



Hi Shelby,

Our agency loves a good spreadsheet.

It's true. Staying organized is crucial in the world of PR. In addition to other tools and tactics, we often rely on colorful, heavily coded spreadsheets to keep us at the top of our game.

Media targets? There is a spreadsheet for that. Upcoming content offers? Check the spreadsheet. Client birthdays? Spreadsheet.

When clients ask us about the credibility of various publications, we turn once more to our ever-evolving, research-driven spreadsheets to back up our recommendations. Rep Ink stays up-to-date on which industry pubs will actually get you the most value for your time, and which are just looking for you to cut a check.

If you've got some sparkling projects to show off, we want to make sure you're doing so in leading architectural publications. Check out Michelle's latest blog post to learn our top six recommendations you can't ignore.

Cheers,

Steven

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Related Posts



[9 mistakes marketers should avoid when interviewing architects, engineers and construction pros for thought leadership content](#)

A good interviewer knows how to get their subject talking without getting in their way. But there's a lot more to being a good interviewer than just being a good listener. Sharpen your interviewing strategy by avoiding these common mistakes.



[7 ways to overcome content marketing's biggest challenge: just getting it done](#)

While simply "getting it done" seems like a low bar to aim for, it is often the most challenging hurdle to success. Learn our seven tips to get the ball rolling and actually create lead-generating content for your AEC firm.

Spill the Ink Podcast



[Digital Marketing Tips for AEC Firms With Lindsay Diven of Marketers Take Flight](#)

Michelle Calcote King invites Lindsay Diven, the founder of Marketers Take Flight, onto the podcast to discuss digital marketing for AEC firms. They go over Lindsay's background and how she's trying to fill holes in the industry. The conversation covers key topics such as generating leads, niching your firm and the best tactics for digital marketing. Hear it all on this episode of the *Spill the Ink* podcast.



We'd rather walk on our lips than go on and on about how awesome we are (our [Awards page](#) [does](#) that for us). However, a lot of great work goes into our *Spill the Ink* podcast and we appreciate all the guests we've had a chance to connect with. We were recently awarded [Gold in the 2022 Bulldog PR Awards](#). Rep Ink started the podcast to not only build relationships with potential referral sources, but also to establish ourselves as thought leaders in the legal and AEC industries while offering valuable insights to our listeners.

While we took a few months off for the summer, we are so excited to be bringing you fresh episodes this fall. Interested in being a guest? [Let us know!](#)

ABOUT US:

Reputation Ink is a public relations and content marketing agency focused on professional services firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

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