

Goal One: “Office Green wants to increase brand awareness.”

SMART Goal One: “Office Green wants to boost brand awareness by 15% with new marketing and sales strategy. Redesign the website with a new plant pal landing page to increase traffic by at least 2k each month by the end of the year and print catalog...”

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

Response: The team understands that it wants to achieve a boost in brand awareness, so new sales and marketing strategy like redesigning the website, printing new catalog are clear and simple activities it needs to do to accomplish just that.

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

Response: its success lies on the new marketing and sales strategy boosting brand awareness by 15% and increased traffic to the company’s page by at least 2k each month

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

Response: The expectation is in line with the result of prior marketing campaigns and it has the resources to follow through.

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

Response: Office green website traffic has dipped over the last three years and this impacts on brand loyalty thereby impacting revenue.

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

Response: monthly metric is assessed till the end of a year.

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

SMART Goal Two: “Office Green wants to raise customer retention rate above 90% with the launch of plant pal by the end of third quarter. Also improving on existing

customer service standards and boost efficiency by creating operations and training for plant pals. ...”

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

Response: The team aims to raise customer retention rate by launching a new service called plant pal.

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

Response: the success criteria is to raise customer retention rate above 90% with the new service

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

Response: they have the time, resources and knowledge from the rating indices of the last 5 years and the survey carried out speaks to that effect.

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

Response: Office green has been losing customers to competitors who noted they wanted more extensive services and also 85% of existing customers showed interest in the new plant pal when surveyed.

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

Response: the launch is expected by the end of third quarter.