



GOALPOST



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EXPLANATION OF

GOALPOST PROGRAMS



Marketing That Drives Sales



As a certified Storybrand Agency, 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.

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Your messaging is unclear, your website is outdated, your social media activity is hit or miss, and your marketing lacks strategy and the manpower to execute effectively.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.

In the following pages you will find the details for each of our core programs:

1. Kickstarter

Drive 2.

3. B2B Sales

Each program includes strategic planning, professional deliverables, and teaching elements to help your sales and marketing become more profitable and sustainable.



Feature Comparison Table

**WE HAVE TAKEN THE GUESSWORK OUT OF MARKETING.
HERE IS WHAT YOU ARE GOING TO NEED:**

PROGRAM	KICKSTARTER	KICKSTARTER MAX	DRIVE	B2B SALES
Brandscript	*	*		
Branding Elevation	*	*		
Web Development	*	*		
Photo and Video	*	*		
Sales Funnel	*	*		
Content Summit	*	*		
Social Media Plan	*	*		
Brand Creation or Rebrand		*		
Web Dev Up to 20 pages		*		
Web Dev Custom Element or Store Integration		*		
2nd Day shoot with 2nd location option		*		
Sales Funnel CRM Integration		*		
In Person Content Summit With Team		*		
Content Development			*	
Site Development and Managment			*	
Digital Marketing			*	
Social Media Management			*	
PPC and Social Media Ads Management			*	
Sales Team Workshop Series				*
Perfect Sales Process				*
SOQ				*
Video Mailer				*
StoryBranded Proposal				*

We have built our programs to be progressive, beginning with Kickstarter and building up to the B2B Sales 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 Message & Develop Your Platform

The 7 elements you need to Kickstart your marketing program:

1. STORYBRAND BRANDSCRIPT

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

2. BRANDING

- Updated logos, fonts, colors, treatments, icons, and graphics
- Develop beautiful print materials
- Trade Show Kits from design to ordering
- **Deliverables: Branding Guide, Iconography, Print/Trade Show Materials**

3. WEBSITE DEVELOPMENT

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

4. PHOTO AND VIDEO

- A custom photo library
- Video production and editing
- **Deliverables: StoryBrand Sales Scripts, Onsite Photo and Video Shoot, Photo Library, 4 Branded Videos, Custom Intro and Outro for Future Videos, Setup YouTube Channel**

5. SALES FUNNEL

- Value-generating transitional call-to-action download
- Email campaign developed with effective sales automation
- **Deliverables: Lead-generating PDF, 4 Blogs and Graphics, 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**

Kickstarter Max Includes Everything in Kickstarter Plus

- Brand Creation or Rebrand
- Web Dev Up to 20 pages
- Web Dev Custom Element or Store Integration
- 2nd Day shoot with 2nd location option
- Sales Funnel CRM Integration
- In Person Content Summit with Team



What Goalpost Brings to the Table





DRIVE:

Build Relationships by Providing Consistent Value

Driving the Engagement Cycle is key to a profitable and sustainable marketing program.

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. SITE DEVELOPMENT AND MANAGEMENT

- Your website should continue making an impact long after its launch
- **Deliverables: New Pages Developed and Added to the Site as Needed, Comprehensive SEO Development Program, Quarterly Security Updates**

3. DIGITAL MARKETING

- Customized, market-specific email campaign development and execution
- Data Driven analytics from Google, social media, hot jar, and stores
- 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), a Chatbot**

4. SOCIAL MEDIA MANAGEMENT

- Social media asset creation and calendar 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**

5. PPC AND SOCIAL MEDIA ADS MANAGEMENT

- Running successful PPC and Social Media ads is contingent on quality copy, creative targeting and optimization.
- You determine the channel and ad spend and we optimize appropriately.
- **Deliverables: Ad copy, Ad Creative, Video Ad Editing, AB Testing, Budget Management, Monthly Analytics and Optimization**



B2B SALES:

Selling in a Digital World Simplified in 5 Steps

1. ULTIMATE SALES COLLATERAL

- StoryBranded sales deck creation
- Value propositioning based on the client's perspective of the problem
- Assessment of top performers
- Branded Statement of Qualifications
- Video Mailer Creation
- **Deliverables: The Ultimate Sales Deck (PPT or Google Slides), Statement of Qualifications, Video Mailer**

2. PERFECT PROPOSAL PROCESS

- Branded and StoryBrand Proposal
- Video Loom Training
- StoryBranded Proposal Document
- **Deliverables: 1-4 Proposal Elements in PDF, Video Loom Training, Proposal Delivery Mastery, Shopping and Ghosted Email Campaigns.**

3. SALES TEAM WORKSHOP SERIES

- Sales Target identification
- Client Engagement Process, Mapped to Sales Process
- Value Proposition Positioning and development
- Assessment of Top Performers
- **Deliverables: Accusations Audit, Buyers Personas, Top 50 Target Customer Selection, Ideal Customer Process**

4. ARM YOUR CHAMPION (AYC) PROGRAMS

- Develop a BrandScript specific to your champion
- Automated email campaign for stakeholder groups
- Identify all stakeholders and their specific needs
- FAQ to address key stakeholder questions
- **Deliverables: AYC Brandscript, 2 versions of email campaign, FAQ Page**



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Thank you for considering
Goalpost Group for your
marketing needs!



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