

DIGITAL MARKETING GOALS AND OBJECTIVES

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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	
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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



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