

GOATMATTERS, LLC - Capability Statement

Company Overview

GOATMATTERS, LLC is a woman-owned, SAM-registered small business specializing in strategic communications, digital marketing, data-driven segmentation, and elite performance coaching. With nearly two decades of experience, we help institutions, government agencies, and tactical teams develop high-impact campaigns and web assets that drive results.

Core Competencies

- Strategic Enrollment Campaigns
- Psychographic Segmentation & Proprietary Data Targeting
- Executive Communication & Presentation Design
- Web Design (WordPress, WIX, GoDaddy)
- Intranet Site Design
- Social Media Strategy & Content Development
- Internal/External Newsletters & Blog Copywriting
- Event Planning, Project Coordination & Admin Support
- Market Research & Audience Segmentation (incl. PSYTE)
- Tactical Run Coaching & Wellness Programs for Military/First Responders

Past Performance

Clients include UAW-GM, Ford, Polk, IHG, Cox Automotive, GoDaddy, and Visteon. Supported Ford Motor Company in launching innovative OEM product and stock guides by geography using PSYTE clustering. Led internal and external campaign design, enrollment marketing strategies, and executive-level communication rollouts.

Differentiators

- Deep expertise in psychographic targeting and geographic segmentation
- Proven history supporting large-scale, data-driven enrollment & branding campaigns
- Ironman athlete, Boston Marathon qualifier – performance under pressure is personal
- Georgia-based with ability to support both state and federal agencies

Company Data

UEI: KMS2BQTT56B8

CAGE: 13PV1

SAM Registered: Yes

NAICS Codes: 541613 (Marketing Consulting), 541810 (Advertising Services), 541430 (Graphic Design), 561920 (Event Planning)

Contact Information

Ilana Kearns, Founder & Principal

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Website: www.goatmatters.com

Location: Columbus, GA (Relocating August 2025)

Athletic & Coaching Credentials

Ilana Kearns is not only a strategic marketing and communications expert but also a top-performing endurance athlete and certified coach. She is a certified personal trainer and nutrition coach with expertise in heart rate-based training and injury prevention for runners and triathletes. Ilana completed IRONMAN Florida, which includes a 2.4-mile swim, 112-mile bike ride, and 26.2-mile marathon run. She qualified for and ran the 2024 Boston Marathon and consistently places as a top age-group athlete in road races ranging from 5Ks to full marathons. Ilana also trains through TriDot and integrates elite-level endurance training principles into her coaching programs for tactical professionals and first responders.