



# 2026 DISTRIBUTION AND MARKETING CONFERENCE

*Agility in Action*

**Lead the Future: Using Distribution  
Intelligence and the Right Marketing Tactics  
to Help Close the Life Insurance Gap**





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*Vice President, Marketing & Brand*  
National Life Group



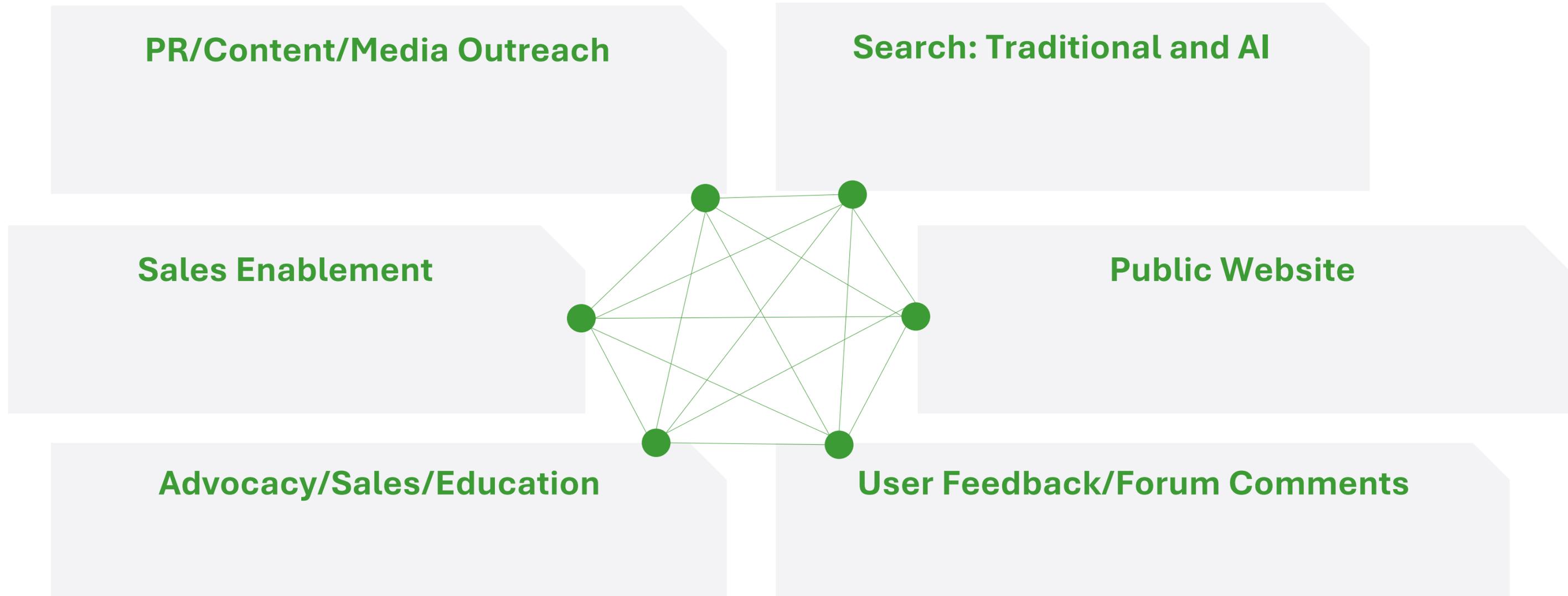
**Louis Puglisi**

*Executive Vice President, Independent Distribution*  
National Life Group



# How the System Works Together

## The Integrated Marketing Ecosystem



**Each function strengthens the others, creating compounding value across the entire system.