



Hi Shelby,

When one of your AEC firm's thought leaders leaves, it can feel ... spooky.

And, if you're doing your work on the content marketing front, they've likely authored some posts for your blog and might be quoted in a few industry publications. That means their name (and content) are still tied to your brand and floating around the internet like a ghost with unfinished business.

So what comes next?

If you're looking to maintain professional relationships with all employees (past and present) while also owning your company's knowledge, we've got you covered.

Check out Marja Martinez's latest blog post to learn what your next move should be when one of your company's thought leaders decides to move on.

Cheers,

Steven

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Related Posts



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

When prestigious architectural publications showcase an architecture firm's work, it gives that firm an invaluable stamp of approval that can play a key role in business development. So what publications should you target? And how can you get your work covered by them? Learn about the six architectural publications (for commercial/non-residential architects) that we recommend and how to get your firm's work featured in them.



[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 being a good interviewer than just being a good listener. Optimize your interviewing strategy by avoiding these nine mistakes.

Spill the Ink Podcast



[Digital Marketing Tips for AEC Firms With Lindsay Diven of Marketers Take Flight](#)

Michelle Calcote King invites Lindsay Diven, the founder of Marketers Take Flight, onto the podcast to discuss digital marketing for AEC firms. They go over Lindsay's background and how she's trying to fill a void in the industry. They then cover key topics such as generating leads, niching your firm, and the best tactics for digital marketing. Hear it all on this episode of the *Spill the Ink* podcast!



Check out our e-book to discover how **AEC firms can win MORE BUSINESS**

When selecting an architecture, engineering and construction (AEC) firm, buyers turn to past projects to narrow down their search. However, many AEC firms put little thought (or time) into how they present their projects online. [Download our free e-book](#) to discover what prospective clients want to know and nine easy ways to upgrade your project portfolio.

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| <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> |
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