche as an authority driven digital partner. Competitors now reference the agency's posts and leadership content as benchmarks.



### Trust Infrastructure: 3/5

Their VP and leadership team now appear consistently in credibility driven conversations and posts. Comment sections and DMs include verified ICP interactions daily, supported by **600+ engagements from key buyer personas** and a **2,929 follower base (+10.7%)**.

### Market Momentum: 4/5

With compounding content cycles, AI optimized PR, and consistent audience growth, the marketing agency's momentum is now self sustaining. During the 90 day window, The digital marketing agency **closed Booz Allen as a client**, added **eight mid tier companies to their pipeline**, and generated **over \$100,000 in new revenue** directly tied to Authority Engine visibility.

## Quantifiable Results

Metric	90 Day Result	Growth
Impressions	4,832	+20,908.7%
Members Reached	1,300	+25,900%
Engagements	90+	+2,900%
ICP Interactions	600+	—
Total Followers	2,929	+10.7%
New Pipeline	8 companies	\$100K+ new revenue
<b>Closed Client</b>	<b>Booz Allen</b>	—
Top Audience Segments	Software Dev (28%) / SMB 11-50 (24%) / Senior (23%)	

## ROI Statement

Within 90 days, Authority Engine transformed the Digital Marketing Agency's dormant presence into an AI recognized, market visible authority brand.

What began as an effort to be seen evolved into a fully optimized visibility engine driving daily inbound visibility, leadership engagement, and measurable brand equity.



### **AI Ready Authority Footprint**

Husl Digital now has an active AI ready authority footprint



### **ICP Engagement**

Consistent ICP engagement and inbound visibility



### **Sustainable Authority Flywheel**

A sustainable authority flywheel that compounds growth over time

The result is undeniable. The Digital Marketing Agency became the trusted, chosen name in its market not by chance, but by engineered authority.

# We Engineer Authority

**At Authority Engine, we don't just grow awareness. We engineer authority. We build the systems that turn credibility into visibility and visibility into trust. So when prospects search, engage, or ask AI who to trust, they find you.**