

LLMs & the Future of AI Discovery: The Agency Opportunity

From client advisor to growth driver— how agencies can lead in the next era of discovery



Agency Overview

LinkedIn Ads

The B2B buyer journey has already shifted

AI is reshaping B2B discovery, creating new opportunities for agencies to play a pivotal role across the buyer journey.

Large language models (LLMs) like ChatGPT, Gemini, Co-pilot and Perplexity are rapidly becoming the first stop for B2B research. Buyers increasingly rely on AI to define categories, compare solutions, and form early opinions before visiting a website, engaging with ads, or speaking to sales.

For agencies, this is both a risk to traditional discovery and an opportunity to create client value, differentiate services, and grow business.

 **94%**

of buyers report using LLMs during their buying process to do things like analyze sentiment in customer reviews and process information

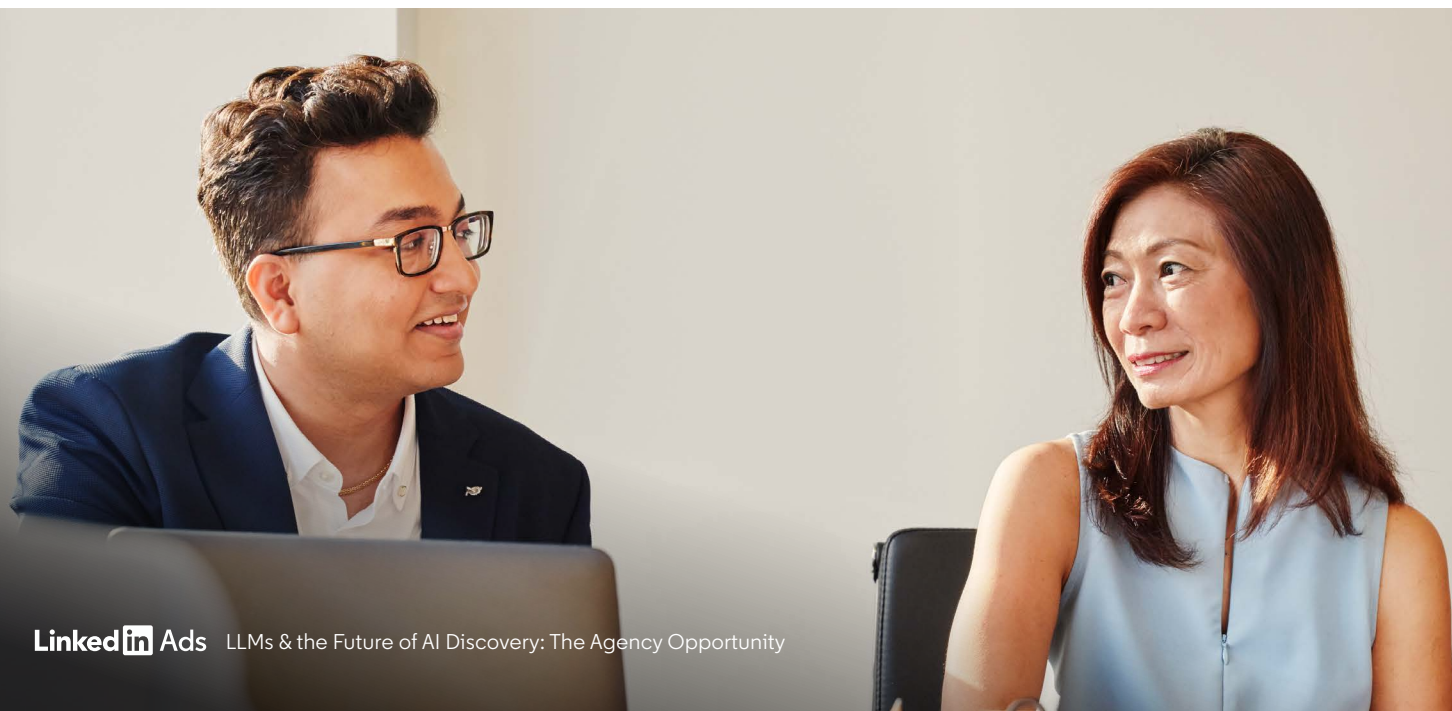
 **3x**

B2B buyers are adopting AI search 3x faster than consumers

Sources: 6sense 2025, Forrester 2025

Agency Takeaway

Agencies that understand this shift can guide clients to show up earlier in the buyer journey and more clearly define their own value as LLM discovery plays a greater role in how agencies are evaluated and selected.



