

the **Zweig** A/E Marketing Letter

Margulies and Associates goes green

For **Margulies and Associates** (Boston, MA), a 50-person architecture and interior design firm, green projects are not only good for the environment, but also translate into better business.

Bill Holland, senior associate at Margulies and Associates, published an article in the Structure supplement of the July 10, 2006, issue of *Banker and Tradesman*. The article, "Green Building is Best Practice in Business," highlighted the positive impact green structures have on the employees who work in buildings that are Leadership in Energy and Environmental Design (LEED) certified.

Margulies and Associates linked the article to its newsletter, which was then mailed out to 2,589 past, present, and prospective clients, friends, and employees. The newsletter, which is less of a formal newsletter than a "news blast," according to Director of Marketing Heather Baker, is usually sent out once per month on a Tuesday or Wednesday.

The firm's marketing team uses Constant Contact to track e-mail results, and, after sending the issue of the letter with the link to Holland's article, the team found that this particular e-mail was opened 561 times and generated 160 click-throughs to the article posted on www.margulies.com.

By not only writing about hot topics in the A/E industry, but also linking to them in its newsletter, Margulies and Associates was able to draw significant attention to its talent and projects.

Compiled by Rachel Telehany