

00:00:00:02 - 00:00:09:01

Susan Quinn

Oh my gosh. When I'm, when I'm doing in the room over there, it's like I have stuff everywhere. Nobody's looking. But.

00:00:09:03 - 00:00:10:22

Chris Martinez

So you haven't recorded in here?

00:00:11:00 - 00:00:25:08

Susan Quinn

No. This is the first. And and I'll mention that, Oh welcome you and then ask you to give a little bit about your position, your, your company, you know, tell us about that.

00:00:25:10 - 00:00:26:05

Chris Martinez

That's funny.

00:00:26:07 - 00:00:50:01

Susan Quinn

Yeah. I mean, doesn't hurt for people to know about your company, right? And then we're going to just dig into, what does the marketing department need today? You know, obviously we're assisting firms, but. Oh, you're you're on the inside. So what's important today? So you'll get into that. I'm going to be listening to what you're saying.

00:00:50:06 - 00:01:10:07

Susan Quinn

And so I think that's the most fun. But you know, we will I always like to talk about leadership. You know what? What does it look like? How are you building a great culture? Yeah. And you know, that's perfect. I, I think it's stuff that we know that you don't really have to if you want to mention that we've.

00:01:10:09 - 00:01:27:13

Susan Quinn

Because I'm going to ask you about the what's the line between internal and external. And you say, well you know, yeah we worked with circle as we clearly don't if you if you but I don't want it to be I never want it to be a pushing circle S so it's a fine line I never want to sell.

00:01:27:19 - 00:01:32:14

Susan Quinn

I want to be helpful. Right. So as much as you can.

00:01:32:16 - 00:01:56:22

Chris Martinez

And the other episodes I have noticed, people do give you kudos. Who will do give you your recognition, which I believe is important. How this big proponent of show on everyone is do and that that goes across what we how appreciative we are as a friend to what you are. Yeah. Helping us elevate our brand in so many ways.

00:01:56:23 - 00:02:03:17

Chris Martinez

So I will definitely mention it. And I will let your sales team. So I'm just going to. Yeah.

00:02:03:20 - 00:02:15:10

Susan Quinn

It's fair. I will tell you, we sometimes we will cut out when they go on and on and on and on because it feels like it's a commercial for us. But we will keep in it when it's an unexpected, you know.

00:02:15:10 - 00:02:17:07

Speaker 3

They'll.

00:02:17:09 - 00:02:23:10

Susan Quinn

I'm grateful for that. And I think it's an honor of the partnerships that we have with great companies. So.

00:02:23:12 - 00:02:30:21

Chris Martinez

Oh, no. Every day to get me ready. I feel like I'm at NBC right now, so that's cool.

00:02:30:23 - 00:02:34:04

Susan Quinn

Well, we have the pros here. Yeah.

00:02:34:06 - 00:02:40:11

Chris Martinez

Yeah. Well, lighting is lighting is always fun with me, so.

00:02:40:13 - 00:02:41:18

Speaker 3

I'd say we tested.

00:02:41:20 - 00:03:02:11

Chris Martinez

Yeah, yeah, yeah. So on Sundays. It's so funny. Like, when I preach on Sundays, like, there's, there's a whole lighting test that they don't have to do with other people. And so that's a very normal thing. But I've come to realize we don't go to this level of detail, but the lighting for sure is needed.

00:03:02:13 - 00:03:06:13

Speaker 3

And, yeah, that's what my husband did in the morning.

00:03:06:14 - 00:03:08:03

Chris Martinez

Oh, that's fun.

00:03:08:05 - 00:03:08:21

Speaker 3  
For a while.

00:03:09:00 - 00:03:11:07  
Chris Martinez  
Here locally or. That's awesome.

00:03:11:09 - 00:03:15:02  
Speaker 3  
You have, like, a makeup kit. Who who did? Mark did.

00:03:15:06 - 00:03:17:00  
Chris Martinez  
What a fun fact.

00:03:17:02 - 00:03:22:13  
Speaker 3  
That he had, like, this, like, foundation and all this stuff that's like.  
That's.

00:03:22:15 - 00:03:33:13  
Chris Martinez  
It's kind of crazy. Yeah, well, you you see him on TV, and they look  
perfect, right? Like, phenomenal. Yeah.

00:03:33:15 - 00:03:35:00  
Speaker 3  
So.

00:03:35:02 - 00:03:39:06  
Chris Martinez  
Yeah. Let's try it now.

00:03:39:08 - 00:03:56:12  
Speaker 3  
So, Okay. Well, okay, maybe what we can do if we position it. Yeah, I if  
we position it more like this because she's going to be talking more in  
that direction, does that help at all. Yeah. That's what that helps is  
you're talking that way anyways. So I think that.

00:03:56:14 - 00:04:00:19  
Chris Martinez  
And then I'll do the same with the mic. Oh yeah. Oh you want to shift my  
chair. No.

00:04:00:21 - 00:04:06:04  
Speaker 3  
Okay. Your chair is totally fine. Just going to shift your mic since  
you're going to be talking more.

00:04:06:09 - 00:04:07:02  
Chris Martinez  
Perfect.

00:04:07:04 - 00:04:16:23

Speaker 3

Perfect. That way. Just as you're talking, just try to remember to like as much as you can. Sure. It. So we can capture as much as.

00:04:17:01 - 00:04:19:00

Chris Martinez

Yeah. Do you?

00:04:19:02 - 00:04:20:05

Speaker 3

00:04:20:06 - 00:04:23:16

Chris Martinez

But I think that's a great. Flow is kind of starting.

00:04:23:16 - 00:04:31:19

Susan Quinn

Yeah. So that, probably going to mention word on the street is that you all have won an award. Can you share anything on that?

00:04:31:19 - 00:04:32:17

Speaker 3

So sure. You want.

00:04:32:17 - 00:04:33:02

Susan Quinn

To get into.

00:04:33:02 - 00:04:37:01

Chris Martinez

That. So does that impact your.

00:04:37:03 - 00:04:37:19

Speaker 3

It does not.

00:04:37:19 - 00:04:40:05

Chris Martinez

The schedule and releasing.

00:04:40:07 - 00:04:45:12

Speaker 3

Over your imagination. It is we would release this after amplify.

00:04:45:14 - 00:04:46:05

Chris Martinez

Great.

00:04:46:07 - 00:04:49:03

Susan Quinn

After you get announced. Yes. And then we would gang it.

00:04:49:04 - 00:04:51:05

Speaker 3

Perfect. Perfect. Getting it.

00:04:51:05 - 00:04:54:19

Chris Martinez

And yes. That's fantastic.

00:04:54:21 - 00:04:59:05

Speaker 3

Awesome. Yeah. Yes, yes. But that's kind of like.

00:04:59:07 - 00:05:09:12

Chris Martinez

That's a perfect. Yeah. So if that's the perspective, then I will speak about it in a current way. Yeah. Not a futuristic way. Yes.

00:05:09:12 - 00:05:16:19

Susan Quinn

So that's a, that's a that's a key of that. And I'm just going to say word on the street is that you just want a prestigious award.

00:05:16:20 - 00:05:17:08

Chris Martinez

Yes.

00:05:17:08 - 00:05:20:02

Susan Quinn

And then you can say as much as you want.

00:05:20:03 - 00:05:24:11

Chris Martinez

It's the second year they've ever done this. And so we're the second firm ever awarded.

00:05:24:13 - 00:05:25:20

Susan Quinn

That's awesome.

00:05:25:22 - 00:05:39:22

Chris Martinez

And the competition, I won't mention how many or whatever, but I'll mention that it was a, a great evaluation from what they told me yesterday when I was with their staff. So I won't mention that, but it's really cool to hear, and I.

00:05:39:22 - 00:05:51:02

Susan Quinn

Think it's fine, you know, that second year and it's it's it's a pretty competitive field. So that's, you know, and you like competition. You just have fun with it.

00:05:51:03 - 00:05:56:04

Chris Martinez

I really do. Yeah. No. That's fantastic. Perfect.

00:05:56:06 - 00:05:57:16

Susan Quinn

And the fact that you.

00:05:57:18 - 00:05:58:23

Speaker 3

More in line with the.

00:05:59:00 - 00:06:13:00

Susan Quinn

Preaching, I mean, I, I was just on a gentleman's podcast and the title of it is why do you see a, you can't Afford.

