

# SHUTTING THE REVOLVING DOOR

how AEC firms can leverage marketing for employee retention

Hi Shelby,

There is so much to be grateful for this season.

This is often a time of year when architecture, engineering and construction (AEC) firms take a moment to recognize the internal teams that make its year-long success possible.

But this can also bring attention to the fact that ... well, hiring and retaining top talent can be tougher than an overcooked turkey.

AEC firms are no strangers to labor woes, and the tide doesn't seem to be turning, at least not immediately. Between a lagging interest in the skilled trades and many professionals approaching retirement, the next few decades look intimidating.

Our latest blog post dives into how marketing can impact employee retention, as well as six actionable steps to investing in your organization's talent pool.

Cheers,

Steven

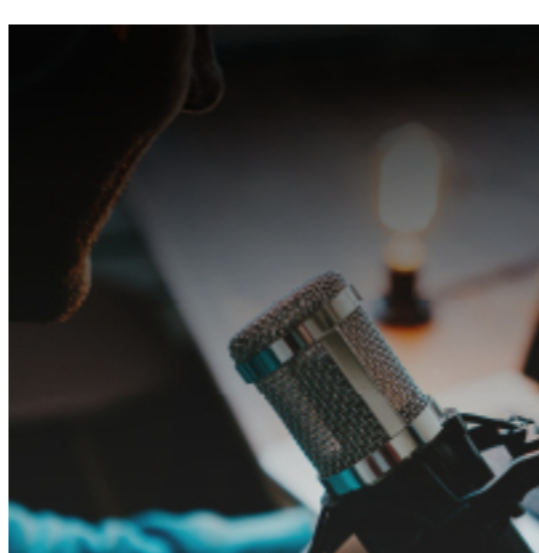
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## Related Posts



### [Looking for a marketing and PR agency? Consider niche AEC specialists](#)

For architecture, engineering and construction firms seeking an agency partner, expertise matters. If an agency primarily works with AEC clients, its marketers and public relations professionals know the industry inside and out, including its key publications, hot trends and technical subject matter.



### [The do's and don'ts of podcast interviews](#)

So, what differentiates a good podcast from a clumsy one? Sure, editing and producing are crucial elements, but the quality of the conversation is at the heart of a successful episode. One of the most important skills when launching or developing your podcast is understanding how to conduct an engaging interview: knowing what to ask, how to ask it and when to shut up. While honing your technique ultimately requires practice by trial and error, we've compiled some of our top tips to get you started.

## Spill the Ink Podcast



**How AEC firms can use employee phone videos to fuel connection and engagement**

### [How AEC firms can use employee phone videos to fuel connection and engagement](#)

Thanks to smartphones, shooting high-quality video is easier than ever. Jessica Whitlock, a studio leader at RS&H, captures candid behind-the-scenes moments from her projects this way, and the results have exceeded expectations.

In this episode of "Spill the Ink," Michelle Calcote King interviews Jessica about how her firm uses employee-generated videos to establish meaningful connections with current and prospective clients. They discuss advice for getting started, how to capture great footage, and how AEC firms can foster active participation from their field employees.

## 'Tis the season!



We are actively making our list and checking it twice.

Rep Ink always takes great pride in our [\(often award-winning\)](#) holiday videos. We are still a few weeks away from this year's send, but we cannot wait to share it with you.

If the suspense is killing you, or perhaps you are simply in the mood for some holiday spirit, [check out our videos](#) from the past few years to (yule) tide you over.

<p><b>ABOUT US:</b></p> <p>Reputation Ink is a public relations and content marketing agency focused on professional services reputations, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p><b>CONTACT US:</b></p> <p><b>Reputation Ink</b>                  P.O. Box 13190                  Jacksonville, FL 32206                  904-374-5733  <a href="http://www.rep-ink.com">www.rep-ink.com</a></p>
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