



# The Authority Engine

*Using Video, Case Studies, and Imagery to Prove Your Premium Value*

May 12, 2026

# Today's Agenda

1 The Trust Shift

2 Media Sources

3 The Authority Engine Framework

4 Visibility & Amplification

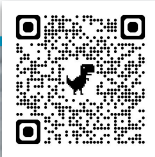
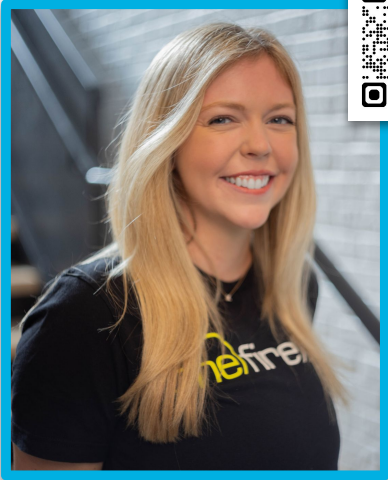
5 Q&A



# Meet Your Hosts



**RON CALLIS**  
CEO & Founder



**KENDALL CLARK**  
Sr. Director of Sales & Marketing



**REBECCA STERNLICHT**  
Corporate Marketing Lead





**Laura Jean Null**

Senior Marketing Specialist - Residential Luxury

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**Ashley Keaveney**

Senior Marketing Specialist - Residential Luxury

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# They **Research** Before Ever Contacting You

*Clients. Trade partners. Search engines. AI tools.*

# E-E-A-T In The Age Of AI Search

How Google and AI-powered search evaluate whether your business is credible, helpful, and worth recommending.



## EXPERIENCE

*Show that you've done the work.*

- Showcase real projects and completed work
- Share photos, videos, and case studies
- Highlight customer outcomes and firsthand insights



## EXPERTISE

*Show that you know your field.*

- Answer common customer questions clearly
- Publish helpful educational content
- Explain your process, services, and recommendations



## AUTHORITY

*Show that others recognize you.*

- Earn reviews, testimonials, and referrals
- Build visibility through links, mentions, and partnerships
- Highlight awards, certifications, and industry recognition



## TRUST

*Show that customers can rely on you.*

- Keep business information accurate and consistent
- Make reviews, credentials, and contact details easy to find
- Use transparent, helpful, and up-to-date content

**AI search rewards businesses that demonstrate real-world credibility.**

# Your Brand Is Being Evaluated

Today, both people and AI/search systems evaluate the trust signals behind your business.



## Audience 1: People

Human evaluation of trust signals

### ✓ Looking for proof, credibility, and inspiration

*"Do I trust this company with my home?"*

### ✓ Evaluating your projects, reputation, and professionalism

*"What do past clients say about their experience?"*



## Audience 2: AI + Search Systems

Algorithmic evaluation of authority

### ✓ Evaluating consistency, authority, and relevance

*"Does this company demonstrate enough trust and authority to surface prominently?"*

### ✓ Analyzing reviews, content, and expertise signals

*"Is this company a credible source in this industry?"*

**Strong content builds trust with both audiences**

# AI Is Replacing Google As Your Research Partner

**Insight:** The search landscape is shifting dramatically as artificial intelligence becomes the preferred starting point for consumer research.



37%

**of consumers start searches  
with AI instead of Google**

Source: SearchEngineLand

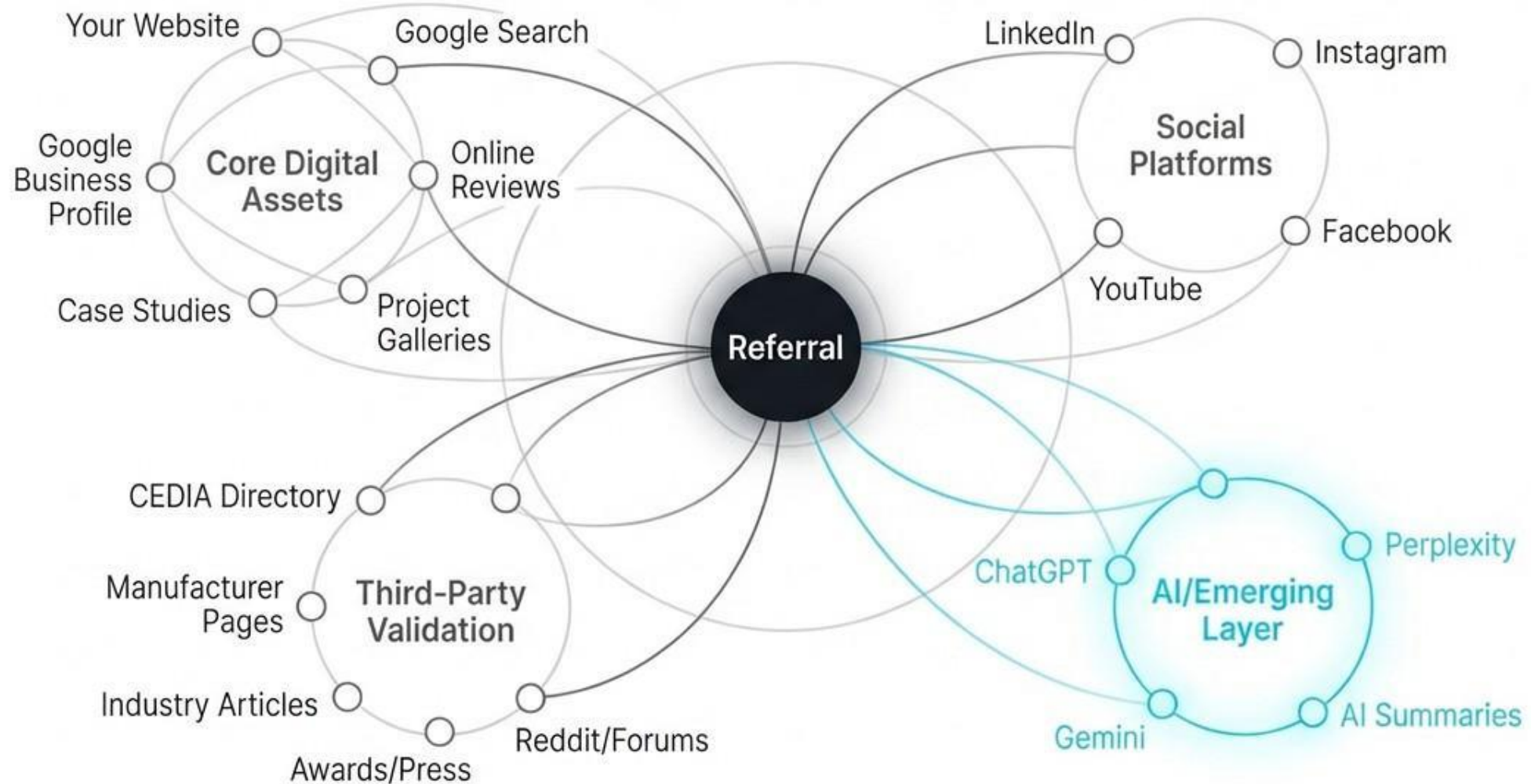


**Referrals Introduce  
Your Content Validates**

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# The Modern Validation Loop

How prospects research and validate premium integrators



# Search Behavior Is Changing



## Traditional Search

Keyword-based queries

"luxury home automation integrator near me"

✓ Generic keyword match

"smart home installation cost"

✓ Price-focused query

"best lighting control company"

✓ Brand comparison search



## AI-Assisted Search

Conversational queries

"I'm looking for a premium integrator who specializes in whole-home automation for luxury properties"

✓ Intent-based search

"What are the top-rated smart home companies in [city] with experience in high-end residential projects?"

✓ Contextual query

"Compare Lutron vs Control4 for a 10,000 sq ft home"

✓ Comparison search









Gemini



Claude

# AI Compares You. AI Chooses the Winner.

AI will compare you before the prospect ever calls.

