

S.M.A.R.T GOALS



EXAMPLE 1 - BRAND AWARENESS

S SPECIFIC

What do you want to accomplish?

- Objective: Increase brand awareness.
 - Target Audience: Women, 25-40, interested in sustainable fashion.
 - Platform: Instagram & Pinterest due to their visual appeal & demographic presence.
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M MEASURABLE

How will you track progress?

- KPI 1: Achieve a 25% increase in organic followers on Instagram * Pinterest.
 - KPI 2: Attain a 30% increase in website traffic directed from these social platforms.
 - KPI 3: Secure a 20% increase in mentions & tags on Instagram & Pinterest.
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A ACHIEVABLE

How do you plan to achieve it?

- Implement a user-generated content campaign where followers share their style using our products with a specific hashtag.
 - Collaborate with influencers & bloggers within the sustainable fashion niche.
 - Utilize Instagram & Pinterest ads targeting our specified demographic.
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R RELEVANT

How relevant is the goal?

- The goal aligns with the brand's mission to expand its presence in the sustainable fashion market.
 - Utilizing platforms popular among the target demographic ensures the brand message reaches the right audience.
 - The user-generated content and influencer collaborations enhance authenticity, which is crucial for a brand in the sustainable niche.
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T TIMELY

When do you want to achieve it? Milestones:

- Month 2: Achieve a 10% increase in organic followers on both platforms.
 - Month 4: Notice a 15% uptick in website traffic from social platforms.
 - Month 6: Attain the full 25% increase in followers and 30% in website traffic, and observe a consistent rise in brand mentions and tags.
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EXAMPLE 2 - REVENUE

S SPECIFIC

What do you want to accomplish?

- Objective: Increase overall revenue.
 - Target: Achieve \$500,000 in sales.
 - Product Focus: Highlight the top-performing product lines.
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M MEASURABLE

How will you track progress?

- KPI 1: Achieve monthly sales of approximately \$83,333 to stay on track.
 - KPI 2: Increase the average transaction value by 10%.
 - KPI 3: Boost the conversion rate by 15% on the website.
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A ACHIEVABLE

How do you plan to achieve it?

- Implement a targeted marketing campaign focusing on top-performing products.
 - Introduce bundled product offerings to increase the average transaction value.
 - Optimize the website for conversions through A/B testing and user experience improvements.
 - Engage in at least two strategic partnerships or collaborations to expand customer reach.
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R RELEVANT

How relevant is the goal?

- The goal is pertinent to the company's desire to grow and sustain the business.
 - Focusing on top-performing products and optimizing the website directly correlates with revenue generation.
 - Strategic partnerships can open up new customer segments and channels.
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T TIMELY

When do you want to achieve it? Milestones:

- Month 2: Achieve at least \$150,000 in cumulative sales.
 - Month 4: Surpass \$300,000 in cumulative sales.
 - Month 6: Reach the target of \$500,000 in total sales.
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YOUR TURN

S

SPECIFIC

What do you want to accomplish?

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MEASURABLE

How will you track progress?

A

ACHIEVABLE

How do you plan to achieve it?

R

RELEVANT

How relevant is the goal?

T

TIMELY

When do you want to achieve it?