



## **Meet Krista Kotrla** **CMO of Block Imaging**

Morale across the organization was plummeting, as Krista and her team realized they were not hitting their sales goals. She knew what she wanted to do to change direction -- leverage the immense amount of expertise under Block Imaging's roof to pursue growth with content marketing.

(They were already running a blog with one person overseeing it, but the results were lackluster.)

Of course, that's easier said than done. Krista knew in order to be successful with content marketing, her team had to be all in. They would also need to be empowered with the knowledge and tools to educate potential buyers and increase sales. Most of all, her marketing and sales teams would need to work closely together to accomplish their goals.

That's when she reached out to Marcus Sheridan at IMPACT to facilitate a two-day inbound buy-in and culture of content workshop. Day one was dedicated to helping the Block Imaging team catch the vision and achieve global buy-in with content. The second day was all hands-on with activities that helped everyone get involved with brainstorming blog titles, developing their own personal brands, and getting comfortable on video.

The response to the workshop from the entire company overwhelmingly positive, but the momentum continued.

**The result of the organization's newfound alignment and collaboration through inbound has:**

**60**

People are now creating content,  
instead of one

**\$9 million**

generated in revenue

**“My goal was to inspire a content marketing culture and launch a new mindset in every person on the team. I didn't expect the results to be this big!”**

And we love working with you, Krista!