00:06:13:00 - 00:06:15:20

Speaker 3

Me?

00:06:15:22 - 00:06:18:01

Susan Quinn

Yeah. He's he's got a lot of bravado.

00:06:18:03 - 00:06:18:19

Chris Martinez

Sure. Yeah.

00:06:18:20 - 00:06:22:12

Susan Quinn

And his father was a Baptist. I think he said a Baptist minister.

00:06:22:15 - 00:06:23:12

Chris Martinez

Yeah.

00:06:23:14 - 00:06:45:11

Susan Quinn

And I mean, it's definitely more for entrepreneurs, startup companies. Not necessarily our market. Yeah, I had so much fun meeting him. That's awesome. And we sit down like this, and it was a similar set up. Yeah. And he just asked me, tell me about yourself. And we just ping back and forth. I mean, it was like nonsense conversation.

00:06:45:11 - 00:06:46:11

Susan Quinn

It was just conversation.

00:06:46:11 - 00:06:47:03

Chris Martinez

That's great.

00:06:47:05 - 00:07:00:21

Susan Quinn

And afterwards he goes, oh my God. Because I'm sure he has a lot of younger people. And it was the old lady and he said, man, there was that was packed with some good wisdom. Yeah. So, you know, sometimes the young people need.

00:07:00:23 - 00:07:06:22

Chris Martinez

That's right. You need wisdom. You need guidance. You need experience. Like, I.

00:07:06:22 - 00:07:08:17

Susan Quinn

Mean, yeah, experience matters.

00:07:08:18 - 00:07:09:21

Chris Martinez

That's right. You know. That's right.

00:07:09:22 - 00:07:11:16

Susan Quinn

Let's create better experience. Yes.

00:07:11:17 - 00:07:14:08

Chris Martinez

And and in every area. Right. So you're better.

00:07:14:09 - 00:07:21:23

Susan Quinn

With the podcast that just launched and her name is Pamela Slim. Okay. She has a book called, A Wider Net.

00:07:22:02 - 00:07:22:10

Chris Martinez

Awesome.

00:07:22:16 - 00:07:35:13

Susan Quinn

And it's, you know, companies kind of have this mindset that it's all about them. Let's market. And then hers is this cast a wider net? Yes. And it's the ecosystem in the book that chapter.

00:07:35:13 - 00:07:36:04

Chris Martinez

Yes. Yes.

00:07:36:04 - 00:07:52:06

Susan Quinn

And I mean, I when I do the podcast it's like, oh tidbits when I go back and edit it and then listen to it again. I'm telling you, every single podcast, there are 2 or 3 things that are helping me be a better leader, that are helping me think. And I love it.

00:07:52:07 - 00:07:53:01

Chris Martinez

Yes.

00:07:53:03 - 00:07:56:02

Susan Quinn

This is this is educational for me.

00:07:56:03 - 00:07:56:21

Chris Martinez

Awesome.

00:07:56:23 - 00:07:58:06

Susan Quinn

But I hope it's educational.

00:07:58:07 - 00:08:09:09

Chris Martinez

Yeah. Well, the episodes that I listen to, all of them, and they're amazing. Even the ones that don't necessarily pertain to our industry. It's good to know from other people's perspective.

00:08:09:10 - 00:08:10:03

Susan Quinn

To learn from other.

00:08:10:03 - 00:08:27:15

Chris Martinez

Industries. Exactly. And that's what I draw from more so than our own industry, because we're doing things so differently. We're not rolling it. So. Yeah. Yeah, yeah. No, this is great. It's getting the ideas flowing already. So. Yeah. Cool.

00:08:27:17 - 00:08:39:20

Speaker 3

Are you ready to start talking? Yeah. So we're assuming that recorder audio has been rolling. Oh. That's cool. So. And also, just be careful. If I wouldn't touch the lights. Is that okay?

00:08:39:22 - 00:08:46:04

Chris Martinez

Yeah. Is there, is there any glare right now because of this? Because I can drop it?

00:08:46:06 - 00:08:48:04

Susan Quinn

No. Yeah, I think because you've got.

00:08:48:06 - 00:08:50:15

Speaker 3

Word on it. Isn't.

00:08:50:17 - 00:08:58:12

Chris Martinez

I'll drop it then. Yeah. On blue. I don't think I don't think that we we're going to need it, to be honest. But,



00:08:58:14 - 00:09:02:06

Speaker 3

I'm gonna go going to move the waters down to the table.

00:09:02:08 - 00:09:04:11

Susan Quinn

Okay.

00:09:04:13 - 00:09:08:10

Chris Martinez

Or what? Clean this up. Clean up to.

00:09:08:10 - 00:09:09:03

Speaker 3

Set.

00:09:09:05 - 00:09:10:06

Chris Martinez

So gonna have a pretty.

00:09:10:11 - 00:09:12:08

Susan Quinn

That's why you were in DC.

00:09:12:11 - 00:09:37:22

Chris Martinez

I was earlier. Yeah. So we flew. I flew in, Monday. I'm planning the regional conference for Texas, Oklahoma and Louisiana, for some RPS. And it's called the Southern Regional Conference. And, they flew all the planning chairs, which is what I'm in. And a board director to DC, to Alexandria, which is where they're headquartered.

00:09:38:00 - 00:10:00:23

Chris Martinez

Yeah. So, all of us are in a room with headquarters staff, and we get a chance to talk. Getting alignment. Really? On what the message National wants to do. Some procedures, some policies, some some things that we should be emulating on the regional level. And so sitting in a room and you have, myself there from Texas, another representative from our region from Oklahoma is on our board.

00:10:01:01 - 00:10:15:13

Chris Martinez

And then you have, you know, California, Las Vegas. Yeah. Boston. Virginia, DC. Arizona. Colorado. Arkansas. So it was really cool.

00:10:15:15 - 00:10:18:08

Susan Quinn

To see the bigger chapters that participate a lot.

00:10:18:08 - 00:10:36:12

Chris Martinez

Right? Correct. Yeah. So these are all the regional. So seven regionals. So there's 58 chapters nationally, seven regional conferences. So, pretty start to get up there in a sense of, the smaller the number that's a that's invited into the room and that's an honor. And it of itself. So I was kind of kicking myself the whole time.

00:10:36:12 - 00:10:38:05

Susan Quinn

That's awesome Chris.

00:10:38:07 - 00:10:51:07

Chris Martinez

Got to share some ideas and stuff, and it was good. We were looked at in as an example and a lot of ways, which was good to hear. You don't know how you're being received from headquarters is the first time they've ever done this. So, it was good to hear that.

00:10:51:09 - 00:11:07:19

Speaker 3

So just a little it started because I'm still on from how to switch the SD card out part of the way through. So I decided to pull the conversation, but some people have to cut the.

00:11:07:21 - 00:11:10:10

Susan Quinn

Can you give me a sense of how long into it?

00:11:10:11 - 00:11:23:12

Speaker 3

The two minute mornings. I can see it on here. How long I am. Okay. 228 hours each time. The lights only get in here at about 49. But.

00:11:23:14 - 00:11:26:16

Chris Martinez

What's the, the central.

00:11:26:18 - 00:11:36:04

Speaker 3

Importance here? Yeah. Yeah. You're crazy.

00:11:36:06 - 00:11:36:12

Speaker 3

Here.

00:11:36:12 - 00:11:42:22

Unknown

Is the, this goes on. Yeah. So,

00:11:43:00 - 00:11:46:00

Chris Martinez

This, set up is really cool in the office.

00:11:46:05 - 00:11:47:11

Speaker 3

Yeah.

00:11:47:13 - 00:11:50:04

Chris Martinez

I mean, it's very similar to ours is a,

00:11:50:06 - 00:11:51:04

Susan Quinn

I never came.

00:11:51:04 - 00:12:18:16

Chris Martinez

To. Yes. Michelle came. Yes. So, yes, very similar to ours in San Antonio. Everybody's kind of in a studio setting like this. Ours is a U-shape. And so I sit on the other side where the conference room is. So it's like me in the conference room table, basically. But, it's nice to walk out and see everybody, and it's just an open environment, more creative, more, connected, I think in this setting, then closed doors and offices.

00:12:18:18 - 00:12:46:13

Susan Quinn

It's so much is collaboration with this team. And you can see the whiteboards. Yeah. I, I think this visually, I mean I if I can start to put it on the wall, I can extract what I need. And it's really interesting. Yeah. I, I mean, I don't know. I mean, there's so many areas of intelligence and I mean, my visual is definitely.

00:12:46:14 - 00:12:47:01

Susan Quinn

Yes.

00:12:47:01 - 00:12:48:17

Chris Martinez

Where I'm a visual.

00:12:48:18 - 00:12:56:11

Susan Quinn

I'm a visual learner. Yeah. I'll tell you how I've been. So my auditory was probably my lowest.

00:12:56:12 - 00:12:57:08

Chris Martinez

Interesting.

00:12:57:10 - 00:13:04:11

Susan Quinn

And you know what I've done the last maybe 4 or 5 years. Well, listening to your podcasts, but audible.

00:13:04:11 - 00:13:06:05

Chris Martinez

Yeah. Audio books. Yes.

00:13:06:07 - 00:13:20:14

Susan Quinn

And I really think it is helping me retain. Yes. What I'm hearing. Yes. I'm using it more than I. And I have, because I've always relied on you know, notes. And so now I'm. It's like I listen better.

00:13:20:14 - 00:13:21:14

Speaker 3

Yes.

00:13:21:16 - 00:13:38:18

Chris Martinez

Isn't it interesting to how we can remember lyrics of songs we heard 30 years ago? And it's the audio. It's it's lyrics, it's words that we're hearing. It's words. Yeah. And it sticks better, than reading it most of the time. Yeah. At least for most people I've talked to. Yeah.

00:13:38:19 - 00:13:40:09

Susan Quinn

Because we could belt out a song.

00:13:40:10 - 00:13:44:16

Chris Martinez

Exactly. Yeah. Yeah. And it takes you back to a memory. Takes you back to a moment. So it's.

00:13:44:16 - 00:13:45:12

Susan Quinn

Pretty fascinating.

00:13:45:12 - 00:13:50:00

Chris Martinez

The brain captures at all. It's kind of cool. I love it's pretty good. Yeah.

00:13:50:01 - 00:13:50:13

Susan Quinn

System.

00:13:50:15 - 00:13:59:02

Chris Martinez

It is, it is. Yeah. I'm thankful. I'm thankful for the way God created it. Because I don't I don't there's no way anybody can think about all the things that he put into it. Yeah. It's amazing.

00:13:59:02 - 00:14:02:01

Susan Quinn

And I can't replace that. No. Not yet. No.

00:14:02:03 - 00:14:05:00

Chris Martinez

No, actually, it's getting data from that.

00:14:05:02 - 00:14:05:19

Speaker 3  
Yeah.

00:14:05:20 - 00:14:08:02  
Chris Martinez  
Somebody's got to feed it. You know. Information.

00:14:08:02 - 00:14:09:09  
Susan Quinn  
Yeah, it's we're feeding it.

00:14:09:09 - 00:14:18:12  
Chris Martinez  
And whether it's findings of the it's already been written on the web or stuff that's being inputted into the systems, like it's coming from the human brain, it's.

00:14:18:12 - 00:14:25:19  
Susan Quinn  
Like, can I output in an incorrect data point? And it spits out as if it's correct. And I'm like.

00:14:25:21 - 00:14:27:22  
Chris Martinez  
Gotcha.

00:14:28:00 - 00:14:29:20  
Speaker 3  
You were paying attention class that.

00:14:29:20 - 00:14:35:15  
Chris Martinez  
Day asking you to check it. Verify itself is a fun thing to. Yeah.

00:14:35:17 - 00:14:38:23  
Susan Quinn  
Don't just trust automatically know how to verify.

00:14:39:01 - 00:14:48:01  
Chris Martinez  
What's the, McKenna, before we start, what's the. Where am I, on the shot? Are. Yeah. Yeah. In terms of, like, how we're at, like, chess level.

00:14:48:03 - 00:14:49:12  
Speaker 3  
It's sort of.

00:14:49:14 - 00:14:52:05  
Chris Martinez  
About the waist level. Okay.

00:14:52:07 - 00:14:53:07  
Speaker 3

Okay. Yeah.

00:14:53:09 - 00:14:55:14

Susan Quinn

But if you if you talk with your hands, bring em up.

00:14:55:14 - 00:15:03:02

Chris Martinez

Yeah. You know I do. Yeah, yeah, yeah. I can't not do that. I'm a pastor, so, it happens, so.

00:15:03:03 - 00:15:04:11

Susan Quinn

Well, you have to cut our hands.

00:15:04:11 - 00:15:05:00

Speaker 3

Yeah.

00:15:05:02 - 00:15:07:16

Chris Martinez

Yeah, yeah, yeah. You talk with your hands, too.

00:15:07:17 - 00:15:08:04

Susan Quinn

I do.

00:15:08:07 - 00:15:08:18

Chris Martinez

Yeah.

00:15:08:20 - 00:15:13:02

Speaker 3

I'll put you up to a minute or. I just prefer we're filming on. It's fine.

00:15:13:05 - 00:15:14:01

Chris Martinez

No. That's great.

00:15:14:01 - 00:15:16:03

Susan Quinn

We can take a break. Have some water.

00:15:16:05 - 00:15:21:09

Chris Martinez

Is it, just battery or just pure SD cards? Okay.

00:15:21:11 - 00:15:28:20

Speaker 3

Got your 28 gigs with an hour of. So. All right, all right. Yeah.

00:15:28:22 - 00:15:32:16

Chris Martinez

All right. Great.

00:15:32:18 - 00:15:46:12

Susan Quinn

Chris, welcome to Better Experiences by Design. I am so excited to have you here today because this is our first live podcast with someone in person. Thank you for coming all the way from Texas to Virginia.

00:15:46:14 - 00:16:00:20

Chris Martinez

Yes. Thank you so much for having me. It's an honor to be here. And I am, just so inspired by you and your team and everything that's happening with circle S, and it's an honor to be here. So thank you for the invitation season. This is this is great.

00:16:00:23 - 00:16:11:19

Susan Quinn

Well, it's a pleasure. Before we get started, let's tell the audience a little bit about your role, your background, your company and then will that will set the stage and then we will jump in from there.

00:16:11:20 - 00:16:37:04

Chris Martinez

Perfect. Yes. So Chris Martinez, I am the, senior marketing manager, marketing team lead. However you want to look at it, for you landscape architects, we are a landscape architecture firm that was founded in Houston, Texas, back in 1991, and since have expanded, to having other Texas offices in San Antonio and Austin and, have an Indianapolis Midwest presence.

00:16:37:06 - 00:16:57:18

Chris Martinez

We recruit a lot from Purdue. They have a great landscape architecture program. And so we have a couple of our team members that are from the area. And so that is a cool market for us. But beyond Texas, we are, licensed in 14 states and primarily focus on, high rise, multi-family developments, which is fun to change, some skylines.

00:16:57:20 - 00:17:23:07

Chris Martinez

And we also do single family. So it's kind of the, the both best of both worlds in terms of urban infill high rise towers. And then you're also seeing suburban development. With amenities, at the ground level with families. And so it's a really cool firm. We've been fortunate to have an incredible growth the last 3 to 5 years, and I truly believe marketing has been a big part of that.

00:17:23:09 - 00:17:47:01

Susan Quinn

Well, that's a wonderful segue to what we want to talk about today, because you do come from the marketing background for this firm, and obviously, especially in AEC, there's a lot of internal marketing that is needed. You're doing RFP, RFQ, cuz there's there's a lot to just get the work. So the way we look at it, that's not necessarily marketing.

00:17:47:01 - 00:17:59:15

Susan Quinn

That's a client pursuit. But tell us about your internal team. Sure. What have you done to elevate that. Have you seen the landscape change over the years that you've been there? What does that look like?

00:17:59:15 - 00:18:18:17

Chris Martinez

That's a great question. When I joined the firm in 2022, I actually started on the business development side. And so I was hired to be a business development, manager for the San Antonio Market. And so I did that for about a year and a half, about a year, and transitioned to oversee the marketing team after that.

00:18:18:19 - 00:18:48:09

Chris Martinez

The marketing team, had shrunken at that point, and we had an opportunity to rebuild and restructure. And I when I looked at it, I decided to take a different approach than other AEC firms. Not to say that there's a right or wrong way. I just saw an opportunity to create something very unique and dynamic, and that led us to bring in, in thinking about it, almost like operating as a creative agency that just happened to work for a landscape architecture firm.

00:18:48:11 - 00:19:22:15

Chris Martinez

And so we started to think about the idea of storytelling and the idea of visuals that are now being seen across the board, whether it's social media or websites or, advertisements, billboards, visual communication is probably the most preferred in 2025. And so at this time, we recruited, a friend of mine who had his own creative agency at one point who was doing digital marketing for, firms and companies, primarily restaurants and some of the other, consumer products.

00:19:22:17 - 00:19:41:07

Chris Martinez

And he had his own equipment. He has all of his own video gear, lighting. He has an expertise to, what it looks like to see the end product, but also know how to produce that product throughout the process. And so now he oversees all of our digital marketing efforts, all of our social videos over content.

00:19:41:09 - 00:20:07:16

Chris Martinez

A lot of the things you see on our website, he shot and then we also hired, a storyteller, a writer, who was a grant writer before joining us. And so she has an ability to connect with words, which is so needed in our industry. You have to be able to tell a story. You have to be able to connect, and then also figure out how to show and put your best foot forward in a written format.

00:20:07:18 - 00:20:39:21

Chris Martinez



And that is a amazing skill. And then we had on staff already an incredible graphic designer who came from the magazine layout world. And so her layout skills for, InDesign and illustrator and some of the, the vector, formats that we do with our website, she's elevated, the look and feel of our brand. And so when you look at this team, it's almost very, concurrent with what you would see from a marketing agency hire.

00:20:39:22 - 00:20:41:16

Susan Quinn

It feels very similar. Yes.

00:20:41:17 - 00:21:01:00

Chris Martinez

And and that has been a very fun experience to manage. And so the I guess the the simple answer would be we recruited around people and skill sets versus the industry standard. And that has been the most rewarding part, I think, over the last three years that the team has been together.

00:21:01:02 - 00:21:22:10

Susan Quinn

So you've got a mini marketing agency internally. So not all firms, that's that. But what you are doing, and I would say that's front and center for us. How do you tell the story, how you do it in a compelling way? Short form video is is important. What sort of things and stories are you telling? How are you creating the strategy on that?

00:21:22:15 - 00:21:25:22

Susan Quinn

What is resonating? What is helping to grow your business?

00:21:26:03 - 00:21:52:00

Chris Martinez

You know, in 2021 of our, founding partners retired and a new partner was elevated to partner, and there was an opportunity for the firm to to change the story, to elevate the story, to transform the story, because the company was changing and evolving, and the world obviously was in a different place, just a tad. And so this was an opportunity for the marketing team to really shine.

00:21:52:02 - 00:22:15:11

Chris Martinez

And so that's kind of how it all led to the team being hired, how myself and, and the other team that I hired, came aboard. But the stories we tell are twofold. The first part is about who we are, our history. 30 plus years in the industry started from the garage of our owners home, drafting on a washer and dryer machine.

00:22:15:11 - 00:22:40:02

Chris Martinez

Wow. To getting into, digital format and CAD and and Revit and some of the building programs we have now. But also so we're telling the company story of our transformation and our people, which I think is so valuable, the work that we do. There's a lot of things I can do designing an amazing landscape plan.

00:22:40:04 - 00:22:59:08

Chris Martinez

It's not there yet, and I think it may never be there, because there's a certain piece of the human element that comes into design of the built environment that we need, because humans are interacting with that built environment. So the first story is, is who our people are and what they're passionate about. And the second story is those projects that they create.

00:22:59:10 - 00:23:34:22

Chris Martinez

So what we design, the spaces that we impact, the people that use our spaces, oftentimes we call it in our in our firm, we call it the third space. So the first space is your home. That's your privacy. That's your safe place. Your second place is a time where the place you spend most of your time, which is your workplace, the office for sitting in now is considered the second place, and the third space is everything in between restaurants, open spaces, the train station, airports, parks, mixed use spaces, hospitality, like that's called the third space.

00:23:34:22 - 00:24:01:16

Chris Martinez

And so our job was to tell the story of that space and how people interact with that. And so getting creative and each the beautiful part about each project and my perspective and our team's perspective is the land tells a story, the history of each part of the world tells a story. There's typography. There is historical plants and trees that have been there for centuries.

00:24:01:18 - 00:24:23:11

Chris Martinez

There's previous uses for that land. And so the the ideas for storytelling are honestly endless. It's what you choose to go with at the end. And so we find, trying to capture the character of each site, what makes it unique, what makes it fun or makes it, very different than other products out there. And we try to run with that story.

00:24:23:11 - 00:24:26:19

Chris Martinez

So that's been really fun to, to do.

00:24:26:21 - 00:24:45:21

Susan Quinn

I don't think I've ever worked with a company that has elevated storytelling at the level that KW has. So kudos to you all because as human beings and you mentioned I, we will go down that path in a moment. But we remember the stories, we remember the impact. So what are some of your favorite landscape stories?

00:24:46:00 - 00:25:13:02

Chris Martinez

That's a great question. There's one project in Houston called The Mirror. It's one of our single family projects. And the site, was an old

Arabian horse farm. And so there were stables and there were Arabian horses. These were show horses. These were high end, very particular horses. And so when the site was sold and the housing developer was building it, there was an idea to pay homage to that site.

00:25:13:04 - 00:25:33:17

Chris Martinez

And so the playground, the main playground on that in that community is called Pony Park. And there's a play structure that was designed to emulate the horse shape. And so it is completely scalable from a child's perspective. You can climb up the legs. You can there's a the tail has a ladder so you can climb up the ladder.

00:25:33:17 - 00:25:55:23

Chris Martinez

There's a slide that goes down, one of the legs as well. And so it creates an imaginary very, perspective for a child to just imagine what it would be like to play with the horse. And so the story of that is so unique and so fun. The amenity building itself, was paid homage to the design of the, the stables.

00:25:56:01 - 00:26:21:07

Chris Martinez

And so it has this very unique character to the architecture. And so it's a very fun project to look back on the photos look amazing. And, all the elements around the horse, you know, there's a little stable that looks like, a playhouse that you can run in and out of. There is walking beams that are all made out of wood that it just looks like you're playing in a horse, area.

00:26:21:09 - 00:26:30:10

Susan Quinn

So what about stories where you don't have this incredible background to build upon? Yes. How do you create a story that may not have a real story to tell?

00:26:30:10 - 00:26:53:09

Chris Martinez

That's great. I think when you're not able to pull from the historical data, you got to look towards the present. In the future, what will this space begin to be used for in the future? How can we create a space that people want to be at, and want to keep coming back to? I think my favorite spaces to go are always the places I enjoy creating memories with people, and that to me is our favorite part.

00:26:53:11 - 00:27:12:06

Chris Martinez

It's creating a space that you're going to have dinner with somebody at, or you're going to walk with your dog, or you can have a great conversation with your spouse or your friends, that you'll remember for a long time, but you're doing it in a public open area, maybe on a park bench, maybe in a seating area, in a courtyard, or at a restaurant.

00:27:12:06 - 00:27:36:09

Chris Martinez

Outdoor seating. There's so many spaces that you're crafting the potential opportunity to create memories for the present and the future. And that's the story we're trying to tell, beyond the projects. So we get to design. The human element is really important to us, really important to our design team to think about the impacts of the outdoor environment has on the human body, the brain and our experience on Earth.

00:27:36:09 - 00:27:37:22

Chris Martinez

It's really cool.

00:27:38:00 - 00:28:00:16

Susan Quinn

And I think we're wanting it to be more important every day. Yes, it's, you know, take your shoes off and actually touch the land. That's right. Yeah. Let's all sing Kumbaya and come ourselves down. But landscape has that component to it. I'd like to shift a little bit to storytelling. Yes, it's important and you are doing it at an elevated level.

00:28:00:18 - 00:28:11:10

Susan Quinn

What are the channels? How are you disseminating that information? And for us, paid, owned, earned and shared. And there's strategy on it. So you've got a mini agency internally. How are you determining.

