



ThurstonTalk Brands SCJ Alliance’s Company Culture through Content Marketing

“ThurstonTalk’s content marketing has helped SCJ Alliance raise company awareness in the community. We are able to share who we are, not just what we do,” says Pam Folsom, Director of Communication at the Lacey based engineering firm SCJ Alliance. The group contracts for large scale transportation, environment and land use projects throughout the western United States.

Throughout their two-year relationship with ThurstonTalk, the group has consistently utilized the platform’s content marketing to brand their large firm as a local company with roots in the community. SCJ Alliance’s unique strategy revolves around sharing stories that bring awareness to people and organizations making positive impacts in Thurston County.

“We are able to share our culture, our company priorities, and ultimately our personality through the kinds of positive, local stories that are the backbone of ThurstonTalk,” shares Folsom. These stories include partnerships between SCJ and local non-profit groups, such as Rebuilding Together Thurston County, as well as featuring special projects and people that are important to the hearts of SCJ’s employees.

How does this strategy benefit an engineering firm? Folsom explains, “ThurstonTalk has helped to brand our company in the community as a growing business hiring quality people. The branding we gain from the stories on ThurstonTalk helps us to be an attractive employment option in the competitive market for civil engineers.”

With the ability to share both news stories about current projects and business successes along with the positive community stories that show the company’s culture, SCJ is able to leverage their relationship with ThurstonTalk to help them present a cohesive, and comprehensive, snapshot of who they are.

“ThurstonTalk is a great community asset and we appreciate our solid business relationship,” states Folsom.