



GOALPOST



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517.331.5561



goalpostgroup.com

MARKETING AGENCY

STATEMENT OF QUALIFICATIONS



Marketing That Drives Sales



GOALPOST Understands B2B

PROBLEM

Most marketing agencies don't understand B2B sales. Because of this, the marketing materials they create don't deliver the desired results: higher sales, larger conversion rates, and an increase in satisfied, repeat customers.

SOLUTION

Goalpost connects the dots between three factors that other agencies can't:

- *The understanding that B2B sales require the ability to communicate value to multiple levels of stakeholders. In Storybrand terminology, your customer must be the hero, you must be the guide, AND you need to help your customer be a guide to make their customer the hero.*
- *A team of marketing experts who work as an extension of your marketing department. These experts help you handle the development of everything from the website and campaigns to your customer engagement cycle.*
- *Significant industry-specific B2B sales and proven marketing experience.*

RESULT: *Marketing that drives sales*





A Simple Plan



BUILD YOUR MESSAGE

Focus on your customer's problem and clearly communicate how you can solve it.



BUILD YOUR PLATFORM

Develop the web and social platforms that will allow you to communicate your message with your audience.



BUILD YOUR SALES

Deliver value that positions your company as the expert in your field, while building customer relationships that drive sales.

WHAT WE DO

Our team works to execute a profitable and sustainable marketing strategy that won't stress your team (or cost you a fortune).

GOALPOST IS HERE TO HELP WITH A

Clear Message, a Simple Plan and the Team to Get It Done



Graphic Artist	Content Strategist	SEO Specialist	Web Designer	Branding Director	Sales Operation (CRM)	Sr. Level Sales Executive	Sr. Level Marketing Executive	Talent Strategist	Digital Marketer	Sales Trainer	Videographer/Photographer	Copywriter
\$42,000	\$72,000	\$42,000	\$75,000	\$150,000	\$100,000	\$200,000	\$230,000	\$175,000	\$84,000	\$125,000	\$65,000	\$70,000



Guiding Companies to Marketing Success since 2015

FULL-STACK MARKETING AGENCY

Goalpost starts every engagement with a simple question:
what will give our client the greatest return on investment?

This simple question has led us to develop both a comprehensive set of marketing programs as well as a talented team of professionals ready to execute the majority of marketing functions.



AI
INTEGRATION



AD CREATION
& MANAGEMENT



WEB
DESIGN



BRANDING
& IDENTITY



MARKETING
MATERIALS



SALES
SUPPORT



VIDEOGRAPHY
& PHOTOGRAPHY



CONTENT
CREATION



"Goalpost Group was amazing to work with! They did a great job helping us create a story for our company. They helped us hone in on our messaging, created a beautiful website with new branding, and helped us engage with our customers in a much better way than ever before. I strongly recommend Goalpost. They are super talented in what they do and your business will be better for it!"

Tyler Merchant

*Director of Business Development
Mobile Images*

1

REFERENCE:

Shareef Madhavi

*Author, Speaker and
CEO of Laser Eye Center Silicon Valley*



WORK DESCRIPTION:

Bausch + Lomb worked with the Goalpost team in partnership with Shareef Madhavi, author of *Beyond Bedside Manner*, to adapt his book for the creation of a physician education program called *Love Your Patients*. Goalpost shot and directed the LYP video series, developed the accompanying workbook, and wrote the client engagement email marketing campaign.

Laser Eye Center of Silicone Valley, the large surgical practice that Shareef leads, went through a complete website overhaul to make the site look cleaner, modern, significantly more accessible, and interactive for patients. We were also able to cut ad spend by 50% while increasing leads and conversions.

“

The capabilities of the Goalpost team allowed our practice to cut ad spend while increasing leads and conversions. Goalpost is my secret weapon!

”



2

REFERENCE:

Drew Gaudet

CEO of Premier Radiology Services



WORK DESCRIPTION:

Premier Radiology Services

Goalpost started working with Premier in 2017, and in 2023 the company sold for 5x what their entire revenue was when we started. Our contribution to this included rebranding, website development, sales funnel creation, custom photo gallery, video shoot, drone work, graphic design, copywriting, trade show design, print materials, and sales campaigns. Goalpost's Dave McAndrews even served as Premier's Chief of staff from 2019-2023.

