

# 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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