

News

For Immediate Release

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Building Brands | Enhancing Reputations

Impact Communications, Inc. Selected as a Top Public Relations Firm in Kansas City

Award-Winning Marketing and PR Firm Chosen by Expertise.com as a Top Service Professional

KANSAS CITY [July 19, 2022] – [Impact Communications, Inc.](https://www.impactcommunications.com), a full-service marketing and PR firm that works exclusively with independent financial advisors and allied institutions such as custodians, independent broker/dealers, consulting companies and fintech firms, today announced that they have been named as one of the 6 Best PR Firms in Kansas City by [Expertise.com](https://www.expertise.com).

Expertise.com finds and reviews service professionals in over [200 industries](#) across the U.S. They research over 60,000 business monthly to help customers find the best-qualified professional for their needs and maintain an evolving research process to keep up with industry changes.

The 6 best PR firms are chosen based on their performance across 25 variables in 5 categories: availability, qualifications, reputation, experience, professionalism. Expertise.com validates licenses, analyzes review data, their variety of services offered and amount of experience, and then utilizes “mystery shoppers” to contact the company as potential customers and assess knowledgeability, friendliness, and professionalism. Impact Communications received a reputation score of “A” based on their 5/5 average review score and number of reviews with a high consistency rating across.

“I love that Expertise.com had a ‘mystery shopper’ contact Impact Communications as a potential client to assess our knowledgeability, friendliness and professionalism,” said Marie Swift,

founder and CEO, Impact Communications. “I’m still not sure who that mystery shopper was but I am delighted to hear that they had a good experience – although I am not surprised because we have a great team of dedicated, discerning and driven people on the job every day working to help our clients realize their goals. It’s music to my ears to hear that our reputation precedes us. You can’t put a price tag on a good reputation – it’s invaluable.”

ABOUT IMPACT COMMUNICATIONS, INC.

Founded in 1993 by Marie Swift, who prior to Impact Communications was Director of Corporate Communications for a nationally-known wealth management firm and regional office for one of the largest independent broker/dealers in the country, Impact Communications works with a select group of fintech companies, financial institutions such as custodians and independent broker/dealers, RIA networks and membership organizations, OSJs, allied consulting entities, wealth management firms and independent advisors. Private coaching, on-camera training, branding and customized websites, content creation, and personalized media strategies enable Impact clients to reach their overarching goals. Impact Communications profiles interesting people in the financial services industry on the blog, *Best Practices in the Financial Services Industry*, and in the “Swift Chat” audio/video interview series, which is co-hosted by Impact CEO Marie Swift and Impact Vice President Jonny Swift. For more information about Impact Communications, please visit www.ImpactCommunications.org.

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