
They Ask, You Answer Mastery
What to expect



Buyer education needs to be your top priority

Today, roughly 80% of all purchases start with a buyer typing a question into a search engine.

Whether they're buying a lawnmower or a software program, something for their daughter or something for their business, today's buyers are self-educating more than ever.

This makes the search engine results page the new battleground for customer attention. When businesses commit to producing trust-building, transparent content that answers buyers' questions, they position themselves to drive traffic to their website so they can bring in customers.

They Ask, You Answer is a business framework built around this very premise. When you become the most trusted voice in your industry, you bring in more revenue – and you don't need to spend year after year relying on expensive agencies to do so.

You'll work with us for just 12-24 months.

We'll train your team, coach your leaders, and help you build a long-term strategy that focuses on educating your audience and winning the battle for customers.

This is They Ask, You Answer Mastery.

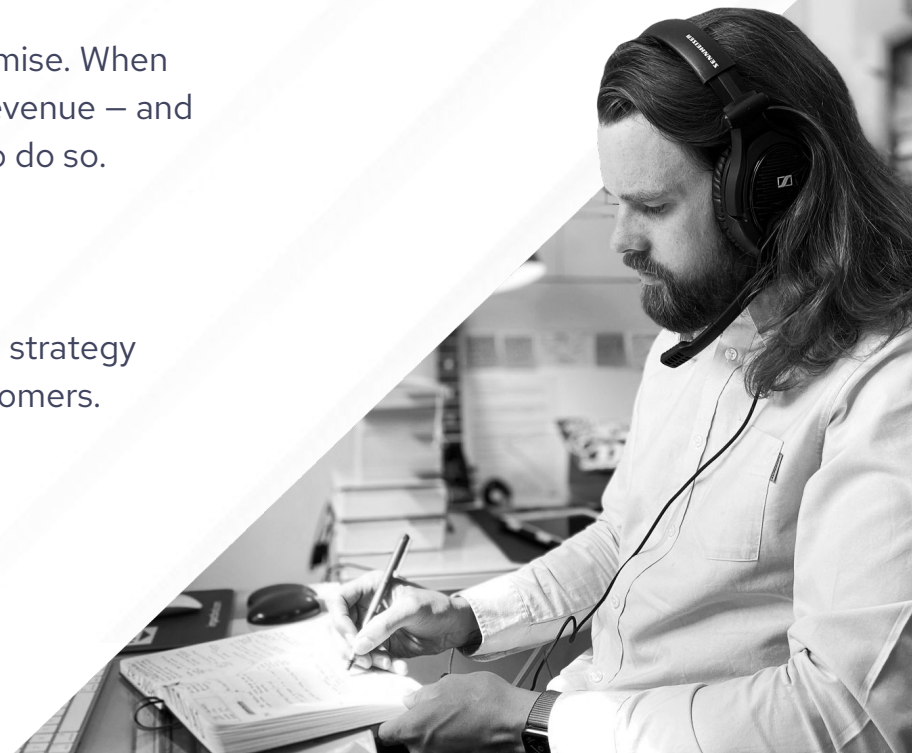


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Chapter 1

3P's core philosophy: **They Ask, You Answer**



In 2008, Marcus Sheridan's business was failing.

With an overdrawn bank account and mounting cancellations, his business, River Pools and Spas, seemed like it wasn't going to make it through the Great Recession.

Then, Marcus took matters into his own hands. Each night after work, he wrote detailed and transparent answers to every common customer question, problem, and concern he had ever heard. Having learned about inbound marketing, Marcus put these answers on his company website. Then, his sales reps started using this content with prospects.

In this way, Marcus took control of his own marketing and began to see tremendous results.

Potential customers far and wide found their way to River Pools' website, attracted by Marcus's clarity and candor.

They Ask, You Answer was born.

Now, years later, Marcus preaches the They Ask, You Answer philosophy to companies all over the world, and he has written *They Ask, You Answer* – a bestselling book in its second edition that has been translated into a dozen languages and used by thousands of businesses around the world.

If you obsess over your customers' questions, problems, and concerns, and if you seek to educate and build trust, customers will buy from you.

After all, trust is the common currency of all business.



Marcus Sheridan
Author of bestselling book *They Ask, You Answer*
Partner and owner, IMPACT

Over the years, IMPACT has worked with hundreds of companies to help them own their digital sales and marketing destinies. They do this by teaching companies how to employ the [They Ask, You Answer](#) philosophy to embrace transparency and build trust. They Ask, You Answer is similar to methodologies like EOS or Scaling Up, but specific to your sales and marketing process.

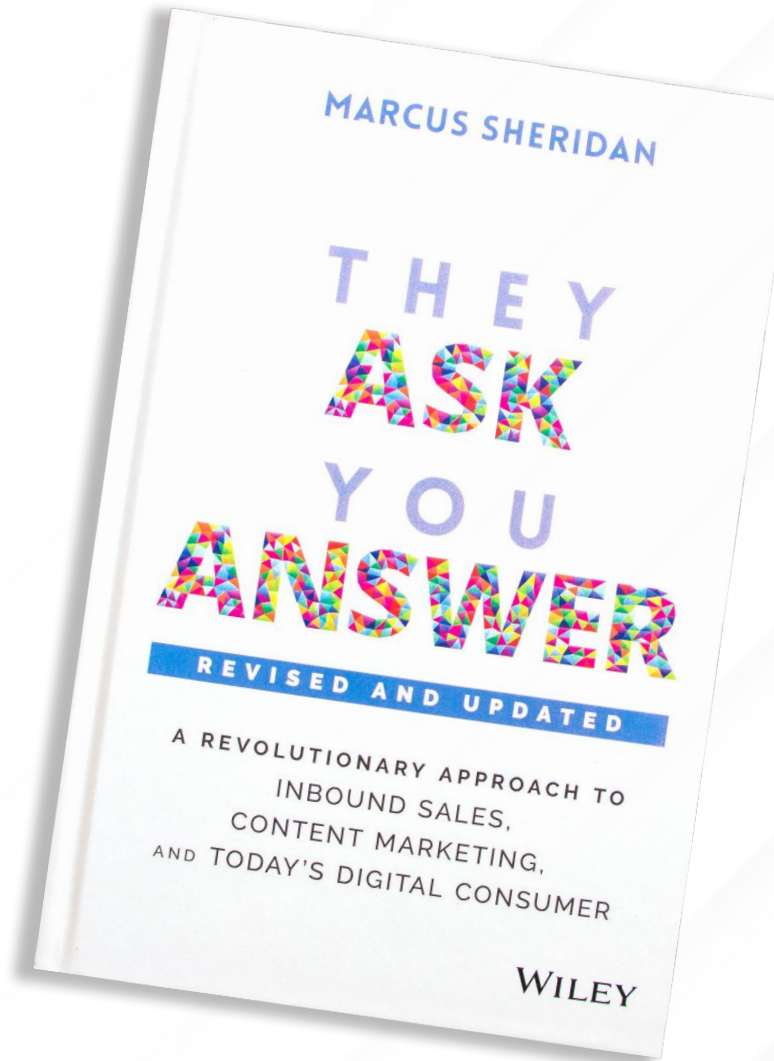
3P Creative Group is currently getting certified by IMPACT as a Certified They Ask, You Answer Coach and is therefore permitted by IMPACT to implement the They Ask, You Answer Mastery program. So rather than doing the work for you, 3P teaches your company how to be successful in digital sales and marketing through coaching, training, accountability, and goal setting.

