

Jan 4 - Apr 2, 2027

\$ Q1 2027 · STRATEGY & ROADMAP

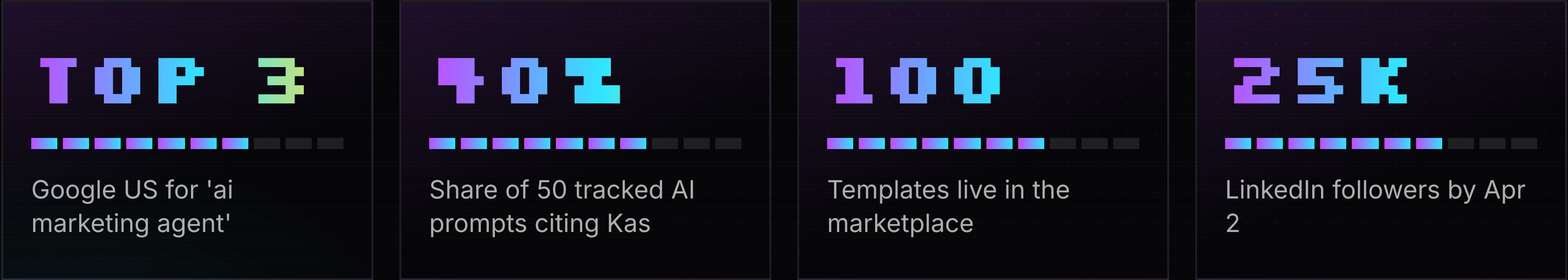
OWN THE CATEGORY

Three bets, four owners, 90 days. Make 'AI marketing agent'
mean Kas — in Google and in AI answers.■



\$ Q1 TARGETS

THE QUARTER IN
FOUR NUMBERS



\$ WHERE WE STAND

THE SERP IS LISTICLE-LAND

[ok]

**VENDORS
RANK
THEMSELVES
#1**

Top 'best AI marketing agent' results are vendor roundups. Superscale, Enrich Labs, Hyper and Okara all put themselves...

[ok]

**INCUMBENTS
OWN THE
MENTIONS**

HubSpot Breeze, Salesforce Agentforce and Jasper show up across roundups. Kas shows up in none we...

[ok]

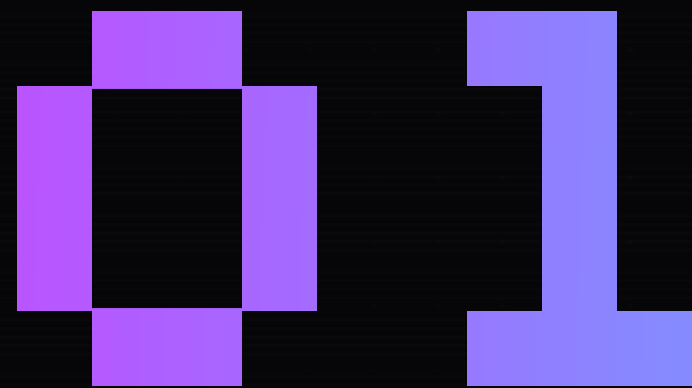
**AI ANSWERS
COPY
ROUNDUPS**

ChatGPT and Perplexity cite comparison pages and lists. Get on the lists and you get into the answers.

[ok]

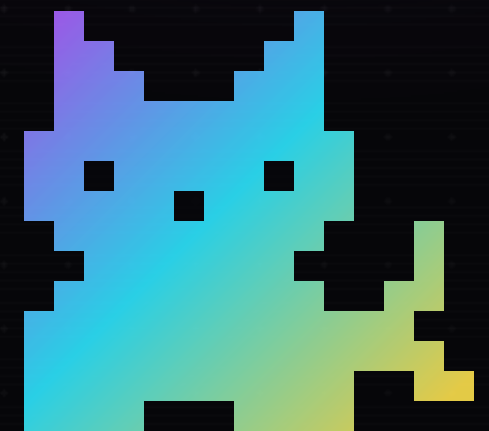
**BASELINES:
STILL BLANK**

No Search Console, GA4 or LinkedIn data connected yet. Week 1 fixes that before we measure anything.



OWN 'AI MARKETING AGENT'

Google + GEO · owner: Ramtin (growth)



\$ BET 01 · SEO

WIN THE BLUE LINKS

[ok]

PILLAR PAGE

/ai-marketing-agent: the definitive guide. What it is, how it works, live Kas...

[ok]

COMPARISON PAGES

Kas vs Jasper, HubSpot Breeze, Agentforce and the others. Honest tables win links...

