



IT'S IN THE (CAMERA) BAG

creating an in-house video program

Hi Shelby,

We all *know* video marketing is no longer a “nice to have” but rather an important component of an architecture, engineering and construction firm's overall marketing strategy.

The data consistently show that video drives engagement, whether that's short project videos or social media videos highlighting your latest philanthropic efforts.

However, capturing video used to come with a hefty price tag, requiring a team of outsourced videographers and days of shooting — all adding up quickly.

But that's not the case anymore. Technology has improved, making video creation accessible to in-house marketing teams. *(Even better: Capture your video in-house, then partner with an agency for direction, editing and promotion.)*

To help you start your in-house video journey, we've curated our own Favorite Things: a range of lighting, sound, and camera options with a DIY price tag for a polished final product.

Happy marketing,

Steven

[READ MORE](#)

Related Posts



[Going for gold: how to build a reputation as an AEC industry safety leader](#)

We all know safety is paramount, and building a reputation as a safety leader is a highly effective way to set your AEC firm apart from the pack. Not only must company leaders create a culture that emphasizes safety, but they must sustain it. Learn eight tips on how firms that focus on safety can benefit from this reputation and attract top-tier talent.



[Shutting the revolving door: how AEC firms can leverage marketing for employee retention](#)

AEC firms are no strangers to labor woes, and the tide doesn't seem to be turning, at least not immediately. Between a lagging interest in the skilled trades and many industry professionals approaching retirement, the next few decades may look intimidating. Our blog post dives into how marketing can impact employee retention, as well as six actionable steps to investing in your organization's talent pool.

Spill the Ink Podcast



[Building genuine connections as business developers and marketers](#)

Professional interactions that feel like one-off transactions will only get you so far. Authentic connections are the true keys to success in business development and marketing.

In this episode, Michelle Hamilton, VP of Business Development at Vessel Architecture, talks about how BD and marketing complement each other and how to make genuine connections that go beyond transactional interactions. She and Michelle Calcote King discuss industry trends, including artificial intelligence (AI) and LinkedIn videos. Hamilton also opens up about her background as a glass sculptor and her recent ADHD diagnosis.

Congratulations, Sofia!



We are so excited to announce that Reputation Ink has promoted [Sofia Millar](#) to account manager.

Sofia joined Reputation Ink as an account coordinator in December 2021. Prior to joining the agency, Millar was an on-air reporter for Lexington, Kentucky's highest-rated station, NBC affiliate WLEX-TV. From landmark court cases and devastating natural disasters to historic political elections and groundbreaking COVID-19 developments, Millar gained extensive experience connecting with diverse communities and bringing their stories to life during her years as a journalist.

“Sofia joined our agency just as we started to work with one of our more technical clients — a large manufacturer that targets AEC firms with complex products,” said Michelle Calcote King, Reputation Ink's principal and president. “She quickly learned the clients' business and was able to translate technical concepts in crystal clear ways.”

Learn more about [Sofia's work with Rep Ink](#).

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.

CONTACT US:

Reputation Ink
P.O. Box 13190
Jacksonville, FL 32206
904-374-5733
www.rep-ink.com