

Define Your SMART Marketing Goals

Set yourself up for success with clear, actionable marketing goals. Use this SMART Goals Template to create specific, measurable objectives that align with your strategy and drive real results.

INITIAL GOAL		<i>Example: I want to improve our email marketing performance.</i>
Write your initial goal here:		
SPECIFIC	S	<i>Example: I want to increase the open and click-through rates for our monthly email newsletter to better engage our subscribers.</i>
MEASURABLE	M	<i>Example: I want to improve our average open rate from 18% to 25% and our click-through rate from 2% to 4%. gauge success.</i>
ACHIEVABLE	A	<i>Example: We've already seen engagement spikes from A/B testing subject lines, so continuing that strategy plus optimizing content should help us hit our targets.</i>
RELEVANT	R	<i>Example: Improving email engagement helps us nurture leads more effectively and drive more qualified traffic to our website.</i>
TIME-BOUND	T	<i>Example: I want to reach our open and click-through rate goals within the next three months by testing subject lines, segmenting audiences, and optimizing content.</i>
SMART GOAL		<i>Example: Over the next 3 months, I will increase our average email open rate from 18% to 25% and our click-through rate from 2% to 4% through A/B testing, segmentation, and content optimization.</i>
Craft a new goal statement from the above parameters:		