

# CONTENT MARKETING GOALS TEMPLATE

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PROJECT NAME

AUTHOR

DATE

Add your goal to the following worksheet, then use the SMART process to determine the characteristics of your objective or objectives. SMART stands for specific, measurable, achievable, relevant, and time-bound. If the goal is to improve native habitat in the city, an objective should look like this:

GOAL

**SPECIFIC:** Who? What? When?  
Where? Why? Which?

**MEASURABLE:** Metrics and milestones.  
How much? What percentage?

**ACHIEVABLE:** Do you have skills and  
tools to accomplish this objective?

**RELEVANT:** Does it fit with overall  
organizational objectives?

**TIME-BOUND:** Intermediate and final  
deadline

OBJECTIVE 1

**SPECIFIC:** Who? What? When?  
Where? Why? Which?

**MEASURABLE:** Metrics and milestones.  
How much? What percentage?

**ACHIEVABLE:** Do you have skills and  
tools to accomplish this objective?

**RELEVANT:** Does it fit with overall  
organizational objectives?

**TIME-BOUND:** Intermediate and final  
deadline

OBJECTIVE 2

**SPECIFIC:** Who? What? When?  
Where? Why? Which?

**MEASURABLE:** Metrics and milestones.  
How much? What percentage?

**ACHIEVABLE:** Do you have skills and  
tools to accomplish this objective?

**RELEVANT:** Does it fit with overall  
organizational objectives?

**TIME-BOUND:** Intermediate and final  
deadline

OBJECTIVE 3

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