

HOW TO SET CLEAR

Marketing Objectives

Step-By-Step To Setting Up Marketing Objectives

You know it, and I know it: Having marketing objectives, goals, and targets is important. But actually putting them into place? That's a problem all by itself. I want to walk you through how you can set marketing objectives that will help you grow traffic.

What Are Marketing Objectives?

"A marketing objective is the goal you set for how many people you want your product, service, or piece of content to reach or convert." Marketing objectives are specific, measurable, and time-bound goals you want to achieve for your business.

Specific: Your goal should be clearly defined and not vague. For example, "I want 2,000 more blog views this month,"

Measurable: Make sure you can track your goal and, if possible, make it numeric. It's much better to say, "To increase

Aspirational: Go beyond what seems attainable and push yourself to achieve a little more than you did before.

Realistic: Look at your resources and the obstacles you might face; can any of this actually happen?

Time-bound: Have a defined end point to work toward, not just "some point" in the future.

What are your SMART GOALS?

What are your ultimate goals for your business and your blog?

S:

M:

A:

R:

T:

What are your ultimate goals for _____. (Pick a thing to track that you want to grow. *Example: your email newsletter signups.*)

S:

M:

A:

R:

T:

What Can You Track?

- Email signups
- Infographic downloads
- E-book downloads
- Downloads of any kind
- Any other things that help you generate an income

What Do You Want To Track?

List the things you'd like to track: