



## Meeting Notes

Your next task is to turn these goals into SMART goals. To do this, you'll use the information from the meeting notes below:

- The *For All* line will officially launch at the end of June, three months from today.
- The email subscriber list is currently about 100,000 people, and we currently add new subscribers at a rate of about 1,000 per month. There is high interest among target audiences, and market research indicates that 2,000 per month is a reasonable target.
- Only 35% of current email subscribers have ever made a purchase. Surveys indicate that the other 65% are interested in Feels Like Home's existing products, but the high price point has been the main obstacle to purchase.
- We estimate that a substantial number of new customers will come from our current subscriber list if we segment for the new product line.
- The average monthly conversion rate for email subscribers is currently 5%. Bringing that rate up to 7% per month within six months of launch will help us reach our business goal. An increase of this size is in line with industry benchmarks.
- Segmenting our email list will help us reach the right subscribers and maximize conversions.
- Giving discounts to existing subscribers who refer friends or family members should help grow the email list. Social media and paid media specialists are also working to grow the list.

## Goal One

<b>Original goal</b>	"Grow the email subscriber list by the end of September"
<b>SMART goal</b>	<i>Our goal is to increase the subscriber rate from 1000 subs/month to 2000 subs/month within six months of launch by offering existing subscribers discounts to overcome the high price point</i>

Question	Response
<b>What makes this goal specific?</b>	We're offering discounts to subscribers to increase conversion rate
<b>What makes this goal measurable?</b>	Going from 1000 subs/month to 2000 subs/month
<b>What makes this goal attainable?</b>	Based on the high interest in our target audience & market research 2000 is a reasonable target
<b>What makes this goal relevant?</b>	Increasing our subscribers per month helps us grow our total active customer base
<b>What makes this goal time-bound?</b>	We have three months to complete our goal.

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## Goal Two

<b>Original goal</b>	"Increase the monthly conversion rate"
<b>SMART goal</b>	<i>Our goal is to increase our monthly conversion rate from 5% to 7% per month by the end of September by segmenting our current subscriber list for the new product line and offering discounts to subscribers who refer a friend or family member.</i>

Question	Response
<b>What makes this goal specific?</b>	We want to segment the list to increase subscriber rate

<b>What makes this goal measurable?</b>	Going from 5% to 7% conversions per month
<b>What makes this goal attainable?</b>	And increase of this size is in line with industry benchmarks
<b>What makes this goal relevant?</b>	This goal is in line with our business goal of increasing our total active customer base.
<b>What makes this goal time-bound?</b>	We have 6 months.