

Strategic Marketing Plan With S.M.A.R.T. Goals

Your Organization

Organization Objectives

Marketing Goals

Target Audience

Distinguishing Characteristics

Concerns

Relationship to Organization

Access Channels

Strengths & Weaknesses

Value and Credibility

Outlook

Keywords

S.M.A.R.T. Goals

Initial Goal Statement

1 Specific

What do you want to accomplish? Who needs to be included?
When do you want to do this? Why is this a goal?

2 Measurable

How can you measure progress and know if you've successfully met your goal?

3 Achievable

Do you have the skills/resources required to achieve the goal? If not, can you obtain them?
Is the amount of effort required on par with what the goal will achieve?

4 Relevant

Why are you setting this goal now? Is it aligned with overall objectives?

5 Time-Bound

What is the deadline and is it realistic?

S.M.A.R.T. Goal

Review what you wrote above and craft a new goal statement based on what your answers have revealed.

Strategy

Goal Statement

Task 1

Task 2

Task 3

Goal Statement

Task 1

Task 2

Task 3

Budget

Projected Cost

Action Timeline

Today

Next Week

Next Month