



Hi Shelby,

In the world of business-to-consumer marketing, there is a well-known principle called the “excess share of voice” (ESOV) rule. This rule states that brands with a higher “share of voice” than their “share of the market” will grow.

So much fancy marketing speak!

In layman’s terms, it means that the more your firm is discussed in the media, online and in front of your target audience (by authoring articles, stepping up your social media presence or presenting at conferences), the more market share your firm will gain over time, growing your business as a result.

So what does this mean for AEC firms? Check out Michelle’s blog post to learn how ESOV affects AEC firms, how to measure your firm’s share of voice and how it can lead to better business results.

Cheers!

Steven

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[Say it to my face: How AEC companies should handle their social media haters](#)

While social media allows architecture, engineering, and construction (AEC) firms to reach a broad audience and increase their brand awareness, it’s also become a breeding ground for the world’s most despicable creature – the internet troll. When their ire turns to your business, and they begin to fill your page with negative comments, it can be especially deafening.



[Why editorial calendars are a must for AEC PR in 2023](#)

Sometimes, working with the media can be like trying to predict all the change orders an owner will have on a project before construction even starts. While there isn’t a Magic 8 Ball to read your client’s mind, there is a similar tool for media outlets.

Spill the Ink Podcast



[Mastering proposal writing with the A3 format](#)

Rooted in lean principles, the A3 format challenges proposal writers to eliminate jargon and summarize only the most important information on a single 11- by 17-inch page instead of 20-plus pages. In this episode of *Spill the Ink*, Michelle Calcote King and Ann Leiner discuss how A3 proposal writing works, best practices and the challenges of adapting to the new process. They also delve into the ways the AEC industry is evolving and discuss what today’s companies are looking for in exceptional RFP responses.

RETHINKING THE AEC PROJECT PORTFOLIO



When selecting an architecture, engineering and construction (AEC) firm, buyers look to past project experience to narrow their search. However, many AEC firms put little thought (and time) into presenting their project successes.

Download our [free guide](#) today to learn:

- What prospective clients want to know
- Nine easy ways to upgrade your project portfolio

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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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