<b>RECOMMENDED BRAND</b> <span>RECOMMENDED</span>	<b>WEAK BRAND</b> <span>IGNORED</span>
 <b>Rich Content &amp; Answers</b> Detailed project pages, FAQs, clear service descriptions	 <b>Thin, Generic Content</b> Minimal text, old photos, no depth
 <b>Verified Trust Signals</b> Recent reviews across GBP, Houzz, social media	 <b>Outdated Proof</b> Old reviews (2+ years), missing profiles
 <b>Active Authority</b> Thought leadership content, PR mentions, industry awards	 <b>Silent Presence</b> No content, no press, low citation volume



## THE MACHINE DECIDES:

"Based on available data, Brand A is the verified expert in this region."

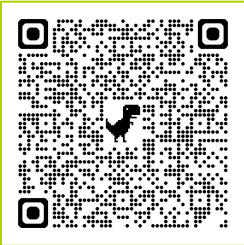
# Exclusive Webinar Offer

Search: Lutron Lighting and Shading Expert, City, State | Persona: Luxury Home Owner

## Webinar Exclusive Offer

### Free AI Visibility Report

See exactly how your brand appears in AI-powered search and uncover opportunities to stand out.



sales@onefirefly.com

**Avidia** Whole-Home Audio And Video Share ...

We built 1 persona based on your brand and simulated them giving 10 prompts to 8 major AI model families, generating 76 conversations. The response was collected [Mar 24, 2026](#), providing a point-in-time analysis of how your brand shows up in AI-generated answers. [Learn more.](#)

↑ Brand reach Topic visibility **Model visibility** Sources Run Mar 24, 2026

Generating content can help you improve your visibility. Generate content

#### Brand visibility

Across 10 prompts and 76 conversations, 114 brands were mentioned in AI responses. Avidia showed up in 62% of those responses.

62%

Enable scheduled reports to view visibility trends

Improve my visibility

#### Competitive leaderboard

Rank	Brand	Mentions	Visibility
1	<b>Avidia</b> avidiaonline.com	47	62%
2	<b>Abt Electronics &amp; Appliances</b> abt.com	27	36%
3	<b>Davis Audio &amp; Video</b> davisaudio.com	20	26%
4	<b>Dijis</b> dijis.com	19	25%
5	<b>Senseworks</b> senseworks.com	17	22%

[View complete list](#)



**Poll:**

**How often do you capture  
video/imagery of your  
projects?**

---

# You **Don't Need** a Production Studio to Start

*Leverage your ecosystem of resources and support.*

# Where Do I Get Content?



## Available Resources

1

### Stock Imagery

Free to use from websites like Pexels

2

### Manufacturer Assets

Brand materials and product photos

3

### One Firefly Media Gallery

Curated brand & lifestyle-focused content

4

### Professional Photographer/Videographer

High-quality project documentation

5

### Your Own Photography & Video

All you need is an iPhone to get started

# Stock Photography



*Pexels*



## FREE SOURCES

Pexels  
Unsplash  
Pixabay

## PREMIUM STOCK LIBRARIES

Shutterstock  
Adobe Stock  
iStock

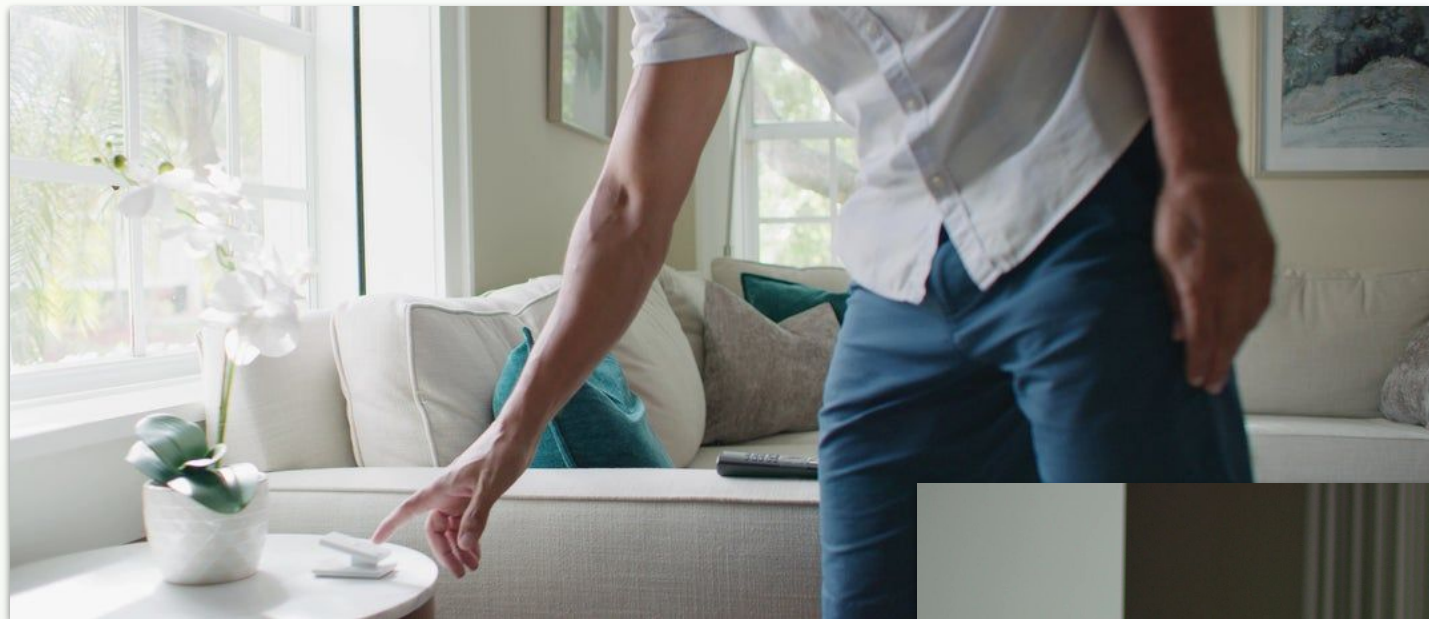
# Lutron Media Assets



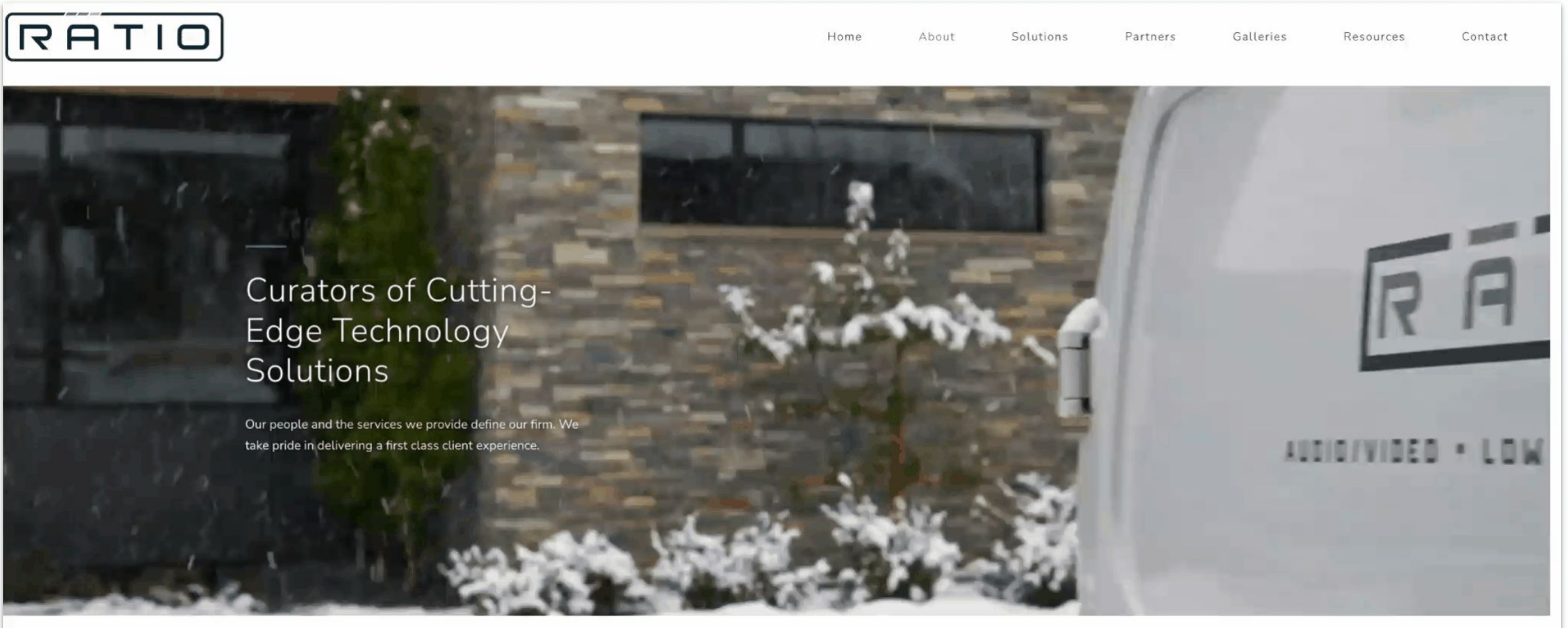
**NEED LUTRON MEDIA?**  
Reach out to your Lutron rep!