“
Goalpost helped us navigate Premier from seven figures in revenue to an eight figure valuation and sale. It is amazing what having the right people helping you can do!
”

3

REFERENCE:

Andy McCartney

CEO of Bowden Manufacturing



WORK DESCRIPTION:

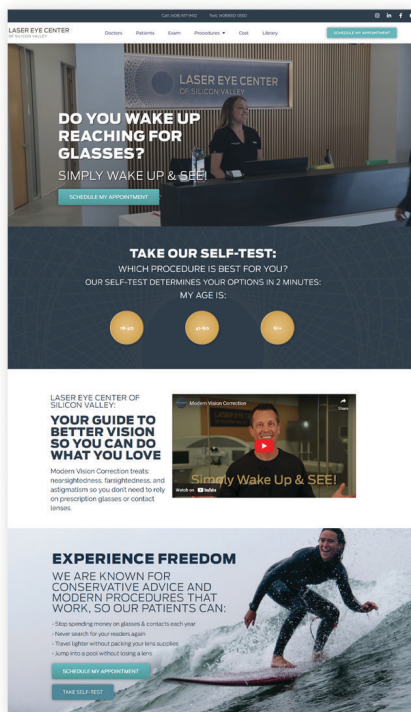
Bowden Manufacturing

The Goalpost Group helped Bowden develop and launch not just websites and marketing campaigns but entirely new business entities. We have helped to build, maintain, market, and message for four entities under the Bowden umbrella. For Bowden, we have developed everything from e-commerce to consumer packaging and retail display while maintaining four separate social channels.

“
Goalpost Group took our new website launch from zero to sixty in record time! They brought it to life way faster and better than we could have imagined.
”



HEALTHCARE



LASER EYE CENTER OF SILICON VALLEY

DO YOU WAKE UP REACHING FOR GLASSES?
SIMPLY WAKE UP & SEE!

TAKE OUR SELF-TEST:
WHICH PROCEDURE IS BEST FOR YOU?
OUR SELF-TEST DETERMINES YOUR OPTIONS IN 2 MINUTES.
MY AGE IS:

18-30 31-40 41-50 51+

YOUR GUIDE TO BETTER VISION SO YOU CAN DO WHAT YOU LOVE

Modern Vision Correction. Simply Wake Up & SEE!

EXPERIENCE FREEDOM

WE ARE KNOWN FOR CONSERVATIVE ADVICE AND MODERN PROCEDURES THAT WORK, SO OUR PATIENTS CAN:

- Stop spending money on glasses & contacts each year
- Never search for your nearest again
- Travel lighter without packing your lens supplies
- Jump into a pool without losing a lens

SCHEDULE MY APPOINTMENT

TAKE SELF-TEST



LASER EYE CENTER OF SILICON VALLEY

TAKE A TOUR OF LASER EYE CENTER OF SILICON VALLEY
LET US WALK YOU THROUGH OUR CENTER WITH A GUIDED TOUR

Click here to take an interactive 360° VR tour of our Laser Eye Center. Don't forget to click on the window above description.

Lasik Eye Center Silicon Valley

Take a 3D tour

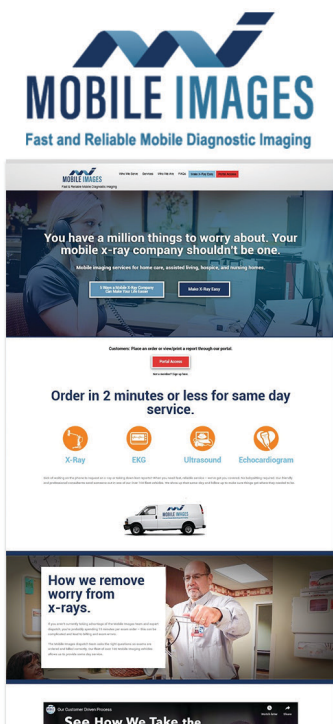
WANT TO SAVE OVER \$5000 EVERY 10 YEARS?

Our number 1 choice after LASIK? Refractive Lens Exchange. LASIK only corrects nearsightedness, farsightedness, and astigmatism. LASIK doesn't correct presbyopia. LASIK doesn't correct the aging of your eyes. LASIK doesn't correct the aging of your eyes. LASIK doesn't correct the aging of your eyes.

