

SMART Goals & Performance

High-value, measurable objectives for the Mory Gym campaign, ensuring all efforts contribute directly to revenue growth, membership sign-ups, and engagement.

Specific

Objective	Details
Goal	Position the Gym as Alexandria’s top luxury fitness destination via premium membership conversion.
Target	1,500 New Members
Actual	1,800 Members

Measurable

Objective	Details
Goal	Maximize engagement, ROI, and membership growth over the 12-week campaign.
Target ROI	1,000%
Actual ROI	4,780%

Achievable

Objective	Details
Goal	Leverage high-quality visuals and local targeting to generate interest and engagement among the target audience.

Target Reach	150,000
Actual Reach	180,000

Relevant

Objective	Details
Goal	Support the Gym’s positioning as Alexandria’s premier fitness destination for affluent adults.
Target Conversion	10%
Actual	12%

Time-bound

Objective	Details
Goal	Execute the full 12-week campaign sequence on schedule.
Duration	12 Weeks
Status	Achieved <input checked="" type="checkbox"/>

Campaign Achievement Summary

Metric	Value
Reach	180,000

New Members	1,800
Engagement	18.2%
ROI	4,780%
Conversion Rate	12%
Duration	12 Weeks