# One Firefly Media Gallery



# Hire a Professional to Shoot Your Projects

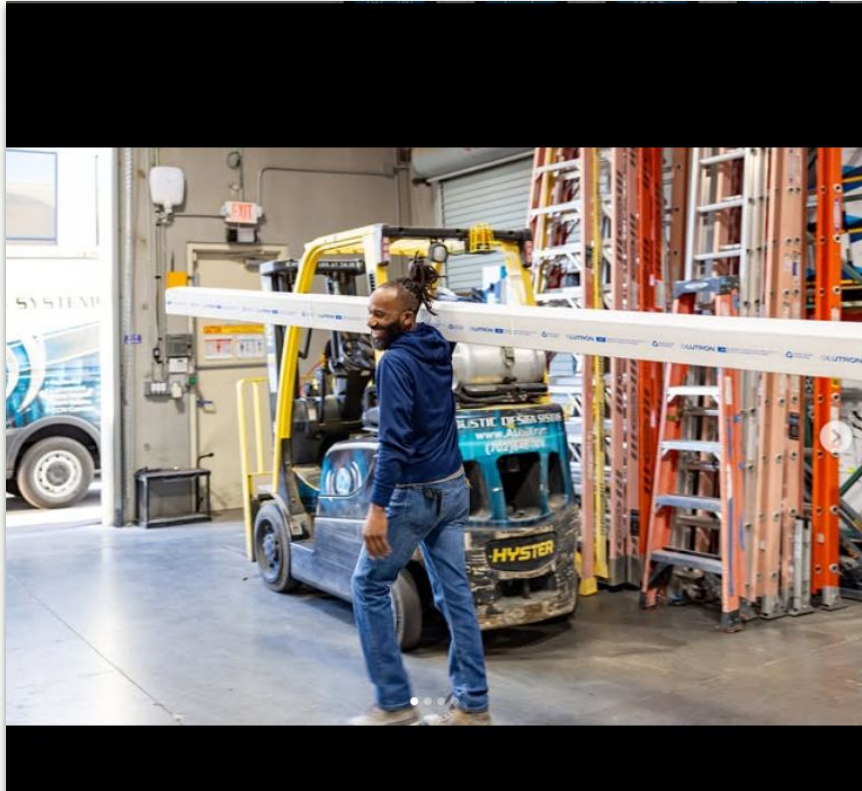


Source: ratioav.com

 **VIDEOPIONEER**

Lutron DMC Eligible!

# Shoot Your Projects on a Budget



acousticdesignsystems



acousticdesignsystems Loaded up and headed out.

Another day, another home getting the upgrade it deserves. Precision shades, clean installs, and a crew that knows how to make the heavy lifting look easy.

From warehouse to final walkthrough, it all starts here. ⚡

#AcousticDesignSystems #MotorizedShades #SmartHome #LuxuryLiving #HomeAutomation #LasVegasHomes

3h



3 likes  
3 hours ago

Source: @acousticdesignsystems

Source: @powered\_solutions



powered\_solutions and multimediasonlineinc



powered\_solutions Dreamy vibes unlocked 🍷

When lighting becomes the star of the design, every corner turns into pure LUXURY. Once we're done, your oasis won't just look different, it'll feel unforgettable.

#LightingDesign #InteriorLighting #MoodLighting #BedroomDesign #LightingSolutions #DesignDetails

34w



Liked by kramerj18 and 10 others  
September 10, 2025

Add a comment...

Post

# Media Capture Tips & Tricks



Source: @refinedsystems

## Media Tips

- 1 Shoot wide + detail**  
Capture both full room and close-up media
- 2 Include people occasionally**  
Show scale and lifestyle moments
- 3 Capture lighting properly**  
Use natural light, avoid harsh shadows
- 4 Vertical + horizontal formats**  
Mix orientations for variety
- 5 Before & After**  
Capture photos and video showing transformation

---

# Use Your Content to Build **Authority & Trust**

*Four content types that amplify visibility and trust*

“Google crawls and indexes more than text; it downloads and analyzes text, **images**, and **videos** from web pages.”

*Source: Google Search Central*



# Where Do I Use Media Content?



## 4 Key Content Types

1

### Website & GBP Content

Build credibility through project-driven storytelling

2

### Social Media

Create visibility through consistent project sharing

3

### Case Studies

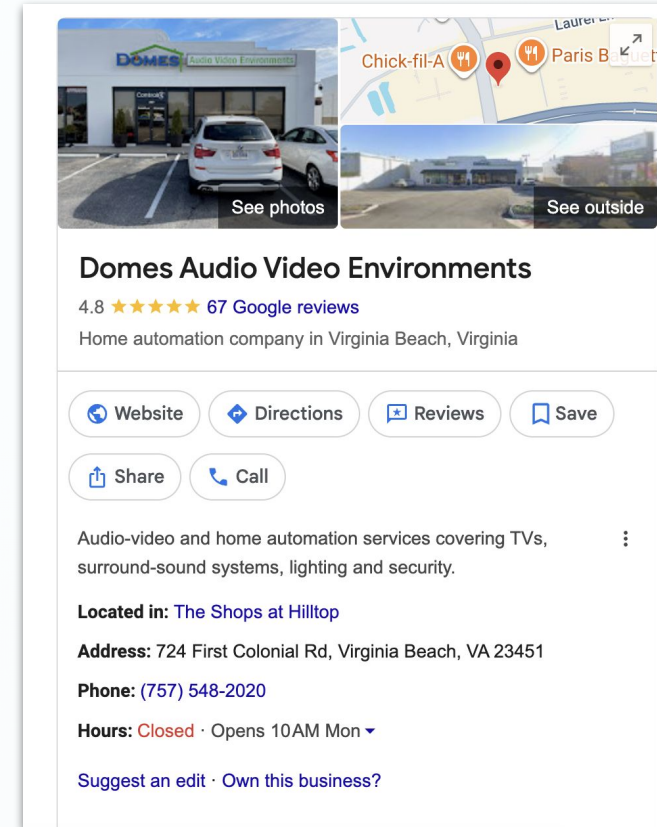
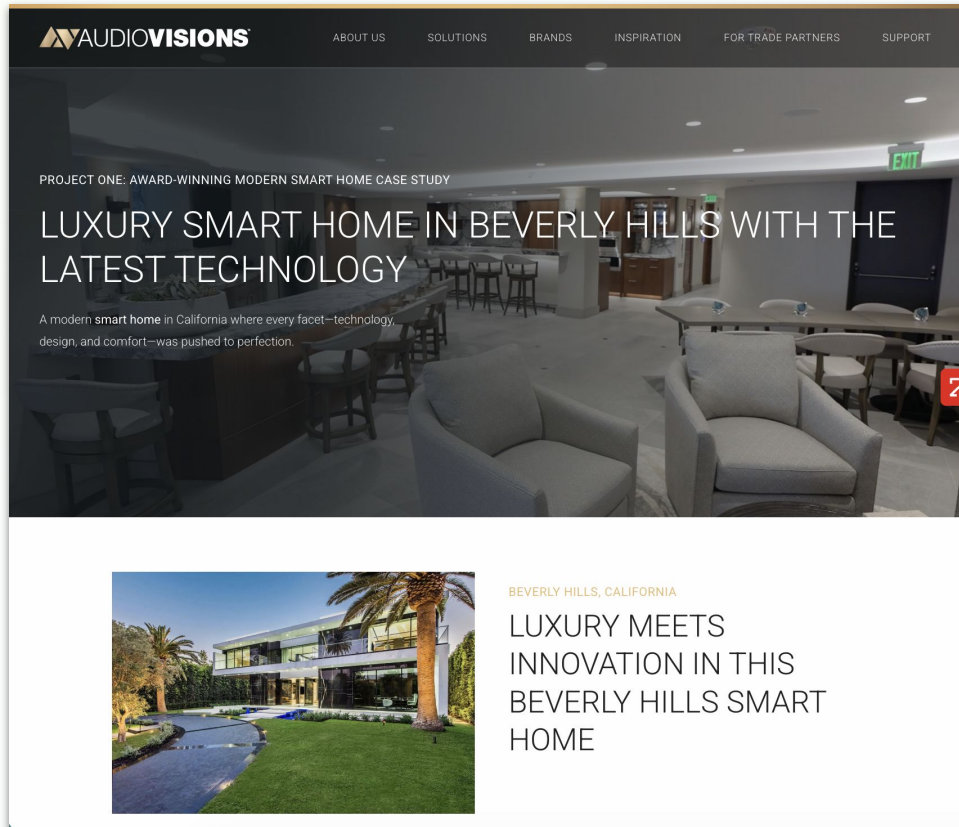
Completed projects become proof & authority