100+ NFL PLAYERS CHOSE US

100,000+ PATIENTS

25+ YEARS OF SERVICE



MOBILE IMAGES
Fast and Reliable Mobile Diagnostic Imaging

You have a million things to worry about. Your mobile x-ray company shouldn't be one.

Mobile imaging services for home care, assisted living, hospitals, and long-term care.

Order in 2 minutes or less for same day service.

X-Ray EKG Ultrasound Echocardiogram

How we remove worry from x-rays.

See How We Take the



MOBILE IMAGES
Fast and Reliable Mobile Diagnostic Imaging

MOBILEXRAY.COM

FASTER SERVICE QUICKER TRANSITIONS BETTER CARE

5 Ways a Mobile X-ray Company CAN MAKE YOUR LIFE EASIER

1. **FAST SERVICE**

2. **QUICKER TRANSITIONS**

3. **BETTER CARE**

4. **REDUCED COSTS**

5. **INCREASED PATIENT SATISFACTION**

MOBILE X-RAY VAN



MOBILE IMAGES

Serving nursing homes, assisted living, hospice, and home care.

X-RAY
ULTRASOUND
ECHOCARDIOGRAM
EKG

See us in six states:
ALABAMA • ARIZONA • SOUTH CAROLINA • CALIFORNIA
TENNESSEE • VIRGINIA • YOUR STATE NEXT!

mobilexray.com



YOU HAVE A MILLION THINGS TO WORRY ABOUT. YOUR MOBILE X-RAY COMPANY SHOULDN'T BE ONE.

YOUR SOLUTION FOR MOBILE IMAGING

MOBILE IMAGES

HERE

MOBILE X-RAY VAN

FASTER SERVICE

QUICKER TRANSITIONS

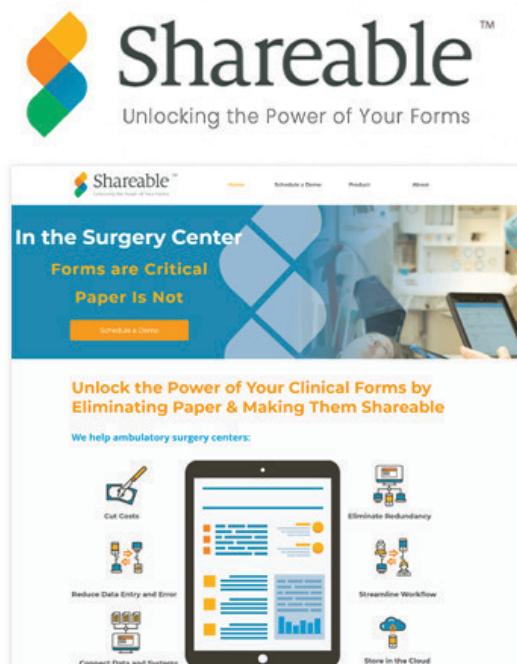
BETTER CARE

REDUCED COSTS

INCREASED PATIENT SATISFACTION

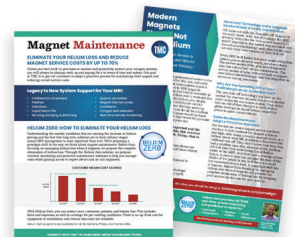
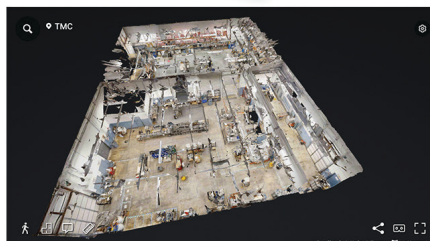
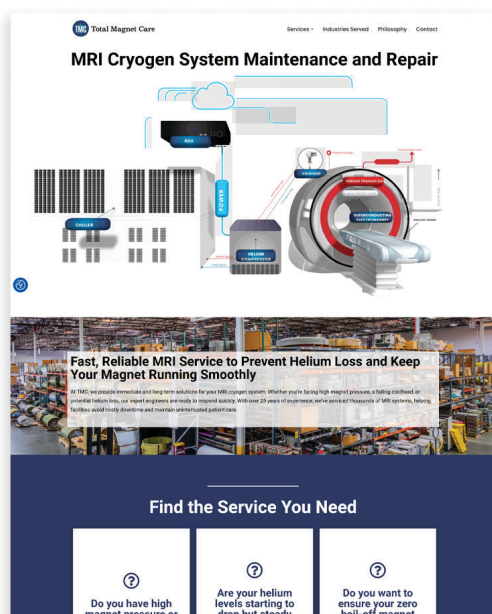


