



SMPS Education Program Metrics that Matter: Online

Follow Hinge:

 @HingeMarketing
@BrandStrong

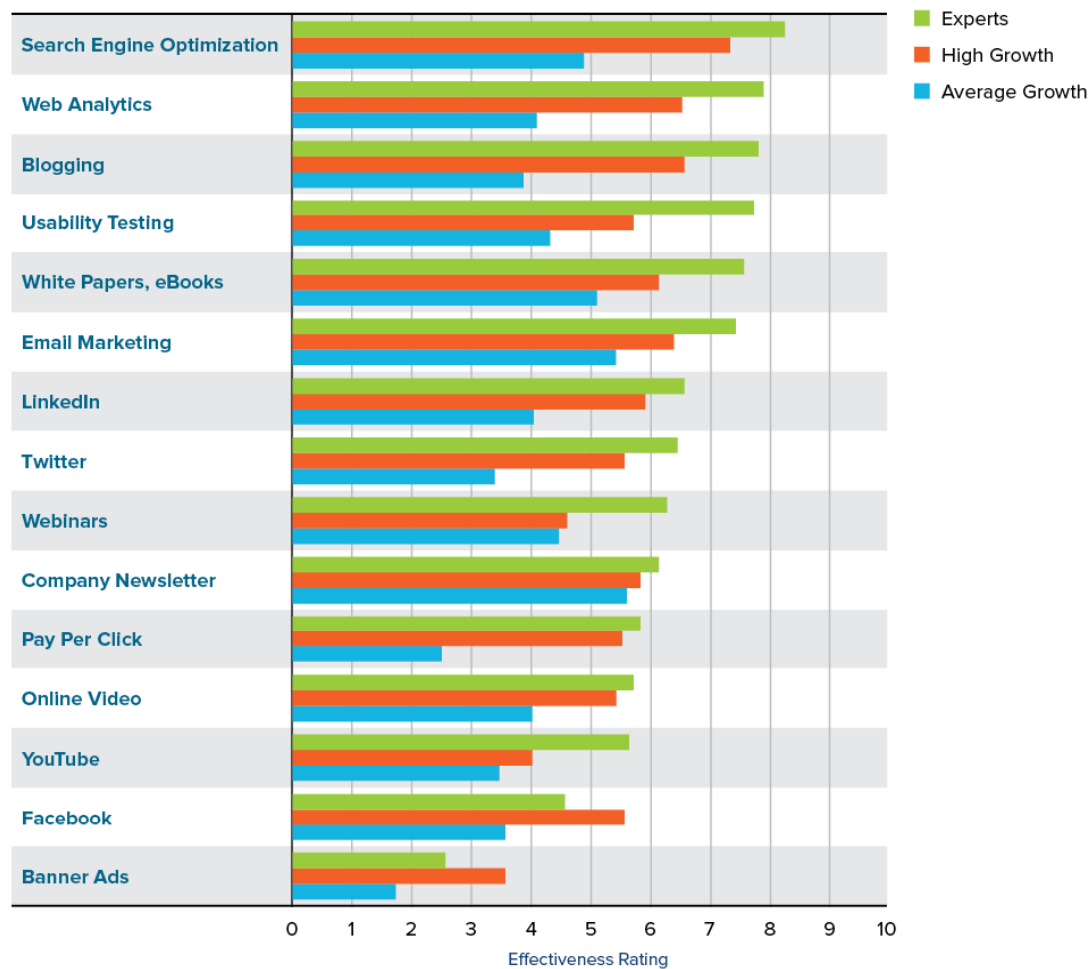
Subscribe to our Blog:

 Hingemarketing.com/blog



Online Tool Effectiveness

Effectiveness Ratings: Experts vs. High Growth vs. Average Firms



A Rich Content Library: GHT



Insights

Blog

[Raise Ceiling Heights with a DOAS System](#)

Dedicated Outside Air Systems (DOAS) have been gaining popularity as an HVAC solution, largely due to the significant energy savings they make possible. Another benefit of these systems is that they typically use only 1/3 of the space compared to a traditional forced air HVAC system. This added premium on space, particularly ceiling heights, can make a DOAS system a great fit for new construction or major renovation/retrofit projects.

