



Meet Kendall Guinn VP of Marketing at AQUILA Commercial

Based in Austin, Texas, Kendall Guinn of AQUILA Commercial (a commercial real estate company) and her team saw the potential of inbound and content marketing, and knew it would work for them. But they needed a partner to guide them, educate them, and hold them accountable to make sure they remained committed to putting in the work and creating content.

That's when they called IMPACT. Their content coaching engagement with us began with signing an accountability pledge.

"I remember thinking this would be so difficult to do the trainings, produce new content and keep working to get our team bought in – all on top of our normal workload. But we took that pledge seriously. Here we are, a year later, producing content at warp speed and winning new business because of it."

Since signing that pledge, we've helped them create 70 blog posts (featuring 17 employee contributions outside of marketing) and 65 videos. They also doubled their website traffic and increased the number of top three keywords from 15 to 143.

Best of all, they're growing their business.

Through Their Hard Work, They Produced:

75

marketing qualified leads

29

scheduled sales consultations

\$150,000

In annual, recurring revenue from one contract

“This past year we’ve radically changed the culture of content within our organization and IMPACT has been instrumental in this!”

And we love working with you, Kendall!