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Creating Marketing

**OBJECTIVES**

# Introduction

Setting objectives in the marketing field may be a double-edged sword. On the one hand, constantly raising the bar can encourage your employees to keep up with your progress rate for extended periods but on the other hand, it can cause your staff to put their company's needs ahead of the client.

Effective marketing goals are needed for a business that wants to boost sales.



# What are marketing objectives?

**Marketing objectives are what a company hopes to achieve through its marketing activities.**

**They are the end goals of a marketing strategy and they should be SMART: Specific, Measurable, Achievable, Relevant, and Time-bound. Creating SMART marketing objectives is essential to having a successful marketing strategy.**

Objectives should be connected to the company's overall success, not simply a certain number. For example, an aim to increase website traffic by 50% might be connected to the marketing strategy but how will you get there and what will that traffic's purpose be?

**Objectives outline more than just a particular figure; they also include specifics like how you intend to achieve it and what influence it will have on the whole organisation.**

# Marketing Objectives vs Marketing Goals



Marketing objectives are what you hope to achieve with your marketing activities, while marketing goals are the result of those activities. In other words, objectives are the means to the goal.

To use an analogy, if your objective is to increase sales by 10%, your goal would be to make \$10,000 more in revenue. Achieving the objective (increasing sales) is what gets you to the goal (making more money).

# GOALS

VERSUS

# OBJECTIVES

Objectives help you focus on the outcome as opposed to the path.

Goals are wide-ranging, while objectives are measurable and specific. You may not know what you're shooting for right now but once you do, setting clear objectives will be key to hitting your goal.

**An increase in leads**

A 15% increase in form completion on the website over 3 months.

Improvement in form validation to get 10% less false leads.

**Educate people on products**

Reach 2,000 small business owners per month with information on how your products solve their pain points.



# SMART approach to setting marketing objectives

Now that you know the difference between objectives and goals, it's time to learn how to set SMART marketing objectives.

As we mentioned earlier, SMART is an acronym that stands for Specific, Measurable, Achievable, Relevant, and Time-bound.

Every objective you set should have these five criteria.

Let's take a look at each one in more detail.



# Specific

Your objective should be as specific as possible. Vague objectives like "increase sales" are much too general and won't give you any direction on how to achieve them. Objectives like "increase sales by 10% in the next quarter" are much more specific and will be easier to measure.

Choosing the right objective is critical to being able to focus your efforts and feeling genuinely driven to achieve it. When it comes to marketing, it's critical to choose the right objective and metric to focus your efforts on. Some examples of metrics you could choose are visitors, leads or customers. You must also decide what each team member's duty will be, as well as the resources they will have.

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# Measurable

Your objective should be something that you can measure so that you know when you have achieved it.

If your objective is to "increase sales" how will you know if you're successful? You need to be able to track progress and see whether or not you're making headway. Measurable marketing objectives give you a way to do that. Some objectives are more difficult to measure than others. But with a little creativity, nearly anything can be given a number.

For example, if your objective is to "improve customer satisfaction," you could measure it by surveying customers after they make a purchase and asking them to rate their satisfaction on a scale of 1 to 10.



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# Achievable

Your objective should be achievable and realistic within the allocated time frame. If your timeframe is too short, your objective might not be achievable which may lead to frustration. On the other hand, if it's too long, you might lose focus or motivation.

For example, objectives like "double our sales in the next year" or "triple our website traffic in the next six months" are achievable. Objectives like "become the number one company in our industry" or "quadruple our sales in the next month" might not be.



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# Relevant

Your objective should be relevant to your business and its goals. It's important to make sure that your objective is in line with what you're trying to achieve as a business.

For example, if your business is trying to increase profits, an irrelevant objective would be to "increase website traffic by 50%." While increasing website traffic can be a good thing, it doesn't necessarily lead to increased profits. A more relevant and effective objective would be to "increase sales by 10%."

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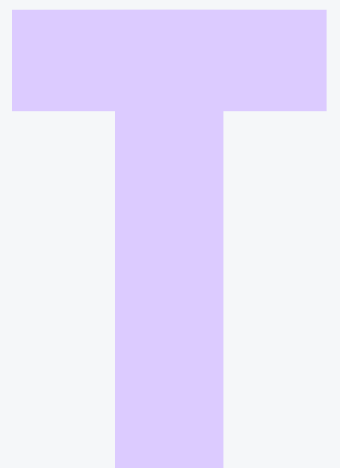
# Time-Bound

Your objective should have a specific timeframe attached to it. This will help you stay on track and avoid putting off your goal indefinitely.

For example, an objective like "improve customer satisfaction" is not time-bound however an objective like "improve customer satisfaction by 10% in the next quarter" is.

Setting objectives is an important part of any marketing plan.