Publications

[Appointment Viewing: MEP Engineers Embrace BIM Technology](#)

GHT's Building Information Modeling (BIM) program is profiled in the March 2012 issue of PM Engineer magazine. The article discusses our immersive in-house training program and illustrates the value that GHT has been able to deliver to our clients by strengthening our BIM services.

Videos

[The PNC Place Series, Part 2: Innovative Mechanical Systems](#)

In an excerpt from the National Building Museum's "Story of a Green Building," GHT Limited President Paul O'Brien reveals how we implemented existing HVAC technologies in a unique way to increase the energy efficiency of PNC Place. Located at 800 17th Street NW, it is the District of Columbia's largest LEED® Platinum building.

"Because a DOAS operates at lower temperatures and uses only 20% of the air of a traditional VAV system, it requires two-thirds less shaft space – even with the addition of shafts for the piping."

Want to Learn More?

Find out more about Dedicated Outside Air Systems (DOAS) in our latest [white paper](#).



Hinge

Lead Conversion: GHT

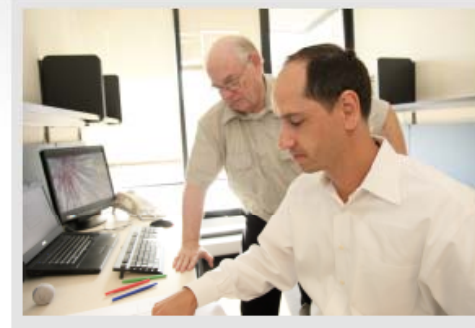
What We Do

MEP Engineering for High Performance Buildings

GHT helps optimize building performance. We provide sustainable mechanical, electrical, and plumbing (MEP) engineering services that balance design and function with cost-consciousness and exceptional quality. GHT's areas of expertise include MEP engineering design, commissioning, building energy services, and real estate advisory services.

Explore this section to discover GHT's innovative approaches to:

- Heating, Ventilation, and Air Conditioning (HVAC) Systems; Power Supply, Distribution, and On-Site Generation; Water, Waste, and Gas Piping Distribution; and Advanced Technologies in [MEP Engineering](#)
- LEED; Life Cycle; Mission Critical; and Retro-Commissioning in [Commissioning](#)
- Energy Audits; ASHRAE Analysis; Payback Analysis; Energy Modeling; ENERGY STAR® Benchmarking; Troubleshooting; Feasibility, Concept Option, and Replacement Reserve Studies; and Forensic Evaluations in [Building Energy Services](#)
- Peer Review; Building System Evaluation; Lease Review; SFO and EOI Support; and Tax Credit and Financing Information in [Real Estate Advisory](#)



LEED Stats

- 109 LEED Certified or Registered Projects
- 71 Have Achieved Certification
- 12 LEED Platinum; 32 LEED Gold; 23 LEED Silver
- 32 LEED Accredited Professionals

Ready to Get Started?

Request an eQuals package today!

Email

Submit



Consistent Educational Blogging: GHT

The MEP Blog

Featured Bloggers



Paul C. O'Brien
PE, LEED AP ID+C



Matthew P. Jacobs
PE, LEED AP



Craig C. Eichenlaub
PE, LEED AP



Patrick A. Kunze
PE, LEED AP



Joel W. Bell
LEED AP ID+C



Robert M. Menuet
PE



Raymond C. Smith
CCP

18

May

Raise Ceiling Heights with a DOAS System

By: Paul C. O'Brien

Dedicated Outside Air Systems (DOAS) have been gaining popularity as an HVAC solution, largely due to the significant energy savings they make possible. Another benefit of these systems is that they typically use only 1/3 of the space compared to a traditional forced air HVAC system. This added premium on space, particularly ceiling heights, can make a DOAS system a great fit for new construction or major renovation/retrofit projects.