00:28:11:10 - 00:28:38:08

Chris Martinez

Sure. Yeah. Our primary channel would be what we've invested our money into. Right. Which would be our website. And some of the other products that we've utilized internally. Social media has become probably our funnest one. LinkedIn actually is our as our number one engaged platform. Yeah. Second would be Instagram because of the usability of it, the familiarity of the casual ness of it.

00:28:38:10 - 00:29:06:09

Chris Martinez

And so LinkedIn and Instagram have been our primary digital channels. We have actually printed some pieces, that have showcased our work, our portfolio, and that has been received. Well, but I would say digitally, video and photo, via website or social media have been our two favorite channels. And through that we found even new platforms like a microsite that we developed that is very unique.

00:29:06:11 - 00:29:38:08

Chris Martinez

And so we had issues with our, our BD team, maybe not having the assets that they needed to present to a client or present to an architecture partner. And we had this idea of an interactive presentation, and that led me down a rabbit hole in research and testing and came across this platform that was exactly that. And we've built it, and now it's an organic, interactive microsite that looks very similar to our site, has all the details for the projects.

00:29:38:10 - 00:29:48:23

Chris Martinez

But it it's utilized in an organic way, that shows off the photography and shows off our projects. But it's, it's led by the conversation and so.

00:29:49:01 - 00:29:50:21

Susan Quinn

And so you use that in a pitch.

00:29:50:21 - 00:30:14:09

Chris Martinez

Yes. And so if a developer or a client, is usually focused on, you know, multi-family or, or higher education, you know, those might be the first two sections we go to. But then they're curious about what our hospitality work look like, because maybe they worked at a hotel at some point in their history, or maybe they are starting to get into the K-12 market or the mixed use market.

00:30:14:11 - 00:30:36:15

Chris Martinez

And that leads our team to the ability to go through those projects and tell those stories, which has been an extremely valuable asset for our team to have. And what we have found is that if you don't ask what other projects you can work on, a lot of times different partners or firms will try to pitch in you to to one type of work.

00:30:36:17 - 00:30:52:20

Chris Martinez

And so what we do, what we want to do is work on landscape architecture for a variety of projects, not just higher ed or industrial or mixed use or, retail. We actually would love to see the environment changed in all spaces. And so that's given us a unique opportunity to do that.

00:30:52:22 - 00:31:10:08

Susan Quinn

I love that internal marketing, but you do external messaging to to attract your clients. Is there any component where you bring in other experts to assist, or do you have all your capabilities internally?

00:31:10:08 - 00:31:30:23

Chris Martinez

You know, I think that's really important. It's amazing of a team that you can build. There's always going to be an external perspective that you need. There's going to be an external, experience and expertise that you're you may not have on your team. And so glass has been one of those partners for us. Right. We needed to rebuild our website.

00:31:31:01 - 00:31:52:15

Chris Martinez

I have done them myself in the past. It has not always been the best website that have ever been created, but I know what goes into them, and I know the expertise that's needed, and I know the length of time that goes into that and the investment. And we needed a partner that really

understood who we were and could creatively see where we're going as a firm.

00:31:52:17 - 00:32:19:20

Chris Martinez

And so bringing glass on board for that was was an awesome partnership. We partner with another firm, was a friend of mine out of Dallas, and her firm is called the Flamingo Project. And it's a very unique brand and I love it. But she focuses primarily on research. Her niche is industry research and trends and, what's going on out there and brand messaging to make sure you're differentiated in that way.

00:32:19:20 - 00:32:40:15

Chris Martinez

And so when we revamped our just firm description and all of that, she was a part of that conversation. And so there's, there's a variety of partners that we've used. And to me, that makes it fun because you get a chance to have your team work on fun stuff and bring other people into that project and party.

00:32:40:15 - 00:32:44:00

Chris Martinez

And it's a really creative process that I love.

00:32:44:02 - 00:33:07:01

Susan Quinn

But when you live 100% inside your bubble, yes, I think you lose that perspective and you can maybe get a little too excited with yourself and our firm does as well. We we bring in experts to validate our thinking or to challenge our thinking. And I, I appreciate the recognition of one word you said you brought in circle.

00:33:07:05 - 00:33:22:17

Susan Quinn

And it was a partnership and it was a partnership. It was it's what we love the most when we can come in and help create something where you all had a clear vision, there was a lot to work with and a lot of knowledge internally. So that was that was a fun project.

00:33:22:17 - 00:33:37:12

Chris Martinez

It was fun and I've heard it from a lot of the members on your team, the ability to be creative, the ability to take our culture and our caricatures and all of the things that we've done internally and to showcase that. And y'all did an amazing job with that, and we're very proud of it.

00:33:37:14 - 00:33:56:20

Susan Quinn

Well, we're proud of it, too. We can all showcase the work that we've done in the stories on it. So you are out in the marketplace. You are doing your magic. What success? What metrics do you keep track of and what's working, what's not? How are you pivoting when you need to pivot?

00:33:56:20 - 00:34:28:04

Chris Martinez

That's a great question. So with the microsite I mentioned, what makes it unique in comparison to a PowerPoint or to, other presentation platforms is it actually captures analytics. It provides a heatmap in the same way that websites do. And so you can see in real time, people's activity on it and engagement with it. And that gives us a chance to curate packages or presentations, more to clients, similar to the ones we're presenting to, to make it more effective.

00:34:28:04 - 00:34:51:01

Chris Martinez

And so if a particular market hasn't been clicked on and we've presented to five architects, maybe that's not the right fit for the architecture clients. Or if we're trying to get work on the East Coast or the West Coast, what's really more important to them? Probably density, probably downtown, probably urban projects. The suburban projects may not fit within their worlds.

00:34:51:03 - 00:35:10:10

Chris Martinez

And so it's figuring out how to curate it, to personalize. And that's what makes it really important. So that's one way we measure it and the other way is, is win rate with projects. It's so, when you bring in a project and when you're a part of, winning projects for your firm, the marketing team has a role in that.

00:35:10:12 - 00:35:31:15

Chris Martinez

And oftentimes we get overlooked in that space. BD gets a lot of praise for that, as they should, because there's a lot of work that goes into it. And me being uniquely positioned and having done both roles for the last seven years, there's, a unique appreciation for both sides and the roles that you play, in pursuing a project.

00:35:31:17 - 00:35:45:01

Susan Quinn

It is a partnership. Yes, it is sales and marketing ampersand, but really smushed together. I think when you separate those and you don't bring them together in a powerful way or those that do, I see them moving.

00:35:45:03 - 00:36:07:03

Chris Martinez

That's right. And unit uniquely gifted. There's conversations that the BD team can have that the marketing team maybe can't have, or connections that they can connect them with. Maybe an architecture partner with the developer or the developer with an architect. And there's different ways and tools that you can use. And our job is to help make that their job easy.

00:36:07:05 - 00:36:18:07

Chris Martinez

And their job is to give us insight, and how to craft and curate, curate and personalize our presentations and assets in the best way we can. So that's a unique partnership.

00:36:18:09 - 00:36:38:08

Susan Quinn

Well, you had a lot of magic in there curating content that is specific to who you are speaking to. This is really important. They want to know that you understand them, that you've done work in their area, that you understand their pain points, that they're stories to tell. So that is important. If you have too much information, you're trying to just spread.

00:36:38:10 - 00:36:38:19

Chris Martinez

Right.

00:36:38:23 - 00:36:44:20

Susan Quinn

All the dirt that's right all over. Then it's hard to have the seeds take take root.

00:36:44:20 - 00:36:45:11

Chris Martinez

That's when.

00:36:45:12 - 00:36:52:04

Susan Quinn

It is. So sometimes less is more. Being very specific, you also mentioned a lot of tools.

00:36:52:04 - 00:36:55:15

Speaker 3

I let's talk. We have to yeah.

00:36:55:17 - 00:37:01:11

Susan Quinn

I mean you know it wouldn't be 2025 if we didn't. But how are you using AI.

00:37:01:14 - 00:37:02:00

Chris Martinez

You know.

00:37:02:00 - 00:37:04:23

Susan Quinn

First of all. And then what do you like and not like about it?

00:37:04:23 - 00:37:28:03

Chris Martinez

That's a great question, Susan. It's actually a unique time to ask that question. As a firm, we've been exploring this for the last, I'd say probably a year, year and a half, as I'm sure everybody is. But our



leadership has taken a certain appreciation and affinity for it, which isn't always the case in firms.