HEALTHCARE



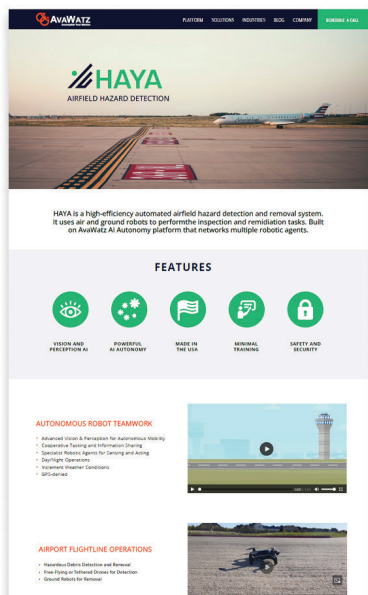
Total Magnet Care

Your Trusted Partner When it Matters Most





TECHNOLOGY





TECHNOLOGY

Keep Your People & Business Safe
With a Mobile Solar Security Camera Trailer from IT Installs

Cost Effective, Safe & Smart Security System
Every business owner needs to keep their people and property safe, especially in unattended locations like construction sites. However, on-site security guard companies can be costly and limited to seeing what is in front of them. You need to be able to secure your property with a smart security system that doesn't break the bank.

Keep Your People and Property Safe

- Save Money
- Prevent Damage and Theft
- Keep People Safe

A Mobile Solar Security Camera uses 5G to send alarm monitoring alerts of potential threats 24/7 while providing visual and audio deterrence to any potential perpetrators.



Case Studies: Mobile Solar Security Camera Trailer

Every business owner knows the importance of safety, but traditional security measures like live guards can be costly and limited. With innovative solutions, you don't need to rely on expensive, static options. By the time of your story - let IT Installs help you achieve a secure future.

First Name *

Last Name *

Email *

Phone *

☐ I agree to terms & conditions and privacy policy. By providing my phone number, I agree to receive text messages from the business.

[Privacy Policy / Terms of Service](#)

Video Management Software Overview

ProAutomated

Do You Have the Controls Engineers Needed to Complete Your Project on Time?

Field Service Engineer Capacity for Engineering Services Teams

How to Vet a Contractor

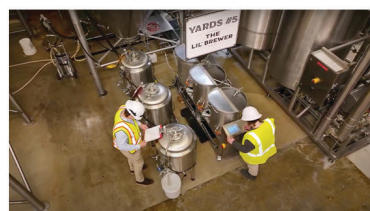
[Download Now](#)

You Can't Keep a Project on Track Without the Quantity & Quality of Engineers You Need

Getting the Help You Need Is As Easy As 1-2-3

- SCHEDULE A CALL**
On our first call, we'll discuss your needs, align on your goals, and get you on the schedule for a free consultation with your project team.
- RESERVE YOUR ENGINEERS**
Next, we match you with the best field service engineers for your project and the best specialty engineers to ensure the other side of your project is a wide variety of skill sets and experience.
- GET MORE PROJECTS**
Then, we make you the most profitable high-value design and construction projects while we work with you to ensure the other side of your project is a wide variety of skill sets and experience.

[Schedule a Call](#)



How to Vet a Contractor A FREE RUBRIC

EMPLOYMENT STATUS: THE HEART OF CONSTRUCTION

When choosing a field service engineering provider, a critical factor is the employment status of the professionals working on your project.

Do they employ full-time engineers or rely on subcontractors?

The distinction is important as it reflects the integrity and commitment of the work. There's often a lot of construction work that's done by subcontractors, but it's not always clear in the hiring process. Being transparent about the employment status of your project team is a great field service engineering partner who's a committed member of your organization.

People who hold permanent positions in a company are more invested in solving projects from a construction perspective and are more likely to be working on projects from a construction perspective. When you're hiring a field service engineering partner, you want to ensure that your project team is a committed member of your organization.

As an organization that values integrity and transparency, we're proud to say: "We take the time to get it done right."

ASK: "How do you ensure you're hiring the right people for the job?"

SCORE: 1-5

1-2 = 1
3-4 = 2
5 = 3



SERVICE

MAINFRAME PHOTOGRAPHICS



INDUSTRY EXPERTS
With more than 30 years experience in film and digital photography, our team creates timeless photographs that stand the test of time.



