**EXAMPLE DIGITAL MARKETING**

**GOALS AND OBJECTIVES TEMPLATE**

Add your marketing goal to the following worksheet. Then, use the SMART process to determine the characteristics of your objectives for each marketing channel. Be sure to focus on tangible outcomes that support broader business initiatives.

|  |  |  |
| --- | --- | --- |
| **S** | Specific | Who? What? When? Where? Why? Which? |
| **M** | Measurable | Metrics and milestones. How much? What percentage? |
| **A** | Achievable | Do you have skills and tools to accomplish this objective? |
| **R** | Relevant | Does it align with overall organizational objectives? |
| **T** | Time-Bound | Specify the intermediate and final deadlines. |

|  |  |
| --- | --- |
| GOAL | Enhance the company's digital presence to boost overall brand awareness and customer engagement over the next year. |

|  |  |
| --- | --- |
| Digital Marketing Channel 1 | Social Media |
| Specific | Increase our Facebook and Instagram following by 20% and enhance our brand awareness by focusing on engaging content and influencer collaborations. |
| Measurable | Track follower growth, engagement rates, and influencer campaign effectiveness through analytics. |
| Achievable | Allocate a budget for influencer partnerships and targeted ads. Use the current team's social media management skills. |
| Relevant | This objective complements the broader goal of boosting brand awareness and customer engagement. |
| Time-Bound | Increase our following and reach our engagement targets within 9 months. |
| OBJECTIVE  | By the end of Q2, increase our Facebook and Instagram following by 20%, to 25,000 and 30,000 respectively. We will achieve this objective by launching a series of influencer collaborations and engaging content campaigns on a monthly basis. These efforts are aimed at enhancing our brand awareness and customer interaction. |

|  |  |
| --- | --- |
| Digital Marketing Channel 2 | Email Marketing |
| Specific | Increase email newsletter subscriptions by 30% and improve open rates by 10% by optimizing email content and frequency. |
| Measurable | Monitor subscription rates, open rates, and click-through rates with email marketing software. |
| Achievable | Implement A/B testing for subject lines and content. Enhance sign-up incentives. |
| Relevant | This objective supports the goal of enhancing our digital presence and customer engagement. |
| Time-Bound | Increase subscriptions and open rates within 6 months. |
| OBJECTIVE  | By July, grow email newsletter subscriptions to 15,000, a 30% increase, and elevate open rates to 25% through the introduction of biweekly optimized content and exclusive subscriber benefits. By achieving this objective, we will strengthen our digital presence and customer loyalty. |

DIGITAL MARKETING GOALS AND OBJECTIVES

Add your marketing goal to the following worksheet. Then, use the SMART process to determine the characteristics of your objectives for each marketing channel. Be sure to focus on tangible outcomes that support broader business initiatives.

|  |  |  |
| --- | --- | --- |
| **S** | Specific | Who? What? When? Where? Why? Which? |
| **M** | Measurable | Metrics and milestones. How much? What percentage? |
| **A** | Achievable | Do you have skills and tools to accomplish this objective? |
| **R** | Relevant | Does it align with overall organizational objectives? |
| **T** | Time-Bound | Specify the intermediate and final deadlines. |

|  |  |
| --- | --- |
| GOAL |  |

|  |  |
| --- | --- |
| Digital Marketing Channel 1 |  |
| Specific |  |
| Measurable |  |
| Achievable |  |
| Relevant |  |
| Time-Bound |  |
| OBJECTIVE  |  |

|  |  |
| --- | --- |
| Digital Marketing Channel 2 |  |
| Specific |  |
| Measurable |  |
| Achievable |  |
| Relevant |  |
| Time-Bound |  |
| OBJECTIVE  |  |

|  |  |
| --- | --- |
| Digital Marketing Channel 3 |  |
| Specific |  |
| Measurable |  |
| Achievable |  |
| Relevant |  |
| Time-Bound |  |
| OBJECTIVE  |  |

|  |
| --- |
| **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. |