



Marketing for SMBs, Entrepreneurs

THRIVE IN THE ATTENTION ECONOMY

The marketing, content and strategy formulas have changed in the AI-fueled attention economy of 2026. Have you?



**AUGUST
21, 11AM**

**Tim Brown
28 Year Digital Veteran**



Full interactive webinar coming soon.



Quick Intro To Tim 
Co-Founder, Draiper Inc.

HELLO WELCOME I'M TIMOTHY BROWN

28-year digital marketing strategist,
and marketing software product
creator for global brands.

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SUBWAY  **Discovery**
CHANNEL 

FRIDAYS 

Pizza Hut 

more...

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Attention Economy = Information Overload



BIGGEST THREAT TO: NEW/SMB

- Battleground –big brands & you!
- Where, how you can succeed?
- AI exacerbates the problem

Annual Data Creation will hit 180 Trillion Gigabytes this year



Why Attention Is Important

TL;DR Formula 1

**Attention + Trust =
Business**

NO ATTENTION

NO TRUST BUILDING

- Trust is eroding everywhere
- Brand overload/shorter attention spans
- There is something “shiny and new” every day



SMB Digital Tactics/Formulas

> ATTENTION =
> TRUST



- **Where**
Where should SMBs compete
- **What**
What should they produce to compete
- **How/Strategy**
How to create the right quality and volume of effective content for the right place.



Where Should SMBs compete 

1. OWNED MEDIA

SEARCH & ALGOS

~~Streaming | Gaming~~

Appropriate Social Media Platform

Owned media (your website|blog|stack)

"Search Everywhere Optimization"

Priority of Effort Importance

1.Owned > 2.Earned > 3.Paid Media

Advertising? [Where it looks native]



Attention + Trust = 2. Earned Media





The “Where Formula”

