

# MAXIMIZE YOUR MARKETING 6.1

## SMART GOALS AND TRACKING SUCCESS



When it comes to the multifaceted efforts that make up your business's marketing, sometimes "success" feels elusive or ambiguous. Setting SMART goals focuses your efforts on the specifics and realities of your desired outcome. SMART goals also guide the metrics you can track, and the projected timeframe for you to measure "success."



**Specific** - Name what you'll do. Use numbers and action items.

**Measurable** - Use KPIs, metrics, and benchmarks to measure performance.

**Actionable** - Be realistic. How will you achieve this goal?

**Relevant** - What is the impact? How does this move the needle?

**Timely** - Short term? Long term? Use due dates and timelines to prioritize.



# LET'S PUT IT INTO PRACTICE

Prioritize your marketing goals 1-3. For each one, identify how it fits into each SMART category:

SPECIFIC

MEASURABLE

ACTIONABLE

RELEVANT

TIMELY

