Creating Online Marketing
SMART Goals

SMART GOALS - What is it you want to accomplish and when?

☐ Specific
   Are your goals clearly defined?
   • Target a specific area for improvement such as number of visitors, number of new customers, number of people who have downloaded.

☐ Measurable
   Can you measure your goal?
   • Determine a percentage or number you would like to improve on and identify how you will know you have reached the goal.

☐ Attainable
   Can you achieve this goal?
   • Consider what you want to accomplish, which will provide a benchmark to improve upon.

☐ Relevant
   Is this goal important to my business?
   • Ask yourself, "What is the most important thing I want to accomplish?"

☐ Time-Bound
   When will I accomplish this goal?
   • Identifying a target date helps you meet that goal.

ONLINE MARKETING GOAL - write the complete goal here

"Analyzing your goals allows you to make wise decisions about your next online marketing effort."
CREATING ONLINE MARKETING SMART GOALS

Creating goals for your online marketing strategy is a critical piece in your analysis of the success of your efforts. Your online marketing campaign takes time, effort and money. It is important for you to intentionally define and describe what you want to accomplish before you get started. The SMART method helps you think about and understand the end result.

SMART: Specific – Measurable – Attainable – Relevant – Time-Bound

☐ Specific

Writing SMART goals that clearly define what you would like and expect to happen is not easy. SMART goals need to be short and focused on specific, accomplishable goals. Target a specific area for improvement, such as the number of visitors, number of new customers or number of people who have downloaded.

☐ Measurable

Create goals that are trackable and identify how you will track them over time. For example, determine a percentage you would like to increase engagement by, and then identify how you will know if you have reached that goal. Benchmark where you are today and where you would like to be.

☐ Attainable

Be realistic! Think about all the other things you have to do so you can achieve what you would like to! SMART goals are realistic and attainable. Example: Generate 10 new leads this month by using social media marketing campaigns.

☐ Relevant

What matters to you in improving your online marketing strategy? Part of this is understanding your customers and where they are looking for information online, but you also want to spend time writing content that matters and has value to your customers.

☐ Time-Bound

You will need to select a timeframe in which you will accomplish each of your goals. Giving yourself a target date allows you to make changes if something isn’t working or utilize the content on many different platforms. Identifying target dates helps you meet your goals and know if you are successful.

RESOURCES

How to Set and Achieve Smart Online Marketing Goals
• http://marketingland.com/how-to-set-achieve-smart-online-marketing-goals-97230

How to Set SMART Marketing Goals for 2013

SMARTER Intentions and Authentic Goals — Dr. Connie Reimers Hild
• http://digitalcommons.unl.edu/kimmelfacpub/23/