**

# Search is Rapidly Changing

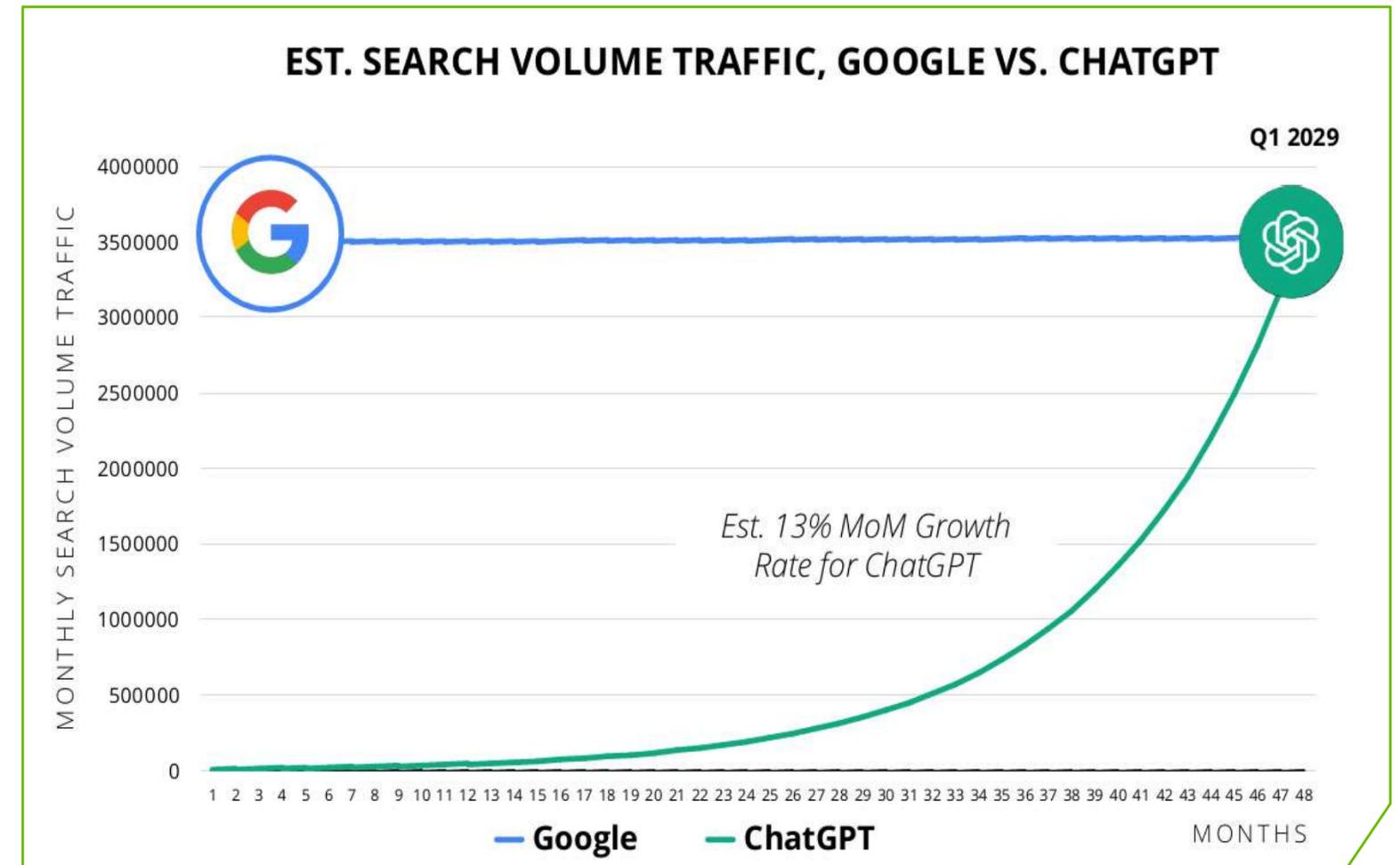
## 13%

### Estimated month-over-month growth rate for ChatGPT

While Google search volume remains flat, AI search is experiencing exponential growth

Why this matters for brands:

- A customer referred by an LLM is worth 4.4x more, based on conversion rates
- Search behaviors are evolving rapidly
- AI curates results differently than traditional search
- Brand visibility is gained or lost at the AI level



