The benefits are plentiful. And powerful.
Where marketing meets A/E/C.

SMPS is so much more than a membership organization. It’s a place where like-minded marketers go to find their voice, build their skills, and advance their careers.

With more than 7,000 members in nearly 60 chapters around the U.S. and Canada, your membership puts you among a select, yet diverse group of A/E/C professionals.

Simply put, the SMPS mission is to advocate for, educate, and connect leaders in the A/E/C industries. And we accomplish this by providing a broad range of benefits that can make a positive impact on your career and your firm.

“SMPS gave me a shot to present in my own way. They welcomed me with open arms and I have become a better professional speaker, business woman, and person.”

Danielle Gray
Content Marketing Strategist
DG Marketing
Grow your network.

One of the most powerful benefits of SMPS membership is being able to connect and network with other marketers who face similar challenges in their profession. By sharing perspectives and best practices, you’re able to discover new ways to market and develop new business opportunities for your firm.

Gain knowledge and skills.

From webinars to workshops to relevant publications like MARKENDIUM, SMPS offers tools and learning opportunities to provide the latest marketing insights. You also have the chance to attend a number of conferences and local chapter events that help you connect, learn, and grow.

Earn professional certification.

SMPS worked diligently to develop and implement the Certified Professional Services Marketer (CPSM) designation, which demonstrates mastery of key marketing concepts. Many A/E/C firms today prefer candidates with CPSM credentials when hiring for marketing positions.
Build your personal brand.

Professional development is more than just building your skills. It’s about building a name for yourself in the A/E/C industries. SMPS membership gives you opportunities to lead, collaborate, and stand out.

Take your career and your firm to the next level.

SMPS helps make you a better marketer, which significantly elevates your game. In today’s competitive landscape, you need to stay ahead of the curve to differentiate your firm. And that’s exactly what SMPS helps you achieve.

FLIP THE SCRIPT.
AMPLIFY YOUR INFLUENCE.
ENGAGE WITH SMPS TODAY.
“The most important thing you can do to advance your career is learn from the best. SMPS provides the environment and the network to do that.”

Matt Zetzl
Content Marketing Strategist