“[They Ask, You Answer] teaches you core, fundamental, commonly overlooked truths that set the foundation for any marketing campaign you decide to do.”

— Doug Mitchell, Amazon reviewer

To be successful with They Ask, You Answer, our clients must agree that the modern buying process has changed. If you focus your efforts on serving today’s buyer in the right way, your website can outrank and outperform your competitors so you can see significant traffic and sales growth from your digital marketing efforts.

3P’s experts will work with your teams, including sales, marketing, and leadership, so you can successfully implement inbound marketing and They Ask, You Answer to connect with today’s buyer and take ownership of your own success.



Companies that adopt They Ask, You Answer share common beliefs

- The internet has fundamentally changed the way people buy.
- Most of a buying decision has already been made before a prospect speaks with a salesperson.
- We need to be the best educators in our industry.
- Trust is at the foundation of every sale.
- If our customers or prospects have a question, problem, or concern, we should address it honestly and transparently on our website.

- Company growth requires one cohesive and aligned revenue team working together.
- Marketing must speed up the sales process.
- Sales must assist marketing.
- Building internal expertise helps our long-term growth.
- If we're successful, it's because of the work we've put in.

Chapter 2

How 3P helps you achieve your digital sales and marketing goals



It took Marcus years to develop They Ask, You Answer – you'll learn to do it in months.

They Ask, You Answer is a simple, intuitive framework, but it isn't easy. While you can try to self-implement the program by following the book, we don't recommend it. The DIY approach will take longer and include a lot more missteps. Remember, Marcus was an army of one, writing articles back in 2008 when inbound marketing was a new concept.

- Search engines are more sophisticated – and there's more competition: You'll need expert SEO guidance to plan, write, and publish your articles so you don't languish on page seven of Google search results.
- Your team is bigger: You've got sales reps, marketers, and leadership – as well as some team members you haven't even hired yet. 3P will help you hire the right talent, establish alignment across departments, and get everyone rowing in the same direction.
- Your industry is complex: You might operate in a field that's rapidly changing, or that's heavily regulated, or that's crowded with competitors. You don't want to waste time or effort getting this wrong.
- You need expert HubSpot help: Many businesses pay for HubSpot but only use a fraction of its functionality. Our certified trainers help you get more out of the HubSpot platform, from automation to reporting to deal tracking.
- You're too close to your own challenges: It takes an outsider to identify blindspots, cut through politics, and provide accountability. Our coaches will guide your growth, step by step.

We remove the trial and error so you don't have to wait to see results.

3P will teach you to be self-reliant so you can own your digital sales and marketing destiny.

Why? Because that's how companies can truly thrive long term. Do you want to always be in a position where you spend tens, or even hundreds of thousands of dollars a year, dependent on an agency for all of your marketing needs? Or, would you rather not need a marketing agency because you have the necessary skills and resources in-house, and your team is set up for success?

At 3P, we help your business grow its internal expertise.

So, how does 3P help you achieve your goals?

We have expert coaches and trainers who will instruct you and your team, guiding you in each requisite skill until you can fully master it. In addition to working directly with your 3P team, you will be directed to self-educate through [IMPACT+, our online learning community](#).

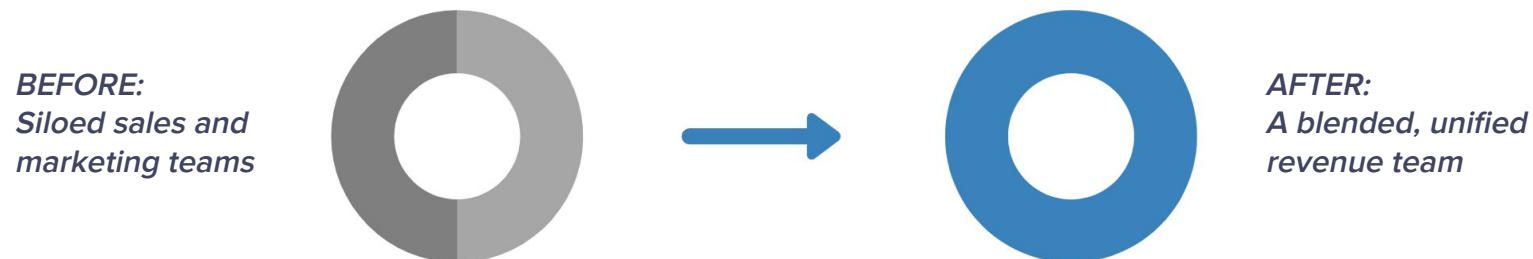
Chances are, you started your business because you wanted to be master of your own destiny. With 3P, you can finally own your digital sales and marketing and achieve a higher level of success over the long term. Our experts are here to guide you every step of the way. We know the results will change your business forever.

Don't just align your sales and marketing teams – *unite* them

Most agencies only work with your marketing team, with no direct contact with your sales team. We have found this approach only adds to marketing and sales misalignment and frustration. We suggest a different strategy: Combine your sales and marketing teams into one revenue team.

Modern buyers make the bulk of their purchase decisions before they speak to salespeople. They're self-educating and getting answers long before they talk to a sales rep – and they're doing this on the internet. If your marketing team is not producing the content these buyers need, they're going to find it elsewhere.

A revenue team brings sales and marketing together, assuring that your content addresses the questions, problems, and concerns your buyers actually have, streamlining the path from awareness to sale.



Produce sales-ready content in the language of your buyers

Siloed marketers often produce fluffy content that boosts traffic but doesn't affect sales. When Marcus was selling pools, he found that content like "The 10 best pool toys for summer" drove traffic to his site, but not from his core customers – people who were serious about buying a pool.

By bringing the sales team into the content production process, you can make content that will speak to your buyers and finally influence sales.

Chapter 3

What to expect in working with 3P: **They Ask, You Answer Mastery**



They Ask, You Answer Mastery

3P offers an all-inclusive program that's suited to your individual needs – and designed to help you take control and ownership of your digital sales and marketing. Our aim is your autonomy. We will coach and train your team to digital sales and marketing mastery and hold your company accountable for its own growth.

Your team will learn to:

- Produce written content that drives revenue
- Produce video content that drives revenue
- Track ROI on all digital sales and marketing efforts
- Manage the growth trajectory of your digital sales and marketing

Your team will have:

- A strategic plan for your digital sales and marketing
- Aligned sales, marketing, and leadership teams
- Sales and marketing functioning as a united *revenue team*
- Month over month traffic and lead growth
- Faster close rates with a more efficient sales team

Getting started with They Ask, You Answer Mastery

1

First, your senior leadership will meet with your 3P coach for:

- An introductory meeting
- A 2-4-hour initial planning session

Your initial planning session will allow for a deep dive into your company's health and goals. Together, we will assess where you're at, where you're hoping to go, and the highest priorities to tackle first. You will have access to your coach through Basecamp and email, and can meet more often if that helps you achieve your goals.

2

After the initial planning session:

Expect regular meetings with your coach and 3P trainers that will ensure alignment and progress. Your coach will prescribe expert training in:

- HubSpot setup and use
- Content strategy
- Video for sales and marketing
- Advanced sales techniques

What meetings and trainings should we expect?

