



SMART GOALS

As you think about your own marketing goals, it helps to make them SMART. Let's take a closer look at each element of the SMART acronym.

THE GOAL:

WHAT WILL SUCCESS LOOK LIKE?

HOW WILL I MEASURE SUCCESS?

SPECIFIC - IS THIS GOAL WITH A CLEAR OBJECTIVE.

MEASURABLE - IT'S ALSO MEASURABLE.

ACHIEVABLE - IT'S ALSO ACHIEVABLE

RELEVANT - IS THIS GOAL RELEVANT AND DOES IT ALIGNS WITH THE BUSINESSES GREATER BUSINESS STRATEGY

TIME-BOUND - DO THIS GOAL HAVE A DEADLINE.