4

### Brochures & Print

Premium positioning in real-world conversations

# Website & Google Business Profile



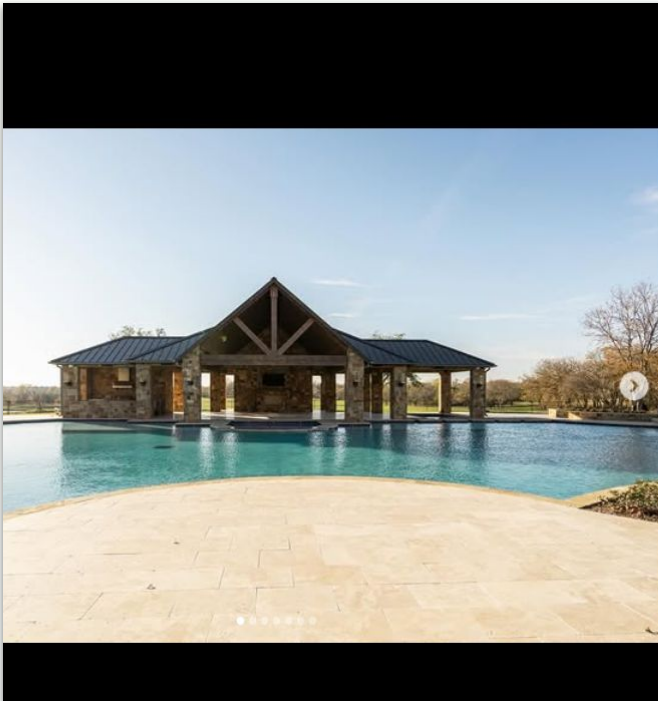
## Website

Your website should visually reflect the level of projects you want to win.

## Google Business Profile

Fresh imagery supports local search visibility and provides immediate credibility.

# Social Media



**multimediasonlineinc** • Follow

**multimediasonlineinc** During the day, the architecture and craftsmanship speak for themselves. Natural stone, warm wood tones, and thoughtful structural design create a space that feels open, inviting, and built for gathering, but when the sun sets, the lighting design takes over....

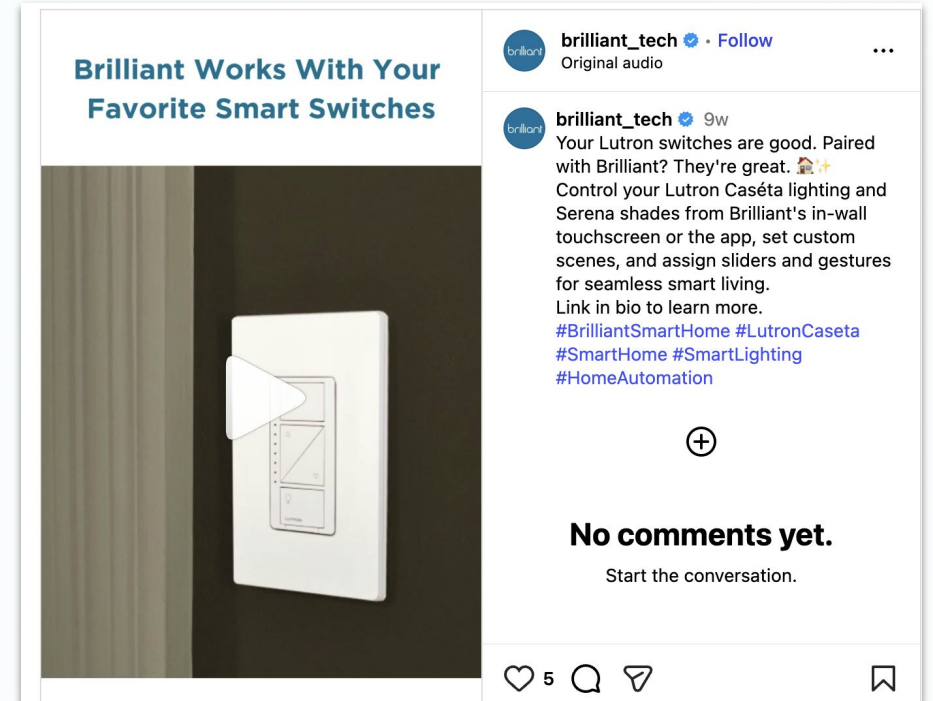
Strategically placed landscape lighting, architectural uplighting, and illuminated water features transform the entire environment. The pool begins to glow, trees become sculptural elements, and the outdoor pavilion becomes the centerpiece of the space.

Great outdoor lighting doesn't just make a space visible at night. It creates an atmosphere, extends how the space can be used, and turns a backyard into a true entertainment destination.

Because when architecture and lighting work together, the experience of the space continues long after the sun goes down.  
[@timjacksoncustomhomes](#)

5w

5 likes  
April 3



**brilliant\_tech** • Follow  
Original audio

**brilliant\_tech** 9w  
Your Lutron switches are good. Paired with Brilliant? They're great. 🏠👉  
Control your Lutron Caséta lighting and Serena shades from Brilliant's in-wall touchscreen or the app, set custom scenes, and assign sliders and gestures for seamless smart living. Link in bio to learn more.  
[#BrilliantSmartHome](#) [#LutronCaseta](#)  
[#SmartHome](#) [#SmartLighting](#)  
[#HomeAutomation](#)

No comments yet.  
Start the conversation.