Your 3P team will utilize [the digital sales and marketing scorecard](#) to help set priorities, develop your roadmap, work on goal setting, and build a quarterly plan. Every 90 days, you and your coach will monitor progress and decide your new priorities and next steps.

You can expect these regular meetings:

Leadership coaching sessions

Your leadership coaching sessions will involve detailed strategic work with your 3P coach. You can expect to review progress on quarterly priorities, initiatives, and learning objectives. This will also be a time to address impediments and decisions your company has made.

Subject matter expert training sessions

These highly tactical training sessions will help your internal team develop mastery of core skills related to all aspects of digital sales and marketing. Your SME coaches will review your team's progress and task completion, and assign lessons to ensure further skill development.

Quarterly planning sessions

Your quarterly planning sessions will utilize both scorecard and priority review to help you plan for achieving your upcoming goals. You will also brainstorm priorities as you develop your quarterly plan.

3P trains your marketing team

- Define the role of the content manager at your company
- Develop a long-term content strategy
- Develop a long-term video strategy
- On-page SEO best practices
- Keyword research strategy
- Website copy optimization
- Paid media strategy
- ROI tracking
- Improve the marketing-to-sales handoff

3P trains your sales team

- Documentation, evaluation, and optimization of your sales process
- Unpack and address major sales challenges
- Sales training sessions and roleplays
- Assignment selling training
- Video-in-sales strategy training
- Optimizing your sales process for video platforms like Zoom
- Pipeline management and reporting

3P trains your HubSpot users

- HubSpot portal cleanup and optimization
- Marketing automation strategy
- Lead scoring and lead qualification training
- Database management
- HubSpot reporting strategy

3P coaches your leadership team

- Team alignment and shared goal setting
- Data-driven decision making
- Increased awareness of blindspots and growth opportunities
- Oversight of in-house marketing initiative
- Planning for post-agency revenue growth

3P Creative Group also offers website design and development and paid media implementation services for additional cost.

Your organization's roles and responsibilities with your coach

There are key stakeholders from your company that need to be actively involved in your They Ask, You Answer Mastery journey:

- CEO or leadership team
- Head of sales
- Head of marketing

These individuals will meet regularly with your coach to learn what actionable steps you need to take as a business, and they must act as the leaders who guide their teams.

You and your coach will have shared accountability. Your team is responsible for doing the necessary work that will lead to your success. The program will not succeed if you are unable to deliver on the commitments set each week.

What will bring success?

It's important to know the vital factor of success: commitment and buy-in across your company.

All other elements that would lead to success can all be tied back to your commitment. If you're truly 100% committed to becoming the greatest educator in your space and you're willing to put in the work to achieve incredible digital sales and marketing results, no other barriers will stand in your way.

IMPACT+ is your hub for learning and community

[IMPACT+](#) is your online learning community covering all aspects of digital sales and marketing.

As a Mastery client, you'll have access to dozens of courses, hundreds of keynotes and presentations, discussion boards, and more, all to help you sharpen your skills and master your craft. Your training staff will assign specific materials to your team to study in between meetings.

Had a big win lately? You can expect some high-fives. Got a problem you can't seem to crack? Post it to the community board and see the advice come flooding in.

Each month, your team can also attend mastermind groups hosted by an IMPACT expert. You can gather with other professionals in the same role as you to discuss strategies, troubleshoot problems, and swap solutions to everything you'll face in doing They Ask, You Answer.

Use mastermind groups to connect with other:

- Executives
- Content managers
- HubSpot users
- Sales professionals
- Video content creators
- Students & young professionals



Your Mastery Scorecards

You can't see where you're going until you know where you are.

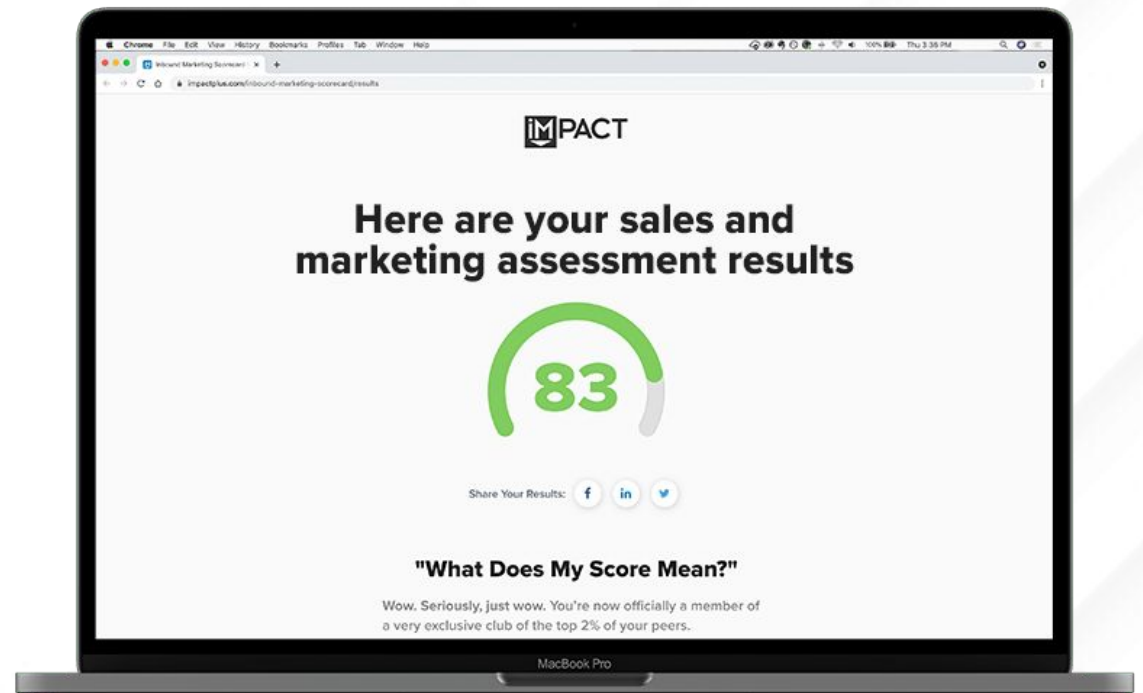
Your IMPACT team will utilize the [digital scorecards](#) to help set priorities, develop your roadmap, work on goal setting, and build a quarterly plan.

Every 90 days, you and your coach will monitor progress and decide your new priorities and next steps.

Inside IMPACT+ you'll be able to access other tools to measure your progress and keep you on track.

We'll use scorecards to track your improvement in:

- Written content
- Video content
- HubSpot mastery
- Sales
- Website performance
- Leadership and communication



Chapter 4

Program details and costs



Investing in They Ask, You Answer Mastery

Most clients spend between \$3,500 (24 months) and \$8,500 (12 months) per month with 3P to master They Ask, You Answer. Additionally, there is a one-time set-up fee of \$5,000.

At the end of 12, 18, or 24 months, companies graduate from our program and earn their They Ask, You Answer business certification. At this point, each client has built the skills and team in-house to no longer rely on an agency to generate marketing results.

You'll see stunning sales growth from your efforts, and you'll establish your business as one of the most trusted voices in your space.

What could make the price go up?

