

# How **AEC** employees can contribute **marketing videos with their smartphones** [infographic]



Hi Shelby,

The conclusion of the Cannes Film Festival and the Memorial Day weekend signal a kickoff to the summer season each year. (I'm personally intrigued by Scorsese's adaptation of [Killers of the Flower Moon](#), but why does this man insist on making 3.5-hour-long films!) But you don't have to qualify for Cannes to capture and leverage great footage showcasing your architecture, engineering and construction (AEC) firm's people, projects and services.

In fact, all AEC firms have a team of videographers at the ready.

Today's smartphones allow all employees to capture high-quality video content conveniently. However, with safety concerns and job site protocols, many AEC firms may shy away from this resource.

In my latest blog post, I discuss why you should care about employee-generated video content and how to empower your people to capture great video in the field.

Cheers!

Steven

[READ MORE](#)

## Related Posts



### [Why AEC firms need to know about the 'excess share of voice' rule](#)

Every time a brand is mentioned in the media, authors an article, posts on social media or runs a series of ads, a conversation is happening. The conversation is amplified when the audience engages by sharing the article, commenting on the social media post or clicking on the ads. All of this activity results in a certain share of voice. How much are you capturing?



### [Say it to my face: How AEC companies should handle their social media haters](#)

While social media allows AEC firms to reach a broad audience and increase their brand awareness, it's also become a breeding ground for the world's most despicable creature — the internet troll. When their ire turns to your business, and they begin to fill your page with negative comments, it can be especially deafening.

## Spill the Ink Podcast



### [Mastering proposal writing with the A3 format](#)

Rooted in lean principles, the A3 format challenges proposal writers to eliminate jargon and summarize only the most important information on a single 11- by 17-inch page instead of 20-plus pages. In this episode of "Spill the Ink," Michelle Calcote King and Ann Leiner discuss how A3 proposal writing works, best practices and the challenges of adapting to the new process. They also delve into how the AEC industry is evolving and discuss what today's companies are looking for in exceptional RFP responses.

## HOW AEC FIRMS CAN WIN MORE BUSINESS

**More leads.  
More revenue.  
More wins.**



**Discover how with this FREE E-BOOK**

What is content marketing, and how can AEC firms use it to drive more business? [Download our free guide](#) for real-world examples of how AEC firms are winning with content marketing.

### 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.

### CONTACT US:

**Reputation Ink**  
 P.O. Box 13190  
 Jacksonville, FL 32206  
 904-374-5733  
[www.rep-ink.com](http://www.rep-ink.com)

Copyright 2023 Reputation Ink

[f](#) [t](#) [@](#) [in](#)

[Unsubscribe](#)