RIGHT PLACE + RIGHT MINDSET



Right Social Media Platform

Algorithm Heaven



Your Website/Owned

Search/AI Heaven



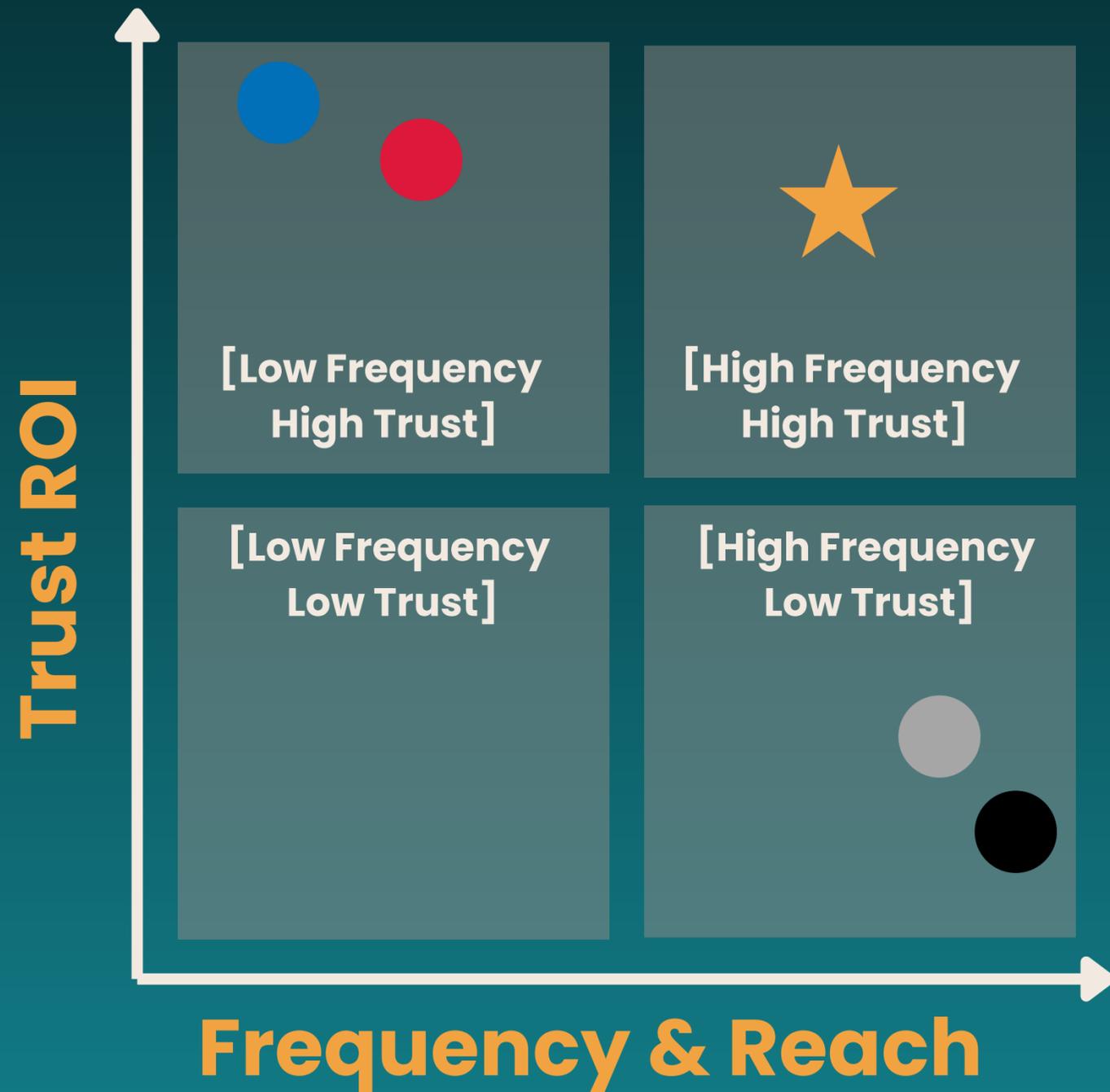
LinkedIn/Reddit

B2B/SEO Heaven

Where your “AUTHENTIC content/ad” looks the most native and best matches the users mindset



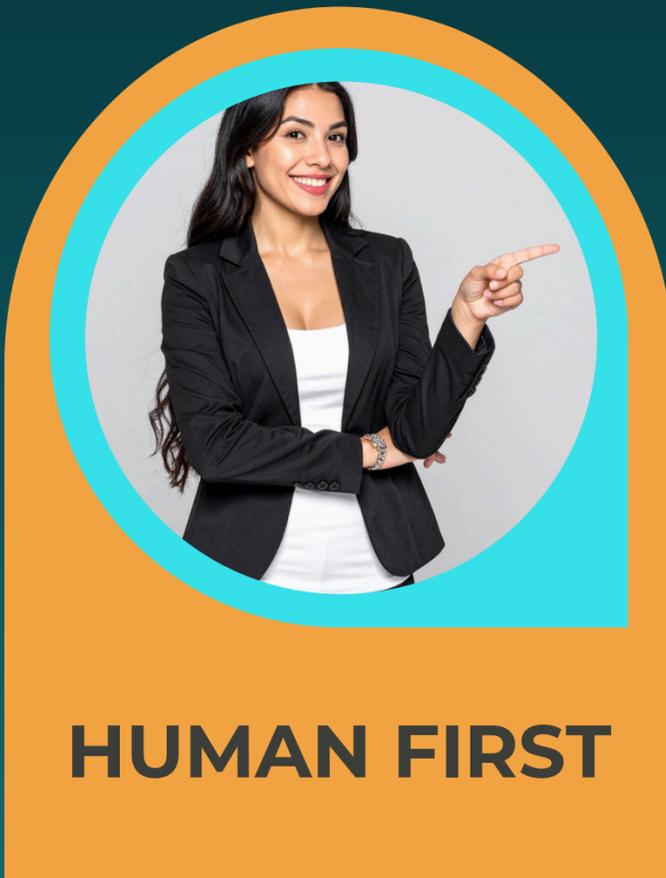
SMBs The “What Formula”