- Many companies, especially companies doing more than \$10M in revenue, want to go faster and need more training sessions per week to accomplish this, which will cost more.
- Additional website needs, which could include more advanced designs, self-service tools, and optimization work, require a larger investment.
- Optional in-person visits by our coaches and trainers to run workshops come with additional costs.
- Some companies opt for additional customized sales training sessions not included in the program.

Resource library

Have more questions about implementing They Ask, You Answer at your business?
Use the resource links below to dive deeper into any topic.

Getting started

- [What are the steps of IMPACT's sales process?](#)
- [Getting started: What happens after I sign up for They Ask, You Answer Mastery?](#)
- [Is HubSpot a requirement for They Ask, You Answer Mastery clients?](#)

Building your team

- [Can we get started with They Ask, You Answer Mastery if we don't have the right people yet?](#)
- [Building a team for They Ask, You Answer success](#)
- [How long does it take to hire and onboard a content manager?](#)

Long-term success

- [In a thriving They Ask, You Answer company, what role should the CEO play?](#)
- [How much time can I expect to invest in They Ask, You Answer Mastery each week?](#)
- [5 traits that the most successful They Ask, You Answer companies share](#)

Chapter 5

Success stories to inspire you



The following companies have achieved tremendous results by embracing They Ask, You Answer, taking in-house ownership of their digital sales and marketing, and aligning their team around shared growth goals.

IMPACT is proud to share their success.

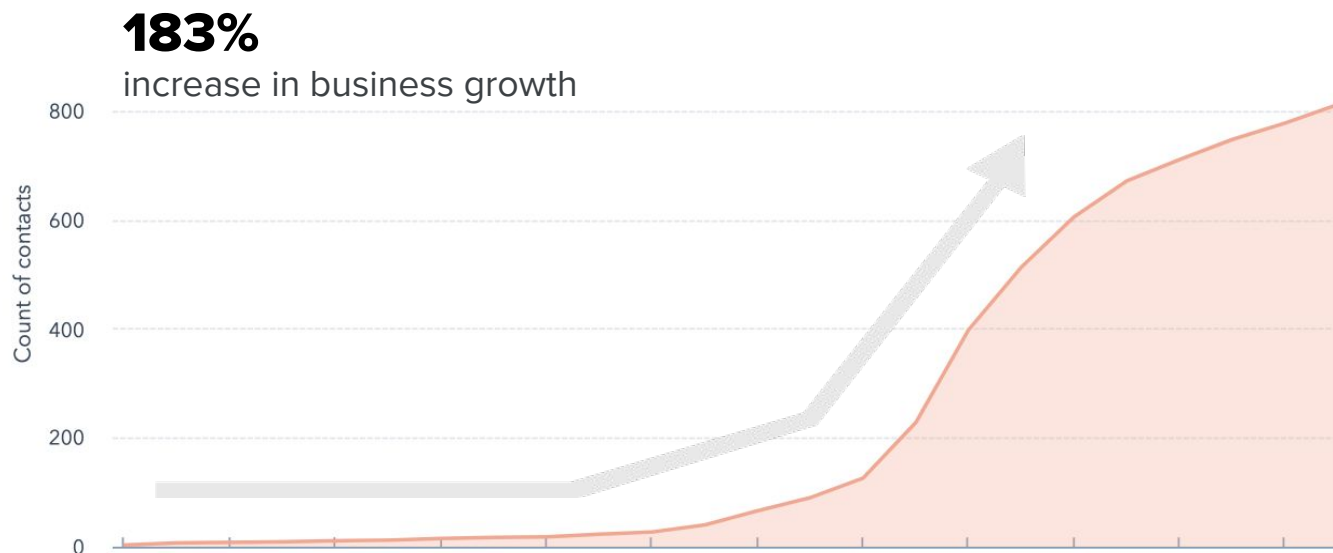


Family-Owned Insurance Company Triples Revenue From Search

The folks at Berry Insurance faced a challenge. They knew that insurance was something that everyone needed but no one knew much about.

Would inbound marketing really work for a small independent insurance company? After trying to implement They Ask, You Answer on their own, Berry hired IMPACT's coaches and trainers to help bring the framework to life. When client success managers started focusing on buyer education, they started seeing faster sales — and happier customers.

Kaitlyn Pintarich, President, shared: “In 2020 we wrote about \$66K worth of business as a result of our website efforts. In 2021 we’re already at \$185K.”



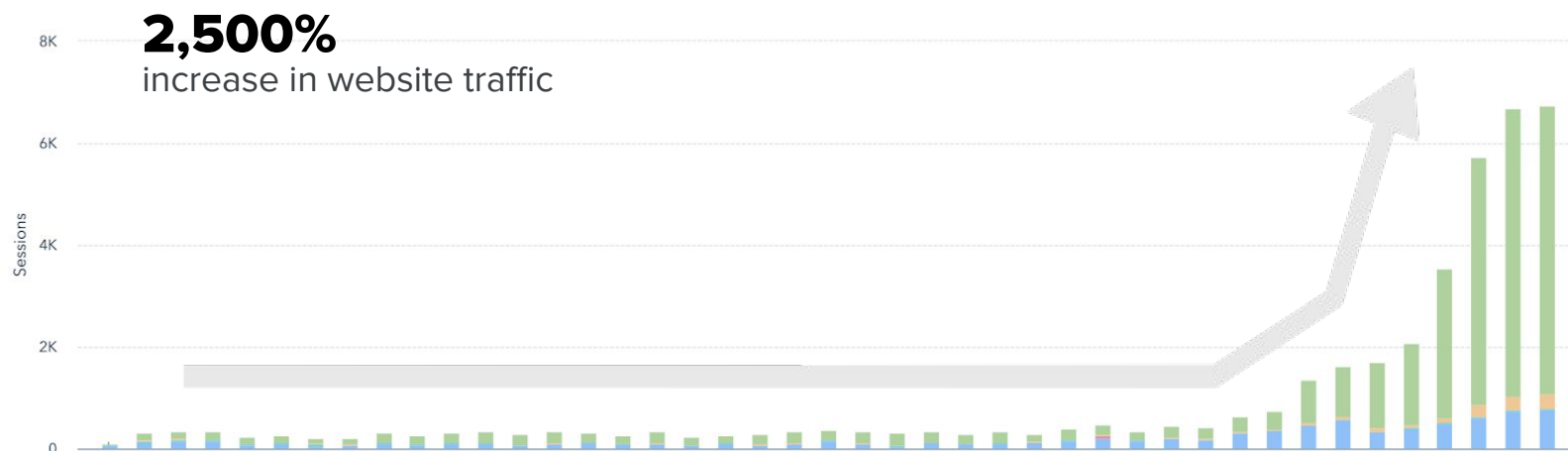


Bill Ragan Roofing Company Doubled Revenue After Hiring a Content Manager

Bill Ragan Roofing Company is as much of a small family business as it gets: just a handful of employees and no marketing team to speak of. But once they committed to They Ask, You Answer — on a scale that made sense for their budget — the results were something a company of any size would be proud of.

Traffic exploded, and they had more leads than they knew what to do with. Once Bill began integrating content into his sales process, he was able to see the full impact of They Ask, You Answer. Bill has found it is much easier and faster to sign deals now that his leads are more qualified. The content isn't only educating their customers, it's also saving Bill time.