What this AI shift changes for agencies

Discovery isn't just about reach anymore—
it's about who AI trusts to define the category.

LLMs prioritize sources they view as credible, expert-driven, and verifiable when generating responses. This fundamentally changes how influence is earned.



What are agencies uniquely positioned to do?

This shift creates a new strategic opening for agencies to:

- Guide clients through a new discovery paradigm where credibility matters more than impressions
- Create new agency service lines around AI discovery, authority building, and thought leadership
- Expand beyond execution into strategic advisors on AI-driven discovery
- Help brands earn visibility in environments buyers trust—not just channels they control



What is LinkedIn's role in AI discovery for agencies?

LLMs prioritize trusted, expert-driven sources. LinkedIn plays a unique role because it combines:

- Verified professional identities and real company affiliations
- Expert-led content from executives, practitioners, and brands
- Ongoing professional dialogue that signals relevance and trust

LinkedIn Authority Signals

130M+
decision-makers

14M+
C-suite execs
on LinkedIn

71M
Companies

Platform Trust

Brand Safety Score
>99%*

✓ Agency Takeaway

Agencies that understand where AI systems look for trust signals can help clients influence buyer perception earlier and position themselves as indispensable partners in the process. By leaning into LinkedIn as a source of expertise, agencies can increase the likelihood that their clients and their agency will surface within LLMs.

True Identity

100M

Verified Member Profiles

Social Commentary

1 Billion

Professionals who
have conversations

Sources: LinkedIn on-platform: internal data, January-June 2025; LAN & CTV: DoubleVerify, January-June 2025.

The business opportunity for agencies

AI discovery is a growth lever, not a defensive play.

Agencies have an opportunity to unlock new value for clients and new growth for their agency.

What can agencies gain by engaging now?



Stronger client outcomes

Increase the likelihood brands surface in AI-generated answers



Earlier funnel influence

Shape buyer perception before competitors appear



Expanded offerings

Discipline expansion could include AI discovery strategy



Agency brand visibility

Agencies themselves can surface as trusted experts through LLMs

95%
of B2B marketers
use AI at least weekly

65%
use it daily or more

Source: [B2B Marketing Benchmark](#)



LinkedIn is the most-cited source for professional queries across all leading AI platforms.

✓ Agency Takeaway

LLMs are not a future trend; LLMs are already reshaping how B2B buyers discover and decide. Agencies that act now can turn AI-driven discovery into a competitive advantage for both their clients and their own business.

Three Actions to strengthen AI visibility using LinkedIn

1 Prioritize LinkedIn written content to establish AI-trusted expertise

Focus on LinkedIn Posts, Articles, and Newsletters to clearly articulate expertise in natural, conversational language. These formats are the most frequently cited LinkedIn content in AI-generated responses. Amplify top-performing content through Boosting and Thought Leadership Ads to expand reach and reinforce authority signals.



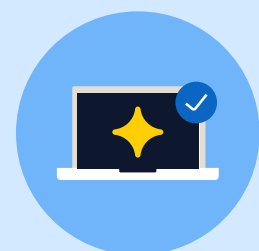
2 Refresh Company Pages to reinforce authoritative signals

Ensure Company and Product Pages are current, complete, and written in plain language. LLMs rely heavily on structured metadata—descriptions, products, leadership, and industries—making these pages a source of truth that AI systems often repeat verbatim.



3 Activate executives and employees to create trusted, human signals

Encourage leaders and subject-matter experts to share insights, comment thoughtfully, and engage in discussion. Authentic dialogue, especially from verified profiles, strengthens credibility and increases the likelihood of being surfaced in AI discovery.



Lead with authority.
Advise with confidence.
Grow with AI-driven discovery.

Learn more →

LinkedIn Ads