5

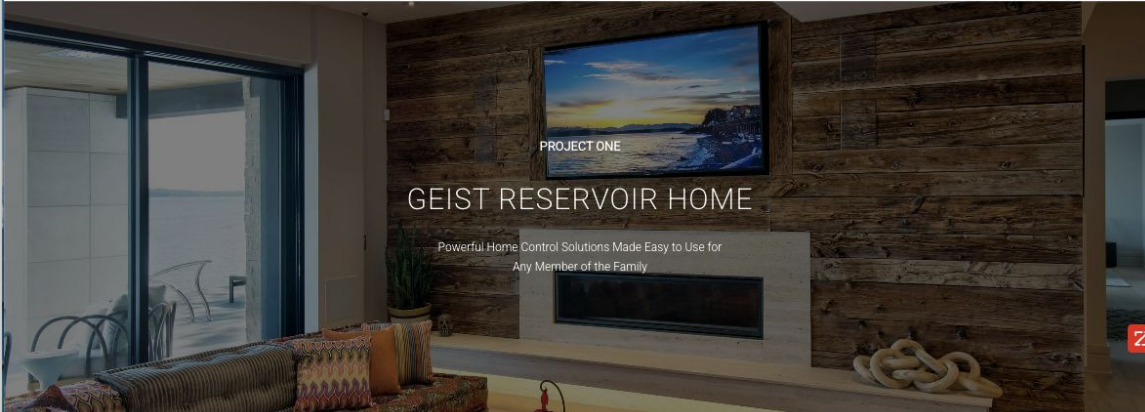
## Social Media

Tag manufacturers and trade partners to expand reach and network authority.

## DESIGNS THAT SPARK INSPIRATION

Envision the possibilities for your home or business by exploring our most notable projects.

PROJECT ONE PROJECT TWO PROJECT THREE



PROJECT ONE  
**GEIST RESERVOIR HOME**

Powerful Home Control Solutions Made Easy to Use for Any Member of the Family

COMPLETION DATE	SIZE	LOCATION	PROJECT COST	PROJECT LIFECYCLE	INDUSTRY
JUNE 1, 2019	6,000+ SQFT	GEIST RESERVOIR, INDIANAPOLIS, INDIANA	\$500K+	18 MONTHS	RESIDENTIAL

### SUMMARY

Premier is proud to have received the top industry award for this project with CEDIA's 2018 "Integrated Home of the Year" in all of North and South America. This new construction residence is located on Geist Reservoir in Indianapolis, Indiana.

It is over 6,000 square feet and it was a complete whole-home automation package. The design aesthetic is very modern, so we made sure that all of our equipment and install details fit within the luxurious, high-end, modern, sleek finish of the home.



# Case Studies



## Case Study Tips

1

### Lead with the transformation

Focus on outcomes, not just equipment

2

### Tell a complete story

Challenge → Solution → Experience

3

### Use local & relevant keywords

Mention city, project type, and brands naturally

4

### Optimize title & description

Write clear SEO-friendly titles and meta descriptions

5

### Include strong visuals

Photography and video dramatically improve engagement

# Anatomy of a Strong Case Study

## Case Study Framework

✓ Proven Structure

1



### Client Goal

What the client wanted to achieve

Objective

Vision

2



### Design Challenge

The specific problem to solve

Constraints

Complexity

3



### Solution

How you approached the problem

Strategy

Implementation

4



### Outcome

Results and measurable impact

Metrics

Results

5



### Experience

How the client felt about the process

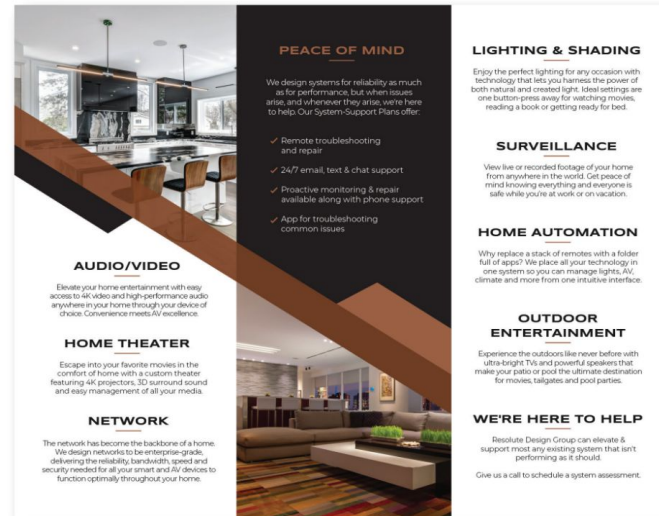
Satisfaction

Testimonial

# Brochures



FRONT



BACK



## Brochure Tips

1

### Use fewer words

Let imagery and layout do the heavy lifting

2

### Focus on transformation

Show how spaces feel, not just what was installed

3

### Maintain visual consistency

Align brochures with your website and social presence

4

### Use premium materials

Paper quality and finishes influence perception

5

### Keep it evergreen

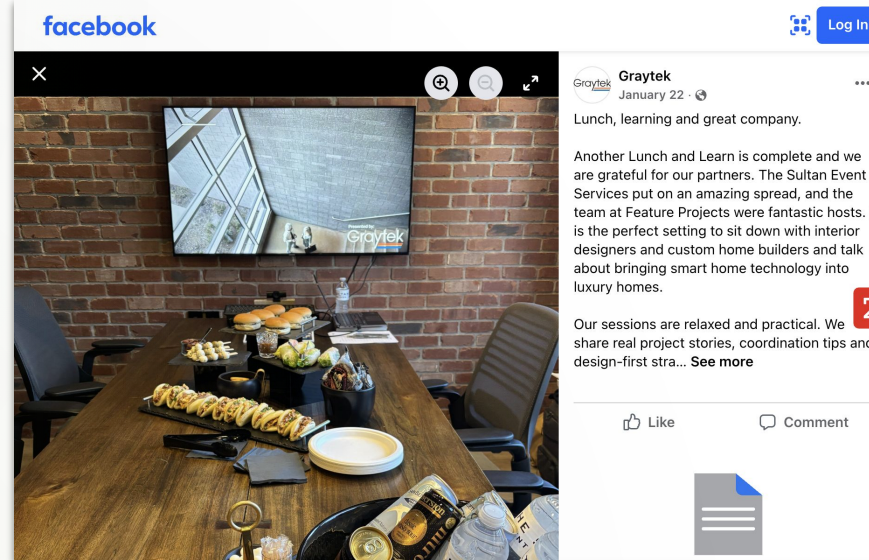
Design brochures that stay relevant over time

# Where to Bring Brochures



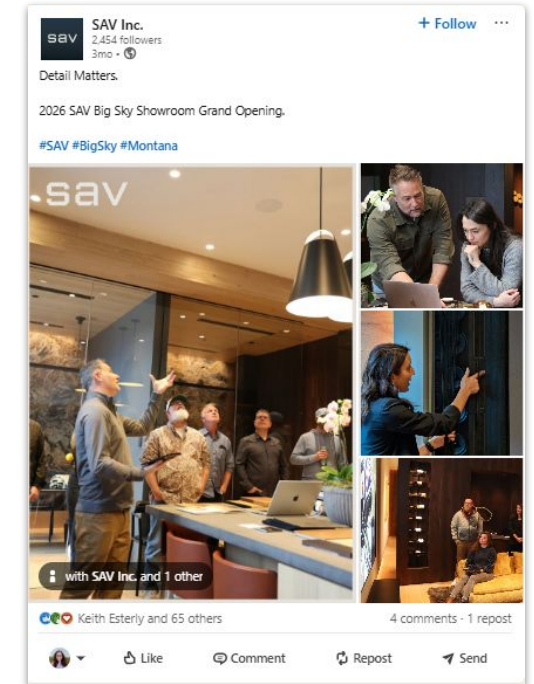
## Trade Shows & Conferences

Distribute at industry events, networking mixers, conferences, and open house events.



## Lunch and Learns

Support follow-up conversations with a beautiful, branded brochure.



## Showroom Events

Create memorable takeaways during demos, partner events, and curated client experiences.

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# **Bonus Authority Signal:** **Reviews & Testimonials**

*Trust is more powerful when it comes from your clients*

# Google Reviews Matter More Than You Think

## Control Freaks Hawaii Inc.

52 Paa St, Kahului, HI 96732, United States

[Write a review](#)

4.9  71 reviews ⓘ



**Nettie Kelly**

1 review



 5 months ago

I had a great experience with Control Freaks. Kyle offered an elegant solution to lighting my living room that looks fantastic. He was also helpful in choosing and installing a new ceiling fan in the same room. John and Sean who did the install were great and the work was done in less time than expected. Thank you Control Freaks!