00:37:28:05 - 00:37:52:16

Chris Martinez

Sometimes leadership is not ready for change. You're not ready for new technologies. And ours has actually embraced it, which has been really unique. And so I say that to say our founding partner was so intrigued by AI that he actually attended a two day seminar in Houston to get more of an understanding of it and how we can use it, not just for marketing, but for the entire business at large.

00:37:52:18 - 00:38:27:22

Chris Martinez

And that's very unique, for somebody, who's nearing the age of retirement, wants to continue to learn and wants to be better. And that is a very fun environment that we've created. And so I have actually personally been tasked to lead our AI initiative in-house. And so over the last couple of months, I've been downloaded, we hired a consultant who has, kind of paved the way for us, done a ton of research, interviewed our team, our leadership team, figured out who the best players would be internally to be on this task force.

00:38:28:00 - 00:38:54:16

Chris Martinez

And so now we're we're two months into it. We're starting to implement some platforms and researching not only for marketing, but for architecture, for our landscape architecture team, what can help them and be more efficient in how could we take some of the mundane tasks out of the way through AI tools so we can be more creative, so we can open up our brains and open up our imagination to envision the world around us better.

00:38:54:16 - 00:39:05:18

Chris Martinez

And that's really our approach right now, is, taking it slow, trying to implement it the right way, and trying to test the right programs to make sure we're using the right things.

00:39:05:20 - 00:39:25:05

Susan Quinn

That's a beautiful answer. The mundane things, you know. Yes. Bring it in every single time. But opening up, I think it is helping us do better creative work because, you know, you sometimes get paralyzed like, oh my gosh, deer in the head. That's right. We've got to perform and we got to get this done in the next minute.

00:39:25:07 - 00:39:45:16

Susan Quinn

But to move those task forward and I think every firm should bring it in. But you've brought in a consultant, which is interesting. We also have attended icon conferences and we're looking at every aspect. What role do you think agencies. So I'm going to ask you a question to help us because we are learning it at a high level.

00:39:45:16 - 00:39:53:11

Susan Quinn

Do you want to know how we're using AI? What is the transparency that you think firms should have related to AI?

00:39:53:11 - 00:40:23:14

Chris Martinez

Absolutely. My perspective, not just in the workplace but in life, is to remain humble and teachable. And that goes with learning, as I am implementing things on this task force, there's a huge opportunity for me to learn. And so if you are exploring it, for you and your firm and how to implement it with your partners, I would be extremely over the years to hearing what, how, what you've learned and which programs are out there and and to be transparent.

00:40:23:14 - 00:40:57:16

Chris Martinez

You know, one thing about AI in this day and time is that we're all learning at the pace that we're learning. Yeah. Whether you're researching it for 12 hours or you're playing around with it on the weekends, there's something that you're gaining that somebody else may need. And so I would say, you know, from your perspective, sharing that and utilizing it to say, hey, if there's a program, an opportunity to craft messaging better or to become a better partner, with creative projects, I would say, I at least our friend would be open ears to hearing that.

00:40:57:20 - 00:41:27:15

Susan Quinn

Well, there's the day to day. There's so much that the firm needs to do, and you can't have an outside agency do all of that for you. But we are considering having workshops around that. What we are learning, too, that the process and procedures that you need to ensure that you are keeping your company safe and their security, so that I love your perspective on that, because we are here doing our part of it, and we're always wanting to share and to help create better experiences.

00:41:27:15 - 00:41:30:13

Susan Quinn

That's right. Even though there's an eye to it.

00:41:30:15 - 00:41:52:03

Chris Martinez

There's one other thing I'll mention to that. Yes, I think it's the practical. At this day and age, there's a lot of theoretical of what ChatGPT can do and all the ideas, I think where we get lost a lot of times, with anything, with learning a new sports, with learning a new skill is, is how can I practically use this in my life?

00:41:52:04 - 00:41:56:19

Chris Martinez

And so if you're able to communicate that to your partners, that will change every day.

00:41:56:21 - 00:42:01:12

Susan Quinn

Yeah. That's beautiful. Do you ever try and trick I the way I do?

00:42:01:12 - 00:42:04:02

Chris Martinez

Sometimes it's fun. It really is.

00:42:04:08 - 00:42:05:11

Susan Quinn

They don't always get it right.

00:42:05:11 - 00:42:05:20

Speaker 3

No.

00:42:05:20 - 00:42:24:08

Chris Martinez

I ask it to analyze itself. I ask it to verify. I ask it to say, is this the best way to approach it? How would you communicate this to a particular audience? There's so many ways that you make sure that it's doing the right thing that you want it to do. Yeah. And that's my perspective.

00:42:24:08 - 00:42:36:04

Chris Martinez

It's it's a tool. But the human element of what we do will always be needed. And, you help craft the perfect results when you're helping input the right prompts.

00:42:36:06 - 00:42:37:02

Speaker 3

Yeah.

00:42:37:04 - 00:42:54:07

Susan Quinn

The human brain. We've got to humanize the air. That's right. It can't produce well without us. And we need each other. That's right. I it's a strategic partner in our firm right now. Yes. I recently heard that there is a firm that has put a hold on hiring.

00:42:54:07 - 00:42:54:18

Chris Martinez

Oh, well.

00:42:54:23 - 00:43:14:12

Susan Quinn

And it's you can look it up on the internet and they are going to basically all new jobs by. So that'll be an interesting case study. Yes. And you know the pendulum is going to swing. I mean we're all trying to figure out how to infuse it, how to do it well. But the day it replaces everyone, we'll probably be the day that it's time for me to retire.

00:43:14:12 - 00:43:34:12

Chris Martinez

That's right. And our perspective, at least for for how I'm approaching our task force internally, is that the message is very clear to our team. Whatever program, whatever system we implement is not meant to replace anybody's position. It's actually meant to enhance their position to to make them more creative or to help them in some way.

00:43:34:12 - 00:44:03:17

Chris Martinez

And, communicating that over and over again has been I think our primary goal is to make sure people are put at ease and help. Understand that their role and their place in the firm has value and they have an impact on what they do. Whether you're an entry level landscape architect, whether you're an admin, or whether you are designing an incredible space for the last decade, that's everybody has an important part to play.

00:44:03:19 - 00:44:26:06

Susan Quinn

Well, you are clearly on the cutting edge in terms of internal marketing departments. I get to see a lot. I think most of them do their internal client pursuits well. But I think you're doing even more than that. And word on the street is that you all just received a pretty prestigious award. Do you want to share anything on that?

00:44:26:06 - 00:45:02:23

Chris Martinez

Yes. I'm I'm proud to announce that we have been awarded, the 2025 marketing innovation firm of the year, from the National Society of us. And this was presented to us in Columbus, Ohio, at the National conference at amplify. And this recognition is honestly, it's a culmination of a lot of things, the hard work of our team, the ability to be recognized of all the projects we've been able to create, whether that's for project pursuits or for our internal internal communications.

00:45:03:01 - 00:45:27:07

Chris Martinez

But I would say it's such a cool experience to be, affirmed based off of what you already believe. I have believed for the last three years. So we have the best team in the nation. And to see that on an award, and to compete with others who submitted for this award, it's a particular accomplishment for my career that I'm very proud of.

00:45:27:07 - 00:45:28:20

Susan Quinn

And so.

00:45:28:22 - 00:45:44:10

Chris Martinez

One of my goals stopped the, you get you get this conversation was too good. I'll start with my goal. We'll start there because that, that was great season for you.

00:45:44:12 - 00:45:45:05

Speaker 3  
Yeah.

00:45:45:07 - 00:45:51:01  
Unknown  
Great. Great. Again.

00:45:51:03 - 00:45:53:06  
Unknown  
I think it's awesome.

00:45:53:08 - 00:45:54:15  
Speaker 3  
How long have we been rolling?

00:45:54:15 - 00:45:56:23  
Susan Quinn  
I have this to time. This. Okay. Okay.

00:45:56:23 - 00:45:58:19  
Chris Martinez  
Good. 30. Okay.

00:45:58:21 - 00:46:04:22  
Susan Quinn  
So we've got a little bit more, but that's that's the time frame that,  
that we love to do because nobody has time to listen.