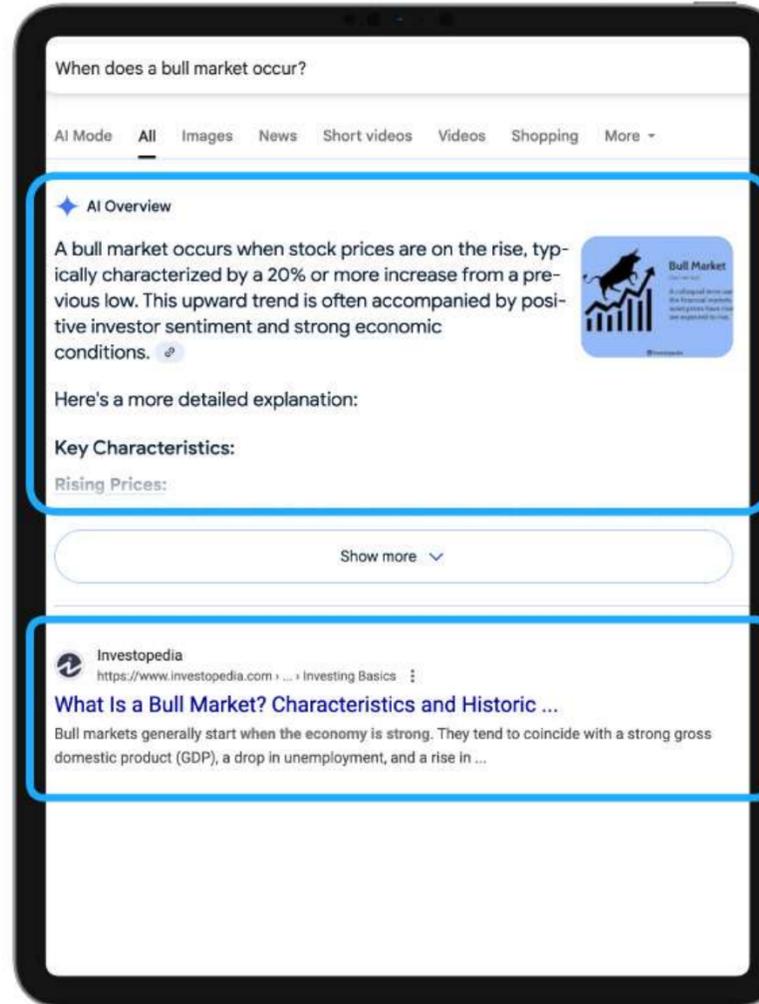
# Search is Rapidly Changing

**50%**

of Google searches now include an AI overview...

...pushing standard search results below the fold.

## WHAT ARE AI OVERVIEWS?



**AI Overviews** are Google's AI-powered summaries that appear above the traditional search results.

**7/10 users don't read past the first third of an AIO**

**Traditional Search Results** are pushed to the bottom of the page, often out of view

# The Shift Changes Consumer Behavior

**53%**

## Source

Of consumers now use GenAI for product recommendations, up from 39% a year ago

**~60%**

## Results

Of searches now result in zero-clicks, with users getting answers directly on the results page

**-25%**

## AI Influence

Estimated reduction in organic web traffic due to the rise of zero-click, AI-powered answers

## Core Message:

Traditional search traffic is declining. AI-powered search is growing. Brand visibility in AI search is not optional anymore.

# LLMs Are Not Learning from Company Websites

They are learning from **public forums and third-party content.**



**48%**

Wikipedia dominates as top source  
Reddit: 11%  
Forbes: 7%



Google AI

**21%**

Reddit as primary source  
YouTube: 19%  
Quora: 14%



perplexity

**47%**

Reddit: 47%  
YouTube: 14%  
Gartner: 7%

## What this means:

Websites alone will not influence AI recommendations. Being present where LLMs are learning: industry forums, Reddit discussions, YouTube, LinkedIn thought leadership, and third-party review sites.