**Control Freaks Hawaii Inc. (Owner)**

Edited 5 months ago

Aloha Nettie,

Thank you so much for your kind review! Our team truly appreciates that you trusted us with your lighting. The pictures are stunning. We are glad that you love it!



## Review Tips

1

### Ask at the right moment

Request reviews shortly after positive project experiences

2

### Make it easy

Use direct review links and simple instructions

3

### Encourage specificity

Detailed reviews build stronger trust and SEO value

4

### Get your team involved

Offer rewards or incentives for team members who successfully capture reviews

5

### Respond consistently

Engagement reinforces professionalism and trust

# Showcase Your Reviews

**Wipliance**  
★★★★★  
Is rated 4.44 out of 5 from a total of 500 reviews

**Kristin Woerner**  
★★★★★  
*"Outstanding experience! The entire team is professional, happy and great at communicating. We replaced a 20 foot outdoor automated shade that needed to be fit into existing side guides and..."*  
2026-05-02  
[Read Full Review](#)

**BELLEVUE**  
2020 124th Avenue Northeast  
Suite C-105  
Bellevue, WA 98005

**ARIZONA**  
7626 E Greenway Rd, Ste 101  
Scottsdale, AZ 85260

**SPOKANE / NORTH IDAHO**  
12410 E. Mirabeau Pkwy.  
Suite 100  
Spokane Valley, WA 99216

[Let's talk!](#)

## Website

Testimonials reinforce trust during the research process.

**SoundVision**  
supplying life through technology  
**Google Reviews** ★★★★★

★★★★★  
SoundVision is absolutely a Best in Class operation. There is not another provider in the entire Charlotte area that operates as professional as Sounvision or can deliver what they can, how they can. AAA+++  
**Tom L.**

★★★★★  
SoundVision always does a great job. Had them out to the house for multiple years to do various jobs and always do a good job. They also stand by their work if anything goes wrong. Highly recommend.  
**Tim C.**

★★★★★  
Marshall did a fantastic job of visualizing the problems we were trying to solve and engineering an affordable solution that meets every one of our requirements. He and the entire SoundVision team are friendly, knowledgeable, and professional, and the level of communication regarding all aspects of our project is unparalleled. I highly recommend the professionals at SoundVision.  
**Steve F.**

**soundvisionllc**  
We're thankful for the trust our clients place in our team and proud to deliver solutions that truly elevate how a home is experienced! Creating systems that feel effortless is only part of the job. Earning trust is the rest.  
[#FiveStarReviews](#) [#ClientExperience](#) [#ServiceFirst](#) [#GoogleReview](#) [#SmartHomeIntegration](#)  
3w

Liked by [hollidayhomesnc](#) and others  
April 17

Comments on this post have been limited.

## Social Media

Pair reviews with real project imagery for stronger engagement.

# Make Reviews Part of Your Process

Ask consistently & get your team involved



## After Project Completion

When project is finished



## After Service Wins

When you exceed expectations



## After Positive Feedback

When client is happy

● after project completion

● after service wins

● after positive feedback moments

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# Invest Your **DMC**

*How to redeem your funds*

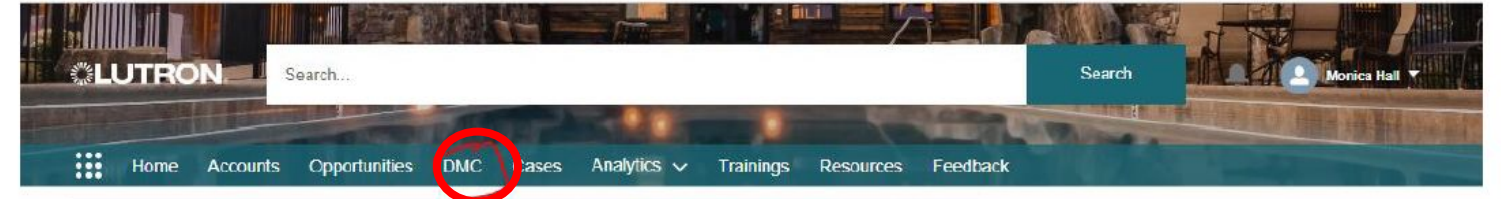


# DMC Process

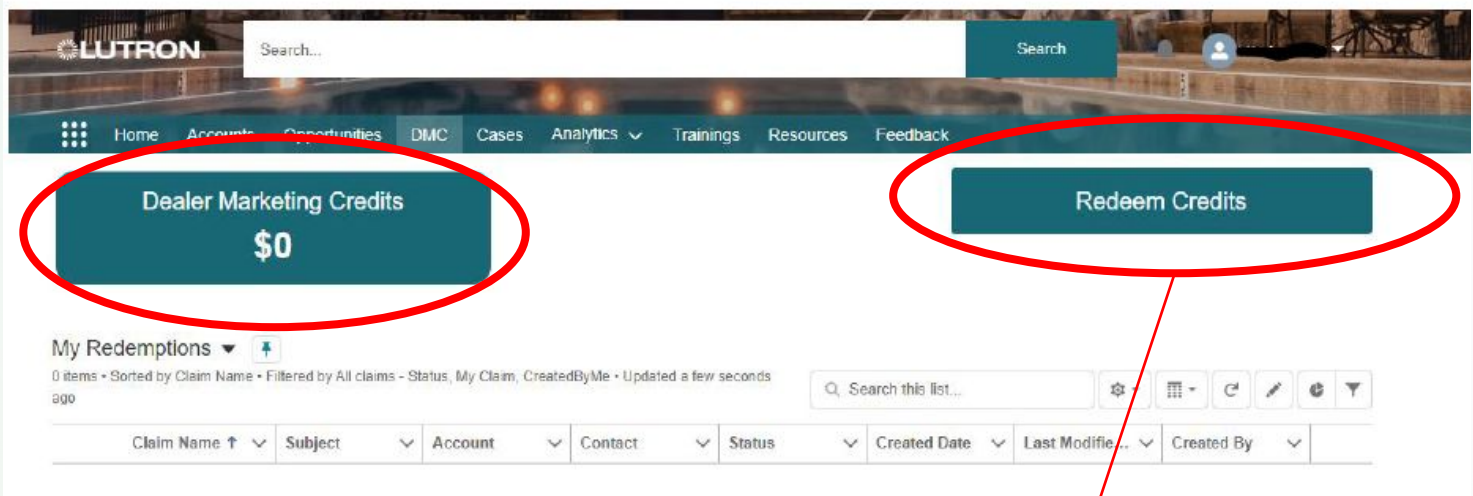
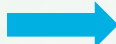


