Fill Up the Worksheet: Defining Your SMART Marketing Goals

Now that you've gained a thorough understanding of how marketing goals align with your business strategy, it's time to set your own goals. Use this worksheet to fill in your top 3 SMART marketing goals. Follow the template below to ensure each goal is clearly defined and actionable.

Step 1: Set Your Business Goals

What are the top business outcomes you want to achieve in the next 3-6 months? Think of measurable objectives, such as increased sales, improved brand awareness, or growing your customer base.

Examples:

- Increase revenue by 20% over the next quarter.
- Grow the email subscriber list by 15%.
- Boost eCommerce sales by 10% in the next 6 months.

Your Business Goals:

1. _____
2. _____
3. _____

Step 2: Identify Where Marketing Supports Each Business Goal

Next, think about how marketing can help you achieve each business goal. What marketing strategies or channels will best support these objectives?

Examples:

- To grow email subscribers → Focus on **lead magnets** and **content marketing**.
- To boost eCommerce sales → Use **retargeting ads** and **email promotions**.
- To increase overall revenue → Invest in **SEO** to bring in organic traffic.

Marketing Strategies for Each Business Goal:

1. _____
2. _____
3. _____

Step 3: Turn Your Business Goals into SMART Marketing Goals

Now let's turn those objectives into SMART goals. Remember, SMART goals are:

- **Specific**: Be as detailed as possible.

- **Measurable**: Attach a quantifiable outcome.

- **Achievable**: Make sure the goal is realistic based on your resources.

- **Relevant**: Ensure the goal aligns with your business priorities.

- **Time-bound**: Set a deadline for achieving the goal.

Examples of SMART Marketing Goals:

- **Increase website traffic by 25% in the next 3 months** by publishing two SEO-optimized blog posts per week.

- **Generate 100 qualified leads per month** using Google Ads targeting specific search terms related to your product.

- **Improve conversion rate by 10% in the next 6 months** by A/B testing product landing pages and optimizing CTAs.

Your SMART Marketing Goals:

1. _____

2. _____

3. _____

Step 4: Map Out Your Marketing Funnel

Now that you have your goals, it's time to map out your **marketing funnel**. This will help you identify what tactics you're using at each stage and where bottlenecks may exist.

Example of a Marketing Funnel:

- **Top of the Funnel (Awareness)**: You drive traffic through **SEO** and **Google Ads** targeting relevant keywords.

- **Middle of the Funnel (Consideration)**: You provide valuable content through **email marketing** and a **free trial offer** to nurture leads.

- **Bottom of the Funnel (Conversion)**: You use **retargeting ads** and **discount codes** to convert leads into paying customers.

Your Marketing Funnel:

1. **Top of the Funnel** (Attracting new visitors)

- _____

2. **Middle of the Funnel** (Nurturing leads)

- _____

3. **Bottom of the Funnel** (Converting leads to customers)

- _____

Step 5: Identify Potential Bottlenecks

Now that you've mapped out your funnel, let's take a closer look to find potential **bottlenecks**—areas where leads drop off or stop progressing toward conversion.

Questions to Help You Identify Bottlenecks:

1. **Top of the Funnel**: Are you driving enough traffic to your website?

- Check your **Google Analytics** to see if your traffic numbers are growing. If not, it could indicate that your **SEO** or **ads** aren't effective.

2. **Middle of the Funnel**: Are leads engaging with your content or offers?

- If you have a high **email unsubscribe rate** or **low open rates**, it might mean your content isn't resonating with your audience. Consider using **A/B testing** to refine your message.

3. **Bottom of the Funnel**: Are people abandoning their carts or failing to complete purchases?

- If you notice a high **abandonment rate** in your eCommerce funnel, look at factors like **checkout complexity**, **shipping costs**, or **lack of trust** (such as missing security badges).

Your Bottleneck Findings:

1. **Top of the Funnel Bottleneck (Awareness)**:

- _____

2. **Middle of the Funnel Bottleneck (Consideration)**:

- _____

3. **Bottom of the Funnel Bottleneck (Conversion)**:

- _____

Step 6: Solutions for Fixing Bottlenecks

Once you've identified the bottlenecks, the next step is to fix them. Here's how:

1. **Top of the Funnel Solutions**:

- **Increase traffic** by improving your SEO, targeting better keywords, or running more compelling ads.

2. **Middle of the Funnel Solutions**:

- If your **email engagement is low**, try segmenting your audience to send more personalized content, or use **lead nurturing workflows** to guide them toward conversion.

3. **Bottom of the Funnel Solutions**:

- For **cart abandonment**, offer incentives like free shipping or limited-time discounts. Also, ensure your checkout process is seamless and trust-building signals are present (security badges, reviews, etc.).

Your Plan for Fixing Bottlenecks:

1. **Top of the Funnel Solution**:

- _____

2. **Middle of the Funnel Solution**:

- _____

3. **Bottom of the Funnel Solution**:

- _____

Step 7: Tracking Progress Toward Your Goals

Finally, as you implement your SMART goals and fix bottlenecks, you need to **track your progress** to ensure you're moving in the right direction.

Here are a few key metrics and tools you can use:

- **Traffic**: Use **Google Analytics** to monitor the number of visitors and page views on your website.

- **Leads**: Use **HubSpot** or **Pipedrive** to track the number of leads generated from your marketing efforts.

- **Conversions**: Use tools like **Hotjar** or **Crazy Egg** to track user behavior on your site and identify where people drop off in the conversion process.

- **Ad Spend**: Use **Google Ads** and **Facebook Ads Manager** to track the ROI of your campaigns and optimize your budget allocation.

Worksheet Conclusion: Review & Next Steps

Congratulations on completing your Day 1 Worksheet! You've now mapped out your SMART goals, identified potential bottlenecks in your funnel, and outlined solutions for improving your results. As we move forward, keep these goals in mind and adjust them as needed based on your progress.