By taking the time to create SMART objectives, you can ensure that your marketing efforts are focused and effective.



PLAN AHEAD

# To do list

## Review goals

- What are our organisation's long-term goals?
- What are our organisation's short-term goals?
- How can marketing help us achieve our goals?
- Who will be responsible for achieving our marketing objectives?
- What resources do we have to achieve our marketing objectives?

## Brainstorm

- Brainstorm with the team
- What are some things we could do to increase sales?
- What are some things we could do to improve customer satisfaction?
- What are some things we could do to increase website traffic?
- What are some things we could do to increase brand awareness?

PLAN AHEAD

# To do list

## Be SMART

- Choose SMART objectives
- Is this objective specific?
- Is this objective measurable?
- Is this objective achievable?
- Is this objective relevant?
- Is this objective time-bound?

## Create Strategy

- Create a marketing strategy
- What tactics are we going to use to achieve our objectives?
- Who is going to be responsible for each task?
- When are we going to complete each task?
- How much are we going to budget for marketing campaigns?

# Marketing objectives examples



# Increase Sales



One common marketing objective is to increase sales and market share. This could involve increasing the number of sales, the value of each sale, or both.

To increase sales, you may want to try some new marketing tactics, such as product bundling or discounts. You may also want to focus on increasing brand awareness or customer satisfaction.

## **EXAMPLE**

Increase conversion rates by 5% by increasing website traffic with a social advertising campaign.

# Increase Customer Satisfaction



Another common marketing objective is to improve customer satisfaction. This could involve making it easier for customers to purchase your products, providing better customer service, or offering more unique and valuable products.

To improve customer satisfaction, you may want to focus on your overall customer experience. This could involve making changes to your website, providing more helpful information on your products, or offering more personalised customer service.

## EXAMPLE

Increase the rolling 7-day CSAT (Customer Satisfaction Score) from 60% to 65% by improving the information on the website in the next three months.



# Increase Website Traffic



Another common marketing objective is to increase website traffic. This could involve increasing the number of visitors to your site, the amount of time they spend on your site, or both.

To increase website traffic, you may want to try some new marketing tactics, such as search engine optimization or social media marketing. You may also want to focus on creating more compelling and informative content.

## EXAMPLE

Have 100 direct visitors to the website from social media platforms each month for the first six months.

# Generate Leads



Another common marketing objective is to generate leads. This could involve increasing the number of leads, the quality of leads, or both.

To generate leads, you may want to focus on creating more compelling offers. You may also want to try some new marketing tactics, such as lead magnets or landing pages.

## EXAMPLE

Use a landing page to increase leads by 20% in the next three months.

# Grow Brand Awareness



Another common marketing objective is to grow brand awareness. This could involve increasing the number of people aware of your brand, the frequency with which they're exposed to it, or both.

To grow brand awareness, you may want to try new marketing tactics, such as content marketing or social media marketing. You may also want to focus on increasing your brand's visibility through PR or advertising.

## **EXAMPLE**

Increase social media impressions by 25% among a new audience by the end of the quarter.

# Reduce Customer Churn

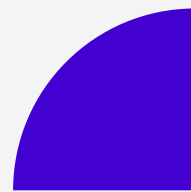


Another common marketing objective is to reduce customer churn. This could involve reducing the number of customers who cancel their subscription, the number of customers who switch to a competitor's product, or both.

To reduce customer churn, you may want to focus on creating more compelling offers. You may also want to try some new marketing tactics, such as customer retention or customer loyalty programs.

## **EXAMPLE**

Reduce customer churn rate from 30% to 25% through monthly loyalty rewards by the end of the quarter.