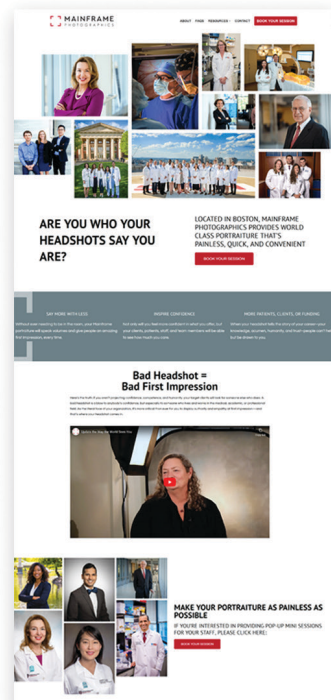
VERSATILE PORTFOLIO
From on location shoots to studio shoots to team photography, our photographers can help you realize your imaging goals.



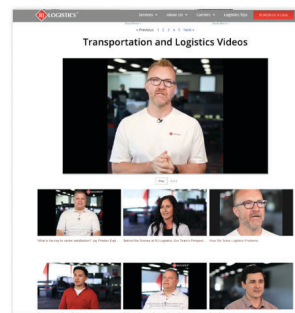
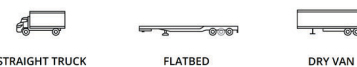
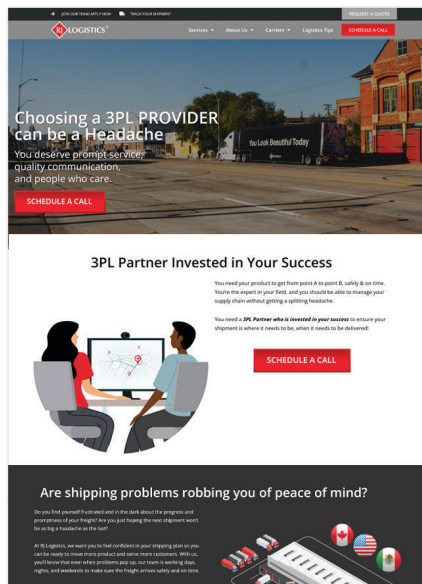
NO EXPERIENCE? NO PROBLEM
New to the camera? No problem! Our seasoned photographers will guide you with step-by-step instructions to capture authentic, genuine shots.



PUT YOUR BEST FACE FORWARD!


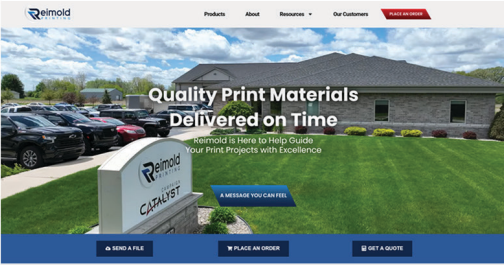


RJ LOGISTICS[®] CONSIDER IT COVERED!





PRINTERS

Set Your Business Apart

It's normal to feel overwhelmed by the sheer volume of print options. That's why it's good to know you can rely on a local company from Saginaw, MI, that's been serving the needs of businesses like yours for over 50 years. At Reimold Printing, we guide you through your many print options (business cards printing, booklet printing, offset printing). We're here to help you choose the right materials and processes to make your business printing projects amazing.

[PLACE AN ORDER](#)

STOP THE STRESS



You need a lot of responsibilities at work and your marketing professional's job is to help you get it done. We bring you creative, capable, and diverse business print products on time and we suggest.

GET THE GUIDANCE

Reimold Printing's professional print knowledge is brought to you by a team of experts. We bring you creative, capable, and diverse business print products on time and we suggest.

BE THE PRINT HERO

By partnering with a printing expert, you can use the best print products for your needs and Reimold Printing's team, helping you exceed your goals as a business, marketing, and sales.


A MESSAGE YOU CAN FEEL:
4 Ways to Stand Out in a Digital-First World

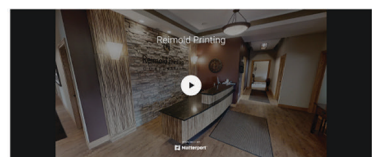


In an increasingly digital world, there's one question every business owner, entrepreneur, and business professional should ask themselves: "Is my print ready?"