[continue reading](#)

0 comments

4

May

Building Engineers Hold the Key to Achieving ENERGY STAR® Ratings

By: Frank J. Becker

Some owners are discouraged from pursuing an ENERGY STAR® rating due to the age of their building and its systems. This doesn't have to be the case. The condition of the property will impact the approach, but it doesn't have to be an impossible barrier to placing in the top 25% of the market. Cue the building engineer.

Subscribe

[RSS](#) [Subscribe via RSS](#)

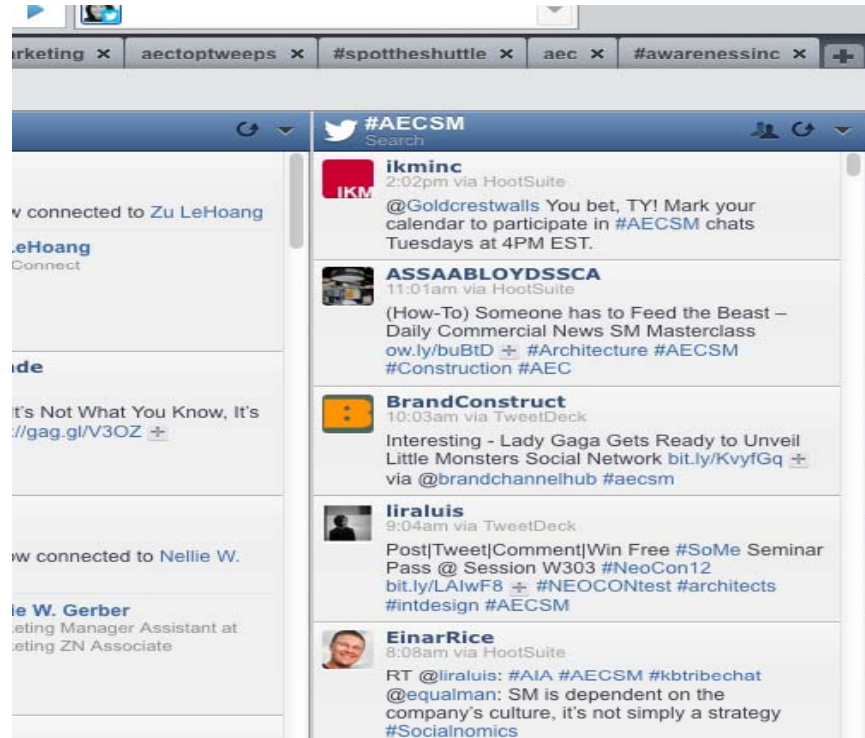
Search Our Blog

Keyword

Blogroll

- [USGBC](#)
- [BIM and Beam](#)
- [Real Energy Writers](#)
- [Engineering News Record](#)
- [DC MUD](#)

Socially Active



GHT Limited

@GHT_MEP FOLLOWS YOU

GHT engineers healthy environments! We design sustainable MEP systems that balance comfort, efficiency, and purpose.

Arlington, VA · <http://www.ghitld.com>

Following ↓

122 TWEETS

217 FOLLOWING

194 FOLLOWERS



Hinge

Metrics that Matter

1. Search Engine Traffic
2. Keywords and Content
2. Lead Nurturing for Qualified Leads
3. Build Trust & Loyalty



Hinge

Measuring Reach

Facebook likes
+ Twitter followers
+ LinkedIn company followers
+ PSEF members
+ blog subscribers

= Social Media Reach



Hinge

Contact Information



FIND ME ONLINE!

Twitter	@BrandStrong
Facebook	sylvia.montgomery1
LinkedIn	sylviamontgomery
Google +	Sylvia Montgomery
YouTube	BrandStrong
Pinterest	BrandStrong



Get the book at: http://www.hingemarketing.com/library/article/online_marketing_for_professional_services#