



# Hi Shelby,

I know it's hard to believe (for most of us), but the metaverse is having a real-word impact on businesses and their operations.

If you haven't heard, the metaverse is what many in the computer industry believe is the next iteration of the internet: a single, shared, immersive, persistent, 3D virtual space where humans experience life in ways they could not in the physical world.

covering their eyes and ignoring this "trend" of virtual reality, those who take the "red pill" and welcome this new technology may find themselves ahead of the curve.

If this sounds like the Matrix, you're not alone! While some AEC firms may take the proverbial "blue pill" by

Check out Marja's latest blog post to learn how the metaverse can advance B2B marketing, what success will look like and just how deep the rabbit-hole goes...

Cheers!

Steven

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# What AEC firms need to know about Google's 'helpful content' algorithm update

Google's new update identifies content that it believes will be useful to users, while leaving those it deems of lower value behind. How can you ensure your content and webpages are found by your target audience?



#### What to do when a thought leader leaves your AEC firm

Clients trust original content presented by an individual more than they do information presented by a brand. However, if one of your company's thought leaders decides to leave, what should you do with the content attributed to them?

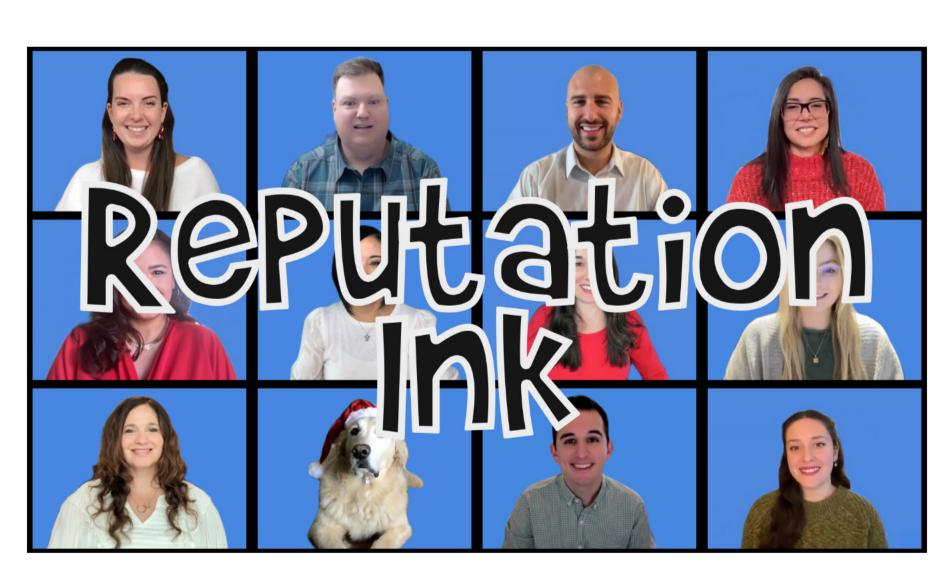
### Spill the Ink Podcast



BYE 2022!
A Marketer's
Reflection on the
AEC Industry

## Bye 2022! A Marketer's Reflection on the AEC Industry

In a recent episode of *Spill of Ink*, I chatted with Michelle King about what AEC marketers need to know to prepare for this new year and beyond. We reflect on the trends and legislation that shaped AEC marketing last year, discuss the growing importance of building a digital brand and reputation, and what marketing departments can do this year to prepare for a potential recession.



The holidays may be over, but we're still humming along to our 2022 holiday video.

To celebrate a year of unprecedented growth for our team, Rep Ink wanted to celebrate all the new faces that have joined our "bunch" in the last year. We hope you enjoy!

