

SMART MARKETING GOAL TEMPLATE



SMART GOAL ATTRIBUTES & DEFINITIONS

STEP 1: SPECIFIC

Without defining exactly what you're trying to improve, it's difficult to outline the steps you need to take to make progress. A specific goal is one that you could share with your CEO in 10 seconds that would clearly explain what you're trying to improve.

STEP 2: MEASURABLE

It's crucial that your goal is trackable and numeric. Many teams simply say that they want to grow their social media following, for example, but they don't specify by how much they'd like to grow it. As soon as you attach a number to your goal, you'll be able to track exactly how far you've come since you set the goal and how far you have left until you reach it.

STEP 3: ATTAINABLE

While aiming to break records can be beneficial -- and here at Redstart we're all about exceeding our targets -- it's important to keep these goals realistic. If your company has historically gained 10 social media followers per month, aiming to grow your social following by 1,000 followers next month would be drastic. Don't let your team members feel so discouraged by a huge goal that they lose motivation. Instead, set your team and yourself up to succeed by creating goals that are realistic.

STEP 4: RELEVANT

Ask yourself why you're setting the goal that you are. How is it going to contribute to the company's bottom line? Ultimately, the marketing goal you set should be tied back to business impact. If it's not, consider how you can change or adjust your initial goal.

STEP 4: TIME BOUND

The final aspect of the SMART framework is one of the most important: setting a timeline for meeting your goal. Without a timeline, you won't be able to determine whether the smaller changes you're making are keeping you on track toward achieving your ultimate goal. Setting a timeline is also key for internal alignment. When you're generating significantly more leads, for example, you'll need to make sure your sales team has the bandwidth to reach out to all of them.

HOW TO USE THIS TEMPLATE

On the following page, you'll find an example of a SMART marketing goal on the left and adjacent spaces for your own goal on the right. We recommend starting at the top in the "Initial Goal" box and working your way down through each aspect of a SMART goal, ensuring that your initial goal meets SMART standards along the way.

SMART GOAL TEMPLATE

EXAMPLE INITIAL GOAL

YOUR INITIAL GOAL

I want to generate more leads.

THE 4 STEPS WE WILL COVER ARE:

Step 1: Make it specific.

I want to generate a greater number of qualified leads from our blog for our sales team.

Step 2: Make it measurable.

I want to grow the number of leads generated per month from our blog by 20%

Step 3: Make it attainable.

Since we generate around 100 leads per month from our blog right now, I want to grow the number of leads generated per month from our blog to 120 per month.

Step 4: Make it relevant.

I want to grow the number of leads generated per month from our blog to 120 per month because our sales team finds that blog leads convert to customers at 3X the rate of leads from PPC advertising.

Step 5: Make it time-bound.

I want to grow the number of leads generated per month from our blog to 120 per month because our sales team finds that blog leads convert to customers at 3X the rate of leads from PPC advertising. I'll reach 120 blog leads generated per month by 6 months from today.