



# GOALS

Think about where you want to be this time next year and what you want to achieve within the next 12 months.

For example, these could be:

- Increase your turnover by 50%
- Increase your profit by X
- Increase regular monthly customers to X
- Achieve X number of sales

You then need to make these goals SMART so you can track them.

## **SMART Objectives:**

- Specific - what exactly needs to be accomplished
- Measurable - include metric / figures
- Achievable - what resources do you need to achieve the goal
- Realistic - are they in line with overall business goals
- Timebound - add a target date to achieve by

An example of a SMART goal would be: To increase sales of 'X' product from 2% to 5% of our target group by January 20XX.

Once you have your 12 months goals, then break these down into quarters, so you have a target to achieve for the next four quarters of the year. Then go one step further and break them down by month.



# GOALS cont..

I don't want to complicate things. If you managed to do that part of the exercise okay, you could also look at having three levels. A minimum you need to achieve, a top target of what you would LOVE to achieve and then something in between the two.

***An example using ranges is below:***

- Minimum must achieve – Sales to breakeven £1500 per month
- Middle of minimum and top - £2500
- Top Target – Sales to breakeven and then make a nice profit £5000

***To break your yearly goal down here are some examples:***

1. Within the next 12 months, I want to generate £12,000

- Each spends an average of £30
- To achieve this, I need 400 sales

(yearly target divided by the cost of sale = number of sales to achieve this year)

(12,000 / 30 = 400)

- An average of 33.33 orders per month

(the number of target sales divided by number of months in a year = number of sales per month)

(400 / 12 = 33.33)

2. Within the next 12 months, I want to generate £20,000

- To achieve this, I need 200 orders
- Each spends an average of £100
- An average of 16.6 orders per month



# Marketing Objectives

Next, you can set your marketing objectives in line with your business goals again, ensuring they are SMART.

Some examples of marketing goals that you could use are:

- Increase new customers
- Keep 85% of existing customers
- Increase brand awareness
  
- Increase email subscribers
- Increase website traffic and sales
- Collaborations with other industry-related businesses
  
- Increase Facebook Likes and Follows
- Increase Instagram Followers
- Increase LinkedIn Connections
- Increase YouTube Subscribers
- Increase Pinterest Followers

**Don't forget to make them SMART**

You could then also break these down by quarter and then month