# Gary Vaynerchuk warns brands to build now or risk losing autonomy to AI gatekeepers



In an era where artificial intelligence (AI) is reshaping the customer-business relationship, Gary Vaynerchuk’s insights on brand building emerge as not just relevant, but critical for survival. As AI systems like ChatGPT evolve, concerns arise not only about their growing capabilities but also how the tech companies behind these innovations intend to monetise them. Unlike Google’s advertising model, which traditionally directs users to businesses, AI platforms are evolving to potentially manage the entire customer journey. Vaynerchuk warns that we may be entering what he describes as a "perilous era of big tech," suggesting that these companies may seek to capture all customer touchpoints, thereby diminishing businesses’ autonomy.

The imperative to create a distinct brand identity has never been more urgent. Vaynerchuk argues that in an AI-driven marketplace, the absence of a brand can render a business a mere commodity. The distinction becomes clear in how consumers formulate their requests; a simple example juxtaposes generic inquiries with specific brand names, illustrating the power of brand recognition. When customers ask for "a Domino's pizza" rather than just "a pizza," it underscores the need for businesses to cultivate an identity that AI cannot easily redirect. This understanding forms the cornerstone of effective modern marketing, driving business owners to invest heavily in brand-building efforts before AI gatekeepers dominate the landscape.

Addressing a common apprehension among business owners regarding personal branding, Vaynerchuk reassures that one does not need to be a public figure to establish a strong brand presence. He provides examples such as Coca-Cola and IBM, which are recognised globally yet are not defined by individual personalities. Instead, he emphasises the significance of consistent content creation that underscores a business’s unique marketplace position. This necessity for content is immense; Vaynerchuk advises creating 20 to 30 pieces daily across social platforms, asserting that while such output may appear gratuitous, it serves as a vital mechanism for enhancing brand awareness.

Moreover, the conversation about brand creation also involves a candid take on what constitutes meaningful content. Vaynerchuk differentiates between authentic brand building and what he calls "douchebag content"—glitzy displays of wealth that do not resonate with genuine audience needs. He asserts that brands should focus on demonstrating expertise and values rather than showmanship, a sentiment that aligns with the growing consumer demand for authenticity in messaging.

Central to Vaynerchuk's philosophy is a call for resilience amongst entrepreneurs. He posits that adaptability is not merely a desirable trait but rather the essence of sustaining a business in changing market conditions. The most successful entrepreneurs are often those who understand the necessity of pivoting in the face of change, a mindset that will become increasingly crucial as businesses navigate the complexities introduced by AI in marketing.

To thrive in this AI-influenced landscape, Vaynerchuk recommends a strategic approach to brand building. Key actions include increasing content volume to amplify customer touchpoints, clarifying unique selling propositions, fostering direct customer relationships to reduce reliance on external platforms, appropriately valuing products and services, and embracing adaptation as a source of opportunity rather than a hurdle.

Ultimately, businesses that endure AI disruption may not be the largest or most technologically sophisticated, but those whose brands are robust enough to compel customers to seek them out by name. As we stand on the cusp of profound changes in marketing practices, the message is clear: investment in brand building is not merely a marketing tactic but a fundamental defence against an unpredictable future. The time to act is now, before AI fundamentally alters the rules of engagement.

