**CONTENT MARKETING GOALS TEMPLATE** 

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|  | **PROJECT NAME** |
|  |   |
| **AUTHOR** |

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| Add your goal to the following worksheet, then use the SMART process to determine the characteristics of your objective or objectives. SMART stands for specific, measurable, achievable, relevant, and time-bound. If the goal is to improve native habitat in the city, an objective should look like this:“To increase the native plants between 1st and 3rd Streets by 50% by March 31st.” |

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| **DATE** |  |
|   |  |
|  |  |
| **GOAL** |   |
|  |  |
| **SPECIFIC:** Who? What? When? Where? Why? Which? |   |
| **MEASURABLE:** Metrics and milestones. How much? What percentage? |   |
| **ACHIEVABLE:** Do you have skills and tools to accomplish this objective? |   |
| **RELEVANT:** Does it fit with overall organizational objectives? |   |
| **TIME-BOUND:** Intermediate and final deadline |   |
| **OBJECTIVE 1** |   |
|  |  |
| **SPECIFIC:** Who? What? When? Where? Why? Which? |   |
| **MEASURABLE:** Metrics and milestones. How much? What percentage? |   |
| **ACHIEVABLE:** Do you have skills and tools to accomplish this objective? |   |
| **RELEVANT:** Does it fit with overall organizational objectives? |   |
| **TIME-BOUND:** Intermediate and final deadline |   |
| **OBJECTIVE 2** |   |
|  |  |
| **SPECIFIC:** Who? What? When? Where? Why? Which? |   |
| **MEASURABLE:** Metrics and milestones. How much? What percentage? |   |
| **ACHIEVABLE:** Do you have skills and tools to accomplish this objective? |   |
| **RELEVANT:** Does it fit with overall organizational objectives? |   |
| **TIME-BOUND:** Intermediate and final deadline |   |
| **OBJECTIVE 3** |   |

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