A year after hiring a content manager, they hit 5,700 sessions. As of January 2021, they've hit a new record of over 8,000 monthly sessions.





A regional technology provider became an industry leader with in-house inbound marketing

It wouldn't make sense for B2B office technology providers to continue using outdated marketing methods themselves, right? Well, unfortunately, like many industries, managed IT service providers and copier leasing companies are still behind the times when it comes to current marketing trends.

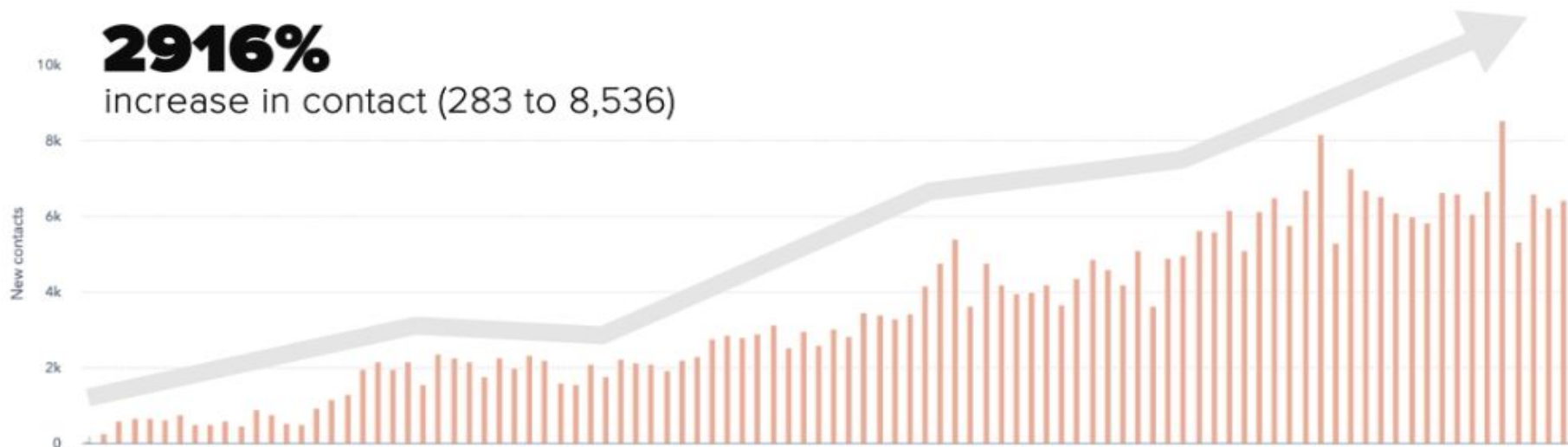
But by bringing inbound in-house, **AIS's organic website traffic grew 11x, from 494 visits per month to 5,560, and new leads increased by 350% in just 18 months.**



Small retail appliance store dominates online and makes millions

If you were asked which company you thought was the biggest online thought leader in the kitchen appliance space, you'd probably assume that it was one of the major manufacturers you've been seeing in kitchens for years — names like General Electric, Whirlpool, Kenmore, and Frigidaire. However, you might be surprised to learn that not only is the go-to consumer information source in the appliance industry not one of the leading manufacturers, it's not a manufacturer at all.

Yale Appliance has increased its **lead generation to over 100,000 leads a year**. Now, instead of having just one store, they have two, with a third going up soon. And their **revenues are now up to \$117 million** with better margins.

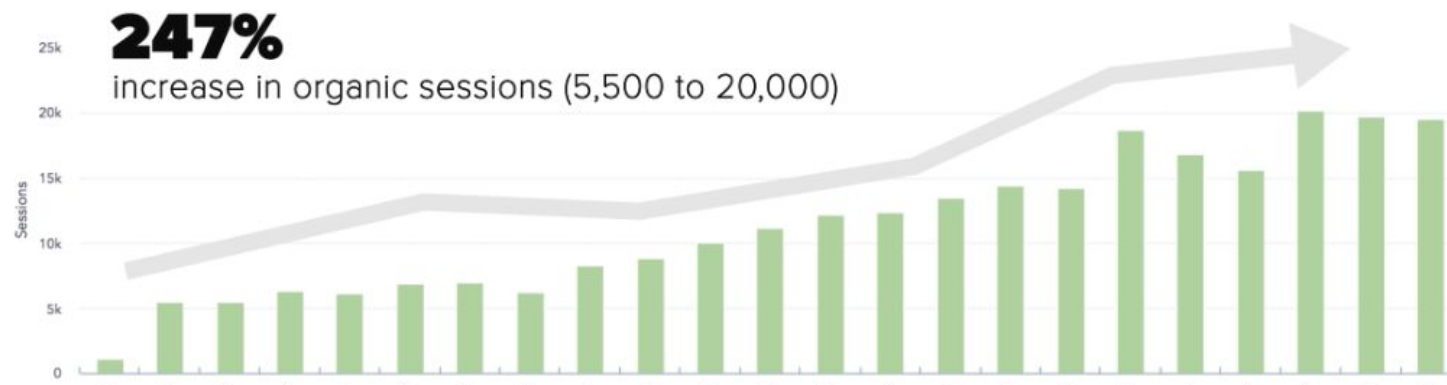




How a lifting and rigging company became the ultimate example of inbound success and culture

Mazzella Companies reached out to IMPACT in May 2017 with one goal in mind — in their words, “to be the best teachers in the world when it comes to all things lifting and rigging.” This came on the heels of Mazzella CEO Tony Mazzella hearing IMPACT partner Marcus Sheridan speak at a conference about IMPACT’s core philosophy of They Ask, You Answer. Not the kind of guy to “dabble” in anything, Tony took immediate steps to build his new marketing team and invest his time and commitment into content marketing. When Mazzella first began publishing content, their website was getting around 5,500 visits per month, converting an average of 50 leads, and was ranking for 2,683 keywords with 174 of those keywords ranking on the first page.

They now report **more than 20,000 visits per month**, generate **more than 240 leads**, and **rank for 7,659 keywords** — with **1,245 found on the first page** of search engines.

