

# EXAMPLE SMART MARKETING GOALS TEMPLATE

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Crafting SMART marketing goals sharpens your focus on strategies that are realistic, measurable, achievable, relevant, and time-bound. When formulating your goals, use concise language to encapsulate all relevant information.

INITIAL GOAL	Articulate the goal that you have in mind.  Launch a new product line.
SPECIFIC	What do you want to accomplish? Who do you need to include? When do you want to do this? Why is this a goal?
S	Increase brand awareness and market share for the new product line by targeting users aged 25-40 through social media and online advertising. Schedule the launch for Q2 to capitalize on seasonal demand.
MEASURABLE	How can you measure progress and determine if you're meeting your goal?
M	Achieve a 25% increase in social media engagement and a 15% increase in online sales for the new product line within three months post-launch.
ACHIEVABLE	Do you have the necessary skills to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the necessary amount of effort worth the goal?
A	The marketing team has prior experience with similar product launches. The team can acquire additional skills in digital marketing via a short course. Based on the historical data, the effort aligns with the expected outcomes.
RELEVANT	Why am I setting this goal now? Is it aligned with our overall objectives?
R	This goal supports the company's objectives to expand product offerings and increase market presence among a younger, digitally savvy demographic.
TIME-BOUND	What's the deadline and is it realistic?
T	Set a deadline for achieving the measurable outcomes within three months post-launch.
SMART GOAL	Review your answers above and craft a new goal statement based on them.  By the end of Q3, increase brand awareness and market share for the new product line by achieving a 25% increase in social media engagement and a 15% increase in online sales; reach these objectives by targeting a demographic (aged 25-40) that is focused on social media and online advertising campaigns.

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## **DISCLAIMER**

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