FIRM LEADERS

What can SMPS membership do for your firm? Good question.
SMPS adds value through:

Research.
The SMPS Foundation develops research reports and surveys on industry trends. At the same time, the foundation continually seeks to identify and evaluate evolving marketing practices that provide marketers with information and tools needed to achieve effective results in the changing business environment.

Publications.
Knowledge is power. And SMPS produces a wealth of content—including MARKENDIUM and our award-winning Marketer journal—to help lead the A/E/C industries into the future.

Conferences.
From local speakers and workshops to Build Business and The Pinnacle Experience, SMPS provides a wide range of opportunities to connect, learn, and grow your firm.

“A lot of times the technical folks will say ‘all you have to do is do good work...why do we need to spend energy and effort on marketing?’ But you really need to get the word out there, you need to tell your story.”

Steve Osborn P.E., SE, FSMPS, CPSM
President
CE Solutions
What’s the relationship between marketing and business development?

In today’s most successful A/E/C firms, marketing and business development work hand in hand. SMPS helps lead that charge. Through education, networking, and mentoring, our members are able to implement best practices that help attract and retain clients and employee talent.

What’s the value of SMPS membership?

It’s a question we often get from A/E/C professionals and firm leaders. SMPS membership puts you in the company of hundreds of other leading A/E/C firms who have made marketing and business development a priority.

As the industries and technology continue to evolve, SMPS will continue to lead the way with the latest tools, resources, and opportunities. To help keep you and your firm well ahead of the curve.

Can joining SMPS really impact your business?

SMPS is so much more than just local events. It’s a powerful network of more than 7,000 A/E/C professionals that encompass 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors. The knowledge, tools, and resources that SMPS provides can help differentiate your firm and win more business. Which helps drive profit and growth.
What is Business Transformed Through Marketing Leadership?

You may see the SMPS vision statement and wonder what it means for your firm. Simply put, we believe that marketing plays an important and integral role in a firm’s success. When done consistently over time, it can be transformational to the way your business operates and performs.

How does SMPS drive additional value for the A/E/C industries?

SMPS membership complements your firm’s involvement with other professional organizations, such as AIA, ASCE, ACEC. In fact, SMPS regularly partners with these groups to provide marketing expertise across the industries.

TAKE YOUR FIRM TO THE NEXT LEVEL.
JOIN SMPS TODAY.
“Marketing is an investment in your firm. It’s something that is vitally important, just like your design, accounting, or HR functions. Everything works together to create successful firms.”

Melissa Lutz, FSMPS, CPSM
Principal
Champlin Architecture