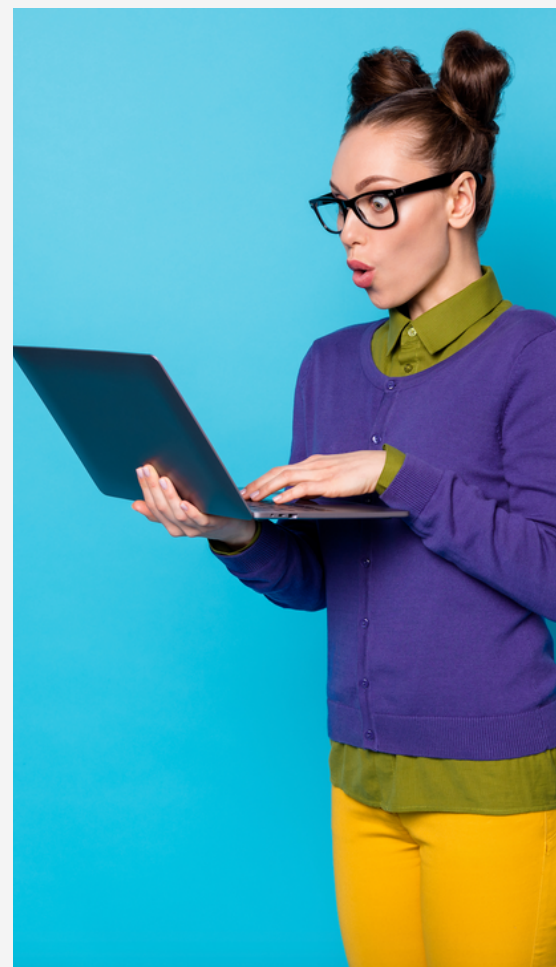


**THE ROAD TO  
SUCCESS IS  
ALWAYS UNDER  
CONSTRUCTION.**

Lily Tomlin



# Setting KPIs for your objectives





# Revenue Metrics

If you're focused on generating revenue, you should track the following metrics:

- Revenue generated
- Cost of customer acquisition
- Customer lifetime value

# Website Metrics

If your marketing goals include digital activities, you should be aware of the site's metrics. Take a look at things like:

- The number of page views
- The average time spent on a page
- The bounce rate
- The number of new visitors
- The number of returning visitors

# Customer Satisfaction

If you're focused on customer satisfaction, you should track the following metrics:

- Customer satisfaction score
- Net promoter score
- Customer churn rate





# Email Metrics

If you're using email marketing to achieve your marketing objectives, you should track the following metrics:

- Open rate
- Click-through rate
- Unsubscribe rate
- Bounce rate
- Spam complaint rate

# Social Metrics

If you're using social media to achieve your marketing objectives, you should track the following metrics:

- Number of followers
- Number of likes
- Number of comments
- Number of shares
- Engagement rate

# SEO Performance

If you're focused on SEO, you should track the following metrics:

- Organic traffic
- Click-through rate
- Bounce rate
- Time on site







# Lead Generation Metrics

If you're generating leads, you should track the following metrics:

- Number of leads generated
- Cost per lead
- Lead conversion rate
- New customers

The number of leads is a good metric to track because it tells you how effective your lead-generation efforts are. If you're not generating enough leads, you'll need to make some changes to your lead generation strategy. The cost per lead is the amount of money you spend to generate each lead. This metric is important because it tells you how efficient your lead-generation efforts are.



# Tools to track marketing objectives



## Real-Time Dashboards

A real-time dashboard is a tool that allows you to track your KPIs in real time. This is useful because it allows you to see how your marketing efforts are performing and make changes if necessary.

### Some popular real-time dashboards include:

- KISSmetrics
- Mixpanel
- Tableau

## Marketing Automation Software

Marketing automation software is a tool that allows the marketing department to automate your marketing tasks. This is useful because it frees up your time so you can focus on other tasks.

### Some popular marketing automation software includes:

- Hubspot
- Pardot
- Eloqua

# Tools to track marketing objectives



## CRM Software

CRM (customer relationship management) software is a tool that allows you to manage your customer relationships. This is useful because it helps you stay organised and keep track of your customer interactions.

### Some popular CRM software includes:

- Salesforce
- Insightly
- Zoho CRM
- Nimble

## Social Media Management Software

Social media management software is a tool that allows you to manage your social media accounts. This is useful because it helps you stay organised and keep track of your social media interactions.

### Some popular social media management software includes:

- feedalpha
- Hootsuite
- Buffer
- Sprout Social

# Tools to track marketing objectives



## Web Analytics Software

Website analytics software is a tool that allows you to track your website traffic. This is useful because it helps you understand how people are using your website and what changes you can make to improve your website's performance.

**Some popular website analytics software includes:**

- Google Analytics
- Crazy Egg
- Clicky

## Lead Tracking Software

Lead tracking software is a tool that allows you to track your leads. This is useful because it helps you understand where your leads are coming from and what they're interested in.

**Some popular lead-tracking software includes:**

- LeadPages
- Unbounce
- Marketo
- HubSpot

Add RSS Feed

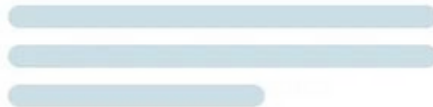
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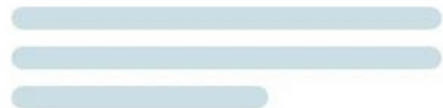
Save



### 10 Social Media Marketing Tips for Health Coaches



### Why is Social Media Important for Growing Your Health Coaching Business?



# Round Up



Marketing objectives are the goals you want to achieve with your marketing efforts. They should be specific, measurable, attainable, relevant, and time-bound.

Marketing objectives are important because they help you track your progress and make sure you are on track to achieve your goals.

Creating marketing objectives is the first step to creating a successful marketing plan. Once you've set your objectives, you can choose the right marketing mix to achieve them.

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