

Where do you want to be?

Goals

In line with your business goals set your marketing objectives ensuring your objectives are SMART so they can be tracked.

SMART Objectives:

- Specific - what exactly needs to be accomplished
- Measurable - include metric / figures
- Achievable - what resources do you need to achieve the goal
- Realistic - are they in line with overall business goals
- Timebound - add a target date to achieve by

Example: To increase sales of 'X' product from 2% to 5% of our target group by January 2019.

Write your business goals below.

Business Goals