



Hi Shelby,

Promoting your projects is one of the most impactful ways architecture, engineering and construction firms can attract both new clients and skilled talent. But there's a fine line between gracefully highlighting your firm's strengths and being the annoying humblebragger. How do you send the right message?

Promoting projects requires a strategic approach to ensure maximum visibility and impact. After all, you don't want to spam potential clients with fluff or irrelevant information.

In our latest blog post, we discuss what to include in your promotion protocol, which approvals we recommend and how to craft compelling content that sets your work apart.

Cheers,

Steven

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Related Posts



[Interacting with reporters at conferences: a guide for AEC professionals](#)

Conferences provide one of the few chances our clients have to interact easily with the news professionals who cover them and their industry. But why should you talk to them? Learn about the benefits of connecting with journalists as well as how to prepare for those face-to-face interactions before conference season heats up.



[Social media video matters: why and how to do it for your AEC firm \(with examples\)](#)

Businesses that post short-form videos on social media receive the highest return on investment, according to Hubspot's 2024 State of Marketing. So, how can you take advantage of this medium when your to-do list is already four miles long?

Spill the Ink Podcast



[Architecture marketer spotlight: Marketing analytics, photography and a people-centric strategy](#)

Michael Mantese is the marketing director at Eskew Dumez Ripple and an accomplished photographer. In this episode of Spill the Ink, he sheds light on the importance of marketing analytics and people-first storytelling in communicating an architecture firm's story. Michael also shares how his photography skills influence his work and ways marketers can collaborate with photographers to tell better project stories.

REP INK NAMED ONE OF NORTHEAST FLORIDA'S FASTEST-GROWING COMPANIES (AGAIN)



For the second year in a row, Reputation Ink has been named to the Jacksonville Business Journal's list of the 50 fastest-growing companies in Northeast Florida. The annual Fast 50 list includes companies that have seen their revenue grow the most on a percentage basis since 2021 and those that have seen the largest dollar-volume increase.

Based in home offices throughout the country, Reputation Ink's team of marketing and PR pros and former journalists serves a range of professional services firms, including architecture, engineering and construction (AEC) firms and related companies.

[Learn more](#) about Rep Ink's latest recognition and the selection process.

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