

SMART MARKETING GOALS

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Crafting SMART marketing goals sharpens your focus on strategies that are realistic, measurable, achievable, relevant, and time-bound. When formulating your goals, use concise language to encapsulate all relevant information.

INITIAL GOAL	Articulate the goal that you have in mind.
SPECIFIC S	What do you want to accomplish? Who do you need to include? When do you want to do this? Why is this a goal?
MEASURABLE M	How can you measure progress and determine if you're meeting your goal?
ACHIEVABLE A	Do you have the necessary skills to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the necessary amount of effort worth the goal?
RELEVANT R	Why am I setting this goal now? Is it aligned with our overall objectives?
TIME-BOUND T	What's the deadline and is it realistic?
SMART GOAL	Review your answers above and craft a new goal statement based on them.

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