**EXAMPLE MARKETING AND SALES GOALS TEMPLATE**

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| GOAL  | STRATEGIES | ACTIVITIES  | RESOURCES | POTENTIAL OBSTACLES | MEASUREMENT  |
| Identify specific, measurable sales and marketing objectives to accomplish within a given time period. | What strategies and tactics will you implement to achieve your goals?  | What activities will support your strategies?  | What resources do you need to succeed? | Identify potential obstacles to reaching your goals.  | What are your success criteria? How will you measure progress? |
| Increase website traffic by 20% within the next quarter by implementing SEO and content marketing strategies. | We will implement SEO best practices and publish weekly blog posts related to our product benefits. | We will perform keyword research, do on-page SEO optimization, and create blog content. | We need SEO tools, content writers, and web developers. | There could be high-competition keywords and/or content creation delays. | We will track website visits and keyword rankings on a monthly basis by using analytics and SEO tools. |
| Boost product sales by 15% over the next six months by enhancing online advertising efforts. | We will launch ad campaigns that target key demographics on social media and Google Ads. | We will create ads, target our audience, and allocate a budget. | We need an advertising budget, graphic designers, and ad managers. | Ad costs could increase and/or executives could disapprove of our ad creative. | We will monitor sales growth and the ROI of our ad campaigns on a monthly basis. |
| Increase the email subscription list by 25% within the next four months. | We will develop a high-value e-book as a lead magnet and promote it through website pop-ups and social media. | We will create an e-book, set up a landing page, and execute a promotional campaign. | We need content creators, a web designer, and marketing software. | We could come up against low conversion rates and/or technical issues with sign-up forms. | We will track new subscriptions and conversion rates by using email marketing software. |

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