[ok]

SHOWCASE BY KAS

Public gallery of decks, videos and posts Kas made. Every artifact is an indexable proof...

[ok]

USE- CASE CLUSTER

15 pages: for agencies, founders, SEO reports, LinkedIn carousels, launc...

[ok]

DIGITAL PR

Pitch 30 roundup authors. Goal: Kas listed in 10 of the top-20 'best AI marketing agent'...

\$ BET 01 · GEO

GET QUOTED BY THE ROBOTS

[ok]

50-PROMPT PANEL

Weekly check of
ChatGPT, Perplexity,
Gemini and AI Overviews.
Track share of answers
and citation sources.

[ok]

ONE-LINE ENTITY

Same sentence
everywhere: 'Kasimir is
an AI marketing agent
that...'. Site, LinkedIn, G2,
Product Hunt,...

[ok]

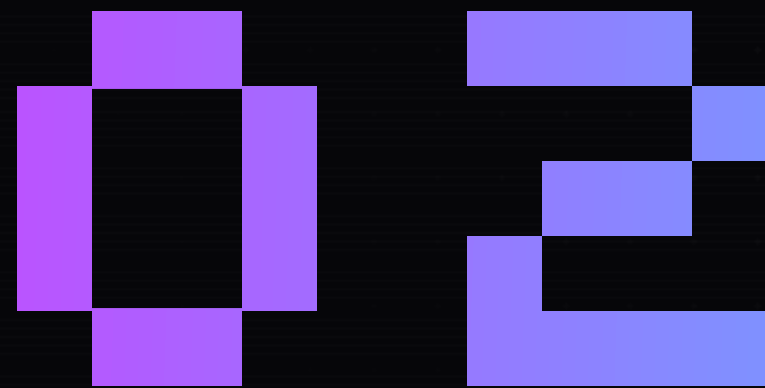
ANSWER- SHAPED CONTENT

FAQ blocks, schema,
llms.txt, clean definitions
at the top. Easy for
models to lift.

[ok]

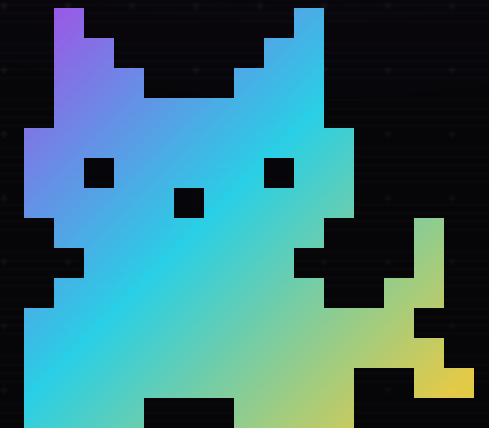
BE WHERE MODELS READ

Reddit threads, G2
reviews, YouTube demos,
GitHub template repo.
Third-party mentions beat
our own claims.



TEMPLATE MARKETPLACE

Owners: Marcy (marketplace) · Lisa Marie (product)



\$ BET 02 · LAUNCH PLAN

FROM FORK TO MARKETPLACE

01

W1-3 - BUILD

Lisa Marie: listings, fork/remix, creator profiles. Marcy: seed 60 templates across decks, video, social.

02

W4-6 - CREATOR BETA

20 invited creators and agencies publish. We tune quality bar, pricing and rev-share.

03

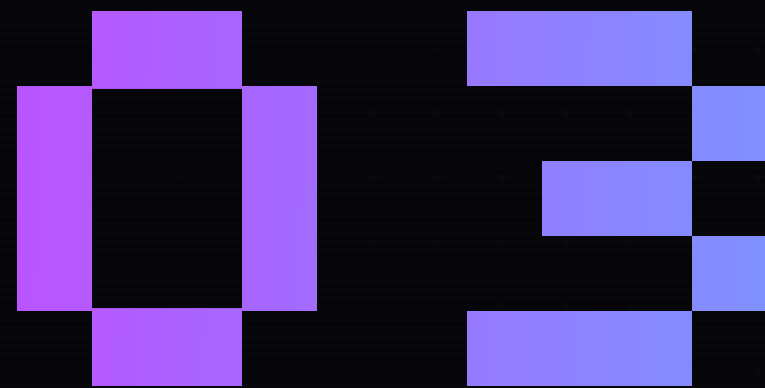
W7-8 - LAUNCH

Public launch, Product Hunt, launch film by Kas. Every template page indexed for SEO.

