



Hi Shelby,

Excellent media coverage can make a brand sizzle, so how do you crank up the heat for your architecture, engineering or construction firm?

There are many approaches to earn the media's attention. One strategy: exclusives.

Media exclusives give journalists a first look at a project, initiative or announcement, allowing them to “break” the story for their publication before anyone else.

There are benefits and trade-offs to offering media exclusives — the key is knowing when and how to use them. (You wouldn't mindlessly hand bottle rockets to a toddler, right?) Learn how exclusives work, the potential pitfalls and what you should consider when using this strategy to make a star-spangled media “splash” of your own.

Cheers,

Steven

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[How AEC employees can contribute marketing videos with their smartphones \[infographic\]](#)

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. Learn why you should care about employee-generated video content and how to empower your employees to capture dynamic videos in the field.



[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?

Spill the Ink Podcast



[Building better AEC teams by leading with emotional intelligence](#)

In this episode of “Spill the Ink,” Michelle Calcote King sits down with Brent Darnell to discuss how emotional intelligence impacts culture and success in architecture, engineering and construction (AEC) firms. With over 20 years of experience coaching AEC professionals, Brent shares valuable insight and actionable advice to help firms improve their leadership, projects and operations.

YOU BUILD PROJECTS. WE BUILD RELATIONSHIPS WITH TOP MEDIA.



Thanks to the internet, the old ways of marketing architecture, engineering and construction firms have lost their spark. 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 in the workplace. That's where content marketing and inbound sales come into play. Today's buyers want useful information that helps them do their job better. When done right, content marketing fills that need while fueling your sales pipeline with qualified leads.

[Learn more](#) about how the strategy has garnered our AEC clients dazzling results.

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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