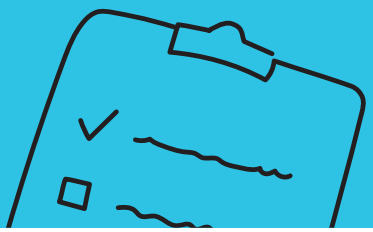
IMBUE'S GUIDE TO

Setting SMART Marketing Goals



SMART: Specific, Measurable, Attainable, Relevant, and Timely.

SMART goals work for marketers in all positions at all levels: the self-employed who need a starting point; the marketing manager looking to give their boss a firm objective; an account manager working with a client to establish a game plan.

No matter what stage you're in, approach goal setting as you do any other project with a detailed timeline. Follow these steps:

- [ ] **Summarize Your Intentions**
  Writing down your thoughts in one sentence, no matter how rudimentary they seem, is an important step in the process. Get it out of your head and onto paper!

- [ ] **Categorize Your Goal**
  What type of situation describes your need? Are you looking to generate more leads? Are you interested in growing your social media followers? Do you need more converted customers?

- [ ] **Put a Number to the Need**
  This is the tough part for some, but it's also the most important — so don't let it bring your process to a halt! If you're looking to increase website visits, think of an appropriate percentage increase you'd like to see. Let the "A" in SMART guide your judgment here.

- [ ] **Set a Due Date**
  Like any project, this one needs a due date. This step may work in tandem with step 3, so feel free to discuss both at the same time. If setting an ongoing goal (increase sales by 5% every month), assign an amount of time it will take to be in a position to achieve that goal (i.e. – how much setup time or additional resources do you need to make this happen?).

- [ ] **Commit**
  Saying you'll commit to the goal you've created is great, but we want you to write it down, and be specific! How many hours a week are you going to commit to making this goal happen? How much time does your team need to see it through?

- [ ] **Address Challenges**
  This is the time to note potential challenges: potential conflicts in timeline, resources, and strategy. Again, write these road bumps down. If any of them are undeniably inhibiting, you may want to go back to step 1 and reevaluate.

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