**DIGITAL MARKETING GOALS**

**AND OBJECTIVES TEMPLATE**

Add your marketing goal to the following worksheet. Then, use the SMART process to determine the characteristics of your objectives for each marketing channel. Be sure to focus on tangible outcomes that support broader business initiatives.

|  |  |  |
| --- | --- | --- |
| **S** | Specific | Who? What? When? Where? Why? Which? |
| **M** | Measurable | Metrics and milestones. How much? What percentage? |
| **A** | Achievable | Do you have skills and tools to accomplish this objective? |
| **R** | Relevant | Does it align with overall organizational objectives? |
| **T** | Time-Bound | Specify the intermediate and final deadlines. |

|  |  |
| --- | --- |
| GOAL |  |

|  |  |
| --- | --- |
| Digital Marketing Channel 1 |  |
| Specific |  |
| Measurable |  |
| Achievable |  |
| Relevant |  |
| Time-Bound |  |
| OBJECTIVE  |  |

|  |  |
| --- | --- |
| Digital Marketing Channel 2 |  |
| Specific |  |
| Measurable |  |
| Achievable |  |
| Relevant |  |
| Time-Bound |  |
| OBJECTIVE  |  |

|  |  |
| --- | --- |
| Digital Marketing Channel 3 |  |
| Specific |  |
| Measurable |  |
| Achievable |  |
| Relevant |  |
| Time-Bound |  |
| OBJECTIVE  |  |

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