

# HOW TO IDENTIFY YOUR MARKETING OBJECTIVES IN A CAMPAIGN

Conducting a campaign requires alignment with your business marketing goals and objectives, but which ones are right for your campaign?

Marketing your solutions and services is an essential part of business development. It helps you not only get the word out about your offerings but also drives innovation in the marketplace and opens the door to developing meaningful business relationships with new clients and customers.

## Some common marketing objectives include:

- Building brand awareness
- Generating new leads
- Launching a product
- Growing your audience and market share

## Setting goals:

To move your business forward using marketing efforts, it's important to set well-defined, specific goals that are based on the overall goals of your business.

### What makes a good goal:

A good goal should be a S.M.A.R.T. one. Marketing objectives within campaigns should always include **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**imely goals ([Atlassian](#)). The SMART format can help you narrow down specific and actionable goals within your campaign that can be achieved within a time frame.

## Which objective is right for you?

Determining the objective that works best for you depends on the goals set by your company, department and team. Below is an overview of some common marketing objectives using the SMART model to help develop goals for each one.

### Building brand awareness:

This common marketing objective helps you measure how recognizable your brand is to your target audience. It's a powerful and important objective that can not only lead

to more awareness but also establish your brand as a preference for your audience.

- ❓ **Ask yourself:** Is my brand easily recognizable? Is my current audience the audience I want to attract?

The SMART principles help determine your goals within each objective in addition to key performance indicators. An example of a SMART goal may look like:

Specific: increase the number of social media followers  
 Measurable: 10% more than the previous quarter  
 Attainable: with new eye-catching graphics/videos  
 Relevant: having more engagement on social media will increase brand awareness  
 Timely: three months

A key performance indicator for brand awareness can be measured by configuring your website's traffic, social media metrics, such as the number of followers, post engagements and shares, and/or surveys. Each of these platforms offers its own data analysis collection.

### Generating new leads:

Lead generation is a process that attracts new prospects to your business by nurturing their interest in your products or services.

- ❓ **Ask yourself:** How do I want to attract new leads? Which platforms bring in the highest quality leads? Why?

The SMART principles can help you set specific, measurable and attainable goals that are realistic and timely for lead generation. An example of a SMART goal for this may look like:

- Specific: increase the number of captured leads
- Measurable: 25% more than the previous quarter
- Attainable: with a landing page and call to action
- Relevant: if the leads fit the buyer persona, having more leads will translate to more sales
- Timely: three months

A key performance indicator for lead generation can be measured by the number of qualified leads received by your sales team in addition to website traffic.

### Launching a product:

A product launch involves many different aspects of marketing and business working together to develop a plan to inform your audience about a new product.

**?** **Ask yourself:** What are my goals with this product launch? What type of visibility do I want with the product launch?

The SMART principles can help you determine a basic overview of the product launch goals:

- Specific: find a product market fit
- Measurable: capture 15% of new customers
- Attainable: with email and social media campaign
- Relevant: having new customers translates to more sales for other products
- Timely: six months

A key performance indicator for launching a product may include email click-through rates, social media engagement and website traffic measurements.

### Growing your audience and market share:

Your company can put several strategies to the test to grow your audience and increase market share. These can range from developing more innovative products or services, building customer loyalty, acquiring companies and much more.

**?** **Ask yourself:** How do I want to grow my audience and market share? What tools should I use to accomplish this? What SMART goals can I develop to make this achievable?

An example of a SMART goal for increasing your market share may look like:

- Specific: increase customer loyalty
- Measurable: 10% more than the previous quarter
- Attainable: work with Marketing to develop a loyalty program
- Relevant: having loyal customers increases market share
- Timely: 12 months

A key performance indicator for measuring your increase in market share may include measuring the ROI of the loyalty program using various success rates determined by each platform, including email campaign click-through rates, social media metrics, website traffic and much more.

Below, we've provided a few questions to help get you started on developing your SMART marketing goals and objectives for your company.

- What are my organization's top objectives this year?
- What are some SMART goals you can set for your marketing team to help achieve these objectives?
- Why are you setting these goals?
- What are the key performance indicators that need to be measured to show the goal's progress to leadership?
- Are these goals things that can be reasonably accomplished?
- What does the timeline to achieve this goal look like, from start to finish?