# Standing Out in a Sea of Sameness

1

**Meaningful  
Content**

2

**Meeting  
People Where  
They Are:**  
*MORE CONTENT,  
MORE CHANNELS*

3

**Supporting  
Communities**

4

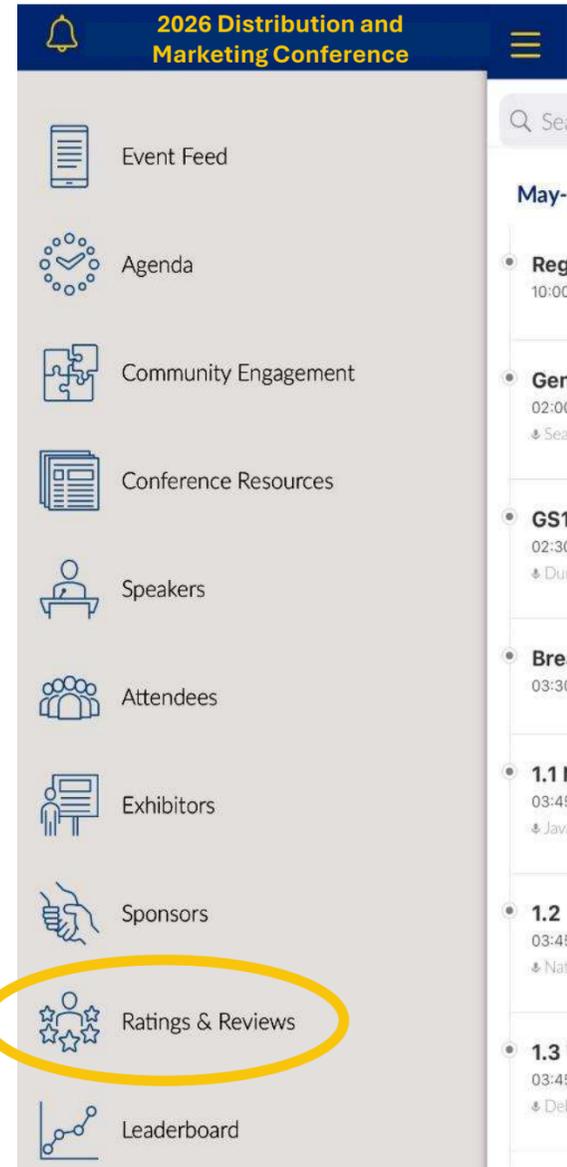
**Creating  
Opportunities  
to Add Value  
and Engage**

5

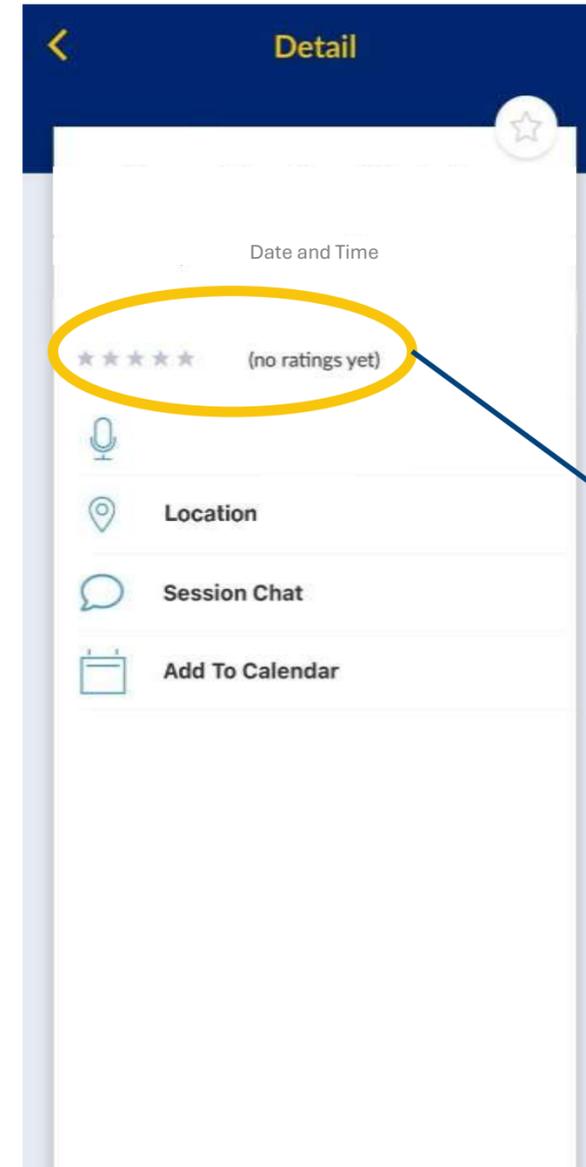
**Delivering  
Superior  
Experiences  
Through  
Technology**

# We Value Your Feedback - Share It in the Conference App.

## Module Option



## Agenda Option



# Thank You



*Navigate With Confidence*



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