

Creating goals and measuring success

For your marketing to be successful, you'll need to set goals to strive for. The goals you create will guide your decision-making as you work toward achieving them.



SMART goals:

- ✓ **Specific:** What are you trying to achieve?
- ✓ **Measurable:** What data will you collect to measure your success?
- ✓ **Achievable:** Is your goal possible?
- ✓ **Relevant:** Does your event goal align with your broader marketing goals?
- ✓ **Time-bound:** What's your timeline to achieve your goal?

Some key performance indicators to measure the success of your marketing efforts are:

- Website visits
- Shares/mentions
- List growth
- Click rate

Target audience

Marketing goal

Marketing channels (email, social, landing pages, offline)

What are you trying to achieve?

What data will you use to measure your success?

How does this goal align with your broader company goals?

What's your timeline for achieving this goal?