

EXAMPLE SOCIAL MEDIA MARKETING GOALS TEMPLATE

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Define Your Social Media Marketing Goals:
Specific, Measurable, Achievable, Relevant, and Time-Bound

Goal	BUSINESS OBJECTIVE	SOCIAL MEDIA GOAL	SUCCESS METRIC
1	Increase brand awareness.	Grow our social media following by 20%.	The metric here is the number of new followers on our platforms.
2	Boost sales.	Increase our social media-driven sales by 30%.	The metric here is the number of sales attributed to social media referrals.
3	Enhance customer loyalty.	Increase our engagement rate by 25%.	The metric here is the number of likes, comments, and shares.

Break Each Social Media Goal into Smaller and Attainable Steps

Goal	DESCRIBE STEP	TIME REQUIRED	SET DEADLINE
1	Launch a monthly social media campaign featuring user-generated content.	This step requires 1 month per campaign.	The deadline is the end of each month.
2	Create and promote exclusive social media discount codes.	This is ongoing, with new promos quarterly.	The deadline is the end of each quarter.
3	Host live, weekly Q&A sessions with followers.	This step requires 1 hour per week.	The deadline is weekly.

Further Planning

Detail Required Resources	We need a dedicated social media manager, a budget for paid promotions, and content creation tools.
Define Potential Obstacles	Algorithms could change; ad costs could increase; and followers could experience engagement fatigue.
Plan for Overcoming Obstacles	Our plan includes diversifying our content strategy, allocating budget flexibly, and introducing new engagement tactics on a regular basis.

Notes

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Goal	BUSINESS OBJECTIVE	SOCIAL MEDIA GOAL	SUCCESS METRIC
1			
2			
3			

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1			
2			
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Further Planning

Detail Required Resources	
Define Potential Obstacles	
Plan for Overcoming Obstacles	

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