00:46:04:23 - 00:46:07:06  
Chris Martinez  
Yeah, yeah.

00:46:07:07 - 00:46:07:16  
Susan Quinn  
Get that.

00:46:07:16 - 00:46:08:07  
Speaker 3  
Lady off of.

00:46:08:07 - 00:46:11:10  
Chris Martinez  
The the commute time is the is the key right.

00:46:11:10 - 00:46:11:17  
Speaker 3  
Yeah.

00:46:11:21 - 00:46:12:16  
Chris Martinez  
So that and.

00:46:12:16 - 00:46:15:11  
Susan Quinn

That and I try to do that you know 30 minute workout 30 minutes.

00:46:15:11 - 00:46:20:07

Chris Martinez

That's right. That's great. Yeah. Good.

00:46:20:09 - 00:46:24:09

Susan Quinn

Great I don't I don't even I have like forgotten.

00:46:24:10 - 00:46:24:18

Chris Martinez

To meet.

00:46:24:18 - 00:46:27:01

Speaker 3

You here. Yeah. Yeah I know.

00:46:27:01 - 00:46:28:23

Chris Martinez

It's me too.

00:46:29:00 - 00:46:32:17

Speaker 3

Because every time I want to like literally like you say, you.

00:46:32:19 - 00:46:42:06

Chris Martinez

Know, that's how it should feel. That should feel natural. Like, you know, just a conversation. Yeah. It's my favorite part.

00:46:42:08 - 00:46:55:17

Susan Quinn

I think this is really good. It's, And it's not. You're going to help firms with their internal marketing department and it's.

00:46:55:19 - 00:47:02:06

Chris Martinez

And that's, that's really the goal is to help people see, the future of what we're doing. Yeah.

00:47:02:08 - 00:47:22:02

Susan Quinn

And, you know, it's it helps us evolve because stuff that we used to do in the day, it's like, well, they're doing all that internally and we have to always be ten steps ahead. That's right. Of where the educational component is, where we're focusing now and more product led. Yes. Teaching the cultures and soft skills.

00:47:22:06 - 00:47:24:02

Chris Martinez

Yes, yes.

00:47:24:04 - 00:47:37:15

Susan Quinn

Strategies. We've got a program we're going to help teams with components of. Yes, doing the strategy. And I don't know that's the reinventing. Yes. Well okay that that that channel just went. Yes.

00:47:37:15 - 00:47:43:16

Chris Martinez

Yes. Yeah. Yeah. And it happens. Right. Yeah. Twitter gets old and nobody knows where it's going to go.

00:47:43:17 - 00:47:54:02

Susan Quinn

I think I'm going to start the question again. Word on this okay. Perfect. Did you see did you see. We love it when our clients. When that long. No, no. Okay. You guys.

00:47:54:03 - 00:47:57:01

Chris Martinez

Ready? Let's do it. Okay.

00:47:57:02 - 00:48:21:19

Susan Quinn

Are rolling. Rolling. Chris, you're in our space today. And there's on the wall. We love it when our clients win. And it truly is. We ring the little triangle because it's really about what you are what you are doing, what your success is. And word on the street is your firm. Just want a pretty prestigious award. Can you share anything on the.

00:48:21:19 - 00:48:47:16

Chris Martinez

Absolutely. We were just recently awarded the SNPs Marketing Innovation Firm of the year from the National Society. So this is a national award presented only for the second year. And this prestigious award really showcases innovation within a firm. From the marketing perspective, the whole goal of SMP as an organization is to elevate transforming business through marketing leadership.

00:48:47:18 - 00:49:12:10

Chris Martinez

Yeah. And this award, I believe, fully encompasses that. And so this has been an extremely, gratifying experience to receive this award. It's been affirming because I have believed for the last three years, that we've had the best team in the nation. And to see that on an award is, is pretty special. And for our team to recognize that and see that for the hard work that we've put in for a lot of projects.

00:49:12:10 - 00:49:30:12

Chris Martinez

You know, when I look back in the last three years, what we've done, some firms haven't done that in ten for their entire existence. And it's pretty special when you look at it that way. And the way I look at it is my job as a, as a leader, and as a marketing leader in this instance is to remove roadblocks.

00:49:30:12 - 00:49:49:22

Chris Martinez

It's to, to open doors that maybe they're not able to open for themselves and get out of the way and let them shine. That's and that's my favorite part as a leader is it's giving them an opportunity to be recognized for the skill and the unique talent that they have. And that's what this award has done.

00:49:50:00 - 00:49:55:23

Susan Quinn

What part do you think was the decision making moment for you all receiving this award?

00:49:56:01 - 00:50:17:23

Chris Martinez

You know, there's a few things, the micro side I mentioned, I think was a part of it, something I hadn't talked about yet is our billing services. So we, have created a branding arm of our firm, so particularly from the marketing department, because our team is so uniquely gifted and talented in a lot of ways.

00:50:18:01 - 00:50:42:09

Chris Martinez

As of right now, it's it's branding, for the logo, typography, assets for single family communities. And so a lot of times, the developers will buy a site and they don't have access to, create the story or identity around their project. And we partner with our design team, and so our logos end up on the entry monumental for the community.

00:50:42:11 - 00:51:01:15

Chris Martinez

We're creating park signage, for educational purposes. We're helping put together a brand guideline in the same way a creative agency would. Yeah, for a for a firm, for their community. So their internal marketing teams can begin to craft brochures and fliers and all the things they need with the colors and logos and the correct brand standards.

00:51:01:16 - 00:51:29:00

Chris Martinez

And so now we have changed the conversation internally and hopefully in the industry, the marketing is not just overhead costs. It can be a profit area. They can they can bring in revenue. And so we have a revenue goal now for 2025 for that service, which is unique. It's a unique pressure. And then I also have to learn how to manage the billable side of projects, which has been a fun challenge for me this year in 2025.

00:51:29:00 - 00:51:38:12

Chris Martinez

And I think that played a big part in into it, too. That's a very innovative approach to the industry that I have not seen. A lot of internal teams provide.

00:51:38:14 - 00:51:51:04

Speaker 3



That is pretty powerful. You know, we do a lot with defining guiding principles. So your your purpose, your vision, your mission, your core values. And oftentimes we will hear the word, you know, we're innovative.

00:51:51:05 - 00:51:52:00

Chris Martinez  
Right?

00:51:52:02 - 00:52:01:19

Speaker 3  
Not that I mean see but understand. Tell me how you're innovative. It will be. Well, you know, we bottom line, there isn't one.

00:52:01:19 - 00:52:03:04

Chris Martinez  
And that's right.

00:52:03:06 - 00:52:13:08

Speaker 3  
Any of it. And it's just such a curious thing. But innovation does live in your firm. How do you keep that alive? What does it look like culturally?

00:52:13:10 - 00:52:34:20

Chris Martinez  
Yeah, I think for us it's always striving to be better. Not being content with what we've done. We want to celebrate the wins, and we want to be excited for what we've created or designed or, showcase in terms of video or digital assets. But we also want to get better. Everybody has a chance to grow, right?

00:52:34:22 - 00:52:55:18

Chris Martinez  
In a variety of areas. And so now that we've received this award, the conversation is, is what's next? How can we improve this? And so from my perspective, it's, it's efficiencies. The platform we're using for the microsite, while it's effective, we're trying to craft it. So it's connected to our website, connected to the infrastructure that you and your team have built.

00:52:55:20 - 00:53:20:09

Chris Martinez  
So we can utilize the same information and craft presentations faster. The other piece is, is how can we leverage AI? Not as everybody else is using it, but how can it be used with our teams gifts and talents? Which is not everybody's perspective. And so innovation to me is it's what keeps the world going around.

00:53:20:11 - 00:53:37:09

Chris Martinez  
It's why we have airplanes that, you know, can travel us across the country. It's why we have cars that can drive over a certain speed. Or electric cars now. So it's really cool to see innovation impact the world around us. And I believe marketing has the ability to do that.

00:53:37:11 - 00:53:40:16

Susan Quinn

I was a speaker at MBA graduation.

00:53:40:16 - 00:53:42:16

Speaker 3

Several years ago.

00:53:42:18 - 00:53:47:09

Susan Quinn

Made a comment that most of the the positions that are coming out of.

00:53:47:09 - 00:53:51:06

Speaker 3

School today will not exist for people who are in first, second.

