Office Green

Goal One: "Office Green wants to increase brand awareness."

SMART Goal One: "Office Green will increase brand awareness via a new marketing and sales strategy and a redesigned website, which will increase unique page visits by at least 2000 views per month, by the end of the year."

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

Response: By specifying 2 main things to do (marketing and sales strategy + redesigning website), it is clear what is needed to be done. I did not include the flyers, as it did not have a metric I can use.

What makes this goal measurable? Does it include metrics to gauge success?

Response: Metric of "2k per month, by the end of the year" is given.

What makes this goal attainable? Is it realistic given available time and resources?

Response: Stated results as being within prior marketing campaigns

What makes this goal relevant? Does it support project or business objectives?

Response: By increasing brand awareness, are able to potentially increase customer base. This can allow for the main goal of "5% revenue increase" to be achieved

What makes this goal time-bound? Does it include a timeline or deadline?

Response: Deadline of by the end of the year

Goal Two: "Office Green wants to raise the customer retention rate."

SMART Goal Two: "Office Green will raise the customer retention rate by at least 10% (to 90%) by the end of the year via the introduction of a new Operations and Training plan."

What makes this goal specific? Does it provide enough detail to avoid ambiguity?

Response: Specifies the introduction of a new Operations and Training plan

What makes this goal measurable? Does it include metrics to gauge success?

Response: Increasing customer retention rate by 10% (to 90%)

What makes this goal attainable? Is it realistic given available time and resources?

Response: Customer retention is already high, and the new project "Plant Pals" has high interest, and therefore could retain more customers

What makes this goal relevant? Does it support project or business objectives?

Response: By retaining more customers, you are able to get closer towards the main objective of 5% increase in sales

What makes this goal time-bound? Does it include a timeline or deadline?

Response: Has to be done by the end of the year