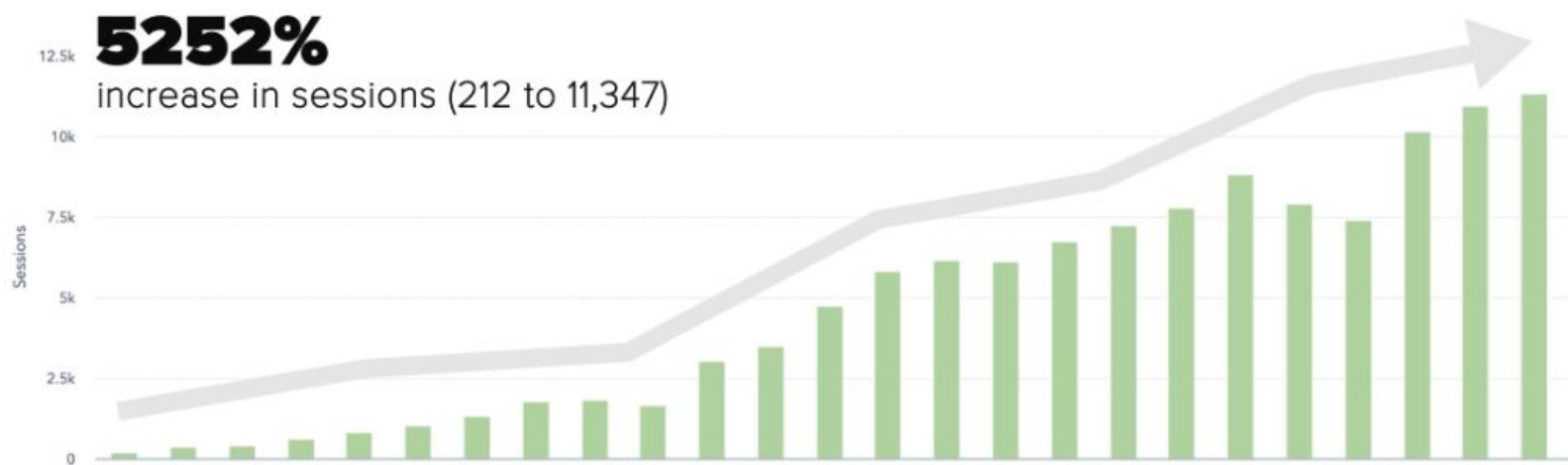




How a commercial roofing company went from online obscurity to owning an industry

West Roofing Systems, a commercial roofing contractor based in Cleveland, Ohio, celebrated its 40th anniversary recently — and, like many local contractor businesses, word-of-mouth referrals had been the primary driver generating new business during that time. They wanted to do something different. The West Roofing Systems team decided they wanted to set themselves apart from the rest of their competitors by revamping their website so it was dedicated to educating clients on all things commercial roofing.

From their first video shot in 2014 through the end of 2017, their **content had drawn a total of 2,500 views**. By the end of 2018, they had **grown to 23,000 views, an increase of more than 820%**. Their organic lead generation has led to **job bids valued at over \$14 million**.

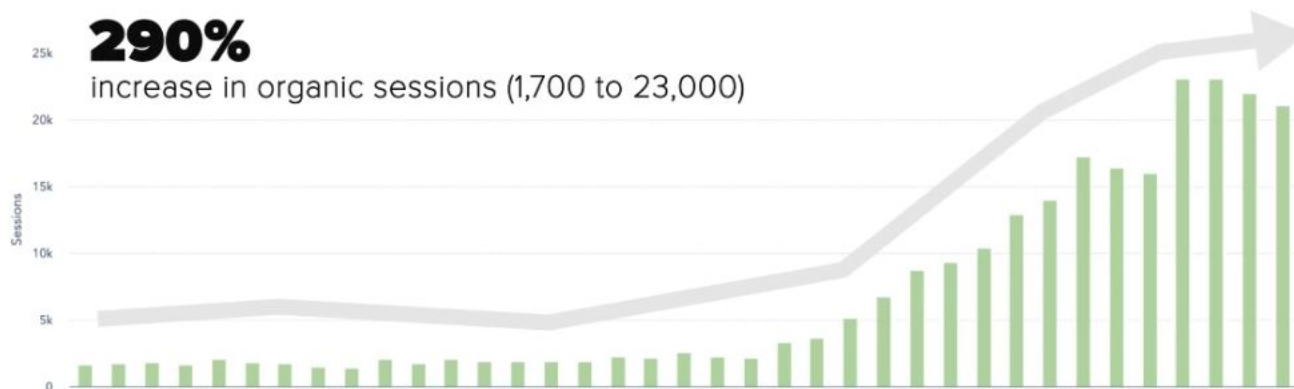




How a commercial real estate company cornered the Austin market with inbound marketing

If you've ever bought a home, you know how stressful the process can be — even when everything goes smoothly. Now, take the complexity of that scenario and quadruple it — and you can begin to imagine what it's like to do the same for a commercial property for your own small business. You would want a great source of information that spells out everything you need to know in layman's terms, and not industry jargon. That single source of truth should answer all of the questions you have about buying, leasing, and renting commercial property in a way that's simple and easy to understand. And that is exactly what Aquila Commercial set out to do when they truly embraced a culture of inbound.

Since hiring IMPACT for a workshop and ongoing consultation, Aquila has shouldered their way to the forefront of the commercial real estate industry in Austin, Texas. Their **website has seen nearly 400,000 sessions**, they've **made over 4,000 contacts**, and **closed 111 customers**.

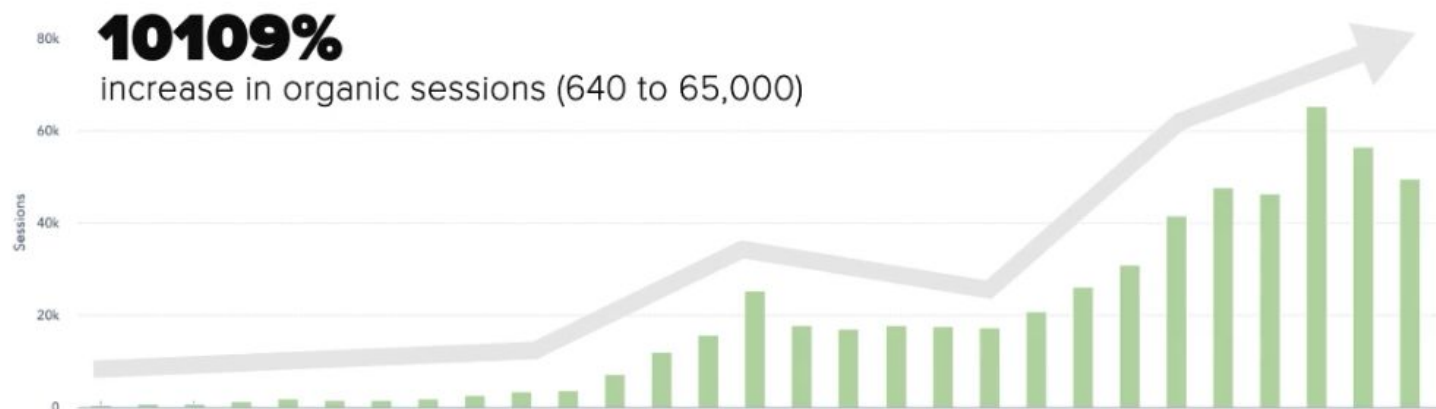




Home insulation company increased leads by 2,942% and doubled business with a new approach

If you live anywhere in the northern part of the United States, you're no stranger to freezing temperatures during the winter months. You spend that time wishing for nothing but the safe comfort of your own toasty home. But what about when that cold starts creeping into the house? This is one of the problems that Retrofoam of Michigan, a statewide spray foam insulation contractor, solves for local residents.