## Reference Map:

* Paragraph 1 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[2]](https://www.linkedin.com/pulse/thoughts-ai-advertising-linkedin-360-gary-vaynerchuk)
* Paragraph 2 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[3]](https://dexa.ai/garyveeaudioexperience/d/df9e78e2-7074-11ef-a0b3-034b0c434772), [[4]](https://podletters.com/how-to-build-a-brand-in-2025-the-new-reality-of-social-media-garyvee-qa-w-real-leaders-magazine/)
* Paragraph 3 – [[5]](https://blog.contactpigeon.com/gary-vee-scaling/), [[6]](https://creators.spotify.com/pod/profile/garyvee/episodes/The-1-Way-to-Build-Brand-in-2025-e31887q)
* Paragraph 4 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[6]](https://creators.spotify.com/pod/profile/garyvee/episodes/The-1-Way-to-Build-Brand-in-2025-e31887q), [[7]](https://siliconvalleytime.com/entrepreneur/gary-vaynerchuks-ultimate-guide-to-digital-marketing-and-entrepreneurship-the-garyvee-audio-experience/)
* Paragraph 5 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[3]](https://dexa.ai/garyveeaudioexperience/d/df9e78e2-7074-11ef-a0b3-034b0c434772), [[4]](https://podletters.com/how-to-build-a-brand-in-2025-the-new-reality-of-social-media-garyvee-qa-w-real-leaders-magazine/)
* Paragraph 6 – [[6]](https://creators.spotify.com/pod/profile/garyvee/episodes/The-1-Way-to-Build-Brand-in-2025-e31887q)
* Paragraph 7 – [[1]](https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/), [[2]](https://www.linkedin.com/pulse/thoughts-ai-advertising-linkedin-360-gary-vaynerchuk)

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## Bibliography

1. <https://www.selfemployed.com/your-brand-vs-ai-garyvees-take/> - Please view link - unable to able to access data
2. <https://www.linkedin.com/pulse/thoughts-ai-advertising-linkedin-360-gary-vaynerchuk> - In this LinkedIn article, Gary Vaynerchuk discusses the evolution of advertising in the age of AI, emphasizing the importance of social media and creative content over traditional formats. He highlights the need for businesses to adapt to new technologies like AI to stay competitive, advocating for a 'yes' mindset towards emerging tools and platforms. Vaynerchuk also touches upon the democratization of reach through platforms like TikTok, where content can gain significant visibility without a large follower base.
3. <https://dexa.ai/garyveeaudioexperience/d/df9e78e2-7074-11ef-a0b3-034b0c434772> - In this episode of 'Ask The GaryVee Audio Experience,' Gary Vaynerchuk explores revolutionary marketing strategies for 2025, focusing on the integration of AI, data-driven creativity, and the significance of brand relevance. He discusses the necessity for empathetic leadership to drive long-term business success and emphasizes the importance of adapting to technological advancements to maintain a competitive edge in the market.
4. <https://podletters.com/how-to-build-a-brand-in-2025-the-new-reality-of-social-media-garyvee-qa-w-real-leaders-magazine/> - This article summarizes Gary Vaynerchuk's insights on building a brand in 2025, highlighting the shift from community-based to merit-based content creation. Vaynerchuk discusses the impact of live shopping, the importance of understanding attention as an asset, and the need for flexibility in brand guidelines. He also emphasizes the dual strategy of cultivating both personal and company brands to achieve long-term growth.
5. <https://blog.contactpigeon.com/gary-vee-scaling/> - This blog post outlines seven tactics inspired by Gary Vaynerchuk's approach to scaling businesses. It emphasizes the importance of experimentation, automation, and personalization in marketing strategies. The article also discusses the significance of adapting to new technologies and the necessity of embedding a culture of experimentation within company processes to drive growth.
6. <https://creators.spotify.com/pod/profile/garyvee/episodes/The-1-Way-to-Build-Brand-in-2025-e31887q> - In this episode of 'The GaryVee Audio Experience,' Gary Vaynerchuk discusses the primary method for building a brand in 2025. He covers topics such as scaling businesses without losing momentum, balancing identity and growth, and the power of reinvention. Vaynerchuk provides insights into evolving business strategies to stay ahead in the competitive market.
7. <https://siliconvalleytime.com/entrepreneur/gary-vaynerchuks-ultimate-guide-to-digital-marketing-and-entrepreneurship-the-garyvee-audio-experience/> - This article provides an overview of Gary Vaynerchuk's approach to digital marketing and entrepreneurship, emphasizing the importance of content creation and storytelling. It discusses the need for brands to develop unique narratives that resonate with their target audience and differentiate them from competitors. The article also highlights the significance of authenticity and consistency in building brand recognition and loyalty.