The short answer is, not by a long shot.

In 2024, the power of print endures as an incredible tool to make businesses stand out from the crowd. It's not just a way to capture the imagination of your target audience, it's a way to stand out.

Enter Reimold Printing, your partner in bringing the magic of print to life. From marketing collateral to local business and professional dynamic signage, and everything in between, we have the print assets that can propel your business forward. And why a successful, reliable print partner can make all the difference.

Tour Our Saginaw MI Print Shop
Click here to take an immersive 360 tour.

Print, Package, Store, and Ship Your Books & Kits

Printed materials impact business in a more tactile, lasting way than anything on a screen can. For this reason, you need high-quality books and kits. The problem is, you don't have time to manage printing, inventory and logistics, instead, you need to focus on content creation and generating demand.

Who We Serve

At JPS, our mission is to provide you with the highest quality books and kits at a price that is competitive and fair. With over four decades of experience providing products and services to dozens of educational customers, we have a print production and logistics professional who will make it happen for you.

EDUCATION AND CURRICULUM **CORPORATE TRAINING**


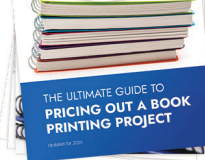



HIGH-QUALITY BOOKS AND KITS

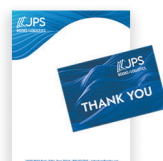
Delivered On Time & Fast!

For Educational Publishers and Corporate Training Departments

[JPSGRAPHICS.COM](#)

THE ULTIMATE GUIDE TO PRICING OUT A BOOK PRINTING PROJECT



JPS Delivers High Quality

For more than 45 years, JPS has delivered for hundreds of businesses across the country. JPS produces over 1 million pages of content every year. Our team is committed to being your partner in your content creation needs from conception to completion.

As a family-run business, JPS understands the importance of consistency, integrity, and relationship building. Since we first opened our doors in 1978, our clients have appreciated our personal touch, lasting approach, and steadfast dependability.




PRINT, PACKAGE, STORE, AND SHIP YOUR BOOKS & KITS

CASE STUDIES



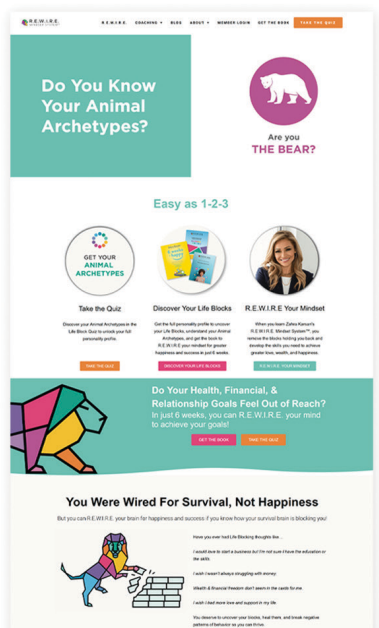




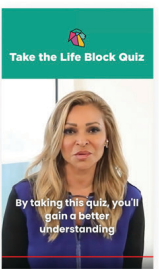
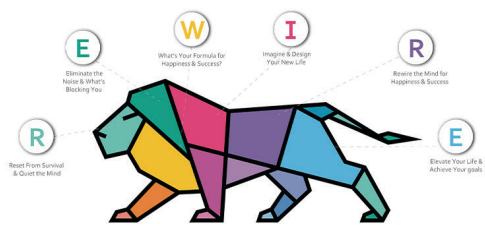
CONSULTANTS

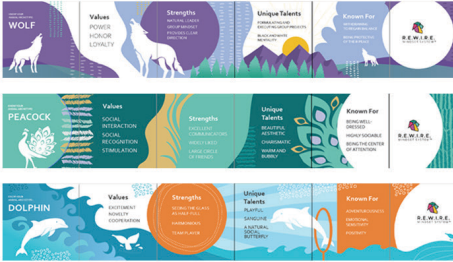














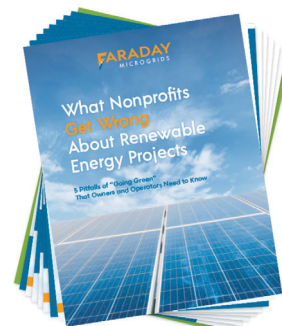
Faraday Microgrids

LOCATION: LOS ANGELES, CA



MARKETING ACTIVITIES:

- Complete Website Development
- Rebrand
- Storybrand Framework
- Video Shoot Including Drone
- Matterport
- Engagement Cycle
- Hosting and Security



THE PROBLEM

California Company ChargeBliss wanted to pivot its brand away from its original concept of charging stations for electrical vehicles to the development of industrial-sized microgrids, starting with a focus on healthcare.

