**Goal one**

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

**SMART Goal One:** “Office Green will increase unique page visits to their website by 2,000 each month by the end of Q4, through a new marketing and sales strategy, a redesigned website with a Plant Pals landing page, and a print catalog.”

**Goal one questions**

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***:  This goal clearly states the desired increase in unique page visits and the methods to achieve it |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***:  The goal includes a specific metric of increasing page visits by 2,000 each month |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***:  The goal is realistic given the historical data from prior marketing campaigns |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***:  This goal supports the broader objective of boosting brand awareness |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***:  The goal is set to be achieved by the end of Q4 |

**Goal two**

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

**SMART Goal Two:** “Office Green will increase its customer retention rate from 80% to 90% by the end of Q4 by implementing the Plant Pals service, enhancing customer standards, and achieving a customer satisfaction rating of over 90%.”

**Goal two questions**

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| **What makes this goal specific? Does it provide enough detail to avoid ambiguity?**  ***Response***:  The goal specifies the target retention rate and the means to achieve it |
| **What makes this goal measurable? Does it include metrics to gauge success?**  ***Response***:  The goal includes clear metrics: a 10% increase in retention rate and a customer satisfaction rating of over 90% |
| **What makes this goal attainable? Is it realistic given available time and resources?**  ***Response***:  The goal is feasible with the introduction of Plant Pals and improved customer service |
| **What makes this goal relevant? Does it support project or business objectives?**  ***Response***:  This goal aligns with the overall business objective of raising customer retention |
| **What makes this goal time-bound? Does it include a timeline or deadline?**  ***Response***:  The goal is to be achieved by the end of Q4 |