# DMC: Where to Redeem

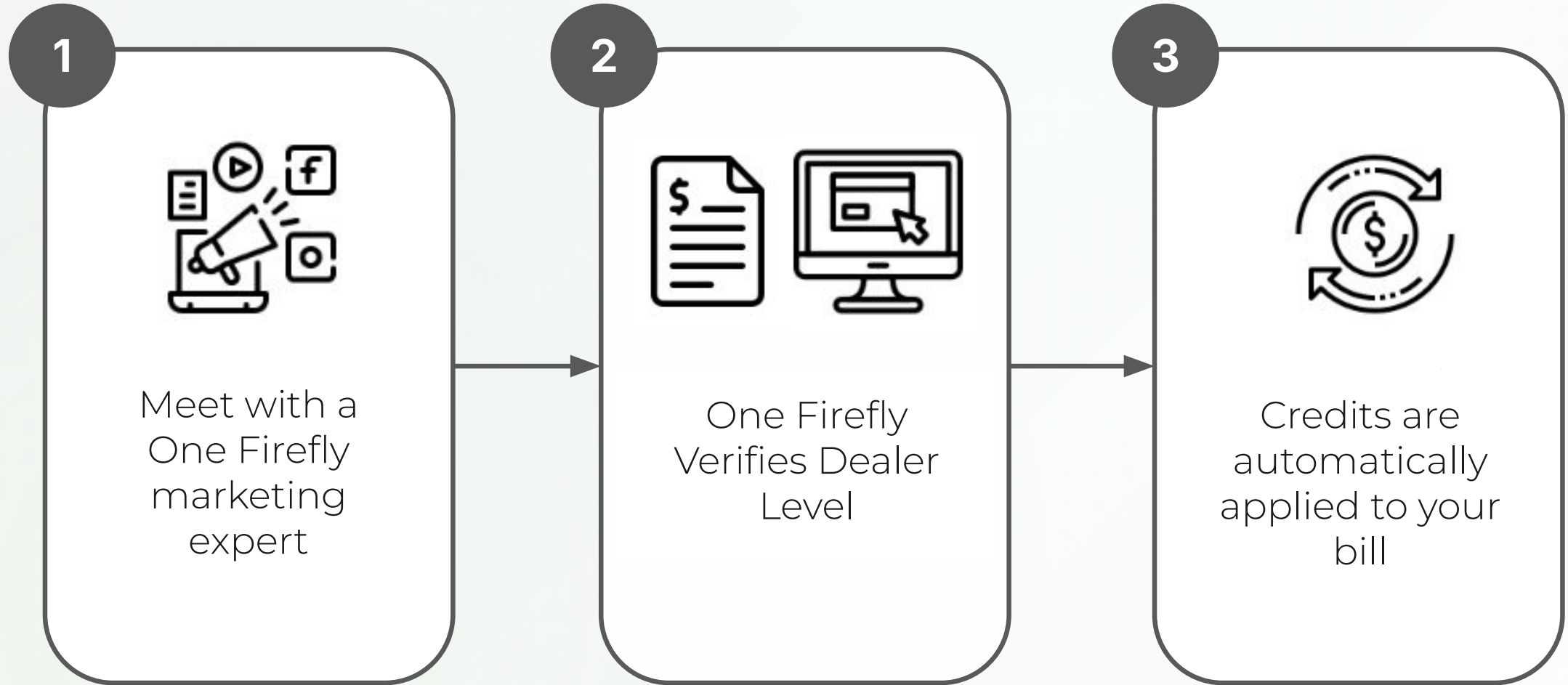
Login to myBusiness, click DMC tab



View credits available and redeem credits

A screenshot of the 'Redeem Credits' form. The title 'Redeem Credits' is at the top. Below it is a text input field with a small asterisk and the text '\*Enter Amount to be Redeemed'. At the bottom right of the form is a teal button labeled 'Next'.

# One Firefly Credits: Where to Redeem



# Additional Credits Overview

Dealer Level	One Firefly Credits
Gold	\$500.00
Platinum	\$1,000.00
Diamond	\$1,500.00
Diamond Elite	\$1,750.00
Black Diamond	\$2,000.00
Sapphire	\$2,500.00
Titanium	\$3,000.00

“

I've been really impressed with the results we've seen since partnering with One Firefly. The website they built and the ongoing SEO work they're doing are making a big impact. In fact, we recently landed a **300K+ job that came directly from a customer searching for Lutron**. I don't think we would've captured that lead without a targeted SEO strategy in place. I really appreciate all the hard work the team at One Firefly is putting in — it's making a noticeable difference for our business growth.

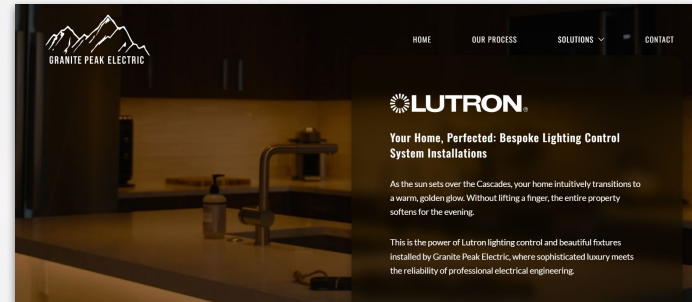


**Ryan Cohen**  
President



“

The **website looks amazing** and the team did an incredible job throughout the entire process. The most exciting part is finally having a professional place to send clients where they can see a full overview of available options.

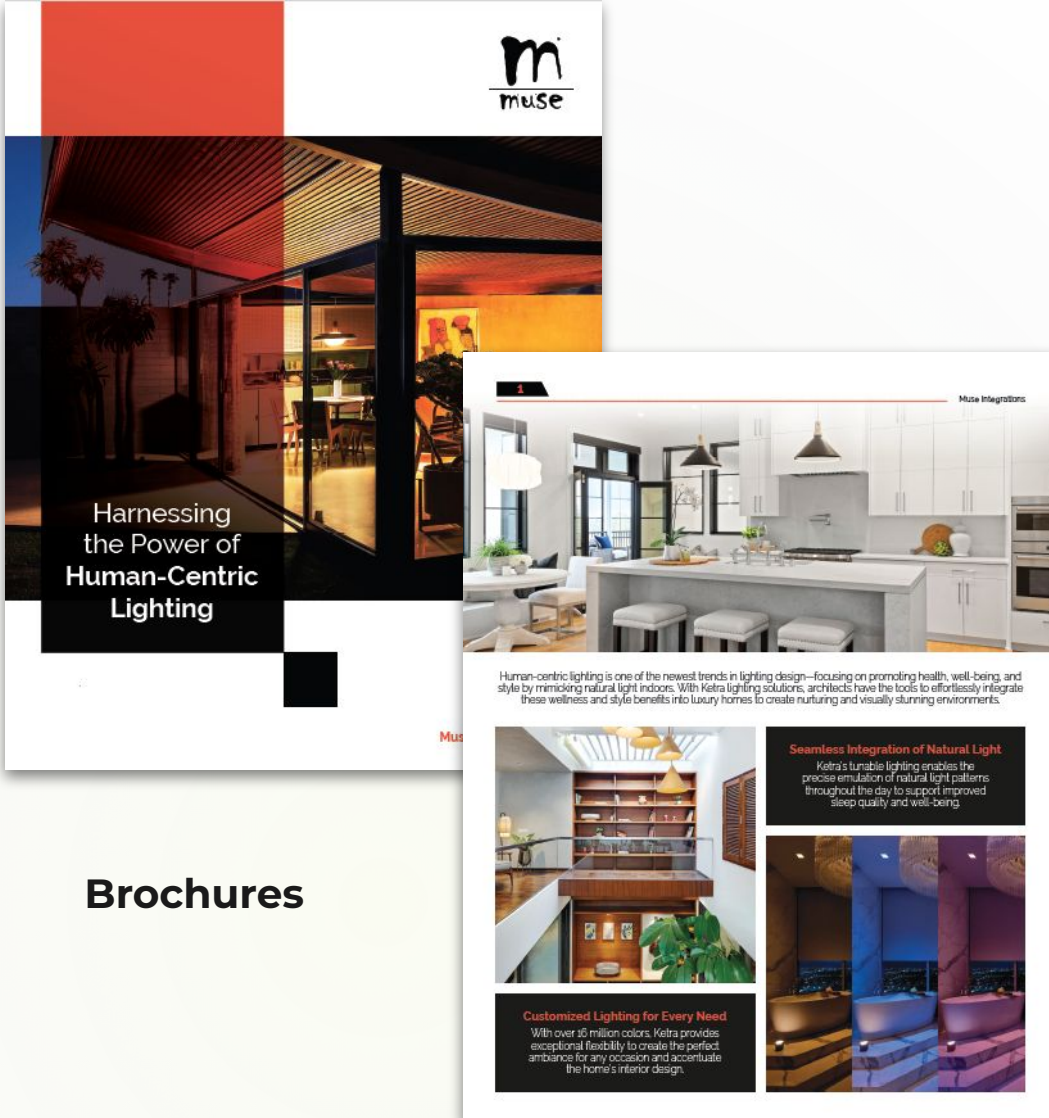


**Jason Rayment**  
CEO



# Ways to Put Your Funds to Work

Brand Page



**muse**

## Harnessing the Power of Human-Centric Lighting

Muse Integrations

Human-centric lighting is one of the newest trends in lighting design—focusing on promoting health, well-being, and style by mimicking natural light indoors. With Ketra lighting solutions, architects have the tools to effortlessly integrate these wellness and style benefits into luxury homes to create nurturing and visually stunning environments.