HIGHLIGHTS

Goalpost partnered with the Faraday team to showcase complex industrial-sized projects in an accessible way. Goalpost worked to bring the StoryBrand message to life through the use of UX hotspots, Matterport 3D tours, video production, and editing. During this project, Goalpost was able to work with the PR teams of two of the country's medical institutions.

SAMPLE THE WORK HERE:

Valley Children's
Hospital Microgrid
Project

Kaiser Permanente
Hospital Microgrid
Project



Laser Eye Center of Silicon Valley

LOCATION: SAN JOSE, CA

**DO YOU WAKE UP
REACHING FOR
GLASSES?**

SIMPLY WAKE UP & SEE

[SCHEDULE MY APPOINTMENT](#)

MARKETING ACTIVITIES:

- Management of Google PPC and Social Ads
- Storybrand Framework Web Dev
- Video Shoot Including Drone
- Matterport 3D Video Tour
- Engagement Cycle
- Hosting and Security



THE PROBLEM

A large California ophthalmic surgical practice was spending too much on ads and having difficulty accomplishing its marketing goals in a timely manner.

HIGHLIGHTS

Goalpost's first order of business was to review ad spending and put a plan into place to significantly reduce the spend without decreasing the leads and conversions. Goalpost was able to reduce ad spend by 50% while increasing conversions through ad management, overhauling the website, sales funnel, procedure pages, and scheduling process.

SAMPLE THE WORK HERE:

Laser Eye Center of
Silicone Valley

Matterport 3D Tour

EVO ICL Procedure



Bowden Manufacturing

LOCATION: CLEVELAND, OH

TRANSPARENT PRICING

Are your CNC machining suppliers providing you with complete pricing transparency? IF NOT, WHY NOT?

Pricing Transparency

MARKETING ACTIVITIES:

- Development of 4 Brands
- Retail Display and Packaging
- Six Month 30 Email Lead Nurturing Drip
- Three Complete E-commerce Store Builds
- Four Social Media Brands on 4 platforms
- Zero to 15,000 Web Visitors Per Month in Six Months

THE PROBLEM

This 70-year-old manufacturing company in the Rust Belt never really had to focus on marketing due to long-standing defense contracts. When they needed to diversify, they needed to start their marketing effort from scratch.

HIGHLIGHTS

Goalpost started by helping them conceptualize and launch a completely new consumer-facing brand, including the development of the website, retail displays, and packaging. Diving further into the development of the company we developed MFGNXTGEN (Manufacturing Next Generation), a college cooperative intern program that has become very popular in NorthEast Ohio.



THE NEXT BEST THING
TO YOUR OWN
IN-HOUSE
SHOP

GET A
QUOTE

<https://bowdenmfg.com/get-a-quote/>

SAMPLE THE WORK HERE:

Bowden Tactical

Patriot Display

MFGNXTGEN



REWIRE Mindset System

LOCATION: MIAMI, FL



Do Your Health, Financial, & Relationship Goals Feel Out of Reach?

In just 6 weeks, you can R.E.W.I.R.E. your mind to achieve your goals!

GET THE BOOK

TAKE THE QUIZ

MARKETING ACTIVITIES:

- Rebrand Complete Website Development
- Co-Development of Animal Archetypes
- 50 Question Typeform Quiz with 10 Results
- Email Automation
- Social Media Calendar
- Google PPC and Social Media Ads



THE PROBLEM

Zahra Karsan, author of the book 6 Weeks to Happy, was struggling with book sales.

HIGHLIGHTS

When Zahra partnered with Goalpost, they helped her develop a quiz which would give the quiz taker insights about their "Animal Archetype". This action shifted the focus of the offering from the direct call to action (Buy the Book) to a much stickier transitional call to action (Take the Quiz), allowing the quiz taker to receive more initial value and immerse them into the words and ideas of the book. This, in turn, made them much more likely to purchase the book. The team also focused on developing the offerings around the book in order to significantly increase the average spend per customer.

