

# DIGITAL MARKETING GOALS

rkcoms.com

**COMPANY NAME:**

**YOUR GOALS:**

**What do you want to accomplish? Who, When, What, Where and How (address your goals)**

**YOUR VALUE:**

**What's your difference from other business?  
People wants your product/services because:**

**YOUR RELEVANCE:**

**What are the things your products/services have that can connect/engage with your audience?**

**YOUR OWN EXPERIENCES:**

**What are first things in your mind before you start using your products/services?**

**What are the issues/problems you encountered that you wanted to fix (using your products/services)?**

**What are your goals and how did you find solutions (using your products/services)?**

# DIGITAL MARKETING GOAL SETTING

COMPANY NAME

TIME PERIOD (YEAR, QUARTER,  
MONTH COMPLETION DATE:

GOALS:  
EX. I WANT TO GENERATE SALES

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C

**What do you want to accomplish?**

Ex.  
Generate more sales from targeted audience (Women 40'-60's) from our e-commerce store using email marketing.

**Who, What, When, Where:**

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R  
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L  
E

**Make it measurable**

Ex.  
Achieve 100% increase sales from the website within a month.  
Generate 100 sales per month.  
Increase customer's retention up to 40%.

**Attach number to your goal:**

A  
T  
T  
A  
I  
N  
A  
B  
L  
E

**Can it be done at all?**

Ex.  
Since we generate 50 sales/month from our e-mail list, I want to grow to 100 sales/month. Increase our list by promoting in Facebook 2x a week and sending newsletters once a week.

**Is it achievable with your available resources and time frame outlined?**

R  
E  
L  
E  
V  
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N  
T

**Why are you setting these goals?**

Ex.  
Our team noticed that our website sales came from our email marketing strategies, I want to grow our e-mail list to 1000 subscribers that will generate additional 100 sales/month.

**State how it contributes to your business:**

T  
I  
M  
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O  
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D

**Set a time-frame of your goals**

Ex.  
Achieve 100% increase sales on targeted audience, grow 1000 subscribers on e-mail list that will generate 2x the number of sales on February 29, 2020.

**Identify a definite target date of completion.**