But how exactly did Retrofoam get started on the road to being the go-to resource for home insulation questions? It began with taking a hard look at whether or not their website was a strong enough resource. Before working with IMPACT, their organic site traffic was around 7,000 sessions for the year. After the first year, they saw their traffic jump to over 50,000 sessions. After the second year, their traffic climbed to over 300,000 sessions. Marketing Director Ryan Litwiller said, **"After you see that much success, you think, 'Man, it must level off.' But, believe it or not, the year after that, we saw a 500% increase in organic search."**

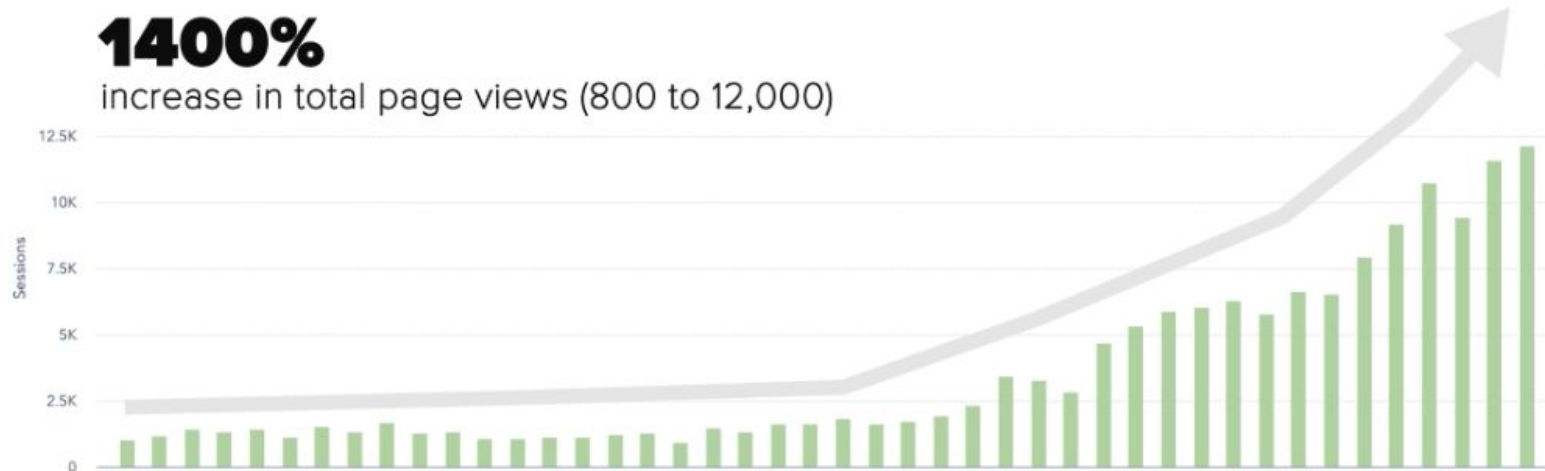




Office furniture and technology company rises to top of its industry with in-house content and video

Jim Mills, CEO, and Keith Skiffington, COO of Office Interiors, attended a local business seminar when they heard IMPACT partner Marcus Sheridan speak about They Ask, You Answer. Although the Office Interiors team had bought into the principles of They Ask, You Answer and purchased HubSpot to track their progress and started blogging, they weren't seeing the results they had hoped for. Then they partnered with IMPACT in 2018.

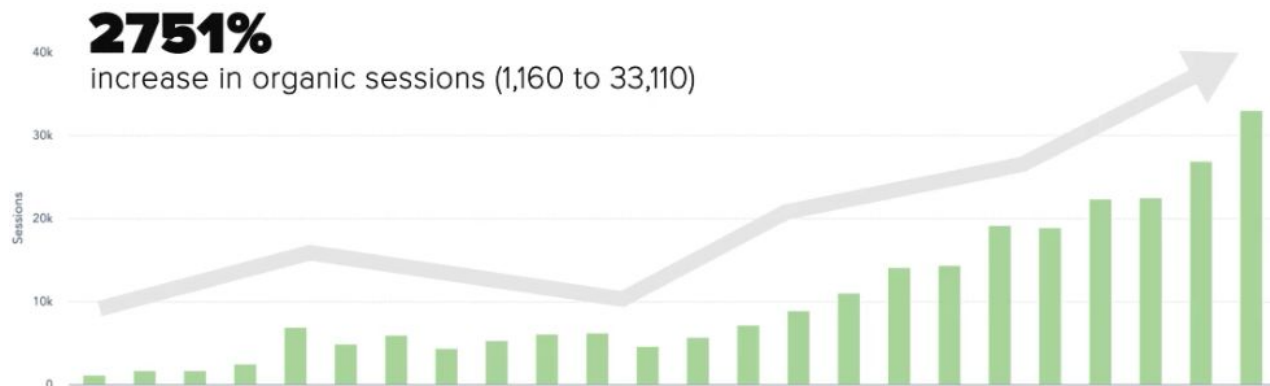
Since then, their website has **brought in 14,000 visits and 150 marketing qualified leads per month, and generated over \$1 million in a year.**



Regional furniture chain attributes \$3 million in revenue in a single quarter to content marketing

In the not-so-distant past, if you were shopping for new furniture to decorate your home and wanted to know about your best options, you most likely took a trip to your local furniture dealer and spoke directly with a sales representative, face-to-face, on the showroom floor. As we know, however, the way buyers make purchasing decisions has fundamentally changed with the rise of the internet. So, companies that want to be competitive today need to create digital sales and marketing content online that answers the most pressing questions of their buyers — and the home furniture industry is no exception. Of course, this leaves room for enterprising, forward-thinking companies to dominate the industry in this new digital era. One such company is Tipperary Sales — better known as La-Z-Boy Southeast. Lee Hopkins, VP of marketing, says “We’re now getting over 1,000 leads per month [from our website]. Fifty percent of our revenue is now coming from online leads.”

In just two years, **La-Z-Boy Southeast grew their organic traffic by 2,751% and saw online leads increase by 1,200%.**





How a CEO prioritized content marketing, became the voice of an industry, and increased leads by 1,300%

Doing content marketing the right way isn't easy. In fact, it's a lot of work. Specifically, the most time-consuming aspect of content marketing is publishing between two and three revenue-generating blog articles per week. For most companies, a big decision needs to be made: Who is going to write all of the content that will increase traffic, leads, and sales? With InTek Freight and Logistics, CEO Rick LaGore didn't hesitate to take the responsibility on himself. Why? "Because I know the content much better than anyone I could hire," he explained. "Also, InTek is my brand and investment, and I want to have full control over it as we come out of the gate. We only have one shot at a first impression, so I want it to be strong." Organic traffic to InTek's website, driven primarily by blog articles, went from 1,633 visitors per month to nearly 15,000 per month, a 794% increase. The increase in website-generated leads is even more impressive.

