

2026 Marketing TRENDS

Precision.
Authenticity.
Efficiency.

These are the trends shaping
AEC marketing in 2026.

1



Enhancing User Experience through Audience Strategy

- Organize your contacts into groups, like industry sector, professional role or relationship stage, and learn their **distinct needs and challenges**.
- **Map every client interaction**, from website to newsletter to event follow-ups. Make each touchpoint valuable and reliable.
- **Personalize outreach** using CRM tools to tailor relevant content for each audience segment.

2



Engagement through Graphics, Video and Podcasting

- Short-form **videos**, like project highlight reels, team intros and simple explainer videos, are effective marketing tools.
- **Podcasts** allow teams to discuss industry trends, project lessons and technical solutions in a way that builds familiarity with your audience.
- **Multi-image social posts** see the highest engagement rate over other types of posts.

3



Authentic Brand Awareness and Engagement

- Maintain a **reliable, consistent brand voice and message** across your website, email and social channels.
- Offer **thought leadership** on relevant industry issues. Contribute to the broader conversation—not just organizational promotion.
- Openly share details about your processes, your team and—if relevant—your responsible use of AI tools. Clients value **transparency**.

4



Maximizing Digital Impact

- Practice **Answer Engine Optimization (AEO)**, structuring your content so that AI-powered search tools can easily find, read and cite it as a direct answer to user searches.
- Ensure your content fits the **preferences and algorithms** of each social media platform.
- Use **targeted digital ads** to reach important market segments, directing resources effectively.

5



Streamlining Workflows with AI

- Use **AI-driven tools** to draft content, analyze data, generate reports and handle repetitive tasks. Free your team to focus on higher-value activities.
- Integrate **CRM systems with automation capabilities** to reliably manage leads, track interactions, and deliver personalized communication.
- Invest in **team development**, nurturing talent to meet future organizational challenges.