SAMPLE THE WORK HERE:

Rewire Mindset System

The Life Block Quiz

REWIRE Instagram



GOALPOST
Marketing That Drives Sales

A Team That Listens





Business Builder

DAVID MCANDREWS, M.S.
Goalpost Group CEO

Dave has a unique background as an educator, sales leader, coach, and business builder, along with formal training in organizational leadership. His understanding of organizational culture and sales dynamics allows him to support executives and companies with a level of understanding and nuance not found in your standard marketing agency. Specializing in strategic marketing, sales strategy, negotiation, branding, and business development, Dave leads the Goalpost team to accomplish our clients' objectives.



“
At Goalpost,
we believe in
“Marketing That
Drives Sales,”
so we approach
the creation of
our marketing
programs with a
sales perspective
in mind.
”



Project Management



BECKY STURGES

Project Manager

An intrinsically motivated project manager with 12+ years experience in a variety of professional fields. As a champion of teamwork and an engaged listener, she will effectively and efficiently navigate your team to and through the finish line. Ready to collaborate!



COLLEEN ADKINS

Project Manager

An enthusiastic, extremely organized Project manager. She knows how to take a vision and drive the needed action steps in order to achieve the desired outcome.





Graphic Design



CAIT SCHNEIDER

Lead Graphic Designer

With over a decade of experience and a fantastic eye for design, Cait can quickly turn any idea into a professional marketing piece.



DEJANEY IBARGUEN

Video Editor and Graphic Designer

Dejaney's art school background has given her a fantastic eye for video editing, graphic design, and illustration, taking the Goalpost video and social media departments to the next level.

CopyWriting & Content Management



COURTNEY TRUNK

Content Manager

Courtney brings a demonstrated history of more than 20 years of excellence in the nonprofit sector where she creates awareness of important social issues by blending her skills in organization, content management, economy, and attention to detail.



DANA BEASLEY

Content Manager

Dana is a creative and detail-oriented professional with a passion for crafting engaging and effective content. With years of experience in the field, she has honed her skills in writing, editing, and publishing content across a variety of mediums, including web, social media, and print.



Web Development & Marketing Technology



RENEE RATLIFF

Marketing Technology Director

Strategic business partner specializing in business technology, strategy, marketing and communications. Her portfolio of marketing and communication programs reflect a commitment to an integrated approach, where strategy and technology drives purpose to ensure brand consistency and differentiation.



AMY JAMBECK

Marketing Tech and Content Manager

Amy is a detailed Content Manager, with an emphasis on client communication. She has years of customer service and major event planning under her belt. She is committed to streamlining marketing content with all the facets of your business.



JORDAN WOODS

Ad Manager and Video Production

An aspiring filmmaker with a finance degree, Jordan uses his skills in copywriting, video editing, screenwriting, and ad management to drive client projects forward.



Top Talent When It Counts



DERRICK KRING

Goalpost Partner Since 2016

A talented videographer, drone pilot, and tech guru who has been a fixture on Goalpost's video shoots since the company's early days.



ERIC GOLDMAN

Goalpost Partner Since 2017

Website hosting and support expert. Aids in all things World Wide Web through the use of best practice design, modular development, viral marketing, and social mediums.



SARAH PREISSER

Goalpost Partner Since 2018

Specialties: Talent Strategy, Employee Experience, Design Thinking, Workforce Strategy, Employer Branding, Employee Value Proposition, Organizational Design, Employee Engagement, Leadership Development, HR Infrastructure and Technology, Strategic Planning & Facilitation



CHRIS SCHNEE

Goalpost Partner Since 2018

Tested executive commercial leader within start-ups through Fortune 500 companies, both public and private. Successful growth throughout the business life-cycle with extensive domestic and international depth. Healthcare, artificial intelligence, medical device, medical imaging, SaaS, and semiconductor experience. Emphasis on novel, disruptive, emerging, and high-performance solutions grown to standard-of-care adoption.



GOALPOST

Marketing That Drives Sales

Thank you for considering
Goalpost Group for your
marketing needs!



GOALPOST GROUP

333 ALBERT AVE. STE 608
EAST LANSING, MI. 48823

✉ MCANDREWS@GOALPOSTGROUP.COM

☎ (517) 336-3919

🌐 GOALPOSTGROUP.COM