

# MARKETING GOALS TASK

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Hey peeps!

Set marketing goals to help your business grow

Work out your marketing goals for the next 3 months. These goals should mimic some of your overall goals for your business.

My example for Nov-Feb is something along the lines of:

*Increase brand awareness and exposure for The Makers' Hub throughout Canberra by getting 5 media placements in local publications by the end of March.*

Another example might be:

*Earn \$20,000 from new client projects by the end of the year.*

Or another:

*Increase website traffic by 300% and sell 100 items from my online store by the end of March.*

Notice that these marketing goals follow the “SMART” system for setting goals, by being Specific, Measurable, Achievable, Relevant/Resonant and Time-bound.

Go ahead and set 3 marketing goals using these worksheets.



# Make your marketing goals SMART!

**Make it SPECIFIC:** The more specific you can be in your broad goal, the easier it will be to work out the action plan to make it happen. Instead of saying “I want more clients”, tell us what KIND of clients you want. “I’m going to attract more clients booking baby portrait sessions who will then become lifelong customers.”

**Make it MEASURABLE:** Numbers, numbers, numbers. Exactly HOW MANY new clients are you going to attract? “I’m going to attract 50 new clients booking baby portrait sessions”

**Make it ACHIEVABLE:** Be confident, but realistic. If you are just starting out and haven’t done any baby portraiture before, booking 50 new clients in the near future might be asking too much. Aim high, but make sure you’re not setting yourself up for failure.

**Make it RELEVANT:** It’s really important to work towards goals that MATTER, and prioritise what you are trying to achieve in your business. If bringing in more baby portrait bookings is actually not what you need to do at all, because in fact you are a sports photographer, the end result is not going to help your business grow.

**Make it RESONANT:** Does the outcome resonate with you, your business, and your values? If it doesn’t, you’ll find it very difficult to commit and see it through. Maybe deep down you would much prefer to focus on Weddings because you don’t even LIKE babies that much...

**Make it TIME-BOUND:** Without a time-frame, how are you possibly going to see whether you kicked the goal or not? “I’m going to get 50 more clients” ... in the next 50 years? Keeping in mind the “achievable” criteria, give it a set time-frame so you are motivated to make it happen by that date. This might mean adjusting your quantifiable metric (number, numbers, numbers).





What do you want to achieve?

(Specific)

How will you measure it has been achieved?

(Measurable)

In what way will you achieve it?

(Achievable)





How will it benefit your business?

(Relevant)

How badly do you want it?

(Resonant)

When do you want to achieve it by?

(Time Bound)

