



**MOUNTAIN
MOJO GROUP**

SMART GOALS

S

SPECIFIC

What do you want to do?

M

MEASURABLE

How will you track your progress?

A

ATTAINABLE

How will you do it?

R

RELEVANT

Is this relevant to your business right now?

T

TIMELY

When do you want to do it?

SOCIAL MEDIA SMART GOALS

Example: Increase our Instagram followers for our business account by 20% over the next six months.

S**Specific**

The goal clearly states what needs to be achieved, which is increasing the follower count on the business's Instagram.

M**Measurable**

The goal includes a quantifiable metric, a 20% increase in the follower count.

A**Attainable**

A 20% increase in followers is a realistic target over six months, assuming appropriate social media strategies, content creation, and engagement efforts are implemented.

R**Relevant**

A growing follower count can lead to increased brand visibility, engagement, and potentially more leads or sales for the business.

T**Time-bound**

The goal is time-bound because it has a specific timeframe of six months.

Create Your Own Social Media SMART Goals:

WEBSITE SMART GOALS

Example: Increase organic website traffic by 30% over the next three months.

S

Specific

The goal is specific because it clearly defines what needs to be achieved.

M

Measurable

We'll use analytics tools to monitor unique visitors, page views, and conversions, comparing current and improved data.

A

Attainable

The goal is attainable if you implement effective SEO strategies, produce high-quality content, and promote the website through various channels.

R

Relevant

Increasing organic website traffic is aligned with broader business objectives, such as raising brand awareness, generating leads, or boosting sales.

T

Time-bound

It has a specific timeframe of three months, providing a sense of urgency and a deadline.

Create Your Own Website SMART Goals:

EMAIL MARKETING SMART GOALS

Example: Increase email open rates by 15% within the next three email campaigns.

S

Specific

Clearly defines what needs to be achieved, which is increasing email open rates.

M

Measurable

Includes a quantifiable metric, a 15% increase in open rates. This allows for tracking progress.

A

Attainable

The goal is attainable with email optimization strategies, such as crafting compelling subject lines, segmenting the audience, and improving email content and design.

R

Relevant

A higher open rates can lead to increased engagement and conversions, aligning with the broader objectives.

T

Time-bound

It has a specific timeframe of the next three email campaigns, providing a sense of urgency and a deadline.

Create Your Own Email SMART Goals:

SOCIAL MEDIA SMART GOALS

SOCIAL MEDIA Example:

- Specific: Increase brand engagement on Instagram.
- Measurable: Achieve a 20% increase in likes, comments, and shares on Instagram posts within the next three months
- Achievable: Implement a consistent posting schedule, collaborate with influencers, and create visually appealing content to encourage engagement.
- Relevant: This goal aligns with our overall marketing strategy to enhance brand visibility and connect with our target audience on a popular platform.
- Time-bound: Attain the 20% engagement increase on Instagram within the next three months.

Create Your Own Social Media SMART Goals



SMART GOALS

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YOUR SMART GOALS

EMAIL MARKETING SMART GOALS

EMAIL MARKETING Example:

- Specific: Increase email open rates for the monthly newsletter.
- Measurable: Achieve a 15% increase in open rates compared to the previous month's newsletter within the next two email campaigns.
- Achievable: Craft attention-grabbing subject lines, personalize content based on subscriber preferences, and segment the audience for more relevant messaging.
- Relevant: Enhancing email open rates aligns with our goal of improving audience engagement and strengthening our brand-consumer connection.
- Time-bound: Attain the 15% increase in open rates over the next two consecutive email campaigns.

Create Your Own Email SMART Goals

WEBSITE SMART GOALS

WEBSITE Example:

- Specific: Increase website traffic.
- Measurable: Achieve a 30% increase in monthly website visitors compared to the previous quarter
- Achievable: Implement SEO optimizations, publish high-quality blog content, and engage in social media promotion to drive traffic.
- Relevant: Growing website traffic aligns with our goal of expanding our online presence and attracting more potential customers.
- Time-bound: Attain the 30% increase in website visitors by the end of the next quarter.

Create Your Own Website SMART Goals
