**CONTENT MARKETING GOALS TEMPLATE** [](http://bit.ly/2X3Aw72)

|  |  |
| --- | --- |
|  | **PROJECT NAME** |
|  |  |
| **AUTHOR** | |  | | --- | | 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.” | |
|  |  |
| **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** |  |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |