

# GOALPOST PROGRAMS



Does any of the following sound familiar? Your messaging is unclear, your website is outdated, your social media activity is hit or miss, and your marketing lacks strategy and the manpower to execute effectively. Basically, who you are as a company is misrepresented in your marketing.

At Goalpost Group, we know how easy it is to let your marketing plan fall to the wayside. But just because YOU don't have the time and energy to take care of all of your marketing needs doesn't mean it can't get done.

All of our engagements start by utilizing the elements of story to position your customer as the hero, addressing their problem, coming alongside them, and being the guide that shows them the way to overcoming their problem to achieve success.



Through our partnership with Donald Miller, we coach our clients through the Business Made Simple program and help guide our clients through the StoryBrand framework.



As certified Storybrand Guides, all of our engagements begin by utilizing the elements of story. We clarify your messaging so that your customer becomes the hero, their problems are directly addressed, and you get to be the guide who shows them how to overcome their challenges and achieve success.

**In the following pages you will find the details for each of our core programs: Kickstarter, Drive, and AYC (Arm Your Champion).** Each program includes strategic planning, professional deliverables, and teaching elements to help your sales and marketing become more profitable and sustainable.

# PROGRAM OVERVIEW: Feature Comparison Table

*We have taken the guesswork out of marketing.  
Here is what what you are going to need:*

DELIVERABLE	KICKSTARTER	DRIVE	AYC
Brandscript	*		
Branding	*		
Web Development	*		
Photo and Video	*		
Sales Funnel	*		
Content Summit	*		
Social Media Plan	*		
Content Development		*	
Site Management		*	
E-Marketing		*	
Social Media Management		*	
Sales Team Workshop Series			*
Virtual Sales Toolbox			*

We have built our programs to be progressive, beginning with Kickstarter and building up to the AYC program. However, depending on your marketing needs, you can also do the programs separately. Please refer to your custom proposal to see what program(s) we recommend for your business!



# KICKSTARTER:

# Clarify your Messaging & Develop your Marketing Platform

*The 7 elements of your marketing program:*

## 1. BRANDSCRIPT

- Develop a clear message that resonates with your customers
- **Deliverables: Brandscript**

## 2. BRANDING

- Updated logos, fonts, colors, treatments, icons, and graphics
- Elevate the look and feel of your website
- Develop beautiful print materials
- **Deliverables: Branding guide, iconography, print/trade show materials**

## 3. WEBSITE DEVELOPMENT

- Give your website the look and feel you need to project the trust and credibility your clients are looking for
- **Deliverables: Wireframe, Mock Up, 5 Website Pages, SEO and Web Security Update**

## 4. PHOTO AND VIDEO

- A custom photo library
- Video production and editing
- **Deliverables: Onsite photo and video shoot, photo library, 4 branded videos, custom intro and outro for future videos**

## 5. SALES FUNNEL

- Value-generating transitional call-to-action download
- Email campaign developed with effective sales automation
- Lead-generating download that will help kick off your sales funnel
- **Deliverables: Lead generating PDF, 4 blogs, and an automated email campaign**

## 6. CONTENT SUMMIT

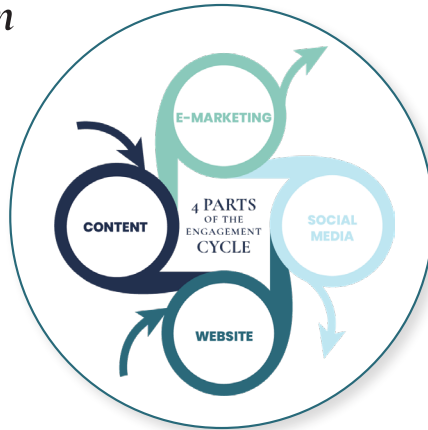
- Inbound marketing and social media training for your whole team
- **Deliverables: Content summit training and 1-year content calendar**

## 7. SOCIAL MEDIA PLAN

- Driven by a strategic content calendar
- Easy for your team to execute or partner with Goalpost for the Drive Phase
- **Deliverables: Refresh for up to 3 social channels, executable social strategy**

# DRIVE: Build Relationships by Providing Consistent Value

*Drive Engagement to Win*



## 1. CONTENT DEVELOPMENT

- Position your team as industry leaders by becoming a teaching organization
- Engage stakeholders with maximum effect and build value both inside and outside the organization
- Grow your SEO (search engine optimization) footprint by answering the questions your clients are asking
- **Deliverables: Structured content development program, video editing, transcripts, blog writing**

## 2. CONTINUED WEB DEVELOPMENT

- Your website should continue making an impact long after its launch
- **Deliverables: SEO development program, quarterly security updates, website management, optional website hosting**

## 3. E-MARKETING

- Customized campaigns to specific market segments
- Develop targeted lists of potential customers for the sales team
- **Deliverables: Custom campaign development, email automation development and management from CRM of choice (i.e., Mailchimp, Hubspot, Salesforce)**

## 4. SOCIAL MEDIA MANAGEMENT

- Utilize content program to anchor and sustain your social media presence
- Develop your audience and keep your brand and message in front of them on a consistent basis
- **Deliverables: Management of your choice of up to 3 channels including - Youtube, Facebook, LinkedIn, Instagram, and Twitter**

# AYC (ARM YOUR CHAMPION) PROGRAM: B2B Sales Requires Arming Your Champion



One of the most important and least recognised parts of a B2B sales process is the moment when the prospect who your company has been working with takes your sales collateral and brings it to the group of stakeholders within their company. Deals are won and lost based on how well the prospect “sells” your product or service to the decision-makers. It depends on them being your champion.

If you want a prospect to be your champion you must equip them with the information and marketing materials to deliver your authentic sales message. We will help you identify your champion and arm them to win over other stakeholders in their organization. If we Arm Your Champion properly, they can remain objective while they share your intended message the most effective way.

## SALES TEAM WORKSHOP SERIES

- Sales target identification
- Client engagement process, mapped to the sales process
- Develop a BrandScript specific to your champion
- Identify all stakeholders and their specific needs
- Value proposition positioning
- Assessment of top performers
- **Deliverables: AYC Brandscript, Accusations Audit, Buyers Personas, defined Prospect List for purchase option**

## DIGITAL SALES TOOLBOX

- Video shoot or editing of current footage to address stakeholders
- Digital campaign development
- FAQ to address key stakeholder questions
- Whitepaper providing clarity of process or proof of concept
- Stakeholder specific landing pages
- Automated email campaign for Stakeholder groups
- **Deliverables: 2 landing pages, 4 videos, 2 PDF/whitepapers, 2 versions of email campaign**