"We used to get 5-8 contacts per month," shared Rick LaGore, CEO. **"We're now getting 125 new contacts every month. We have about 3,500 contacts that are actively engaged with us on a monthly basis. We went from an unidentified sales pipeline to \$5 million at this point."**

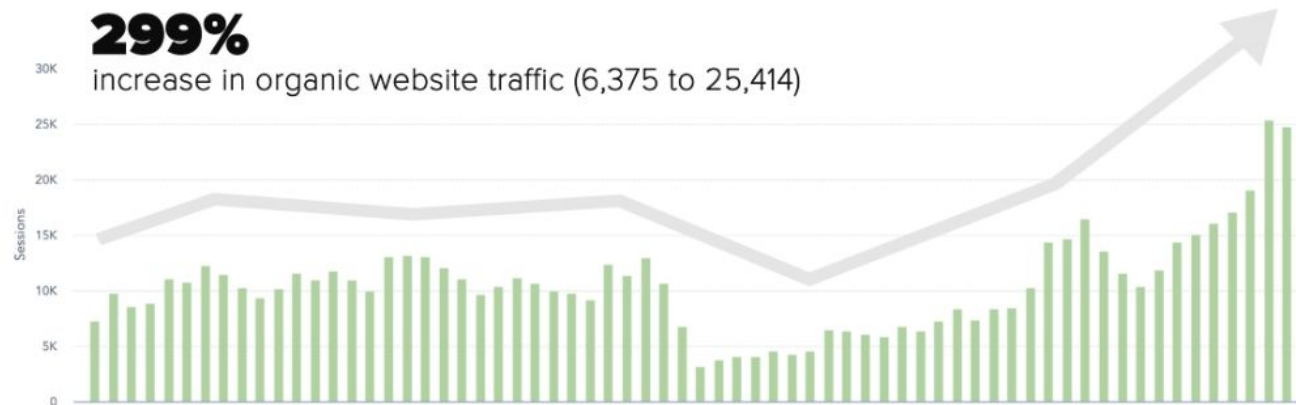




How a construction company built a digital marketing strategy that generated \$5 million in revenue

If you've ever driven through farm country in the Midwest, you've undoubtedly seen scores of pole barns. Pole barns, also known as post-frame buildings, have been a staple in the agricultural industry for decades, and a slew of construction companies specialize in erecting these types of buildings. FBI Buildings is a local, family-owned business in Remington, Indiana, that has been at the forefront of midwest pole barn construction since it was founded in 1958. As competition in the post-frame industry began to build, FBI Buildings knew they had to do something different to remain competitive and keep lead generation up. Within just six months of blogging, improving their website, creating premium content, and using HubSpot's CMS and CRM efficiently, FBI Buildings started seeing results. One single article about pole barn financing generated \$20,000 in revenue.

Over the course of two years, they saw even more success. Traffic increased 145% and leads increased 94%. From a revenue standpoint, they've seen a \$5 million turnaround in profit.



Chapter 6

Testimonials



Testimonials

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If you're looking to write a check and let an agency handle everything for you, [IMPACT] is not it. BUT — if you're looking to have experts get to know your business inside and out, understand your goals, and push you to leverage your own expertise and position in your industry to drive results, they're it!

Stephanie Hurd, Innovative Incorporated



[Our content manager] is successful because of IMPACT. She literally created the job here, and is light years ahead because of the support and coaching that she's gotten from you.

Kelly Sparks, VMG Studios



I started working one on one with an IMPACT content trainer and she has sustained the same level of enthusiasm and care since day one. Throughout my content training, she has been deliberate in ensuring I fully understand every lesson and every step of what we're working on together. **She has played a huge role in my growth, keeping it fun and interesting along the way.**

Corin Cook, Berry Insurance

”

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We started working with my coach at IMPACT a few months ago, and from the very first call with him, have seen huge growth and change in our organization. He asks the hard questions and forces you to not only examine your business operations, but also yourself and your leadership style.

If you EVER have the opportunity to work with him, you better run at it with full steam.

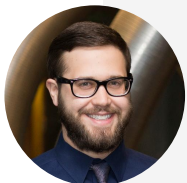
He truly is an amazing consultant and someone whom I look up to and highly respect as a thought-leader.

Kaitlyn Pinterich, Berry Insurance



The team at IMPACT has been the driving force for W.S. Tyler to begin our content journey. **They have been nothing short of awesome in pushing us to be the best we can.** We are now publishing content on a multiple times per week basis and the quality just keeps getting better and better! Thanks just isn't enough!!

Daniel Rosbottom, W.S. Tyler



IMPACT's Video Training has helped push our company into new territories that we did not think were even possible in our industry. IMPACT provided insight, planning, and the structure we were looking for when launching video for our business. If your business is in need of something new, I feel that IMPACT's video training program is what you need.

Kyle Wertz, W.S. Tyler

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Working with my content trainer has been phenomenal. **The knowledge that she has passed onto our team allows us to produce content that significantly increases traffic to our website.** She truly goes above and beyond to provide a catered experience, and there is no doubt that she wants nothing more than to see us succeed.

Ronnie Brown, W.S. Tyler



If you need help sorting through content marketing best practices, SEO performance data, and are in search of a clear Inbound strategy for your business — look no further than IMPACT. **After a six month engagement with IMPACT, we nearly quadrupled our organic search keywords** and have a clear strategy to follow for inbound. IMPACT really knows their stuff!

McKinley Rich, Positive Parenting Solutions



I have thoroughly enjoyed working with the IMPACT team on this project. As a new vice president of sales for our company, this service has been integral to me in setting up tools and workflows to help with our sales efforts and efficiencies.

In particular, our HubSpot trainer was a delight to work with and always went above and beyond to ensure we understood the features and processes we were implementing. She was very attentive and responsive to our needs and an excellent coach. **I highly recommend IMPACT's services to any company looking to innovate and add tools to improve efficiencies without the headache of having to navigate on your own.**

Anthony Voorhies, Calroy Health Sciences

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We've been working with IMPACT for about eight months and they've helped us unlock potential we didn't even realize our company had. Our content marketing trainer helped catapult our reach within the digital space by increasing our organic search traffic and establishing our business as thought leaders.

IMPACT's expertise and consulting style have truly helped us grow and easily digest and implement new ways to market our company. We couldn't have found a better group to help guide us through the vast world of content marketing.

Chelsea Fullmer Sassara, VMG Studios



The IMPACT team has helped us to own the best marketing practices to ensure our success. A++ rating. Our content trainer helped me gain immensely useful actionable knowledge.

Nathan Dube, Industrial Packaging



As a HubSpot advisor since 2007 and an international bestselling author of 11 books, including *Fanocracy* and *The New Rules of Marketing and PR*, I have my pick of agencies to help me grow my business. I choose IMPACT because they are the best.

Super creative, amazingly responsive, focused on the details, and fun too. When I go into my HubSpot analytics, **I can literally see the success IMPACT drives for me in the engagement numbers and business growth metrics.** Thank you Team IMPACT for all that you do!

David Meerman Scott

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IMPACT came to our office and gave a presentation about inbound and how we can make a cultural shift. It was AMAZING! **We learned so much and they really helped our team gain a foundation in inbound marketing and sales.**

Our IMPACT coach was super engaging and kept the whole team captivated the entire session. Not only did we learn a lot, but we had fun doing it! After the presentation, our coach sat down with some of the leaders in our organization. During this time we were able to come up with a plan to implement some of the tools in the workshop.

This was extremely helpful for us. **We were able to come out of the workshop with a renewed excitement for inbound and a specific actionable plan, tailored just for us, to achieve our goals.**

Emma Sepke, Protexure Insurance Agency Inc.

Our content trainer has been everything, from those extra pair of (sharp) eyes that kept us on track with our writing goals to the leader that ensured our content was always aligned with our true marketing goals.



Under her pioneering mentorship, I learned the art of turning simple write-ups into a powerful marketing tool. She has helped us see this not only in theory but through practical results, where we've made some stunning improvements by applying best practices.

With the IMPACT sessions nudging me into the strategic mode, my passion for content keeps growing! Thanks, IMPACT, for your constructive feedback — I find them really helpful, especially in **enabling my transition from a content writer to a content marketer.**

Sumitra Dhan, To Increase

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