

Delivering valuable insights for your Commercial Architecture, Engineering and Construction Audience



Coral Talavera

MANAGING PARTNER / LEAD CONSULTANT

coral@dceclarity.com
[linkedin.com/in/coraltalavera](https://www.linkedin.com/in/coraltalavera)
dceclarity.com/coral

ABOUT THE GUEST SPEAKER

Coral Talavera is the Managing Partner and Lead Consultant at DCE Clarity in Central Texas. With over 15 years of experience, she has become an accomplished publicist and marketer, helping brands develop and expand their marketing footprint through digital, creative, and experiential strategies.

As a consultant, she has worked with a variety of businesses, ranging from luxury lifestyle brands to healthcare companies, as well as financial and technology services. However, for the last 6 years, she has built a specialized consulting agency for Commercial Architecture, Engineering, and Construction (AEC) firms. Within this niche, Talavera has assisted dozens of design and construction companies in defining, implementing, and scaling their marketing campaigns in clear, sustainable, and exciting ways. She has collaborated with national and international clients such as Marvin, Nichiha, and others, and she served as the Director of Development for the Modern Architecture & Design Society in the US and Canada. Since 2015, she has been the Founder and Editor-in-Chief of the International Design Forum online magazine.

Apart from providing hands-on consulting to her discerning clientele, Coral is active on various professional networks in Texas, Florida, and Puerto Rico. This involvement allows her to offer practical solutions based on real-life experience. She remains current in the construction industry due to her extensive publicity and media network. Furthermore, she stays informed through her network of over 11,000 connections on LinkedIn and her participation in more than 30 targeted construction marketing forums and online groups. This enables her to deliver curated, highly relevant content to her clients and colleagues every week.

Coral was the Publisher and Editor-in-Chief for VETTA Magazine and VETTA Homes Magazine in Austin, Texas. Today, as a testament to her expertise in digital media, Coral owns and manages several online media companies covering a variety of topics. Meanwhile, her deep passion for all things related to construction and design continues to grow, as she brings forth her degree in Interior Design, knowledge in Real Estate, and experience in specialized project management for each client.

TARGET AUDIENCE

Commercial Engineering, Architecture and Construction (AEC) Companies

LIST OF TOPICS

- How to Create Great Content (Out of Thin Air)
- How to Get Your Projects and Your Company Featured in Media
- Laying Out Construction and Engineering Concepts for Untrained Owners
- Leveraging Social Media for B2B Dominance
- Repurposing Content to Save Time and Money and Follow Strategy
- How to Make Ugly Projects Look Nicer in Your Marketing Efforts
- Ways to Get Your Team Onboard and Engaged with Sales
- Crafting Your Perfect Offer
- Carving Out Your Niche in a Competitive Market
- Analyzing Threats and Opportunities in Your Marketing Strategy
- Do's and Don'ts for LinkedIn as a Source for Leads
- Facts and Myths About Paid Ads for Construction Businesses
- Getting Ready to Make a Winning Presentation
- Where and How to Get New Leads for Bigger Commercial Projects
- Collaboration Is Key: How to Build Partnerships in Your Industry to Be Seen and Win
- Strategies for a Winning Capabilities Statement
- Ways to Infuse Marketing Awareness into Every Step of Your Workflow
- The 2023 Checklist for Your Team for Efficient AEC Marketing
- The Importance of Video Content and How to Stretch the Production Dollar Further
- Cutting Liabilities in Your Marketing among Your Employees
- Marketing Liabilities: How Not to Get Sued by Clients
- Setting (and Sticking To) a Reasonable Marketing Budget for Your AEC Firm
- Developing Team Culture and Communicating It Effectively
- Software and Tools Trends for Project Management in 2023
- Top Digital Marketing Trends for AEC Companies in 2023
- Q&A with Construction Companies Looking for Insight into Their Digital Marketing
- Women in Construction: 2023 State of the Industry

...or feel free to suggest your own according to your needs.

WHAT TO EXPECT

- The content will be prepared exclusively for your channel.
- Content is reserved on a first-come first-serve basis, so please reach out as soon as you have an opening or have an appropriate editorial fit.
- We will be happy to cross-promote the episode, article or news piece on our channels (DCE Clarity's profiles on LinkedIn, Facebook and Instagram; Coral's personal profile and industry groups on Facebook and LinkedIn; the DCE Clarity Pros Newsletter and our website)

CONTACT

Naomi Marquez
Outreach and Communications
naomi@dceclarity.com

DCE Clarity
dceclarity.com

@dceclarity   