



Remember,
SMART goals are:

Specific
Measurable
Attainable
Realistic
Timebound

SMART(er)

Marketing Goals Template

Directions: Whether you have short- or long-term goals, this template can help you successfully manage the process. Clearly describe your goals, set a deadline for meeting them, and understand the desired result.

Make it happen.

Time period: (ex. month, quarter, year): _____

Deadline: _____

What is your marketing goal? For example, because 9 in 10 buying decisions are made with peer recommendations, your goal could be to launch a brand ambassador initiative.

Set a specific measurement. (ex. increase homepage web traffic by 50%)

Break out the steps. Using bullet points, summarize what you need to do to achieve your goal.

How many hours per week can you dedicate to reaching this goal? _____

What business goal does your marketing goal support? (ex. increase product sales by 10%)

What is the biggest marketing challenge preventing you from reaching this goal?

Will you need support from other team members to accomplish your goal? (If so, jot their names down and use this space to brainstorm next steps to get their support)

You've got this!