



# SOCIAL MEDIA VIDEO MATTERS:

why and how to do it at your AEC firm (with examples)

Hi Shelby,

Whether you love it or hate it, a strong social media presence is necessary to highlight your firm's work, attract top talent and earn new business. Welcome to 2024.

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?

In her latest blog post, Sofia breaks down the social media audience and provides six types of video that perform well for AEC firms. Go check it out!

Cheers,

Steven

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## Related Posts



### [How AEC employees can contribute marketing videos with their smartphones \[infographic\]](#)

Before sharing them on social media, you need to capture actual footage. Today's smartphones allow employees to capture high-quality video content conveniently. However, many AEC firms may shy away from this available resource due to safety concerns or job site protocols. Learn why you should care about employee-generated video content and how to empower your employees to capture dynamic videos in the field safely.



### [How AEC firms can craft a winning DBIA awards submission](#)

We often recommend (and assist with drafting submissions for) DBIA's respected award program, which honors the nation's best design-build projects and leaders. However, because these nominations can be robust (read: time-consuming), our blog post breaks down our recommended best practices to make it as painless as possible. **Don't forget:** 2024 Project/Team Awards submissions are [due May 31](#).

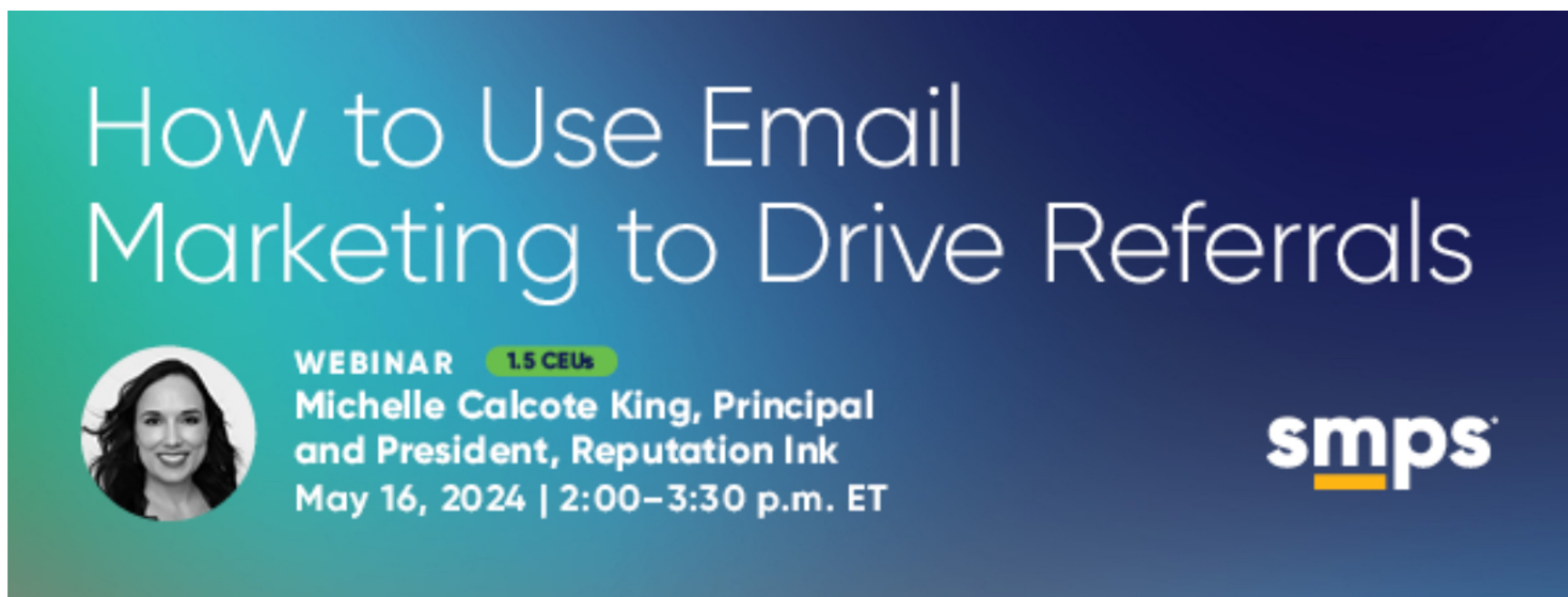
## Spill the Ink Podcast



### [Architecture marketer spotlight: Benefits of niche marketing for architecture firms](#)

Heather Blazi is the architect-turned-marketer in charge of Pfluger Architects' marketing strategy. She and Michelle discuss niche marketing, expanding into new markets, the importance of assembling a dynamic team with diverse skills, and how a strong brand fuels proposal development, boosts employee engagement and amplifies recruitment efforts.

## REGISTER FOR SMPS' UPCOMING WEBINAR



Rep Ink's Principal and President, [Michelle Calcote King](#), will share best practices for bringing AEC buyers into a firm's email marketing ecosystem — and how to keep them from unsubscribing. She will cover how to balance the information needs of your ideal prospects and your firm's expertise, as well as explore how to build, segment and nurture an email list.

SMPS webinars are approved for 1.5 continuing education units for the Certified Professional Services Marketer (CPSM) program and 1.5 learning units from the American Institute of Architects. Recordings of SMPS webinars are approved for 1.5 CPSM CEUs.

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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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