00:53:51:06 - 00:53:52:02

Chris Martinez

And third. That's right.

00:53:52:07 - 00:54:12:17

Speaker 3

So we don't even know what those positions would be. So innovation is important, as you were imagining, which is going to lead me to a final question that I ask every, every participant, what do you do, Chris, to keep bettering your best? You know, it's one thing to say the words of, but what what's the discipline that you have sure to improve?

00:54:12:19 - 00:54:36:00

Chris Martinez

One of my favorite things to do is have conversations. So I use my my drive home a lot of times to call people. Sometimes it's friends, sometimes it's colleagues, sometimes people on your team, sometimes it's other firms. Respect and look up to you. And, there's a lot of things that, conversations can lead to ideas that get sparked.

00:54:36:02 - 00:55:00:22

Chris Martinez

And I have found as much research as I can do on my own. The compound research that happens through conversation, based off of what you've learned and that comes up in a conversation. That's my favorite part. That's how I get better. It's it's connecting with people. And I think that's what we were created for it. I truly believe we were created to not be isolated in a silo and lock yourself in an office and do all the research you can.

00:55:01:00 - 00:55:19:00

Chris Martinez

You can. I actually think when you get around people, you learn the most, not only about other things, but also about yourself. And that's how you become better, is when somebody can show you a blind spot, when somebody can can teach you a new skill, or when somebody can encourage you in something that you're great at, that's when you become to get better.

00:55:19:00 - 00:55:21:09

Chris Martinez

So that's how I better my best.

00:55:21:11 - 00:55:23:10

Speaker 3

When you've given our audience a.

00:55:23:10 - 00:55:24:11

Susan Quinn

Lot to think about.

00:55:24:11 - 00:55:27:04

Speaker 3

You know they can create new areas.

00:55:27:04 - 00:55:28:18

Susan Quinn

Within their company just to.

00:55:28:18 - 00:55:32:02

Speaker 3

Say, this is the way we've always done it is the worst line.

00:55:32:04 - 00:55:32:22

Chris Martinez

Right?

00:55:33:00 - 00:55:40:08

Speaker 3

How to look at it differently is so powerful. Thank you so much for your time, for your energy, and for the wonderful partnership.

00:55:40:08 - 00:55:49:06

Chris Martinez

That we've shared. Yeah. Thank you Susan. This has been incredible and such an honor. And hopefully we get to do another one soon. Let's do it.

00:55:49:08 - 00:56:12:10

Speaker 3

Also that sounds good to me. Like zero entity like yeah I slightly over time but I'm like that in a good way. So. Well there is just that little section that you could cut out because we repeated it. Yeah, yeah, yeah. No we are at like 37 minutes and we aim for like 30 minutes. So imagine you just run it.

00:56:12:11 - 00:56:19:13

Speaker 3

Yeah Kyrie Adams everything's awesome. We like that. We know this is this nice.

00:56:19:15 - 00:56:20:10

Chris Martinez

That's awesome.

00:56:20:14 - 00:56:49:09

Speaker 3

I have edited a lot of podcasts. And I'll say you were on the better side. I'm listening because I hope to travel. Yes. And there was like no fast news for him. Yeah. No like rambling or sometimes he's having someone who doesn't ramble too much. Yes. I mean, the last one. Wonderful episode, but I would ask a question and yes, it would be like.

00:56:49:09 - 00:56:56:05

Chris Martinez

Wait, I was listening to it and I was like, oh man. He took a long time to answer that question. Yeah. How long to get down?

00:56:56:08 - 00:56:59:08

Speaker 3

Yeah, I know I got down.

00:56:59:10 - 00:57:04:09

Chris Martinez

Because that and at the end he was like, to answer your question, I'm like, oh man, we're finally there.

00:57:04:11 - 00:57:07:10

Speaker 3

Yeah I forgot what we've been talking about. Yeah.

00:57:07:12 - 00:57:15:16

Chris Martinez

No that that's that's my goal as a communicators is how do you craft messages verbally that keeps people attention.

00:57:15:21 - 00:57:18:04

Speaker 3

Yeah. It was it was really good.

00:57:18:06 - 00:57:19:02

Chris Martinez

Thank you. I'll be at.

00:57:19:02 - 00:57:19:18

Speaker 3

Amplify.

00:57:19:18 - 00:57:23:23

Chris Martinez

Yes. So you'll be there I'll be there cheering the loudest.

00:57:24:05 - 00:57:28:04

Speaker 3

I will thank you. Best there.

00:57:28:06 - 00:57:29:22

Chris Martinez  
Yeah. That's going to be fun.

00:57:30:00 - 00:57:31:23  
Susan Quinn  
So we've got a breakout session on.

00:57:32:01 - 00:57:33:03  
Chris Martinez  
I can't wait for it.

00:57:33:03 - 00:57:33:18  
Speaker 3  
Are you going to be there.

00:57:33:18 - 00:57:38:00  
Chris Martinez  
Oh yeah. Yes I am I am I. Yeah. Yeah I'm trying.

00:57:38:00 - 00:57:39:06  
Speaker 3  
To get it going.

00:57:39:07 - 00:57:55:05  
Chris Martinez  
Yeah. So Aaron did that for us when she, hosted our session at us or C in Houston. January. So I want to be able to do that for you. I don't think I'll have the same obviously, involvement, at the national level, but I'm super excited to be in the room.

00:57:55:07 - 00:58:01:22  
Speaker 3  
And, Susan, before you get too comfortable, I know you said we were going to do the intro. Yeah, but I need to listen to it and just read.

00:58:02:02 - 00:58:04:01  
Chris Martinez  
Oh, yeah.

00:58:04:03 - 00:58:10:19  
Speaker 3  
Might. It's going to be one camera. I may have 2 or 3 notes here so that I'm okay reading. Yeah, I'll just leave it set up. Yeah. We'll just leave this one.

00:58:10:23 - 00:58:13:15  
Chris Martinez  
Was that everything that you wanted to hear? Okay. Yeah.

00:58:13:15 - 00:58:23:03  
Speaker 3  
I mean, I take notes and prepare, and then with someone like you that I don't have to take another look, I. I just listen, okay.

00:58:23:05 - 00:58:36:00

Chris Martinez

From your house perspective, like, was that, I just one of the first times I've done, you know, an actual podcast in, in the industry. Was that something yard c valuable? Yeah, yeah, I.

00:58:36:00 - 00:58:55:18

Speaker 3

Was listening the whole time. And to me, I found myself doing lot. There was, like, a really clear, linear story that you were telling. Okay, I'll circle back to, like, how you built your team, where the strong suits that are, where you're leaning in. And then the culmination was like this award, right? Right. It was kind of like this.

00:58:55:18 - 00:59:02:18

Speaker 3

It was a very clear. Yeah. You're very well-spoken. Like how she was saying you didn't really ramble because you didn't say.

00:59:02:20 - 00:59:06:01

Chris Martinez

Yeah. The, Yeah.

00:59:06:02 - 00:59:07:14

Speaker 3

Yeah. You're very well-spoken.

00:59:07:16 - 00:59:10:07

Chris Martinez

Yes. Thank you, thank you.

00:59:10:10 - 00:59:12:07

Speaker 3

That's actually like ten minutes of.

00:59:12:09 - 00:59:16:02

Chris Martinez

Oh, yes. Oh, the Sorry. Yes. Okay.

00:59:16:02 - 00:59:34:06

Speaker 3

Keep in mind, but like five or, you know, there's a lot of, you know as well, like Susan mentioned, this is the first one we're doing on camera. I don't know if it's because you're on zoom usually, and like a little more like more and take more time and name. But this is like there's like a different energy.

00:59:34:06 - 00:59:42:10

Speaker 3

That's. Yes. I started I was like the next question like, yeah, yeah. So because you know, you're you're videotaping it and yes.

00:59:42:11 - 00:59:45:13

Chris Martinez

And the audio is slightly delayed on zoom naturally.

00:59:45:13 - 01:00:12:03

Speaker 3

Like and this will be very little at it. Yeah. Like, I think just when we finally start recording, part of what we're talking about is how we can do more of it. There. So the gentleman, Taylor Quinn, no relation to me. He does this, like, what our team can do. But he's trying to figure out how to set it up where you're.