

# 7 Steps to Setting and Achieving Your 2016 Marketing Goals



By Menden Kalan, January 2016

You've set personal resolutions for yourself this year, but what about setting goals for your business? Creating marketing goals increases your chances of achieving them – so do yourself a favor this year and set yourself up for success. Collaborate with your peers to determine overarching marketing goals and supporting “SMART” objectives before carrying out any tactics. This will save time, money and resources (which may ironically be part of your marketing goals themselves)!

**This 7-step process will help you define and refine your 2016 business growth goals and segment them into achievable marketing objectives.**

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## Encourage a Brain-Dump Exercise

Host a group brainstorming session with key stakeholders or department heads to create a list of any and all things you'd like to see happen for your business over the next 12 months. Use this list to develop goals that support the “big picture” vision for your business.

## Focus on Marketing-Oriented Goals

Highlight the goals that can be influenced by marketing efforts and remove anything that is unrelated. Keep in mind that marketing goals are typically externally-focused as to include items such as revenue generation, branching out to a new target market or launching a new product.

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## Determine SMART Objectives

Construct your marketing goals in ways that support a SMART objective, which is Specific, Measurable, Achievable, Realistic and includes a Timeline.

## Embrace Project Management Software

Research and decide upon a project management software that houses your objectives and keeps track of their associated tactics.

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## Track and Measure Success

Set up Key Performance Indicators (KPIs) to determine if your marketing campaign's performance is on track to meet your objectives and thus your marketing goals. KPIs are measurable and often quantifiable.

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## Close the Loop

Evaluate your campaign's performance quarterly or every six months to track the progress of your SMART objectives. This check-in should determine what tactics are proving successful versus those that aren't.

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## Delegate, Delegate, Delegate

Your SMART objectives have a lot riding on them so it's critical to delegate tactical responsibilities to the right people. This includes personnel with the proper expertise and capacity. If your marketing department has limited resources or is already overflowing with the maintenance of daily activities, don't hesitate to bring on a team of marketing experts.

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