

EXAMPLE DIGITAL MARKETING GOALS AND OBJECTIVES TEMPLATE

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

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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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