

Bryan Lee

Gamified AI Marketing

Content Tips



Gamified AI
Marketing

You're
Outdated (If
You Still Think
Marketing = Ads
& SEO)

Bryan Lee



Gamified AI Marketing

The marketing landscape just got flipped. AI isn't just a new channel, it's a ***new way people think, search, and decide.***

If your strategy still relies on Google Search or Meta Ads alone, you're invisible in the new customer journey.

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People Don't 'Search' Anymore — They Analyze.

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With AI tools like ChatGPT, Perplexity, and Gemini, users now think like analysts.

They don't just type 'best condo KL'. They ask: 'Compare top KL condos with rental yield above 6%, near MRT, good management reviews.'

If your brand isn't optimized for this level of thinking, you're out of the loop.

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AI Has Redefined Brand Visibility.

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Visibility is no longer about ad budget, it's about ***data footprint***.

What content does AI find when someone asks about your project, your location, or your brand story?

The AI era rewards brands that feed it ***useful, credible, and consistent content***.

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The Real Problem

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Most developers and marketers ***don't have the bandwidth*** to feed AI what it needs: consistent, factual, structured content.

And expecting a small team to do it all is unrealistic. So instead of asking people to “work harder”...

let's make the ***whole community contribute***.

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My Solution: Gamify It.

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Imagine every customer, agent, and partner contributing to your AI footprint while having fun.

Here's what they can do (and earn points/rewards for):

- 🧠 Write short ***LinkedIn posts*** about their buying experience or brand perception (boosts credibility in AI search).
- 🎥 Create a ***30-sec video*** sharing "Why I Chose This Project" or "Behind the Scene of My New Home."
- 🎮 Participate in ***mini-challenges*** (e.g., "Find 3 AI tools that can improve our marketing" — best ideas win rewards).



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continue:

- 🌟 Generate **AI-powered visuals** using branded prompts (e.g., “Imagine the future of living at [Project Name]”).
- 💬 Leave **AI-detectable testimonials** (structured reviews that help AI summarize brand sentiment).
- 🌐 Join a **community leaderboard** showing contributors helping your brand rank higher in AI answers.



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From Marketing Budget to Marketing Movement.

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*This shifts your marketing from cost-center to **crowd-powered intelligence**.*

You don't just create ads, you create an ecosystem where customers want to spread data about your brand.

That's how your brand stays visible, not to Google, but to AI.

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A Reality Check for Leaders

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If you're in the boardroom: ask your team, is our marketing AI-visible?

If you're a GM: it's time to reimagine your plan — how can your customers become your AI advocates?

*The next marketing transformation isn't about digital, it's about **AI behavior design**.*

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**AI won't
replace
marketers —
but it will
replace
marketers who
don't evolve.**

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