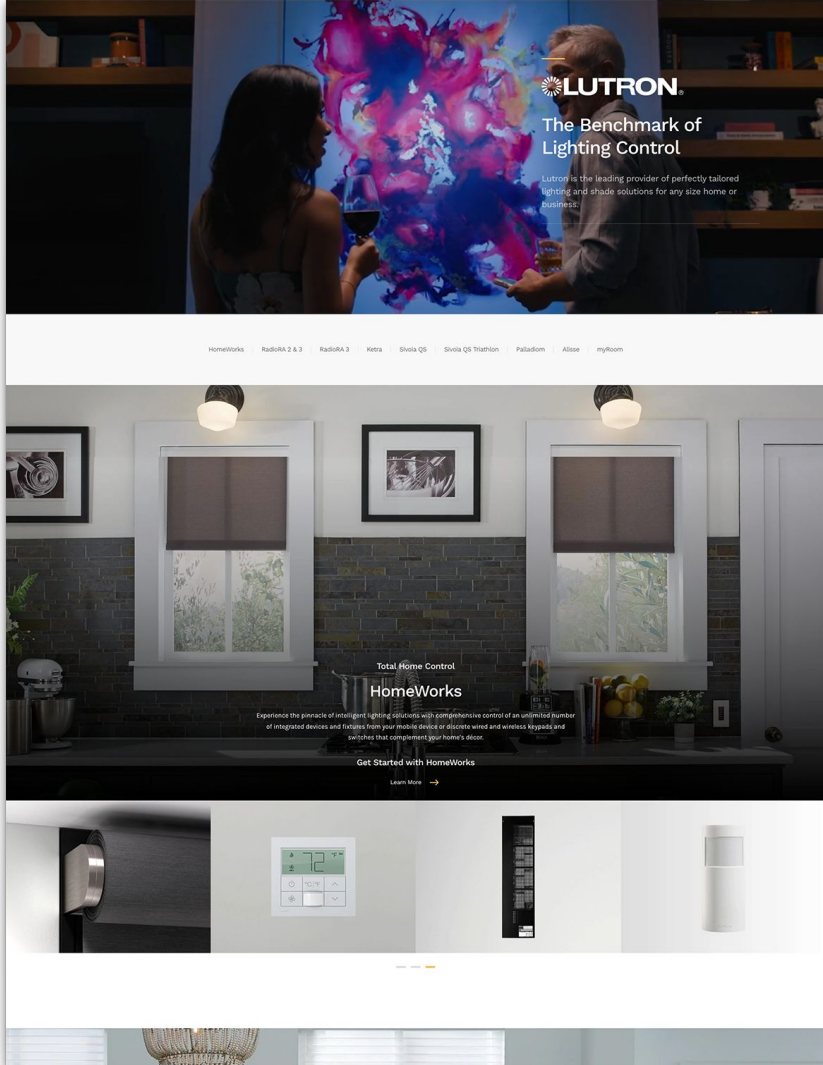
### Seamless Integration of Natural Light

Ketra's tunable lighting enables the precise emulation of natural light patterns throughout the day to support improved sleep quality and well-being.

### Customized Lighting for Every Need

With over 16 million colors, Ketra provides exceptional flexibility to create the perfect ambiance for any occasion and accentuate the home's interior design.

Brochures



## LUTRON

### The Benchmark of Lighting Control

Lutron is the leading provider of perfectly tailored lighting and shade solutions for any size home or business.

HomeWorks RadiRA 2 & 3 RadiRA 3 Ketra Sivoia QS Sivoia QS Triathlon Palladium Alisa myRoom

#### Total Home Control

### HomeWorks


Experience the promise of intelligent lighting systems with comprehensive control of an unlimited number of integrated devices and features from your mobile device or discrete wall and wireless keypad and switches that complement your home's décor.

Get Started with HomeWorks

Learn More →


# Ways to Put Your Funds to Work

## Email



AUDIO/VIDEO | LOW VOLTAGE SPECIALISTS

1826 W Buffalo Cir | Farmington, UT 84025 | 1500 Keams Avenue | Park City, UT 84060 | 801 215-7070 | [ratiov.com](http://ratiov.com)



### Create a Unique Home Environment with Lutron Lighting Control

Create a captivating atmosphere at home with Lutron's smart lighting solutions. This blog unveils how to orchestrate the perfect ambiance for your living spaces with effortless precision. Discover the art of crafting the perfect mood, enhancing energy efficiency, and transforming your home into a space of comfort and sophistication!

[Learn More](#)

## Social Media/ Social Ads



**Bethesda Systems**  
Sponsored · 

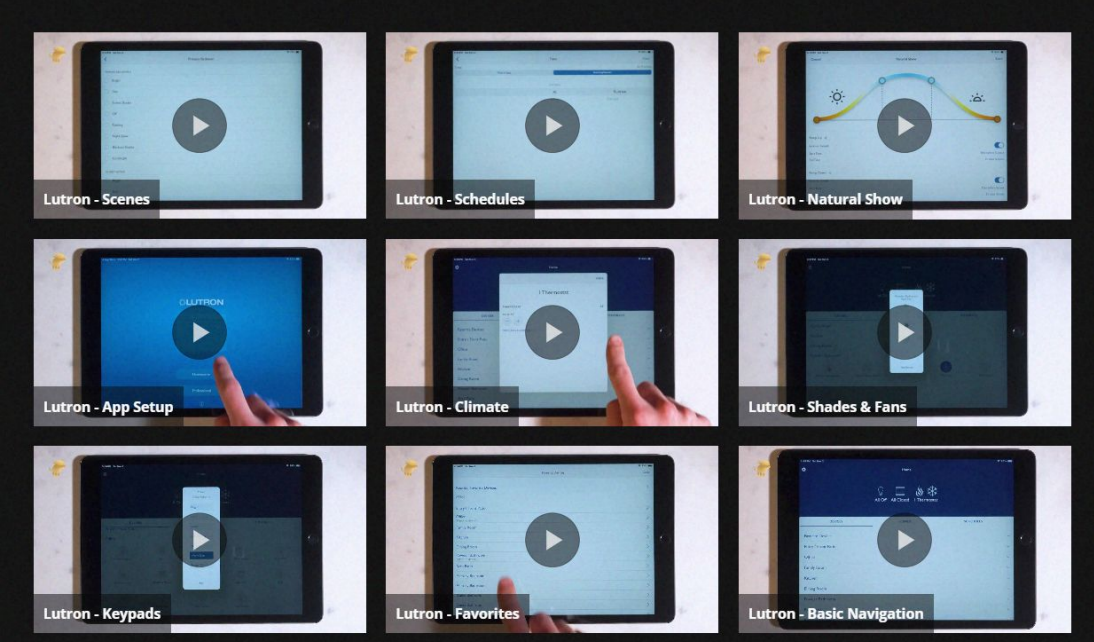
During the day, circadian lighting mimics the natural cycle of the sun which helps you boost your focus, energy, and mood.



<https://www.bethesdasystem...>  
**Improve Productivity With Circadian Lighting** [Learn more](#)

 Like  Comment  Share

## Video Tutorials



- Lutron - Scenes
- Lutron - Schedules
- Lutron - Natural Show
- Lutron - App Setup
- Lutron - Climate
- Lutron - Shades & Fans
- Lutron - Keypads
- Lutron - Favorites
- Lutron - Basic Navigation

# Let's Continue The Conversation

Explore more about One Firefly's Lutron partnership and marketing support.

## Explore More

For additional blogs, case studies & exclusive content.



## Reach Out

Your One Firefly Team is here to help!

-  [onefirefly.com](https://onefirefly.com)
-  [sales@onefirefly.com](mailto:sales@onefirefly.com)
-  [954-921-2393](tel:954-921-2393)

[onefirefly.com/lutron](https://onefirefly.com/lutron)