PRIORITIZE TRUST FREQUENCY/REACH

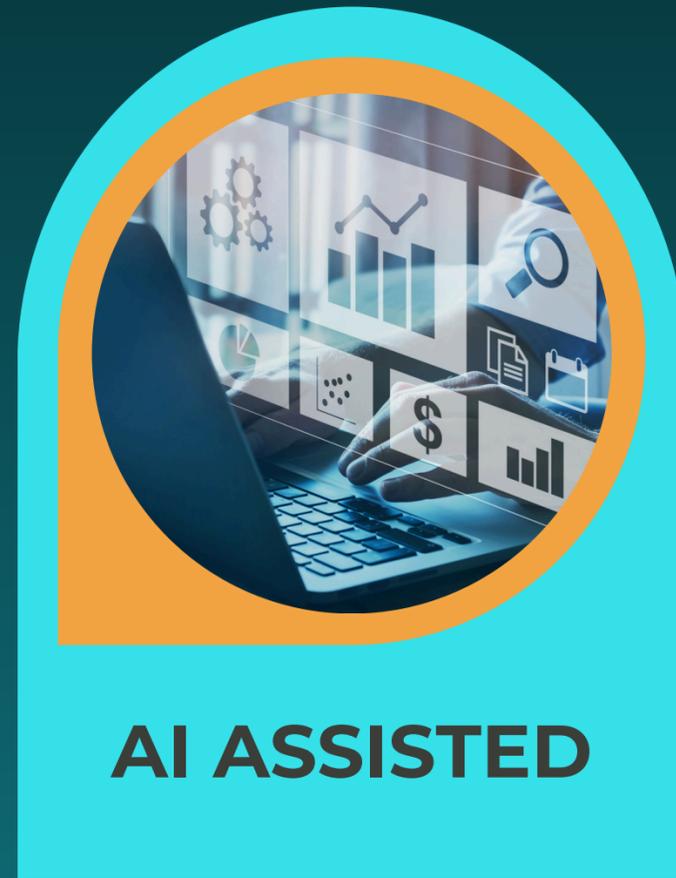
1. **Thought Leadership**
2. **Testimonials & Case Studies**
3. **Webinars, Pod/Vidcast**
4. **Social Media (Posts)**
5. **Social Media (Ads)**

SMB Advantage: Authenticity “How Formula”



You First

+



AI

AUTHENTICITY & TRUST **PRODUCTIVITY SPEED**

- Human's authenticity, mission, goals and values
- AI for productivity and increased frequency to trigger the SM algorithms for reach

Human-First +AI Productivity Formula 

LLMS ARE NOT HUMAN FIRST

YOU ARE...

~~Chat-GPT | Gemini | Claude | Etc |
Social Media (Algorithms)~~

AI can help
-produce/research
-proliferate/frequency

*Seek human-first AI workflows
that leverage you!



These ARE the droids you're looking for 



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HUMAN-FIRST

DRAIPER CONTENTFLOW

- Starts with the human element
 - Workflows with multiple human decision-making touchpoints.
 - Designed to create trust
- Leadership Trust Index Principles
- 10 x Research/Time saver
 - Frequency/productivity enhancer
 - Creative goals & context baked in
 - No AI knowledge/prompt wrestling required

Thought Leadership Want Some?

**Target Stage
Painpoints**

**Customer
Journey**

**Thought
Leadership**

**Algorithm
Frequency**

**Platforms
SEO/GEO
Reach**

High Trust

**Trust
Impact**

**Advertising
Promotional**

**Native to
Platforms**

Try out our FREE Trial offer for Draiper ContentFlow or enter your website URL and email address on our home page to get a free thought leadership piece.