04

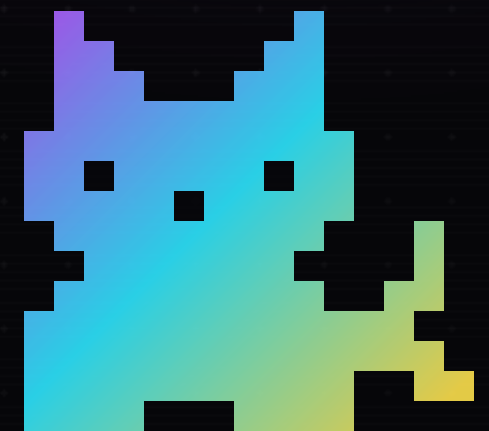
W9-13 - FLYWHEEL

Paid templates, rankings, 'template of the week' on LinkedIn. Target: 100 live, 1,000 installs.



LINKEDIN TO 25K

Owner: Selin (community) · with Ramtin



\$ BET 03 · LINKEDIN ENGINE

POST LIKE AN AGENT

[ok]

KAS MAKES THE POSTS

5 company posts a week, all made by Kas. The feed doubles as a live demo.

[ok]

FOUNDER + TEAM VOICE

4 people, 3 posts a week each. Build-in-public numbers, wins, honest fails.

[ok]

WEEKLY FORMATS

Mon: 'Kas did this' showcase. Wed: GEO teardown. Fri: template drop from the marketplace.

[ok]

CREATOR COLLABS

Co-posts with marketplace creators. Their audience becomes our audience,...

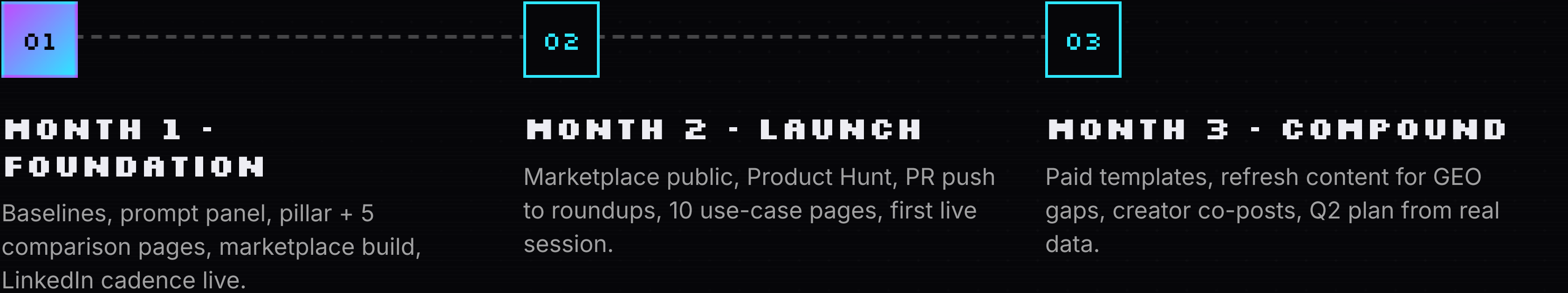
[ok]

MONTHLY LIVE

'hey kas live': build a full campaign in 30 minutes, then post the replay clips.

\$ 90-DAY ROADMAP

THREE MONTHS, ONE LOOP



\$ OWNERS & KPIS

WHO OWNS WHICH NUMBER

[ok]

RAHTIN - GROWTH

Top 3 Google US for 'ai marketing agent'. 40% AI-answer share. Listed in 10 roundups.

[ok]

LISA MARIE - PRODUCT

Marketplace shipped by W7. Fork-to-publish under 2 minutes. Template pages indexable with schema.

[ok]

HARCY - MARKETPLACE

100 templates, 30 outside creators, 1,000 installs by W13.

[ok]

SELIN - COMMUNITY

25k LinkedIn followers, weekly net-new on pace, 4 live sessions, 20 creator co-posts.

\$ WEEK 1 CHECKLIST

BEFORE WE CAN MEASURE

Today the targets have no baselines. Fix that first: connect the data, freeze the prompt panel, record day-zero numbers.

✓ CONNECT SEARCH CONSOLE + GAT

Rankings and traffic baselines

✓ CONNECT LINKEDIN

Follower baseline and weekly pace

✓ FREEZE 50-PROMPT GEO PANEL

Day-zero AI answer share

✓ AUDIT TOP-20 ROUNDUPS

Pick the PR targets

✓ LOCK THE ENTITY LINE

One sentence, everywhere



HEY KAS,
OWN IT.

Three bets. Four owners. One scoreboard. See you on April 2.

› Kickoff: Monday, Jan 4