



Marketing Goals

EXAMPLES

What Are Marketing Goals?

Marketing goals are simply what you want to achieve as a result of your marketing activity.

You may have heard the saying '*throw something at the wall and hope it sticks*'. That is what your marketing will look like if you don't set goals.

According to CoSchedule research; Marketers who set goals are 376% more likely to report success than those who don't. And 70% of those successful, goal-setting Marketers achieve them.

Goals provide clarity and help you develop your marketing plans in a much more considered approach.

Tip...

Make your Marketing Goals SMART.

Specific: Focus on one clearly defined metric.

Measurable: You must have a way to measure your specific metric.

Attainable: Set a goal which will push you but is also achievable with your resources.

Relevant: Does your goal align with your business goals and mission.

Time-bound: Be specific on your goal deadline.

Attract Goals

The way you attract your clients and referrers is through your branding and your marketing message.

- Increase brand awareness
- Build name recognition
- Drive traffic to website
- Drive traffic to a specific web page (e.g. blog)
- Improve keyword rankings
- Improve Google search ranking
- Increase social media following
- Increase social media reach
- Increase social media engagement
- Achieve coverage in the media

SMART Goal Example

Increase website traffic by 10% in 3 months.



Engage + Educate Goals

Engage and Educate your audience by sharing high-value information relating to your business and your services.

- Build reputation as industry thought-leader
- Build know-like-trust factor
- Showcase expertise and case studies
- Online networking
- Acquire speaking engagements
- Improve partnerships
- Connect and engage with the community

SMART Goal Example

Book 10 speaking gigs in the next 12 months.



Convert Goals

Convert is when you've acquired a new lead, sales or customer.

- Generate leads
- Qualify leads
- Nurture and engage leads
- Increase lead conversion rate
- List-building activities

SMART Goal Example

Increase subscribers by 5% by month end.



Delivery + Re-Engage Goals

Exceed customer expectations with your delivery and re-engagement.

- Increase customer loyalty
- Increase customer satisfaction
- Up-sell to new and existing customers
- Improve customer reviews and ratings
- Retain customers

SMART Goal Example

Increase subscribers by 5% by month end.



Hi, I'm Letitia

My passion is to help small business owners, just like you, to grow their business with simple and effective marketing systems that are easy to understand and maintain.

I found that when I got crystal clear on exactly WHO I was talking to, it became so much easier. It all began to come together when I implemented easy-to-use systems to streamline my marketing efforts so that I was finally in control of my marketing - NOT the other way around!

Let's connect and together we'll make your marketing shine!

Free discovery call:

calendly.com/letitiagrzes/30min

LinkedIn

linkedin.com/in/letitiagrzes/

Facebook Group

facebook.com/groups/marketingsuccessforsmallbusiness

