Peace of Growth Launches B2B Agency to Help Businesses Get Recommended by AI Search Engines

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Peace of Growth Ltd. today announced the launch of its B2B growth agency designed to help businesses adapt to the fundamental shift in how customers discover and evaluate companies through AI-powered search assistants like ChatGPT, Gemini, and Perplexity.

The new agency addresses a critical gap in digital marketing strategy as buyer behavior increasingly moves away from traditional Google searches toward conversational interactions with AI assistants. Research indicates that businesses not optimized for AI search engines remain invisible when potential customers ask these platforms for recommendations, potentially missing significant revenue opportunities.

Peace of Growth offers a three-part system combining AI search optimization, paid media management, and automated growth operations. The approach ensures businesses appear as recommended options when AI assistants respond to user queries about products and services in their industry.

"The way people find businesses has fundamentally changed, but most companies haven't adapted their marketing strategies accordingly," said Muhammad Sarim Khan, founder of Peace of Growth. "When

someone asks ChatGPT for a recommendation in your industry, your business needs to be the one it suggests. That requires a completely different approach than traditional SEO or keyword bidding."

The agency's methodology begins with establishing client credibility across premium news sites and databases that AI models use for training and reference. This foundational work ensures AI engines recognize and recommend the client's brand when responding to relevant queries. The company then implements targeted Meta advertising campaigns designed to generate qualified leads while maintaining high return on ad spend.

The third component involves deploying custom AI employees that handle growth-related tasks continuously. These digital workers manage functions including outreach sequences, lead qualification, customer message responses, and ecommerce automation, operating around the clock without requiring traditional management overhead.

Early client results demonstrate the effectiveness of this integrated approach. One Nottingham-based e-commerce client expanded from managing three marketplace accounts to ten, increasing monthly revenue from £6,200 to over £20,000 while eliminating £3,600 in monthly virtual assistant costs. The automated systems reduced average customer response time from four to six hours to under five minutes while improving positive feedback scores from 94.1 percent to 98.4 percent.

"Traditional digital marketing treats AI search as an afterthought, but it needs to be the foundation of modern growth strategy," added Khan. "Our clients don't just want to appear in search results; they want to be the definitive recommendation when their potential customers seek guidance from AI assistants."

The agency maintains a selective client roster, working with a maximum of three businesses simultaneously to ensure comprehensive implementation and results. This focused approach allows the team to build custom infrastructure tailored to each client's specific industry and growth objectives.

Peace of Growth Ltd. is a B2B growth agency helping businesses get discovered and recommended by AI search engines, run high-performing Meta ad campaigns, and deploy AI employees to automate their growth. The company works with a maximum of three clients at a time.

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Peace of Growth Ltd.

Peace of Growth Ltd is an automation-first growth partner and marketing infrastructure agency in Nottingham, UK. We build custom client acquisition systems, Dual Local Demand Systems, and AI employees for UK SMEs and enterprises.

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