# 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

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| --- | --- |
| **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

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

## Achievable

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| --- | --- |
| **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

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

## Time-bound

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| --- | --- |
| **Objective** | **Details** |
| Goal | Execute the full 12-week campaign sequence on schedule. |
| Duration | 12 Weeks |
| Status | Achieved ✅ |

## Campaign Achievement Summary

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| --- | --- |
| **Metric** | **Value** |
| Reach | 180,000 |
| New Members | 1,800 |
| Engagement | 18.2% |
| ROI | 4,780% |
| Conversion Rate | 12% |
| Duration | 12 Weeks |