



Hi Shelby,

Now that we are officially post-Labor Day, it's time to turn to the important things.

End-of-year marketing efforts. Tentative holiday content planning. *Football season.*

Another important thing to add to your list this fall: ESPs. (No, not [that ESP](#). 🤖)

I'm talking about email service providers, or email marketing services, which may seem like a bells-and-whistles kind of feature to some. "Sure, invest in a marketing ESP when the only thing we're doing is sending e-newsletters. Thanks, but we'll earmark that for the future."

But this is where some AEC marketers and higher-ups might miss the full story. Email remains an incredibly engaging and profitable marketing channel, and if you're still using basic ESPs like Gmail or Outlook to send mass emails, it's time to wake up, smell the pumpkin latte and welcome in a new season!

Check out the blog post below to learn more about how marketing-specific ESPs can improve the impact of your email marketing efforts, and why contact list management is so important.

Cheers,

Steven

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Related Posts



[Architecture public relations: 6 publications every architectural firm should target to showcase projects, expertise](#)

What publications should AEC firms target for their marketing and thought leadership strategies? The prestigious architectural magazines? Publications your clients read? And once you decide, how do you even get your work covered? Learn more about the six architectural publications we recommend and how to get ink.



[9 mistakes marketers should avoid when interviewing architects, engineers and construction pros for thought leadership content](#)

A good interviewer knows how to get their subject talking without getting in their way. But there's a lot more to it than just being a good listener. Optimize your interviewing strategy by avoiding these nine mistakes.

Spill the Ink Podcast



[The Role of Sales in Professional Services Firms With Mark Wainwright of Wainwright Insight](#)

In this episode of *Spill the Ink*, Michelle Calcote King talks with Mark Wainwright, founder of Wainwright Insight. AEC firms must sell their expertise to stay in business, so finding and winning new clients and work is critical. However, many firms don't have the resources for a full-time sales manager. Join Michelle and Mark to learn more about how AEC firms can balance sales with practical solutions.

We're excited to introduce you to our newest member of the Rep Ink gang:

MARJA MARTINEZ

Before making the switch to PR, Marja worked as a broadcast journalist writing hard-hitting news stories, creating compelling online content and engaging with thousands of viewers on multiple social media platforms. Now she's using the skills she honed as a reporter to help Reputation Ink's clients define and promote their brands and build trust within their communities.

[Read more about Marja's experience and her new role as a Rep Ink'er](#)

We continue to grow and add new Rep Ink'ers to the squad! Welcome to our newest team member, [Marja Martinez](#). Prior to joining us, Marja chased hard-hitting news stories as an award-winning broadcast journalist in Texas and Oregon.

[Learn more here](#) and say hello to Marja!

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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