



Hi Shelby,

We know, we know. You want to hear more about artificial intelligence (AI) like you want a paper cut near a glass of lemonade. But we keep talking about AI because it's here to stay.

With the prevalence of AI, some are quick to throw 2x4s towards marketing agencies, letting them know to board up shop to let the computers take it from here.

But not so fast, my friends.

In this month's blog post, we break down exactly how much more efficient and effective AI makes the work of your marketing agency, what to expect and whether clients should be concerned about how agencies are using AI.

Cheers,

Steven

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AEC professionals are busy people, and creating content takes time. Enter: AI. It can help bridge the gap between technical experts and content professionals like us, helping to brainstorm, research, synthesize and summarize (and sometimes much more). Learn more about 12 AI resources that can get your content off the ground.



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It is normal to feel nervous as the countdown begins to your broadcast interview. So, what can you do to avoid fumbling through your next one? A former broadcast news anchor ([turned Rep Ink'er](#)) shares the best tips for how to prepare and what messaging to focus on.

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[Crafting AEC content that captivates and inspires learning](#)

With countless stimuli constantly vying for our attention, convincing audiences to read complex technical information can be a hard sell. As Kleinschmidt's marketing and communications director, GinaRenee Autrey pursues opportunities where her engineers can blend creativity and technical expertise. Their goal isn't merely to distribute information but rather to inspire audiences to want to learn.

REP INK'ER NOMINATED FOR EMMY



Reputation Ink account coordinator [Kathryn Bracho](#), along with her former morning news colleagues at WBAY-TV in Green Bay, Wisconsin, has been nominated for a Chicago/Midwest Emmy award. The Action 2 News This Morning team received the nomination in the category of Outstanding Achievement for Morning/Daytime Newscast for their coverage of a ferocious winter storm in January 2024.

[Learn more](#) about Kathryn's Emmy-nominated newscast.

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.

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