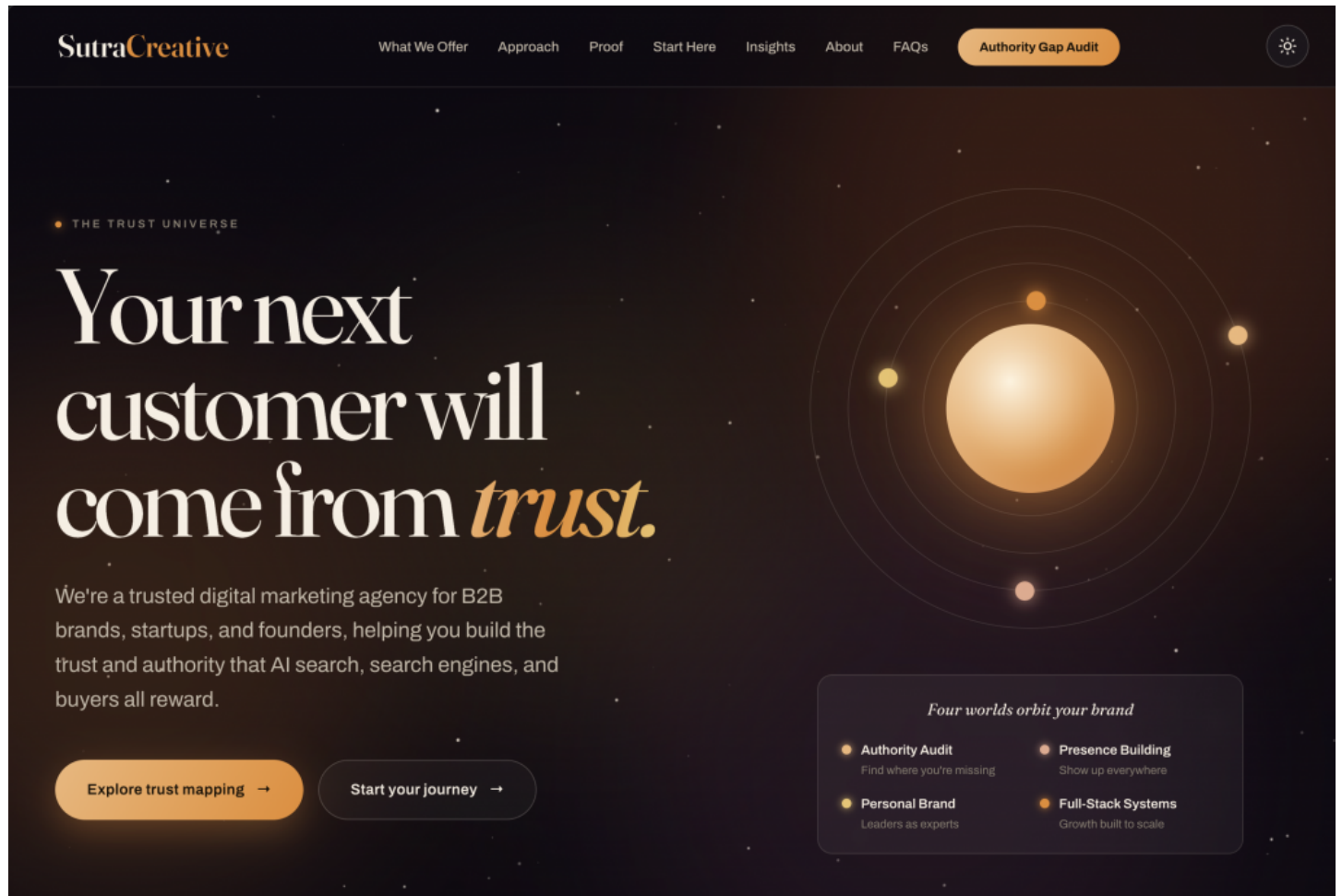


Sutra Creative Launches Full-Stack Authority Marketing Programs to Help Brands Get Cited by AI Tools

The digital marketing agency combines SEO, Answer Engine Optimization, and Generative Engine Optimization to build brands that buyers, search engines, and AI tools all choose first



New York City, New York Sep 17, 2026 ([Issuewire.com](https://www.issuewire.com)) - Sutra Creative, a digital marketing agency founded by content and strategy veterans, has announced the full launch of its authority marketing programs, built to help brands achieve consistent visibility across Google, AI answer engines, and the growing network of generative AI platforms that now shape how buyers discover and choose brands.

The announcement comes at a pivotal moment for digital marketing. AI search visits grew 42.8 percent year over year between Q1 2025 and Q1 2026, and visitors arriving through AI citations convert at 4.4 times the rate of standard organic traffic. Despite this shift, the majority of brands have not adapted their strategy to account for AI discovery surfaces, and many remain entirely invisible in AI-generated answers even when they rank well on Google.

"The marketing landscape has changed fundamentally," said Harsh, Co-founder of Sutra Creative. "Buyers are asking ChatGPT, Perplexity, and Gemini for recommendations before they visit a single website. If your brand is not in those answers, it does not exist for that buyer at that moment. We built

Sutra Creative specifically to close that gap."

What Sutra Creative Does

Sutra Creative offers four core programs designed to build cumulative brand authority across every surface where buyers and AI engines are paying attention.

Authority Gap Audit. The starting point for every client engagement. Sutra maps where a brand's credibility signals are missing across Google, AI answer engines including ChatGPT and Perplexity, social platforms, and communities. The audit identifies which competitor brands are being cited instead, why the gap exists across AEO and GEO layers, and the precise sequence of fixes that will produce the fastest citation gains.

Presence Building. A multi-channel execution program combining technical SEO, Answer Engine Optimization (AEO), and Generative Engine Optimization (GEO). Sutra restructures existing content with answer-capsule formatting, deploys entity schema, submits brands to AI-indexed directories, earns editorial press placements, and builds the third-party citation network that AI engines rely on when selecting which brands to name.

Personal Brand Strategy. Turning founders and key leaders into recognized experts through LinkedIn thought leadership, guest article programs, and social content management. AI engines, particularly Claude and Gemini, weight named expert presence heavily in citation selection, making founder authority a direct input into the brand's AI visibility score.

Full-Stack Systems. CRM setup, marketing automation, and workflow infrastructure that ensures every authority-building activity is tracked, repeatable, and scalable. Authority compounds when systems support it.

Why AEO and GEO Are Central to the Approach

Sutra Creative positions Answer Engine Optimization and Generative Engine Optimization as the two most urgent additions to any brand's existing marketing investment. AEO ensures content is structured so AI engines can extract and cite it as a direct answer. GEO builds the entity recognition, third-party authority network, and original research assets that determine whether AI engines name a brand consistently across platforms.

"SEO is the foundation and it remains essential," said Akanksha, Co-founder of Sutra Creative. "But SEO alone no longer determines whether a brand appears in AI answers. Research shows the overlap between Google's top results and AI-cited pages has fallen below 20 percent. You can rank first on Google and be completely invisible to ChatGPT. That is the problem we solve."

About Sutra Creative

Sutra Creative is a digital marketing agency that helps brands build trust and authority to stay relevant in the AI era. Founded by Harsh and Akanksha, each with nine-plus years in content and strategy, the agency works with SMBs and mid-market B2B brands across content, SEO, AEO, and GEO to help them get cited by AI engines and chosen first by buyers. Sutra turns expertise into recognition, so authority becomes a brand's most durable growth engine.

For more information, visit www.sutracreative.com.

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