Penheel Marketing Marketing solutions for small businesses.

Setting Marketing Goals for Your Business

Use the following sample as a guide to creating goals, with measurable objectives, strategies, and tactic. Putting this information into a plan helps you to track your success and adjust as needed. We plan to:

Expand our brand's Increase company's Increase search inbound website engine ranking for reach through **GOALS** traffic. [insert specific social media keyword or engagement. keyword phrase] By [X%] month-Be ranked on the Double current social over-month first page of [name media platform's Like / through 2014 the search engine] Follower / Subscriber **OBJECTIVES** by [insert date] by [X% or hard number] by [insert date] Encourage site **Encourage visitors** Use defined visitors to share to comment and keyword(s) in all **STRATEGIES** share. content by making marketing efforts. your content more visible. Develop a blog. Determine the Define short- and Create a blog best platforms long-tail keywords,

TACTICS

- posting schedule.
- Develop landing pages for online advertising.
- Post content that may only be downloaded once an email address is entered.
- · Comment on other blogs.
- Online ad campaign.

- like "Boston accounting firm" or "Denver's best cupcakes"
- Identify all marketing material to use the phrase, from email to blogs, and website to online ads.
- Track success.
- Keep track of competitors.

- Create profiles
- Develop content calendar
- Use goal keywords peppered throughout the month
- Encourage sharing and comments by team; use images, polls, etc.