



Session # 1

# Using SMART Goals to Guide Your Online Marketing



Before you can be successful in online marketing and lead generation, you first have to decide what that success looks like. What do you really want to accomplish? How will you know when you've accomplished it, and what is your timeframe for doing so? Setting and using SMART goals can help you find the answers to these questions.

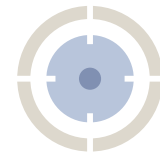


# Making SMART Goals Smarter

In order to make sure you're staying on track with your campaigns, and to guide your efforts into the most efficient possible directions, you don't just need goals, but meaningful targets that have certain key qualities. That's where the S.M.A.R.T acronym comes into play. When you set goals for your lead generation campaigns, they should be:

## **S - Specific**

Lots of clients come to us saying they want "more customers," or "An improved search engine position." Those are decent starting points, but they don't give us enough actionable detail. That's why your goals should be very specific. For instance, instead of "more search traffic" aim for something like "a top three Google ranking for my most important key phrase."



## **M - Measurable**

Specificity and measurability go hand-in-hand. If you can't measure your goal, you can't know if you've reached it (or if you're even on track to reach it). That's why the best goals are numerical, incorporating things like views, downloads, and conversions into the mix.



## **A - Attainable**

If you can't actually reach the goals you set, then they become meaningless to you and your team. Worse, they can actually be a de-motivator because they set unrealistic targets. Make sure you're aiming for something you can actually hit. It shouldn't be easy, but your goal should be one that can realistically be reached.



## **R - Relevant**

Does each goal you set align with your business' long term goals and help you achieve them? It's surprisingly easy to go off track when your focus is too small - stay on a single initiative or campaign. To make sure what you are trying to achieve is relevant, you have to keep the big picture in mind.



## **T - Timely**

If your goal doesn't have a time component, then it's really just something you'd like to accomplish "someday." Set a realistic and measurable target that you can achieve within a given space on the calendar. Once you've met or exceeded that goal within the timeframe, you can revisit the process and start again.



## Setting Your Own SMART Goals

Reading about SMART goals, and understanding them, is a good first step. Before you can really benefit from them, however, you need to make your own.



This is where the rubber meets the road, and the point where things become real for you. Take some time developing your goals, and make sure that all the elements listed above are included.

Here are a couple of good examples you can draw inspiration from:

- ✓ 12% increase over historical average and new sales opportunities in the next three months
- ✓ Generate 50 sales qualified leads per month, on \$5000 in PPC spending, representing a 20% improvement over present SQL's



30 new qualified  
M S  
leads from our new  
downloadable offer  
R  
by January 31  
T

A

These aren't just statements or wishes, they are firm goals you can move towards (and build your online marketing campaigns around).

One thing to note is that short and medium-term goals should be realistic, but they should also

lead you towards something bigger. So, while your immediate aims might be somewhat modest, over the long run you should be looking for something that's audacious.

Why settle for getting a little more business, or making your business a little bit better, when you could reach for the stars and completely change your company? Don't be afraid to aim for what you actually want, even if accomplishing it involves smaller steps along the way.



## **Without Good Targets, Your Online Marketing Campaigns Go Nowhere**

Without SMART goals that are set early in the process of designing an online marketing campaign, it's easy to find yourself flailing at moving targets that may or may not actually apply to your business over the long term. Take the time to set SMART goals, become familiar with them, and compare your progress against them. It's a valuable exercise, and one that can keep your campaigns on track.





# Action Items: Set Some SMART Goals

Use the information from this session to help you get a start on understanding how to make different goals your business SMART and how these levels of goals all fit together to put you on the path to overall business success.

**SMART Goal #1:** What is a long-term goal you have for your business? (think 5 - 10 years). Write your goal here, and then make it SMART by breaking it up as we've demonstrated in order to make it more definable and actionable.

---

---

---

---

---

---

---

---

---

---

Now rewrite your new SMART long-term goal. This will become the main objective of all projects and initiatives you undertake for your business moving forward.

---

---

**SMART Goal #2:** What is a medium-term (or project) goal you have for a specific area of your business? (think 1- 2 years)

Write your goal here, and then make it SMART by breaking it up as we've demonstrated in order to make it more definable and actionable.

---

---

---

S

M

A

R

T

Now rewrite your new SMART medium-term (project) goal. How does this project goal help you achieve your business' long-term goal?

---

---

---

---

---



**SMART Goal #3:** What is a short-term goal you have?  
(think 3-6 months)

Write your goal here, and then make it SMART by breaking it up as we've demonstrated in order to make it more definable and actionable.

---

---

---

S

M

A

R

T

Now rewrite your new SMART short-term (initiative) goal.  
How does this goal help you achieve your project or business' long-term goal?

---

---

---

---

---

We look forward to reviewing your SMART goals in our next meeting.  
If you have any questions, or need any help please shoot us an email or give us a call. That's what we're here for!