

Create **SMART GOALS** FOR MARKETING



Planning your year is an essential part of your business's growth – and goal setting should be addressed every single day! SMART goals keep small business owners pumped and motivated. SMART goals are tangible, measurable, achievable, relevant, and time-bound. Every goal should be specific to your department or team's context and that can be tailored for success so reaching your goals feels like a win

When your boss says “Need more leads”. Find out the need for more leads than last year or last month or last quarter and how much more? The boss might be onboard with say 12% more compared to last year or 5% more compared to last quarter And then check how more you have and get back to him with a specific number of leads that has increased.

Case Study part 1:

To grow your business i.e increase your leads is set to 10%

2 . MEASURABLE

How will you know if your business is successful or not?
Have you reached your goal?
Have you established your KPI?
Create one, if you haven't done so! The motive of the goal will be easier to check once you have set the SEO, which will help you measure against the KPI

Case Study part 2:

When you see a 5% conversion more from last month, you have something to measure the goal again

3 . ACHIEVABLE

The goals you have set are realistic? Can you and your team achieve the goal in the given time frame?

Case Study part 3:

So when you achieved 5% compared to last year against 12% that you had was realistic but if you had set a goal to 30%, you could have your team members overdo and pass out.

4 . RELEVANT

Are your goals relevant? The goals you have are the benefits to the company as a whole?

Case Study part 4:

The goal set is expected to bring in 2000 new customers more, given the average sales figure, which means the overall sales revenue increases by 8%

5 . TIMELY

What is the time-bound? When is the goal to be achieved? Setting a realistic deadline for the goals is the key to achieving them? It will help you track the progress and will reflect on the process once you achieve the goal

Case Study part 5:

The part about the year or quarter mentioned above is the time-bound of the goal

Get an 30 minute free call with us

[book an appointment](#)

Contact us at :
+91 993 888 8854

Connect with us at :
srm@cosmoquest.in

