



Tangible ways AEC companies can reach their target audience in the metaverse

Hi Shelby,

I know it's hard to believe (for most of us), but the metaverse is having a real-world impact on businesses and their operations.

If you haven't heard, the metaverse is what many in the computer industry believe is the next iteration of the internet: a single, shared, immersive, persistent, 3D virtual space where humans experience life in ways they could not in the physical world.

If this sounds like the Matrix, you're not alone! While some AEC firms may take the proverbial "blue pill" by covering their eyes and ignoring this "trend" of virtual reality, those who take the "red pill" and welcome this new technology may find themselves ahead of the curve.

Check out Marja's latest blog post to learn how the metaverse can advance B2B marketing, what success will look like and just how deep the rabbit-hole goes...

Cheers!

Steven

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In a recent episode of *Spill of Ink*, I chatted with Michelle King about what AEC marketers need to know to prepare for this new year and beyond. We reflect on the trends and legislation that shaped AEC marketing last year, discuss the growing importance of building a digital brand and reputation, and what marketing departments can do this year to prepare for a potential recession.



The holidays may be over, but we're still humming along to [our 2022 holiday video](#).

To celebrate a year of unprecedented growth for our team, Rep Ink wanted to celebrate all the new faces that have joined our "bunch" in the last year. We hope you enjoy!

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