



Looking for a marketing and PR agency?
CONSIDER NICHE AEC SPECIALISTS

Hi Shelby,

Hiring the right marketing and PR agency can be a lot like navigating your neighborhood on Halloween night.

No, it really is! Here me out for a second...

Many houses have their bright porch lights on, eager for you to ring their doorbell. They're decorated for the holiday and may even have a spooky soundtrack playing in the background. But it's not until you do a little more investigating — ringing the bell, asking for candy, receiving said candy — that you can determine whether their wares are the right fit for your sweet tooth.

For architecture, engineering and construction firms seeking an agency partner, the content of the candy (or, in this case, the expertise) matters. If an agency primarily works with AEC clients, its team of marketers and public relations professionals knows the industry inside and out, including its key publications, hot trends and technical subject matter. It's like finding that jackpot house with those full-sized candy bars everyone envies!

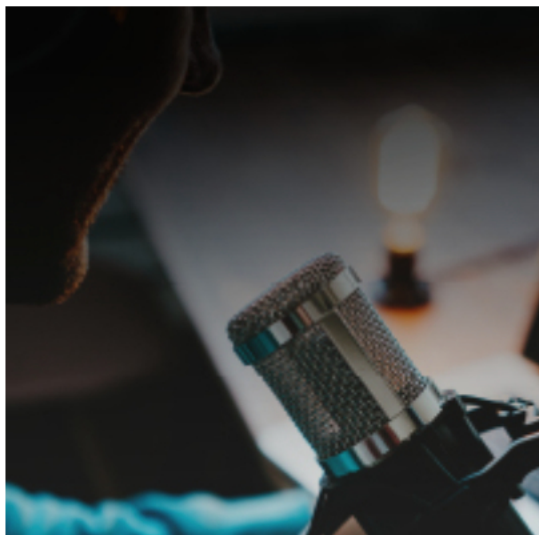
Unlike the escapades you may have planned for tonight, your search for a PR partner doesn't have to be spooky. Check out our blog post below to learn more about the impact a niche agency can have on your marketing and PR efforts.

Happy haunting,

Steven

[READ MORE](#)

Related Posts



[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.



[How AEC seller-doers can build relationships, drive revenue through podcasting](#)

Podcasting has become to 2023 what blogging was in the early aughts: a new(ish) medium for content creators and thought leaders to share their ideas and expertise. While there are plenty of cringe-worthy hosts and snooze-fest podcasts out there, when done right, podcasting can be a powerful networking and lead-generation tool for architecture, engineering and construction (AEC) firms.

Spill the Ink Podcast

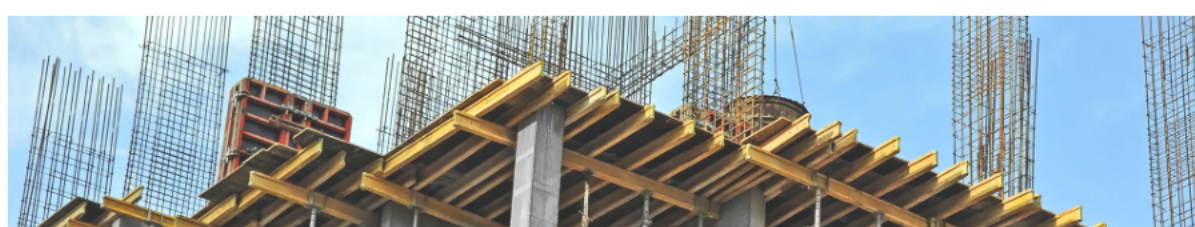


**Marketer spotlight:
 Knowledge management and marketing in harmony**

[Architecture marketer spotlight: Knowledge management and marketing in harmony](#)

We continue our architecture marketer spotlight series with Katie Robinson, a principal and the chief marketing officer at LS3P, an architecture, interiors and planning firm. She and Michelle discuss the firm's marketing evolution, including how their focus on marrying communications and knowledge management has driven their success, elevated their marketing efforts and helped them provide greater value to clients. They also discuss how to engage subject-matter experts in marketing efforts as well as podcasting, social media, career development and artificial intelligence.

Years of AEC Expertise



Thanks to the internet, the old ways to market architecture, engineering and construction firms no longer work. Companies can't simply drone on about how awesome they are, no matter how slick their printed brochures look.

Buyers have learned how to evade and ignore marketing messages — especially at the workplace. That's where content marketing and inbound sales come in. Today's buyers want useful information that helps them do their jobs better. And done right, content marketing fills that need while fueling your sales pipeline with qualified leads.

[Learn more how AEC firms can use content marketing to grow their business.](#)

<p>ABOUT US:</p> <p>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.</p>	<p>CONTACT US:</p> <p>Reputation Ink P.O. Box 13190 Jacksonville, FL 32206 904-374-5733 www.rep-ink.com</p>
--	--